

# **Camden Special Services District**

## **REQUEST FOR PROPOSALS**

FOR BRANDING SERVICES

**Opening Date:** August 20, 2025

**Due Date:** September 17th, 2025, no later than 9:00 AM EST

Camden Special Services District

200 Federal Street, Suite 146

Camden, NJ 08103

**E-mail completed proposals to:**

Kristine Kennedy

Camden Special Services District

(865) 336-6022

[KKennedy@CamdenSSD.com](mailto:KKennedy@CamdenSSD.com)

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## PURPOSE

The Camden Special Services District (CSSD) seeks a qualified consultant to develop, in conjunction with staff and stakeholders, a cohesive brand and positioning strategy along with updated brand assets that reflect Downtown Camden’s character, history, and aspirations. After five years managing a business improvement district, leadership feels there is a need to align its various brand assets and devise a communications hierarchy that will inform not just how we talk about our work, but how we talk about Downtown Camden as a safe and attractive destination.

## ABOUT OUR ORGANIZATION

The Camden Special Services District (CSSD) was incorporated as a 501c3 in 2005 under the umbrella of the Camden Community Partnership. In 2019 CSSD was designated as the management corporation for the Downtown Camden Business Improvement District (CBID) and became its own independent organization, funded primarily through a special property assessment, charged with providing cleaning, greening, marketing, and business support services to foster a clean, safe, and inviting place to work, live, and visit.

Functionally, there is no difference between CSSD and CBID, but each has its own logo. These are deployed unevenly on event promotions, staff uniforms, physical assets such as public trash cans and service vehicles, and our website and newsletter. The deployment of these two brands has been confusing and does not provide for a way to talk about Downtown Camden as “the star of the show.” The selected firm should expect to provide guidance on the hierarchy of brand assets and communications.

## ABOUT DOWNTOWN CAMDEN

Camden New Jersey is a city of 71,000 residents, only 2,400 of whom live within what is considered to be “downtown.” This district is characterized by government offices (such as City Hall), higher education campuses, medical campuses, waterfront tourist attractions, and vast parking lots that accommodate the 21,000 commuters who come into downtown to work at corporations such as Subaru, Campbells, Coriell Institute, Lockheed Martin, and Holtec.

Regionally, Camden is perhaps best known for its waterfront attractions such as Adventure Aquarium, Battleship New Jersey, Wiggins Marina, and Freedom Mortgage Pavillion. But it is also a growing Eds & Meds center with Cooper University Hospital, Virtua, and Cooper Rowan Medical School.

All of this overshadows Camden’s bygone history as the country’s epicenter of radio set and vinyl record production and its aspirations to once again become a vibrant, livable downtown. A true “downtown identity” has been lacking.

## Stakeholders

The selected consultant will work with CSSD staff of three better understand our brand story through surveying or interviewing key stakeholders. This could include:

- CSSD board directors
- Business owners
- CBID assessment payers
- Downtown residents
- Ring neighborhood residents
- Employees and commuters

- Government representatives
- Waterfront attraction visitors
- Community leaders
- Arts & Culture leaders
- Real estate professionals and developers

## REQUEST FOR PROPOSALS FOR BRANDING SERVICES

In accordance with New Jersey Local Public Contracts Law, notice is hereby given that the Camden Special Services District (CSSD) is seeking proposals from qualified and experienced companies to provide Branding Services for the Camden Special Services District and the Camden Business Improvement District. This open and fair request for proposals is issued under 40a:11-2 [6] and [7]: “extraordinary unspecifiable” professional services.

An electronic version of the request for proposals and proposal forms can be obtained through the CSSD. Send email request to: Kristine Kennedy, [kkennedy@CamdenSSD.com](mailto:kkennedy@CamdenSSD.com) , Subject Line: Branding Services 2025, >>**INSERT COMPANY NAME**<< and provide the following in the body of the email: Company Name, Address, Zip, Phone, Contact Name, Day Phone and Email Address.

Request for proposal specifications and proposal forms may also be obtained in person at the Camden Special Services District, 200 Federal Street, Suite 146, Camden, New Jersey, 08103, Monday through Friday 10:00AM - 3:00PM.

## SCOPE & DELIVERABLES

The selected firm will provide comprehensive branding services incorporating:

**Brand Assessment** that includes an inventory of current assets and an evaluation of audiences.

**Brand Positioning** that considers how Downtown fits into the city of Camden and the broader metropolitan region. To include:

- Key messaging
- Brand story and tone
- Look and feel of year-round and special event marketing

**Brand Identity** with individual assets for:

- Downtown Camden
- Camden Special Services District
- Camden Business Improvement District
- Downtown Camden Young Professionals Network
- Buzz Bee mascot
- Key seasonal events

**Brand Guide** with colors, fonts, and style guidelines; templates for letterhead and e-newsletters.

**Deployment Plan** for how and when to roll out the new branding with examples/mockups and a schedule.

*The contract period is not to exceed twelve months.*

## PROJECT SCHEDULE AND MILESTONES

CSSD anticipates this project will kick off in October 2025 and conclude in late winter 2026 with a launch of new brand assets in early spring 2026.

### RFP Schedule

- |                        |  |
|------------------------|--|
| 1. RFP Release         | August 20th                              |
| 2. Questions Due:      | August 29th                              |
| 3. Responses posted:   | September 3rd                            |
| 4. Proposals due:      | September 17 <sup>th</sup> 9 AM EST      |
| 5. Interviews:         | September 29 <sup>th</sup> – October 3rd |
| 6. Contract Commences: | Late October                             |

### EVALUATION CRITERIA

Proposals will be reviewed by staff and qualified respondents will be invited to interview during the published window. Proposals will be evaluated based on:

- Quality and completeness of proposal (30%)
- Firm interviews (30%)
- Relevant experience (20%)
- Cost effectiveness (10%)
- References (10%)

#### Proposal Requirements

Please include the following in your response:

- A statement on your firm's qualifications and alignment with CSSD's stated goals
- A concise approach to our scope, with detailed schedule and meeting timeframes
- Description of your methodology for facilitating the branding process with CSSD staff
- Case studies for 2 relevant branding campaigns your firm has completed
- Total cost & detailed budget. Break out research, assessment, strategy and graphic services. Provide a not-to-exceed amount and hourly rates
- Resumes or bios for your team, including each person who will be working on this process
- Three references (preference for those featured in case studies)

## REQUIRED DOCUMENTS CHECKLIST

**The selected firm will be required to furnish the following documents prior to signing a contract. These forms are available for preview in the Appendix:**

- ☐ Mandatory Equal Opportunity Language
- ☐ Affirmative Action Compliance Notice
- ☐ Americans with Disabilities Act
- ☐ Ownership Disclosure
- ☐ Non Collusion Affidavit
- ☐ Prohibited Investment Activities in Iran
- ☐ Anti-discrimination provisions
- ☐ Ethics Complaint Affidavit
- ☐ Business Entity Contribution Statement
- ☐ NJ Business Registration Certificate

## ADDITIONAL TERMS

- a) Any item that, in the opinion of the consultant, may have been inadvertently omitted and would be necessary for successful completion of the project should be included in the proposal and documented.
- b) This RFP is being solicited through fair and open process in accordance with the requirements of N.J.S.A. 19:44A-20.4, and shall be in conformance with the applicable requirements of the "Local Public Contracts Law," N.J.S.A. 40A:11-1 et seq.
- c) The award of the contract for this RFP shall be made pending approval and funding authorization to do the work is provided to the Camden Special Services District in a lawful manner.
- d) Successful firm must provide a copy of their State of New Jersey Business Registration Certificate issued by the New Jersey Department of Treasury before execution of contract. <https://www.nj.gov/treasury/revenue/gettingregistered.shtml>. The fee is \$125 for all for-profit entities and Foreign Non-Profit corporations. The fee is \$75 for Domestic Non-Profit corporations.
- e) The CSSD reserves the right to accept, reject and waive any informalities in the proposal or reject all proposals. Any proposal received after the time and date specified will not be considered.
- f) Payment of all subconsultants shall be the sole responsibility of the consultant. Nothing contained herein shall create a contractual relationship between any subconsultant and the CSSD.

# APPENDIX

## *EXHIBIT A*

### MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE

*N.J.S.A. 10:5-31 et seq. (P.L.1975, c.127)*

*N.J.A.C. 17:27 et seq.*

#### **Goods, General Services, and Professional Service Contracts (Mandatory Affirmative Action Language)**

During the performance of this contract, the Contractor agrees as follows:

The Contractor or Subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex. Except with respect to affectional or sexual orientation, the Contractor will take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer, recruitment, or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting for the provisions of this nondiscrimination clause.

The Contractor or Subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex.

The Contractor or Subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or workers' representative of the Contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment. The Contractor or Subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.

The Contractor or Subcontractor agrees to make good faith efforts to employ minority and women workers consistent with the applicable county employment goals established in accordance with N.J.A.C. 17:27-5.2 or a binding determination of the applicable county employment goals determined by the Division, pursuant to N.J.A.C. 17:27-5.2.

The Contractor or Subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital

status, affectional or sexual orientation or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The Contractor or Subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey, and as established by applicable Federal law and applicable Federal court decisions.

In conforming with the applicable employment goals, the Contractor or Subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions. All successful prospects must submit, within seven (7) days after the receipt of the notice of intent to award that contract or the receipt of the contract, one of the following:

- i. A photocopy of a valid letter for an approved Federal Affirmative Action Plan (good for one year from the date of the letter), or
- ii. A photocopy of an approved Certificate of Employee Information Report, or
- iii. If the prospect has none of the above, the public agency is required to provide the prospects with an initial Affirmative Action Employee Information Report (AA-302)

The Contractor and its Subcontractors shall furnish such reports or other documents to the Division of Contract Compliance and EEO as may be requested by the Division from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Contract Compliance & EEO for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27

Name of Proposer: \_\_\_\_\_ Date: \_\_\_\_\_

(Person, Firm, or Corporation)

Signature and Title: \_\_\_\_\_



*EXHIBIT B*

**AFFIRMATIVE ACTION COMPLIANCE NOTICE**

*N.J.S.A. 10:5-31 and N.J.A.C. 17:27*

**Goods and services contracts  
(including professional services)**

This form is a summary of the successful proposer/bidder's requirement to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27-1 et seq.

The successful bidder/proposer shall submit to the public agency, after notification of award but prior to execution of this contract, one of the following three documents as forms of evidence:

(a) A photocopy of a valid letter that the contractor is operating under an existing Federally approved or sanctioned affirmative action program (good for one year from the date of the letter);

OR

(b) A photocopy of a Certificate of Employee Information Report approval, issued in accordance with N.J.A.C. 17:27-4;

OR

(c) A photocopy of an Employee Information Report (Form AA302) provided by the Division and distributed to the public agency to be completed by the contractor in accordance with N.J.A.C. 17:27-4.

The successful vendor may obtain the Affirmative Action Employee Information Report (AA302) from the contracting unit during normal business hours.

The successful vendor(s) must submit the copies of the AA302 Report to the Division of Contract Compliance and Equal Employment Opportunity in Public Contracts (Division). The Public Agency copy is submitted to the public agency, and the vendor copy is retained by the vendor.

The undersigned vendor certifies that he/she is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.1 et seq. and agrees to furnish the required forms of evidence.

The undersigned vendor further understands that his/her bid/Bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27-1 et seq.

COMPANY: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

### *EXHIBIT C*

## **AMERICANS WITH DISABILITIES ACT OF 1990 - P.L 101-336**

### **Equal Opportunity for Individuals with Disability**

The contractor must comply with all provisions of the Americans with Disabilities Act (ADA), P.L 101-336, in accordance with 42 U.S.C. § 12101 et seq. Thus, pursuant to P.L 101-336 (42 U.S.C. § 12101 et seq. if awarded a contract, the proposer agrees that:

The PROPOSER and the OWNER do hereby agree that the provisions of Title II of the Americans with Disabilities Act of 1990 P.L 101-336 (the "Act") (42 U.S.C. § 12101 et seq.), which prohibits discrimination on the basis of disability by public entities in all services, programs, and activities provided or made available by public entities, and the rules and regulations promulgated pursuant thereto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the OWNER pursuant to this contract, the PROPOSER agrees that the performance shall be in strict compliance with the Act. In the event that the Proposer, its agents, servants, employees, or subcontractors violate or are alleged to have violated the Act during the performance of this contract, the PROPOSER shall defend the OWNER in any action or administrative proceeding commenced pursuant to this Act. The Proposer shall indemnify, protect, and save harmless the OWNER, its agents, servants, and employees from and against any and all suits, claims, losses, demands, or damages, of whatever kind or nature arising out of or claimed to arise out of the alleged violation. The PROPOSER shall at its own expense, appear, defend any pay any and all charges for legal services and any and all costs and other expenses arising from such action or administrative proceeding or incurred in connection therewith. In any and all complaints brought pursuant to the OWNER'S grievance procedure, the PROPOSER agrees to abide by any decision of the OWNER which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the OWNER or if the OWNER incurs any expense to cure a violation of the ADA which has been brought pursuant to its grievance procedure, the PROPOSER shall satisfy and discharge the same at its grievance procedure, the PROPOSER shall satisfy and discharge the same at its own expense.

The OWNER shall, as soon as practicable after a claim has been made against it, give written notice thereof to the PROPOSER along with full and complete particulars of the claim. If any action or administrative proceedings is brought against the OWNER or any of its agents, servants, and employees, the OWNER shall expeditiously forward or have forwarded to the PROPOSER every demand, complaint, notice, summons, pleading or other process received by the OWNER or its representatives.

It is expressly agreed and understood that any approval by the OWNER of the services provided by the PROPOSER pursuant to this contract will not relieve the PROPOSER of the obligation to comply with the Act and to defend, indemnify, protect, and save harmless the OWNER pursuant to this paragraph.

It is further agreed and understood that the OWNER assumes no obligation to indemnify or save harmless the PROPOSER, its agents, servants, employees, and subcontractors for any claim which may arise out of their performance of this Agreement. Furthermore, the PROPOSER expressly understands and agrees that the provisions of this indemnification clause shall in no way limit the Proposer's obligations assumed in this Agreement, nor shall they be construed to relieve the PROPOSER from any liability, nor preclude the OWNER from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

Name of Proposer: \_\_\_\_\_ Date: \_\_\_\_\_  
(Person, Firm, or Corporation)

Signature and Title: \_\_\_\_\_

*EXHIBIT D*

**STATEMENT OF OWNERSHIP DISCLOSURE**

*N.J.S.A. 52:25-24.2 (P.L. 1977, c.33, as amended by P.L. 2016, c.43)*

**This statement shall be completed, certified to, and included with all bids and Bid submissions. Failure to submit the required information is cause for automatic rejection of the bid or Bid.**

**Name of Organization:**

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**Organization Address:**

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**Part I**      **Check the box that represents the type of business organization:**

☐ Sole Proprietorship (skip Parts II and III, execute certification in Part IV)

☐ Non-Profit Corporation (skip Parts II and III, execute certification in Part IV)

☐ For-Profit Corporation (any type)

☐ Limited Liability Company (LLC)

☐ Partnership

☐ Limited Partnership

☐ Limited Liability Partnership (LLP)

☐ Other (be specific): \_\_\_\_\_

**Part II**

☐ The list below contains the names and addresses of all stockholders in the corporation who own 10 percent or more of its stock, of any class, or of all individual partners in the partnership who own a 10 percent or greater interest therein, or of all members in the limited liability company who own a 10 percent or greater interest therein, as the case may be. **(COMPLETE THE LIST BELOW IN THIS SECTION)**

**OR**

☐ No one stockholder in the corporation owns 10 percent or more of its stock, of any class, or no individual partner in the partnership owns a 10 percent or greater interest therein, or no member in the limited liability company owns a 10 percent or greater interest therein, as the case may be. **(SKIP TO PART IV)**

(Please attach additional sheets if more space is needed):

Name of Individual or Business Entity	Home Address (for Individuals) or Business Address

**Part III**      **DISCLOSURE OF 10% OR GREATER OWNERSHIP IN THE STOCKHOLDERS, PARTNERS OR LLC MEMBERS LISTED IN PART II**

If a bidder or proposer has a direct or indirect parent entity which is publicly traded, and any person holds a 10 percent or greater beneficial interest in the publicly traded parent entity as of the last annual federal Security and Exchange Commission (SEC) or foreign equivalent filing, ownership disclosure can be met by providing links to the website(s) containing the last annual filing(s) with the federal Securities and Exchange Commission (or foreign equivalent) that contain the name and address of each person holding a 10% or greater beneficial interest in the publicly traded parent entity, along with the relevant page numbers of the filing(s) that contain the information on each such person.

**Attach additional sheets if more space is needed.**

Website (URL) containing the last annual SEC (or foreign equivalent) filing	Page #'s

**Please list** the names and addresses of each stockholder, partner or member owning a 10 percent or greater interest in any corresponding corporation, partnership and/or limited liability company (LLC) listed in Part II **other than for any publicly traded parent entities referenced above.** The disclosure shall be continued until names and addresses of every noncorporate stockholder, and individual partner, and member exceeding the 10 percent ownership criteria established pursuant to N.J.S.A. 52:25-24.2 has been listed. **Attach additional sheets if more space is needed.**

Stockholder/Partner/Member and Corresponding Entity Listed in Part II	Business Address

**Part IV**      **Certification**

I, being duly sworn upon my oath, hereby represent that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I acknowledge: that I am authorized to execute this certification on behalf of the bidder/proposer; that the Camden Special Services District is relying on the information contained herein and that I am under a continuing obligation from the date of this certification through the completion of any contracts with CSSD to notify the CSSD in writing of any changes to the information contained herein; that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I am subject to criminal prosecution under the law and that it will constitute a material breach of my agreement(s) with the CSSD, permitting the CSSD to declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print):		Title:	
Signature:		Date:	

*EXHIBIT E*  
**NON-COLLUSION AFFIDAVIT**  
(N.J.S.A. 52-34-15)

STATE OF NEW JERSEY

COUNTY OF \_\_\_\_\_ ss:

I, \_\_\_\_\_ residing in \_\_\_\_\_  
(Name of Affiant) (Name of Municipality)

in the County of \_\_\_\_\_ and the State of \_\_\_\_\_ of full age, being  
duly sworn according to law on my oath depose and say that:

I am \_\_\_\_\_ of the firm \_\_\_\_\_  
(Title of Position) (Name of Firm)

\_\_\_\_\_ the bidder making the Proposal for the bid proposal entitled  
\_\_\_\_\_, and that I executed the said proposal with full authority to  
(Title of Bid Proposal)

Do so that said bidder has not, directly or indirectly entered into any agreement, participated in any  
collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the  
above named project and that all statements contained in said proposal and in this affidavit are true and  
correct, and made with full knowledge that the \_\_\_\_\_  
(Name of Contracting Unit)

relies upon the truth of the statements contained in this proposal and in the statements contained in this  
affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed or retained to solicit or  
secure such contract upon an agreement or understanding for a commission, percentage, brokerage or  
contingent fee, except bona fide employees or bona fide established commercial or selling agencies  
maintained by \_\_\_\_\_.

Subscribed and sworn to  
before me on this day

\_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
(Type or print name of affiant under signature)

\_\_\_\_\_  
Notary Public of \_\_\_\_\_

My Commission Expires: \_\_\_\_\_ 20\_\_\_\_



*EXHIBIT F*  
**NEW JERSEY BUSINESS REGISTRATION  
REQUIREMENTS – NON-CONSTRUCTION**

Pursuant to N.J.S.A. 52:32-44, the CSSD is prohibited from entering into a contract with an entity unless the bidder/proposer/contractor, and each subcontractor that is required by law to be named in a bid/proposal/contract has a valid Business Registration Certificate on file with the Division of Revenue and Enterprise Services within the Department of the Treasury.

Prior to contract award or authorization, the contractor shall provide the Contracting Agency with its proof of business registration and that of any named subcontractor(s).

Subcontractors named in a bid or other Bid shall provide proof of business registration to the bidder, who in turn, shall provide it to the Contracting Agency prior to the time a contract, purchase order, or other contracting document is awarded or authorized.

During the course of contract performance:

- (1) the contractor shall not enter into a contract with a subcontractor unless the subcontractor first provides the contractor with a valid proof of business registration.
- (2) the contractor shall maintain and submit to the Contracting Agency a list of subcontractors and their addresses that may be updated from time to time.
- (3) the contractor and any subcontractor providing goods or performing services under the contract, and each of their affiliates, shall collect and remit to the Director of the Division of Taxation in the Department of the Treasury, the use tax due pursuant to the Sales and Use Tax Act, (N.J.S.A. 54:32B-1 et seq.) on all sales of tangible personal property delivered into the State. Any questions in this regard can be directed to the Division of Taxation at (609)292-6400. Form NJ-REG can be filed online at [www.state.nj.us/treasury/revenue/busregcert.shtml](http://www.state.nj.us/treasury/revenue/busregcert.shtml).

Before final payment is made under the contract, the contractor shall submit to the Contracting Agency a complete and accurate list of all subcontractors used and their addresses.


Pursuant to N.J.S.A. 54:49-4.1, a business organization that fails to provide a copy of a business registration as required, or that provides false business registration information, shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000, for each proof of business registration not properly provided under a contract with a contracting agency.

**Emergency Purchases or Contracts**

For purchases of an emergent nature, the contractor shall provide its Business Registration Certificate within two weeks from the date of purchase or execution of the contract or prior to payment for goods or services, whichever is earlier.

THESE ARE SAMPLES OF THE ONLY ACCEPTABLE  
BUSINESS REGISTRATION CERTIFICATES

STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE		DEPARTMENT OF TREASURY/ DIVISION OF REVENUE PO BOX 252 TRENTON, N J 08646-0252
TAXPAYER NAME:	TRADE NAME:	
TAXPAYER IDENTIFICATION#:	SEQUENCE NUMBER:	
ADDRESS:	ISSUANCE DATE:	
EFFECTIVE DATE:	 Acting Director	
FORM-BRC(08-01)	This Certificate is NOT assignable or transferable. It must be conspicuously displayed at above address.	

 STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE	
Taxpayer Name:	TAX REG TEST ACCOUNT
Trade Name:	
Address:	847 ROEBLING AVE TRENTON, NJ 08611
Certificate Number:	1093907
Date of Issuance:	October 14, 2004
For Office Use Only:	
20041014113823533	

*EXHIBIT G*

**DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN**

**PART 1:- CERTIFICATION**

**PROPOSERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX BELOW. FAILURE TO CHECK ONE OF THE BOXES MAY RENDER VENDORS'S BID NON-RESPONSIVE.**

Pursuant to Public Law 2012, c. 25, any person or entity that submits a bid or Bid or otherwise proposes to enter into or renew a contract must complete the certification below to attest, under penalty of perjury, that neither the person or entity, nor any of its parents, subsidiaries, or affiliates, is identified on the Department of Treasury's Chapter 25 list as a person or entity engaging in investment activities in Iran. The Chapter 25 list is found at: <http://www.state.nj.us/treasury/purchase/pdf/Chapter25List.pdf> . Proposer must review this List prior to completing the below certification. Failure to complete the certification may render a vendor's Bid non-responsive. If the Director finds a person or entity to be in violation of law, s/he shall take action as may be appropriate and provided by law, rule or contract, including but not limited to, imposing sanctions, seeking compliance, recovering damages, declaring the party in default and seeking debarment or suspension of the party

**PLEASE CHECK THE APPROPRIATE BOX:**

\_\_\_\_\_ I hereby certify, pursuant to Public Law 2012, c. 25, that neither the proposer listed above nor any of the proposer's parents, subsidiaries, or affiliates is listed on the N.J. Department of the Treasury's list of entities determined to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25 List"). I further certify that I am the person listed above, or I am an officer or representative of the entity listed above and am authorized to make this certification on its behalf. **I will skip Part 2 and sign and complete the Certification below.**

**OR**

\_\_\_\_\_ I am unable to certify as above because the Proposer and/or one or more of its parents, subsidiaries, or affiliates is listed on the Department's Chapter 25 List. **I will provide a detailed, accurate and precise description of the activities in Part 2 below and sign and complete the Certification below.** FAILURE TO PROVIDE THE AFORESAID MAY RESULT IN THE BID BEING RENDERED NON-COMPLIANT, NON-RESPONSIVE AND APPROPRIATE PENALTIES, FINES AND/OR SANCTIONS WILL BE ASSESSED AS PROVIDED BY LAW.

**PART 2: PLEASE PROVIDE FURTHER INFORMATION RELATED TO INVESTMENT ACTIVITIES IN IRAN**

You must provide a detailed, accurate and precise description of the activities of the bidding person/entity, or one of its parents, subsidiaries or affiliates, engaging in the investment activities in Iran outlined above by completing the boxes below.

**EACH BOX WILL PROMPT YOU TO PROVIDE INFORMATION RELATIVE TO THE ABOVE QUESTIONS. PLEASE PROVIDE THOROUGH ANSWERS TO EACH QUESTION. IF YOU NEED TO MAKE ADDITIONAL ENTRIES, PLEASE ATTACH ADDITIONAL SHEETS WITH THE PERTINENT INFORMATION.**

Name: \_\_\_\_\_

Relationship to Bidder/Offeror: \_\_\_\_\_

Description of Activities: \_\_\_\_\_

Duration of Engagement \_\_\_\_\_ Anticipated Cessation Date \_\_\_\_\_

Bidder/Offerer Contact Name: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

**CERTIFICATION**

I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the above-referenced person or entity. I acknowledge the CSSD is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of the subject contract with the CSSD to notify the CSSD in writing of any changes to the answers of information contained herein. I acknowledge I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my contract with the CSSD and that the CSSD, at its option, may declare any contract resulting from this certification void and unenforceable.

*[Remainder of page intentionally left blank]*

PROPOSER:

\_\_\_\_\_

\_\_\_\_\_  
Proposer's Representative's Signature

Print Name: \_\_\_\_\_

Print Title/Position: \_\_\_\_\_

Date: \_\_\_\_\_

SUBSCRIBED AND SWORN TO  
BEFORE ME ON THIS DAY

\_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
Notary Public of

\_\_\_\_\_

My Commission Expires: \_\_\_\_\_ 20\_\_\_\_



*EXHIBIT H*

**NEW JERSEY ANTI-DISCRIMINATION PROVISIONS  
N.J.S.A. 10:2-1 ET SEQ.**

Pursuant to N.J.S.A. 10:2-1, if awarded a contract, the proposer agrees that:

- a. In the hiring of persons for the performance of work under this contract or any subcontract hereunder, or for the procurement, manufacture, assembling or furnishing of any such materials, equipment, supplies or services to be acquired under this contract, no proposer, nor any person acting on behalf of such proposer or subcontractor, shall, by reason of race, creed, color, national origin, ancestry, marital status, gender identity or expression, affectional or sexual orientation or sex, discriminate against any person who is qualified and available to perform the work to which the employment relates;
- b. No proposer, subcontractor, nor any person on his behalf shall, in any manner, discriminate against or intimidate any employee engaged in the performance of work under this contract or any subcontract hereunder, or engaged in the procurement, manufacture, assembling or furnishing of any such materials, equipment, supplies or services to be acquired under such contract, on account of race, creed, color, national origin, ancestry, marital status, gender identity or expression, affectional or sexual orientation or sex;
- c. There may be deducted from the amount payable to the proposer by the contracting public agency, under this contract, a penalty of \$50.00 for each person for each calendar day during which such person is discriminated against or intimidated in violation of the provisions of the contract; and
- d. This contract may be canceled or terminated by the contracting public agency, and all money due or to become due hereunder may be forfeited, for any violation of this section of the contract occurring after notice to the proposer from the contracting public agency of any prior violation of this section of the contract.

Name of Proposer: \_\_\_\_\_ Date: \_\_\_\_\_  
(Person, Firm, or Corporation)

Signature and Title: \_\_\_\_\_

**Discrepancies in BIDs**

In the event that there is a discrepancy between the advertisement, as published, and the CSSD supplied bid documents, the bid documents shall govern.

**Maintenance of Documents**

Pursuant to N.J.A.C. 17:44-2.2, the CSSD shall maintain all documentation related to products, transactions, or services under this contract for a period of five years from the date of final payment. Such records shall be made available to the New Jersey Office of the State Comptroller upon request.

*EXHIBIT J*  
STATE OF NEW JERSEY DEBARRED LIST AND  
ETHICS COMPLAINT AFFIDAVIT

STATE OF NEW JERSEY:

COUNTY OF \_\_\_\_\_ (Print County):

I, \_\_\_\_\_ (print Bidder's corporate officer's name), the duly authorized representative of \_\_\_\_\_ (print Bidder's corporate name), with a business address at \_\_\_\_\_ (print Bidder's corporate office address) in the County of \_\_\_\_\_ (print Bidder's county), and the State of \_\_\_\_\_ (print Bidder's state) being of full age and duly sworn according to law upon my oath, depose and say

1. I am an officer of the above firm, the Bidder, making the Bid for the \_\_\_\_\_ (insert project description) work;  
and
2. I executed the Bid with full authority from said Bidder to do so; and
3. Bidder, at the time of making of its Bid, is not included on the State of New Jersey, State Treasurer's List of Debarred, Suspended and Disqualified Bidders, or any other similar state or federal list, as a result of action by any state (including that of other states) or federal agency;  
and
4. Bidder does not have any current formal ethics complaint against it or any other action pending with any state agency (including that of other states), including, without limitation, being subject to an investigation; charged; found non-compliant; voluntarily excluded; or determined ineligible..

I hereby acknowledge on behalf of the Bidder that the aforesaid statements are made with the full knowledge that the City of Camden, as the owner, relies upon the truth of the statements contained in said Bid and in the statements contained in this affidavit in awarding the contract for the aforesaid work.

I, on behalf of the Bidder, further warrant that after bid submissions or during the contract term should the above firm's status change with regards to statements 3 and 4 above, I or another authorized officer of the Bidder shall immediately notify the CSSD of such change.

\* \* \*

I HEREBY CERTIFY the foregoing statements made by me are true. I acknowledge that if same are willfully false, I am subject to punishment pursuant to law.



**BIDDER/ PROPOSER:**

\_\_\_\_\_

\_\_\_\_\_  
Proposer's Representative's Signature

Print Name: \_\_\_\_\_

Print Title/Position: \_\_\_\_\_

Date: \_\_\_\_\_

SUBSCRIBED AND SWORN TO  
BEFORE ME ON THIS DAY

\_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
Notary Public of

\_\_\_\_\_

My Commission Expires: \_\_\_\_\_ 20\_\_\_\_

*EXHIBIT K*

**BUSINESS ENTITY CONTRIBUTION STATEMENT**

City of Camden – Required Pursuant to Ordinance MC-4588

\_\_\_\_\_*[insert name of entity]*

**Part I – Vendor Affirmation**

The undersigned, being authorized and knowledgeable of the circumstances, does hereby certify that \_\_\_\_\_ **[insert name of entity]** has not made and will not make any contributions pursuant to City of Camden Ordinance MC-4588 (copy attached hereto) that would bar the award of this contract in the one (1) calendar year period immediately preceding the date of the subject contract or agreement (the date City Council awards the contract or agreement), \_\_\_\_\_, 20\_\_\_\_ **[insert date of resolution]** to any of the following named candidate; candidate committee; joint candidate committee; political party committee; and political committee, continuing political committee, political action committee (PAC) or other form of association or organization that regularly engages in the support of candidates for the City of Camden or Camden County elective offices or the City of Camden or Camden County political parties or political party committees, all subject to and as further detailed in the definition of “Campaign Committee” in MC-4588, Section 1(a)

<b>Mayor Victor Carstarphen</b>	Falio Leyba-Martinez, Councilperson
Angel Fuentes, President City Council	Janette Ramos, Councilperson
Arthur Barclay, Vice President City Council	Jannette Ramos, Councilperson
Sheila Davis, Councilperson	Nohemi G. Soria-Perez, Councilperson
Christopher Collins, Councilperson	

**Part II – Ownership Disclosure Certification**

☐ I certify, as a duly authorized officer and employee of \_\_\_\_\_ **[insert name of entity]**, that the list below contains the names and home addresses of all persons, their spouses and child/children or entity that owns 10% or more of the equity ownership or income interests in an organization or entity, as defined in MC-4588, Section 1(d).

**Check the box that represents the type of business entity:**

☐Partnership    ☐Corporation    ☐Sole Proprietorship    ☐Subchapter S Corporation  
☐Limited Partnership    ☐Limited Liability Corporation    ☐Limited Liability Partnership    ☐Non-profit

<b>Name of Stock or Shareholder</b> (mark N/A if it does not apply)	<b>Home Address</b>

### **Part III – Contribution to Campaign Committee**

I certify, as a duly authorized officer and employee of \_\_\_\_\_ [insert name of entity] as follows:

☐ That the aforesaid Business Entity, as defined in MC-4588, Section 1(d)., has NOT solicited or made any Contribution to a Campaign Committee, as such terms are defined in MC-4588, Section 1(a) and (b), in excess of the thresholds per calendar year specified in MC-4588, Section 2 (c) within one (1) calendar year immediately preceding the date of the subject contract or agreement (the date City Council awards the contract or agreement, \_\_\_\_\_, 20\_\_\_\_\_ [insert date of resolution].

☐ That the aforesaid Business Entity, in submitting a Bid for the subject contract or agreement, shall NOT knowingly solicit or make any Contribution to a Campaign Committee between the time of first communication between the aforesaid Business Entity and the City of Camden regarding a specific contract or agreement for Professional Services or Extraordinary Unspecifiable Services, as such term is defined in MC-4588, Section 1(c), and the later of the termination of negotiations or rejection of any Bid, or the completion of the performance or specified time period of the subject contract or agreement.

☐ That the aforesaid Business Entity has no knowledge of any subcontractor or person who would be disqualified by MC-4588, Sections 2(a) and (e) from being awarded or performing substantially the subject contract or agreement.

### **Part IV – Contribution Disclosure**

Please include all Contributions, regardless of threshold, to any Campaign Committee defined in Ordinance MC-4588, section 1(a), from within one (1) calendar year immediately preceding the subject contract or agreement through the present date.

<b>Contributor Name</b> (mark N/A if it does not apply)	<b>Recipient Name</b>	<b>Date</b>	<b>\$ Dollar Amount</b>

### **Part V – Continuing Duty to Report Contributions**

I hereby acknowledge, as a duly authorized officer and employee of \_\_\_\_\_ **[insert name of entity]**, that the aforesaid Business Entity has a continuing duty to report to the City of Camden any Contributions that constitute a violation of MC-4588 that are made during the negotiation, Bid process or duration of the subject contract or agreement.

**Part VI – Penalty**

I hereby acknowledge, as a duly authorized officer and employee of \_\_\_\_\_ [insert name of entity], that I have read and understand the penalty provision of MC-4588, Section 9, with respect to Contributions subject to said ordinance.

**Part VII – Signature and Attestation:**

The undersigned, in making this Contribution Statement, as required under MC-4588, Section 5(c), prior to the entry into the subject contract or agreement, or prior to the provision of services or goods, as the case may be, is fully aware that if I have misrepresented in whole or part this affirmation and certification, I and/or the aforesaid business Entity, will be liable for any penalty permitted under law.

Name of Business Entity: \_\_\_\_\_

Signed: \_\_\_\_\_ Title: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Subscribed and sworn before me this _____ day of	
_____, 20_____.	_____
	(Affiant)
My Commission Expires: _____ – _____	
	(Print name & title of affiant) (Corporate Seal)

**BUSINESS ENTITY CONTRIBUTION STATEMENT**  
Required Pursuant To Ordinance MC-4588

[insert name of entity] \_\_\_\_\_

Ordinance MC-4588

[www.CamdenNJ.gov](http://www.CamdenNJ.gov)