

Camden Special Services District

REQUEST FOR PROPOSALS

RESPONSES TO SUBMITTED QUESTIONS

FOR PUBLIC RELATIONS 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:

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CLARIFYING THE PUBLIC CONTRACT LAW REQUIREMENT

Since issuing this RFP, CSSD has further investigated the requirement of certain documents, such as the New Jersey Business Certification, that are required by units of government for procurement. CSSD is a 501c3, not a unit of government, but has historically adhered to the principles of public contracting in an effort to maintain open and fair procurement. However, these requirements could have the effect of deterring qualified respondents, such as small local firms. After conversations with other business improvement districts around New Jersey, we are issuing guidance that we will not require the New Jersey Business Certification for this contract. Respondents should still consult their own legal and/or tax advisors to ensure that they are complying with all laws and regulations.

Q: Is there a preferred candidate?

A: No preferred candidate. This is a brand-new contract.

Q: In the Scope & Deliverables section, should include the bullet points as listed verbatim or can we expand in depth, changing the language a bit?

A: Please feel free to expand in depth. The RFP is just a guide.

Q: Beyond cost-effectiveness, are there specific capabilities CSSD prioritizes most (such as local media relationships, economic development storytelling, or prior BID/municipal experience)?

A: Yes. All three stated examples are important to us. Respondents should highlight their ability to pitch Downtown Camden and our business community to the regional media, their strategy for tapping into the business/economic development community, and their comprehension of the unique position that BIDs fill in a city.

Q: Regarding the table in Exhibit K, is Janette Ramos, Councilperson, supposed to be listed twice? We want to ensure we have everyone listed correctly

A: This is an error. The list of Camden City Council members can be verified at <https://www.camdennj.gov/council-members/>

Q: The RFP states that the successful firm must provide a New Jersey Business Registration Certificate before contract execution. If a firm is not currently registered in New Jersey but commits to **A:** completing registration upon award, will that be considered acceptable?

A: Please refer to the guidance at the top of this document.

Q: The contract is capped at \$20,000 annually. Could you clarify the anticipated volume of press releases, media outreach campaigns, and event support expected within this budget?
– Is attendance at CSSD-hosted events required for the consultant, or can most services be performed remotely with occasional onsite visits?

A: CSSD anticipates that meeting our stated goals will require a regular “drumbeat” of coverage. Respondents should anticipate some kind of press release or media outreach each month. This could be a simple round up of events, a concerted push for a single event, a highlight of a business, or an announcement of a grant award. In answer to the second question, CSSD staff will be able to assist in gathering quotes, photos, and other needed assets from partner organizations and our own events. The PR consultant would be expected to be on site to manage TV/reporter interviews.

Q: Are reasonable out-of-pocket costs (such as travel to Camden, printing, photography, or event-related support) reimbursable, or should these be included within the \$20,000 contract cap?

A: CSSD maintains a separate budget for photography and printing. We are unclear what “event-related support” might be, but we also maintain a separate budget for events and event

management. Out-of-pocket expenses should be discussed and approved ahead of time. If a travel budget is required, please outline the expected cost in your proposal.

Q: How often does CSSD anticipate consultant participation in meetings with staff (weekly, monthly, or only quarterly reviews)?

A: CSSD seeks a fluid, close relationship with our PR consultant. The ideal firm will bring ideas to the table and, as we have not had a consistent PR team in place for some time, suggest a workflow and best practices so that meetings are productive. At minimum, there should be a monthly virtual meeting to review and plan, plus a written report on earned media that can be shared with the CSSD board of directors.

Q: I am a sole proprietor. Is that acceptable?

A: Yes. There is no restriction that would prevent CSSD from selecting a sole proprietor.

Q: Is \$20,000 a year the budget for this work?

A: Yes. This is what CSSD has budgeted for our first year working with a PR consultant.