



# NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY REQUEST FOR QUALIFICATIONS / PROPOSALS (RFQ/P)

## 2010-RFQ/P-032 – SALES SUPPORT & COMMUNICATION TOOLS CONSULTING SERVICES

### Questions / Answers #2

May 24, 2010

The following question was raised with regard to the subject solicitation:

**QUESTION:** “On page 1 of the RFQ/P states that the initial contract will expire on December 31, 2011, and that there are three (3) one (1) year extension options at the sole discretion of the EDA. Based on this, does this mean that the winning proposer should expect that start working on the planning, development and execution of marketing programs for the EDA starting on January 1, 2011; or is there an expectation that work should begin prior to that date. If EDA expects work to start prior to January 1, 2011, how should the term of the contract be interpreted in terms of billing for any work that would need to start prior to January 1, 2011, if marketing efforts are to kick off in the first quarter of 2011 (Jan 2011 through Mar 2011).”

**ANSWER:** It is the Authority’s intent that the resulting contract would be for an estimated four hundred thousand (\$400,000) dollars per calendar year. Depending upon when the successful firm / Consultant Firm begins to perform services against the resulting contract, it is anticipated that the estimated monies available would be prorated, based on the projected annual budget of \$400,000 for the 2010 calendar year. For example, if the contract is signed on August 31, with work to begin September 1, there would be an estimated one third (1/3) of the \$400,000 available to be spent. There is no guarantee that these prorated monies will be spent during this period, however, the Consultant Firm would have a budget under which they would provide estimates for work to be completed for the September through December timeframe.

Effective January 1, 2011 through December 31, 2011, the estimated annual budget monies of \$400,000 will be available to support the Authority’s Sales Support and Communication Tools efforts.