

NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY
REQUEST FOR PROPOSALS
FOR
RFP E-commerce/Digital Marketing Services
(Reference RFP #2022-RFP-130)

ADDENDUM #1

The following constitutes an Addendum, which can be a Clarification and/or Modification to the above-referenced solicitation. This Addendum is divided as follows:

- Part 1: Answers to Questions Submitted
- Part 2: Additions, Deletions, Clarifications and Modifications to the RFP

Part 1: Answers to Questions Submitted		
No.	Question	Answer
1.	Can you state the RFP more clearly? Are you looking for a company to provide marketing services and the NJEDA is paying the bill? I don't believe it is clear.	<p>Awarded contractors shall provide the services detailed in RFP Section 3.0 Scope of Work to "restaurants, retail stores and personal care businesses that are currently registered to do business in New Jersey and have a physical store front in the State". <u>The Authority will pay contractors for services rendered "up to a maximum</u> value per completed project for each type of business as established below based on the maximum not to exceed hours in the chart provided in Section 3.7 :</p> <ul style="list-style-type: none"> • Restaurants maximum per completed project = \$11,400 • Retail stores maximum per completed project = \$10,800 • Personal care maximum per completed project = \$11,400 <p>”.</p> <p>Due to the COVID-19 pandemic, many small businesses in New Jersey are in the recovery period. The Awarded contractors will help develop websites, e-commerce platforms and digital marketing plans for these small business in New Jersey struggling to rebuild. The Authority expects the awarded contractors to proactively approach businesses in need that do not have a social media presence, an outdated website, or need an e-commerce solution. (e.g. a hair salon may need an app where customers can book appointments online. A restaurant may need a website that allows customers to view their menu online.)</p>

<p>2.</p>	<p>Whether companies from Outside USA can apply for this? (like, from India or Canada)</p>	<p>Any company can submit a Proposal in response to this solicitation. This is a contract for services. The services to be provided under this contract must be performed within the United States.</p> <p>Please refer to Section 4.2.3.6 Source Disclosure Certification of this RFP:</p> <p><i>“Pursuant to N.J.S.A. 52:34-13.2, all of the Authority’s contracts shall be performed within the United States. Pursuant to the statutory requirements, prior to an award of a contract primarily for services, the intended Contractor of an Authority contract must disclose the location by country where services, including subcontracted services, will be performed. The Proposer must complete and submit the Source Disclosure Form accompanying this RFP. The Proposer’s inclusion of the completed Source Disclosure form with the Proposal is requested and advised. If a Proposer does not submit the form with the Proposal, the Proposer must comply within seven (7) business days of a request by the Authority or the Authority may deem the Proposal non-responsive.</i></p> <p><i>If any of the services cannot be performed within the United States, the Proposer shall state with specificity the reasons why the services cannot be so performed. The Authority shall determine whether sufficient justification has been provided by the Proposer to form the basis of his or her certification that the services cannot be performed in the United States. The Source Disclosure Form is located on the Authority’s website at https://www.njeda.com/bidding/.”</i></p>
<p>3.</p>	<p>Whether we need to come over there for meetings?</p>	<p>No, contractors will not be required to attend meetings at NJEDA offices.</p> <p>Please refer to RFP Section 3.0 Scope of Work.</p> <p><i>“None of the following services will be required at the site of property owned or controlled by the NJEDA or the State of New Jersey.”</i></p> <p>However, please also refer to Sections 3.1 (D) related to interactions with respect to the business which the contract will provide the services as outlined in the Scope of Work.</p>

		<p><i>“Ability to meet with clients both in person and remotely, as needed (health regulations permitting)”</i></p>
4.	<p>Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)</p>	<p>No, please refer to question #2 above.</p>
5.	<p>Can we submit the proposals via email?</p>	<p>No, you may not submit a Proposal in response to this solicitation via e-mail. Please refer to Section 1.3.6 and 1.3.6.1 for acceptable ways to submit a proposal.</p> <p><i>“In order to be evaluated and considered for award, the Proposal must be received by the Authority at the appropriate location and by the required time indicated on the cover sheet, either electronically or hard copy.</i></p> <p><u>1.3.6.1 ELECTRONIC PROPOSAL SUBMISSION (STRONGLY PREFERRED)</u></p> <p><i>Proposers should submit a complete, ELECTRONIC Proposal, in “read only” PDF file format using Adobe Acrobat Reader software that must be viewable by Authority evaluators.</i></p> <p><i>The subject line of the RFP submission and any attachments are all to be clearly labeled.</i></p> <p><i>EACH electronically uploaded file (Proposal, Attachment Submittals, etc.) submission, should follow the following format:</i></p> <p style="text-align: center;"><i>“(Proposer’s Company Name) - Bid Submission-2022-RFP-130 E-commerce/Digital Marketing Services and the (file/document title)”</i></p> <p><i>All RFP electronic Proposal documents must be uploaded to the Authority’s ShareFile system via:</i></p> <p style="text-align: center;">https://njeda.sharefile.com/r-r4052620b79844a0bbc8b449a45723599</p> <p><i>It is highly recommended that you initiate the upload of your bid Proposal/submission a minimum of four (4) hours prior to the Proposal Submission due date/time on the</i></p>

		<p>front cover to allow some time to identify and troubleshoot any issues that may arise when using the Sharefile application. Technical inquiries may be directed to EDAProcurementQA@njeda.com.</p> <p>NOTE: Any bids received after the date and time specified shall not be considered. All Proposal submissions, once opened, become the property of the Authority and cannot be returned to the Proposer.</p> <p>NOTE: If a Proposer uploads multiple documents, EDA will only consider the last version of the document uploaded, provided it is uploaded by the stated deadline.”</p>
6.	Can you please provide the name of the previous awarded vendor?	Three (3) vendors were awarded Purchase Orders as a result of 2020 RFQ #2020-RFQ-108. In alphabetical order they are: Hudson Integrated, Inc., Positive Solutions, LLC and Suasion Communications.
7.	We are Headquartered in NJ but we also service Small Businesses all over the US. Do we include these in our case studies or you only want NJ Case Studies?	<p>The Proposer should include the level of detail it determines necessary to assist the evaluation committee in its review of Bidder’s Proposal.</p> <p>Please refer to RFP Sections 4.2.1, VII, B; and 4.2.1 VII D.</p> <p><i>“The Proposer’s Proposal should provide a narrative description (or resume, if you are a sole proprietor), of a minimum of three (3) projects of similar size and scope completed for businesses <u>within the target population and regions</u>, including the term of engagement, work/services provided, proposals, analysis and/or reports provided, improvements made and outcomes attained.”</i></p> <p>and</p> <p><i>“If applicable, submit any information/examples of services provided that are similar in size or scope, or show demonstrated experience working with E-commerce/Digital Marketing Services in New Jersey or other states”</i></p>
8.	In terms of Web Hosting, do we decide which hosting to use (e.g. Amazon Web Services, Azure, Google Cloud?) Are we able use Virtual Hosting on the same EC2	<p>Please refer to RFP Section 3.7, A-D.</p> <p>No specific platform is required. Selection recommendations should be tailored to meet the needs of each individual client, and pre-</p>

	Instance or does each SME require their own dedicated hosting?	approval for any project is required as set forth in Section 3.6, D.
9.	1.3.6.1 The recommended format of the file name contains an invalid filename character “/.” <i>Can we replace the “/” with other characters?</i>	Yes, you may replace the invalid character. The format name recommended in 1.3.6.1 is only a suggestion.
10.	3.7 (A) We note that we can use Cloud Based services (e.g. Square Space, Wix, Shopify) or Webflow, how about Security beyond SSL (Task 1 Section 10)? Are we able to use Cloudflare type solutions to speed up local loading speed and Mobile Phone Optimization?	The recommended solution of each project should be tailored to meet the individual needs of each client, based on their most pressing needs. Ongoing client expense(s) for these services must be clearly identified in the proposal. Please refer to RFP Section 1.1. <i>“help New Jersey restaurants, retail stores and personal care businesses identify their most pressing website, e-commerce and digital marketing needs to allow them to operate profitably given the current social distancing limitations, health guidelines and changing customer preferences”</i> Please also refer to RFP Section 3.2 and 3.3.
11.	3.7 (F.) Will the end Client (SMB) be also paying for the Media / Advertising Costs? Wouldn't there be ongoing work beyond 10 hours for Optimization including Search Engine Optimization, Content, Influencer marketing and Hyperlocal Services for SMBs in NJ?	Contractor(s) shall assist client(s) by developing a digital marketing <u>plan</u> . Any costs incurred for services beyond development of a digital marketing <u>plan</u> shall be the sole responsibility of the client. The Authority will not cover online marketing services beyond the maximum of ten (10) hours. It is recommended that the Contractor engage with the client regarding any and all costs beyond the maximum of ten (10) hours.
12.	3.7 What is the budget allotted for this project and/or the budget allotted for each of the services A through H? Please advise if these budget(s) are inclusive of the following; "initial cost of any apps, hosting and/or domain registrations that may be purchased to develop or enhance client's website and/or e-commerce capabilities"	There is no specific budget allotted for each service; however there is a maximum number of hours for each service, A-H and a maximum hourly rate. There is a maximum value per completed project to be reimbursed per business. Please refer to RFP Section 3.6 and 3.7 in the “Updated 2022-RFP-130” <i>“Contractors shall provide pre-approved services and may invoice <u>up to a maximum</u> value per completed project for each type of business as established below based on the maximum not to</i>

		<p>exceed hours in the chart provided in Section 3.7 :</p> <ul style="list-style-type: none"> • Restaurants maximum per completed project = \$11,400 • Retail stores maximum per completed project = \$10,800 • Personal care maximum per completed project = \$11,400 <p><i>“Services provided and hours expended by the Contractor shall be tailored to meet the needs of each individual client. Not all clients will receive every service.”</i></p> <p><i>“The <u>initial cost</u> of any apps, hosting and/or domain registrations that may be purchased to develop or enhance client’s website and/or e-commerce capabilities (i.e.; Squarespace, Wordpress, Olo, Otter, Mindbody, Vagaro, WooCommerce, Shopify, Wix, BigCommerce) <u>will be covered by the awarded Contract(s)</u>. Clients should be advised that the business owner shall be responsible for all subsequent/ongoing costs/fees associated with these apps and services.”</i></p> <p>Please also refer to the RFP Fee Schedule.</p> <p>“Provide All-Inclusive (Direct and Indirect Costs) Hourly Rates \$150.00 MAXIMUM”</p>
13.	3.7 What if more hours are needed due to other hair splitting complexities such as migration of databases, platforms, etc, will the business owners be responsible for the additional costs?	Yes, the business owners will be responsible for any additional costs over and above the maximum hours detailed in RFP Section 3.7.
14.	4.2.3.14 - Do the outlined insurances need to be in place at time of proposal submission or ahead of contract award?	No, the outlined insurances do not need to be in place at time of proposal submission. Please refer to the Proposer’s Checklist attachment with this RFP for when each form is required. <i>“Insurance is required prior to contract award.”</i>
15.	Our Company is a LLC that is a Global In Nature, Do you want certified Financials balance sheet, income statement, and statement of	Financials balance sheet, income statement, and statement of cash flow should be for the company who is going to invoice and be paid.

	cash flow) for all entities or just the NJ LLC.	
16.	Has there been a previous awardee for these services or similar digital marketing services?	Please refer to question #6 above.
17.	Copy of Tax Clearance Certificate (Business Assistance or Incentive Clearance Certificate), reference Exhibit C. <i>The NJEDA website's Exhibit C file is 079-Exhibit-A-Specimen-Contract. Is the posted file correct?</i>	The incorrect file was attached. Please refer to the updated Exhibit; " <u>CORRECTED 130 – Exhibit C – Tax Clearance Cert. (Business Assist. – Incentive Clearance Cert.)</u> "

Part 2: Additions, Deletions, Clarifications & Modifications to the RFP

No.	Description	Clarification/Modification
1.	RFP Section 3.7 TYPES OF SERVICES TO BE PROVIDED D. E-commerce Platform Design, Development, and Implementation	The Authority has modified the RFP from the current Estimated Hours Min-Max of 1-20 to 1-40. Please refer to the "Updated 2022-RFP-130".
2.	RFP Section 3.6 TASK 5 – PROJECT WRAP-UP, letter D.	The Authority has modified the RFP to establish a revised per completed project value for each type of business. "Contractors shall provide pre-approved services and may invoice up to a maximum value per completed project for each type of business as established below based on the maximum not to exceed hours in the chart provided in Section 3.7 : <ul style="list-style-type: none"> • Restaurants maximum per completed project = \$11,400 • Retail stores maximum per completed project = \$10,800 • Personal care maximum per completed project = \$11,400." Please refer to the "Updated 2022-RFP-130".
3.	RFP Section 3.5 – TASK 4 – CLIENT TRAINING AND ONGOING ASSISTANCE, letter B.	The Authority has modified RFP Section 3.5, letter B to remove the maximum hours for on-demand remote assistance and remote solution debugging. "B. Provide Ongoing Assistance: <i>Contractor shall provide on-demand remote assistance to answer questions regarding</i>

		<p><i>platform use and provide debugging assistance;”</i></p> <p>For maximum not to exceed hours for Training and Post-delivery Remote Assistance refer to “Updated RFP 2022-RFP-130” Section 3.7, G.</p>
4.	RFP Section 1.3.4 PROJECTED MILESTONE DATES	The Authority is doing a second round of Q&A. Questions are due by Monday, September 19, 2022 @ 1:00 p.m. ET
5.	RFP Section 1.3.4 PROJECTED MILESTONE DATES	The Authority has pushed the Proposal due date to Thursday, September 29, 2022, on or before 1:00 p.m. ET