



Ocean County Board of Commissioners

OFFICE OF THE
OCEAN COUNTY COMMISSIONERS
Director Joseph H. Vicari
Deputy Director Gary Quinn
Commissioner Barbara Jo Crea
Commissioner Virginia E. Haines
Commissioner John P. Kelly

101 Hooper Avenue
Toms River, New Jersey
08754-2191
Tel: (732)929-2005
Fax: (732)505-1918

Board Meeting Agenda

Date: June 7, 2023 - 4:00 PM
Location: Administration Building
Room 119
101 Hooper Avenue
Toms River, NJ 08754

Agenda: Qualifying nine (9) firms as eligible to provide Multi-Media Advertising Platforms to Market Tourism, for the period of 6/1/2023 through 5/31/2024, as follows: AR James Media; Beasley Media Group; Edible Jersey LLC; Effectv; Netwave Interactive Marketing Inc.; NJ Advance Media; Press Communications; Purlegator; and Townsquare Media, in an amount not to exceed \$150,000.00. (QP2023-80)

Official Resolution#		2023000816					
Meeting Date		06/07/2023					
Introduced Date		06/07/2023					
Adopted Date		06/07/2023					
Agenda Item		o-2					
CAF #							
Purchase Req. #		QP2023-80					
Result		Adopted					
COUNTY COMMISSIONER	PRES.	ABS.	MOVE	SEC	AYE	NAY	ABST.
Vicari	✓				✓		
Quinn		✓					
Crea	✓			✓	✓		
Haines	✓				✓		
Kelly	✓		✓		✓		

I HEREBY CERTIFY THAT THIS DOCUMENT IS A TRUE, COMPLETE AND ACCURATE COPY OF THIS RESOLUTION, ADOPTED BY OCEAN COUNTY BOARD OF COMMISSIONERS, NJ AT THE MEETING REFERENCED THEREON

Michelle I. Gunther

Clerk Of The Board

RESOLUTION

June 7, 2023

WHEREAS, there exists a need for Multi-Media Advertising Platforms to Market Tourism in Ocean County; and

WHEREAS, the County of Ocean publicly solicited Request for Qualifications of Multi-Media Advertising Platforms to Market Tourism in accordance with N.J.S.A. 19:44A-20.4 et seq.; and

WHEREAS, the responses received by the County of Ocean were reviewed by a designated RFQ Committee and approved by the Ocean County Consultant Selection Review Committee in accordance with the criteria approved by the Ocean County Board of Commissioners for the evaluation of same; and

WHEREAS, the Ocean County Consultant Selection Review Committee has recommended that the Board of Commissioners accept the qualifications of AR James Media, Beasley Media Group, Edible Jersey LLC, Effectv, Netwave Interactive Marketing, NJ Advance Media, Press Communications, Purplegator and Townsquare Media for Multi-Media Advertising Platforms to Market Tourism from date of award for the period of June 1, 2023 - May 31, 2024; and

WHEREAS, costs for all multi media advertising shall not exceed \$150,000.00; and

WHEREAS, funds for these services shall be available in the Ocean County Business Development & Tourism Account No. 016-053-4015.

NOW, THEREFORE, BE IT RESOLVED, BY THE BOARD OF COMMISSIONERS OF THE COUNTY OF OCEAN, STATE OF NEW JERSEY that we hereby accept the qualifications of: **AR JAMES Media**, PO Box 778, Mantoloking, NJ, 08738; **Beasley Media Group**, 610 Main Street, Belmar, NJ, 07719; **Edible Jersey LLC**, PO Box 279, Maplewood, NJ, 07040; **Effectv**, One Comcast Center, Philadelphia, PA, 19103; **Netwave Interactive Marketing Inc.**, 600 Bay Ave, Point Pleasant Beach, NJ, 08742; **NJ Advance Media**, 485 Route 1 S Bldg. E Suite 300, Iselin, NJ, 08830; **Press Communications**, 201 Main St, Allenhurst, NJ, 07711; **Purplegator**, 1055 Westlakes Dr. Suite 300, Berwyn, PA, 19312; **Townsquare Media**, 8 Robbins St, Toms River, NJ, 08753 to provide Multi-Media Advertising Platforms to Market Tourism for use on a when and as needed basis by Various Departments within Ocean County, and shall be authorized by Purchase Order only.

BE IT FURTHER RESOLVED that Certified copies of the Resolution shall be made available to AR JAMES Media, Beasley Media Group, Edible Jersey LLC, Effectv, Netwave Interactive Marketing Inc, NJ Advance Media, Press Communications, Purplegator, Townsquare Media, Ocean County Business Development & Tourism, County Counsel, County Comptroller, and Director of Management and Budget.