

PUBLIC NOTICE

STATE

BUSINESS ACTION CENTER

Notice of Request for Proposals for the Department of State Business Marketing Initiative

Take notice that the New Jersey Department of State hereby announces the availability of \$3,000,000 for a request for proposal.

- A. Name of program:** The Department of State Business Marketing Initiative.
- B. Purpose of funding:** To develop and execute a business marketing initiative to highlight the benefits of doing business in the State of New Jersey and to encourage national and international business entities to relocate and expand in the State.
- C. Objective:** To create, develop, and implement a new business marketing initiative and messaging for the State of New Jersey. The initiative will be crafted to attract business to New Jersey by utilizing various types of media, as appropriate, specializing in State- or international-based economic development marketing.
- D. Request for proposal:** The Request for proposal amount will be for \$3,000,000.
- E. Request for proposal period:** October 1, 2019 to June 30, 2020, for FY 2020. The successful applicant will receive the request for proposal for FY2020.

Qualifications requirements: Only non-profit 501(c)(3) entities that have engaged in Statewide outreach with other governmental or public entities for the purposes of business marketing will be considered.

F. Deadline by which completed applications must be submitted: Applications

must be electronically delivered by 2:00 P.M. on September 25, 2019 to Melanie.willoughby@sos.nj.gov. Incomplete applications will not be considered.

G. Decisions: All completed applications made by eligible applicants shall be evaluated on the published criteria by an independent panel of reviewers composed of members familiar with business marketing. After review the independent panel will make the award.

H. How to apply: Organizations wishing to apply for the request for proposal funds must apply electronically by September 25, 2019 by 2:00 P.M. The form will be available online at <https://www.state.nj.us/state/bac/bac.shtml> (or upon request) and applicants will submit the completed applications to Melanie.willoughby@sos.nj.gov. Anyone with questions regarding the application guidelines may contact (609) 633-0310, or Department of State, 33 West State Street, Trenton, New Jersey 08625-0300. Applications should be submitted electronically; however, paper submissions will be accepted.

I. Date of notification to applicants on approval or disapproval of funding: No sooner than September 30, 2019, for FY 2020 funding.

J. General information: 501(c)(3) organizations must complete forms and submit the application, as well as any supporting documentation, to melanie.willoughby@sos.nj.gov by 2:00 P.M. on September 25, 2019.

Large Print versions of the Guidelines and Applications are available upon request