



REQUEST FOR PROPOSALS FOR

PUBLIC RELATIONS SERVICES

HOME PORT ALLIANCE FOR THE USS NEW JERSEY, INC.
d/b/a Battleship New Jersey
62 Battleship Place
Camden, New Jersey 08103

Receipt of Proposals

All proposals must be received by **Wednesday, September 20th, 2023 by 5:00pm ET**. A pdf version of all proposals shall be submitted to Marshall.Spevak@gmail.com.

Reservations

The Home Port Alliance (HPA) reserves the right to reject any or all proposals, to waive irregularities and technicalities, to request re-submissions, and to award proposals as the HPA deems will best serve the interest of the HPA.

Questions regarding this Request for Proposals may be directed to Marshall Spevak, Immediate Past Chair of the Board of Trustees, at Marshall.Spevak@gmail.com.

REQUEST FOR PROPOSALS

Overview

The Home Port Alliance for the USS New Jersey, Inc. (HPA) is a private, 501(c)3 non-profit organization. It is the organization responsible for the restoration and management of the Battleship New Jersey Museum & Memorial, our country's largest and most decorated Battleship.

The Home Port Alliance is a private non-profit organization governed by a volunteer Board of Trustees. We are a unique blend of history, education, entertainment, and hospitality. While historic preservation and restoration are key missions, exhibition, and tourism are integral to funding our goals. This translates to having both a non-profit museum and a fun-filled family attraction.

Necessity of Appointment

Every 20 years, active and decommissioned naval ships should undergo a dry dock. In dry docking, a ship is removed from the water to enable work to be performed on the exterior part of the ship below the waterline. The Battleship New Jersey is now in its 32nd year since her last dry dock. The Battleship will be signing a contract with the Philadelphia Naval Shipyard to drydock, and the ship will be towed across the river to Berth #3, where she was first constructed in the 1940's.

Pursuant to P.L.2023, c.74 (FY24 Appropriations Act), the Battleship New Jersey will receive \$5 million in state funding for the purposes of dry docking the Battleship. Camden County, through a county-backed bond via the Camden County Improvement Authority (CCIA), has preliminarily agreed (pending a vote of the Board of the Commissioners) to back a \$3+ million bond for the Battleship. The Battleship will look to raise additional funds to complete the project's full funding.

The Battleship is set to be dry docked at the Philadelphia Naval Shipyard, likely in Q1 2024. The HPA seeks to retain a Public Relations entity to aid media relations and outreach surrounding the dry docking. Once a vendor is selected, a contract will likely begin in Q4 of 2023, pending the scheduling of the drydocking.

Appointment

A Public Relations firm shall be appointed by the Board of Directors of HPA by a majority vote of a quorum of its members, and the terms of the contract shall be in place for (1) one year. However, please note that:

The time needed for the engagement of services is likely (5) five months. The first month is planning, months 2-4 while the ship is in dry dock, and the final month is when the ship returns to Camden. Please consider this timeframe when preparing your submission.

Scope of Duties

The HPA seeks Proposals from Vendors with expertise in providing Public Relations Services. Firms and persons responding to this RFP shall be able to demonstrate that they will have the continuing capabilities to perform the Services, which shall include, but not be limited to, the following:

- Work in conjunction with the CEO, Curator, staff, and Board of Trustees.
- The vendor may occasionally act as the spokesperson for the project on behalf of the HPA.
- Provide advice and recommendations for all matters relating to the promotion of dry docking for the HPA.
- Prepare press releases and assist with preparing any verbal and other written communications.
- Develop and implement a Public Relations plan that will identify the best methods and formats to promote the dry docking Battleship to the public including local, state, regional, national, international, and trade publications and media outlets.
- Assist with any and all other communication and promotional initiatives as needed.

- Attend and help plan press and public announcement events as needed to assist staff with appropriate communication at such events.
- Pitch interviews, stories, et al regarding dry docking to media and potentially chaperone media on site while the ship is dry docked in Philadelphia
- Identify and regularly communicate with all media outlets including print, radio, TV, cable, and Internet to facilitate dissemination of announcements from the HPA
- Help the Battleship's social media team with strategy to ensure that information is getting out on our social channels
 - Please note our incredibly popular YouTube channel with over 171,000+ subscribers and 68+ million views
- Suggestions regarding using public relations and media hits to turn into fundraising appeals and strategies
- The HPA, on a rolling basis, may ask the applicant to provide written or oral reports for the Board and staff.

The Applicant/Proposer shall, in response to the HPA's Request for Proposal, at a minimum, include the following information:

- ***Fee schedules to include:***
 - ***Monthly retainer fees and/or project fee proposals***
 - ***Ad-hoc creative and design fees***
 - ***Fees for on sight, in-person work while the ship is in Philadelphia***
- ***Tactical approaches***
- ***Any relevant or similarly placed examples of the firm's previous work***
- ***Team members who will work on the account and biographies***
- ***We expect heavy interest and coverage of this event when the ship moves. While applicants should feel free to propose paid communications strategies/advertising to be considered, please note that the HPA is looking for more traditional PR services to help us manage our public relations around the dry docking.***

A partial list of coverage based on the \$5 million state funding appropriation announcement for dry docking:

<https://www.battleshipnewjersey.org/battleship-new-jersey-to-receive-5million-in-state-funds-for-dry-docking/>

<https://www.youtube.com/watch?v=mUiRxefVu2U> ← over 139,000+ views on YouTube which has helped yield over \$30,000+ in dry dock specific donations.

<https://www.nj.com/news/2023/08/battleship-new-jersey-is-headed-to-the-dry-dock-heres-when-it-will-reopen-as-a-museum.html>

<https://www.cbsnews.com/philadelphia/video/battleship-new-jersey-to-receive-5m-in-state-funds-for-dry-docking/>

<https://www.tapinto.net/towns/camden/sections/arts-and-entertainment/articles/why-battleship-new-jersey-will-temporarily-go-missing-from-camden>

<https://patch.com/new-jersey/cherryhill/battleship-nj-leave-camden-waterfront-1st-time-decades>

Basis for Award of Contract/Agreement for Professional Services

The HPA's objective in soliciting Proposals is to enable it to select a firm, individual, or organization that will provide high-quality and cost-effective services to the HPA. The HPA's Evaluation Team will consider Proposals only from firms, individuals, or organizations that, in the Evaluation Team's judgment, have demonstrated the capability and willingness to provide high quality services to the HPA in the manner described in this RFP. The HPA reserves the right in its sole discretion to reject all bids or to award to the Applicant/Proposer, which the HPA Board of Trustees determines to be most advantageous to the HPA regardless of price.

Selection criteria will include:

1. Experience similar to the Services requested in this RFP, including adherence to deadlines, efficiencies, and economies utilized to reduce time and cost of an assignment.
2. Staffing; professionals and support staff available to assist the HPA
3. Familiarity with the Battleship New Jersey it's mission and goals for dry docking.
4. Vendor's apparent understanding of the Scope of Work requested.
5. Completeness of the Proposal.
6. Other factors determined to be in the best interests of the HPA.
7. The HPA reserves the right to conduct an interview or interviews with the prospective Proposer to discuss the scope of the professional services as outlined in the Proposer's qualifications and proposal.
8. All awards will be by formal action of the Home Port Alliance for the USS New Jersey. Inc. Board of Trustees.
9. All awards are subject to the availability of funds.

EQUAL OPPORTUNITY EMPLOYMENT

During the performance of this contract, the contractor agrees as follows: The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The

contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or workers' representative of the contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq. as amended and supplemented from time to time and the Americans with Disabilities Act. The contractor or subcontractor agrees to make good faith efforts to afford equal employment opportunities to minority and women workers consistent with good faith efforts to meet targeted county employment goals established in accordance with N.J.A.C. 17:27-5.2, or good faith efforts to meet targeted county employment goals determined by the Division, pursuant to N.J.A.C. 17:27-5.2. The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedure, if necessary, to assure that all personal testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions. In conforming with the targeted employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.