

CITY COUNCIL

The City of Orange Township, New Jersey

DATE April 2, 2024

NUMBER 197-2024

TITLE: A RESOLUTION AUTHORIZING AND RATIFYING THE AWARD OF A CONTRACT FOR COMMUNICATIONS SERVICES WITH DIRECT DEVELOPMENT, LLC IN AN AMOUNT NOT TO EXCEED \$15,000.00 COMMENCING JANUARY 1, 2024 THROUGH DECEMBER 31, 2024.

WHEREAS, the Local Public Contracts Law allows competitive contracting and solicitation of quotes in lieu of public bidding under N.J.S.A. 40A:11; and

WHEREAS, pursuant to N.J.S.A. 40A:11-4.1(k), in the past, the City of Orange Township received approval from the Division of Local Government Services to obtain Communications Services through competitive contracting; and

WHEREAS, the City Council of the City of Orange Township passed a resolution authorizing the use of competitive contracting to obtain Communications Services; and

WHEREAS, Bid packages were not advertised because the amount of the contract to be entered upon is under the bid threshold of \$44,000.00; and

WHEREAS, multiple quotes were solicited and received and based on price and other factors, Direct Development, LLC's proposal is the contractor of choice; and

WHEREAS, the City of Orange Township is satisfied with the services provided by Direct Development, LLC in the past and desires to offer another contract between the parties commencing January 1, 2024 through December 31, 2024 at the same contract terms; and

WHEREAS, the Chief Financial Officer of the City of Orange Township has prepared the necessary Certificate of Availability of Funds, a copy of which is attached hereto, certifying that funds will be available for this purpose in Account 4-01-20-112-000-528 contingent upon Council approval and inclusion of said item in the Temporary Budget and adopted 2024 Budget, there will be sufficient funds to contract Direct Development, LLC00000 and

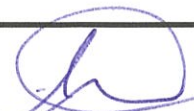
NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Orange Township as follows:

1. The Mayor is hereby authorized to execute a contract extension with Direct Development, LLC in an amount not to exceed \$15,000.00 commencing January 1, 2024 through December 31, 2024.
2. The City Clerk shall publish notice of the contract extension as required by law.

Adopted: April 2, 2024

Joyce L. Lanier
City Clerk

Tency A. Eason
Council President

 AMBRAH

CITY OF ORANGE TOWNSHIP
FINANCE DEPARTMENT

CERTIFICATION OF FUNDS
NEXT BUDGET - CURRENT FUND

I, Nile Clements, Chief Financial Officer for the City of Orange Township, do hereby confirm that based on the Quote or RFP, RFQ, bid results or "extraordinary unspecifiable services" without competitive bids for 2024 service contract, and the resolution to be presented to the Council for approval, and contingent upon Council approval and inclusion of said item in the Temporary Budget and adopted 2024 Budget, there will be sufficient funds to contract with:

Vendor Name: Direct Development
Cherronla LLC.

Address: 1970 Brunswick Ave.
Suite 2

City: Lawerenceville
State: New Jersey
Zip Code: 08648

Purpose: City Council's website

Vendor ID: DIREC045

Fund: Current Fund
Line Description CNL - City Council O&E - Contractual Services
Account Numbers(s): CY'24 4-01-20-112-000-528 \$ 15,000.00

Purchase Order # : 24-00875

Amount not to exceed: \$ 15,000.00

Division Head	Date
<i>Nile Clements</i>	3/27/2024
Chief Financial Officer	Date



1970 Brunswick Ave, Suite 2
Lawrenceville, NJ 08648
848.456.1070
directdevelopmentpr.com

Strategy + Communication + Design

City of Orange

Website Consultant Contract

THIS SERVICES AGREEMENT is made as of February _____, 2024 between City of Orange, with an address at Orange City Hall 29 North Day Street, Orange NJ 07050 ("City of Orange") and DIRECT DEVELOPMENT, LLC, INC., with an address at 1970 Brunswick Ave, Suite 2, Lawrenceville NJ 0864 ("Service Provider").

City of Orange is desirous of the Website Consultant Services referred to in "City of Orange Website Consultant Proposal Submittal Date: February 8, 2024" appended to this Contract as "Exhibit A". Direct Development, the principal of Service Provider, is uniquely situated to assist the City of Orange with Public Relations Services because of the company's marketing industry knowledge. In consideration of the premises and mutual obligations contained herein, and intending to be legally bound, the parties hereto agree as follows:

Terms

The performance of the services and delivery of tangible property (collectively the "Public Relations Services") described in the contract or invoice of which these terms and conditions are a part (or are on the face hereof) by Direct Development, LLC (the "Company") to the client identified in the attached contract or invoice ("Client") is governed by the following terms and conditions. Unless otherwise expressly agreed to in writing, Direct Development, LLC expressly rejects additional terms or conditions proposed by Client.

Description of Work

The Agreement for Public Relations Services or other materials described in the Scope of Work to which these terms and conditions are attached (the "Project") shall consist of the final Scope of Work, these terms and conditions, and any change orders set forth in writing and executed by the Company and the Client after the acceptance of the original Scope of Work (collectively the "Agreement"). Changes to any terms of the Agreement may result in adjustments to the charges for the Project.

Changes to the Scope of Work

Revisions or author's alterations to the Scope of Work shall obligate the Client to additional fees and costs associated with such revisions or alterations. Such additional fees and costs shall apply but are not limited to: changes made to copy after the final copy has been submitted; changes made to the design once layouts, website design, or site map have been approved; extensive alterations; a change in marketing objectives on the part of the Client and new work requested by the Client after the execution of the Agreement. All production costs are based on the assumption that copy will be provided electronically. Change orders will be prepared by the Company and provided to the Client outlining the changes to the Scope of Work, and any additional costs for those changes.

Overtime/Rush Charges

Estimates are based on normal and reasonable time schedules and may have to be revised to take into consideration any "rush" requests requiring overtime or weekends. Knowledge of Client's deadline is essential to provide an accurate estimate of costs. The Client will be responsible for additional charges imposed by outside suppliers, such as pre-press or printers, to meet Client's "rush" requests. To the extent possible, the Company will advise Client of all situations that require overtime and/or rush charges prior to the start of work, and the amount of additional compensation that will be charged to meet such overtime requirements or rush requests. Rush or overtime fees may be incurred if the Client does not meet approval or content deadlines which have been established to meet the Client's desired schedule.

Ownership and Usage Rights

All rights to be granted by the Company under this Agreement will be transferred to Client upon full payment for services made by Client to the Company. Upon receipt of full payment, the Client is hereby granted exclusive and unlimited usage and reproduction rights to the final designs prepared for Client as part of the Project. Except for the foregoing license, all right, title and interest to all designs and artwork (whether draft or final versions) remain with the Company or its contractors or vendors, as applicable. This includes, but is not limited to, layouts, animations and designs created by the Company or its contractors or vendors, electronic storage devices containing such layouts, photography or illustration created by independent photographers or illustrators commissioned by the Company, and photography or other images purchased by the Company from a stock agency on the Client's behalf. The Company reserves the right to reproduce any and all designs created by the Company in print and electronic media for the Company's promotional purposes for an unlimited duration of time. In developing any brandmarks, the Company will use reasonable commercial efforts, consistent with standards in the industry, to ensure that any such brandmarks are original. The Company's efforts shall not include a complete trademark clearance search. Should a higher level of assurance be required by Client, the services of a trademark search firm and intellectual property attorney should be retained by Client. Client shall hold the Company harmless and indemnify the Company for any losses associated with any required trademark clearance search that may be required by Client.

Confidential Information

As used herein, the term "Confidential Information" shall include any proprietary information or materials relating to the business (present or contemplated) of either party to this Agreement or any of either party's parents, subsidiaries, or affiliates that the one party obtains from the other party or receives on behalf of any party in connection with the Scope of Work. By example, and not by way of limitation, Confidential Information shall include the terms of this Agreement, the business; trade

secret information; client, investor, customer and supplier lists, and contracts or arrangements; financial information; market research and development procedures, processes, techniques, plans and results; investment or acquisition opportunities, pricing information or policies; computer software, passwords, programs or data; and all other business related information, whether such information is in written, graphic, recorded, electronic, photographic, data or any machine readable form or is orally conveyed to or developed by the other Party.

Confidential Information shall not include information which: (a) is in or hereafter enters the public domain through no fault of the receiving party; (b) is obtained by the receiving party from a third party having the legal right to use and disclose the same; (c) is in the possession of the receiving party prior to receipt from the disclosing party, as evidenced by the receiving party's written records pre-dating such receipt; (d) is independently developed by the receiving party as evidenced by written record proving such independence; or, (e) is required to be disclosed by governmental order or judicial subpoena, provided that prior to disclosure the receiving party shall give the disclosing party prior notice to allow the disclosing party an opportunity to obtain an appropriate protective order.

In no way does the Company assert or make any claim, representation, or warranty that the information provided is true or accurate and no reliance shall be placed thereon. Further, the disclosure of the Confidential Information does not in any way bind any party to enter into an agreement with regard to the Scope of Work and no such agreement shall be deemed to exist unless the parties enter into a formal written agreement with regard thereto.

Non-Disclosure of Confidential Information

Neither Party to this agreement shall, at any time, or for any reason whatsoever, other than under conditions described hereto, disclose to any person or entity or use for any purpose other than fulfilling its obligations hereunder, the other Party's Confidential Information, as defined herein. Any concepts, business strategies, trademarks, service marks, materials, outlines, etc. provided to a Party by the other Party constitute trade secrets and Confidential Information under this Agreement and shall not be used by the other Party for any other purpose than for the purpose of the Project.

Return of Confidential Information

Each Party shall, upon the request of the other Party, return to the other Party all written or other descriptive materials containing Confidential Information or otherwise relating to the other Party, its business, and its intellectual property, including, but not limited to,

drawings, blueprints, descriptions, notes, analyses or other papers or documents which contain any such information. In any event, upon the completion or expiration of this Agreement, or if this Agreement is terminated for any reason, each Party shall, without

request by the other party, return all aforementioned Confidential Information; provided that each party may retain one archival copy of the Confidential Information, solely for the purpose of determining its obligations under this Agreement.

Indemnification

Each Party shall indemnify, defend, and hold harmless the other and its affiliates, officers, agents, and employees, from any and all claims, suits, actions, demands, damages, liabilities, expenses (including reasonable fees and disbursements of counsel), judgments, settlements and penalties of every kind that may be asserted or incurred including but not limited to: (a) any breach by such Party of any trademark, tradename and/or copyright infringement, invasion of privacy, defamation, or other wrongful use of any pictures, photographs, images, copy or other materials; and/or (b) the negligent, intentionally wrongful or illegal acts or omissions of such Party, its employees, agents, subcontractors or other representatives and/or (c) violations of any federal, state, local or international laws, rules or regulations to which such Party is subject.

Remedies/Dispute Resolution

This Agreement shall be governed by, and construed under, and is subject to the laws and jurisdiction of the state and federal courts of the State of New Jersey. In the event of a dispute arising under this Agreement, the dispute shall be finally settled by arbitration under the Rules of the American Arbitration Association (the "AAA"). The Arbitration shall be held in Monmouth County, New Jersey. The arbitration shall be held before a single arbitrator, selected in accordance with the rules of the AAA. The arbitrator's award shall be final and shall be enforceable in any court of competent jurisdiction. The arbitrator shall award the prevailing party its costs of such arbitration including, but not limited to, reasonable attorneys' fees. If a party refuses to comply with the rendered award, and the other party enters an application for judicial enforcement thereof, the refusing party shall bear all of the expenses incurred in connection with such application. Nothing in this shall prevent either party from resorting to judicial process if injunctive or other equitable relief from a court is necessary to prevent serious and irreparable injury to one party or to others.

Cancellation

In the event the Client cancels this Agreement, within five (5) business days of such cancellation, Client shall pay to Company (a) for all work performed and costs expended by the Company up to the date of termination, (b) for all contracted for Outside Expenses and commitments that have been incurred and cannot be canceled.

Errors

The Client shall have sole responsibility to proofread and examine all work produced during the Project. Therefore, the Client is ultimately responsible for any typographical,

spelling, grammatical, copy, photographic, illustrative, layout or other errors discovered after printing or reproduction, or for any work or services performed by any party selected by the Client. In the event the Client determines that there are errors in the work produced during the Project, Client shall notify the Company of any errors within forty eight (48) hours of Client's discovery of such error provided that such discovery is within a commercially reasonable period of time following turnover of work to Client by the Company.. Failure to promptly notify the Company shall constitute a waiver by Client of any claim arising out of such errors.

Performance

Each party shall use commercially reasonable efforts or fulfill its obligations hereunder but shall in no event be responsible for any failure or delay in performance due to any catastrophe, act of God or government authority, civil strife, or any other cause beyond the control of such party. In no event shall the Company's liability exceed the sum of payments received from the Client under this Agreement. Neither party shall be liable to the other for any consequential, indirect, special or punitive damages, even if such damage were reasonably foreseeable.

Compensation

In consideration for Company rendering the Public Relations Services, Client shall (i) pay Service Provider a monthly retainer of \$<Amount> per month for each calendar month that this Agreement remains in effect; and (ii) shall reimburse Company its reasonable out-of-pocket expenses in providing Services. All such expenses are subject to prior approval by City of Orange 's designee;

Payment

Payment for services shall be made as follows:

Service Provider shall invoice, with a net 30 day due date.

Monthly retainer amount will be billed prior to the start of the upcoming month and be due by the end of the billed month. These services and billing will commence upon execution of this agreement.

Any remaining balance (including hourly overages, a la carte services, and any approved expense reimbursement) will be billed to Client by the tenth (10th) day of each month for the services performed during the prior month.

Client shall promptly notify the Company, in writing, of any disputed charge, but not later than ten (10) days following receipt of any invoice. Failure to promptly notify the Company of any disputed charge or invoice will result in Client's waiver of any such disputed charge. Except for invoices disputed in good faith by the Client for work not in

accordance with the terms and conditions of this Agreement, any amounts not paid when due shall accrue interest at the rate of 1.5% per month from the date due until paid. The Company reserves the right to withhold delivery of all electronic and/or printed materials until all undisputed portion(s) of overdue invoices are paid. All Outside Expenses, including but not limited to, Photography, Illustration, Copywriting, Printing, Mileage, Photocopies, and Social Media Advertising will be billed with a surcharge of 20% of vendor costs. The surcharge will not be applied to Deliveries and Postage.

Waiver

Any waiver by either party, whether express or implied, of any provision of this Agreement, any waiver of default, or any course of dealing hereunder, shall not affect such party's right to thereafter enforce such provision or to exercise any right or remedy in the event of any other default or breach whether or not similar.

Severability

If any provision of this Agreement shall be deemed void in whole or in part for any reason whatsoever, the remaining provisions shall remain in full force and effect.

Independent Contractor

In performing their respective obligations under this Agreement, the parties agree that their relationship is that of independent contractors and not that of partners, joint venturers, agents, employees or part-time employees of the other party. Neither party will represent itself as, act or purport to act as or be deemed to be the agent, representative, employee or servant of the other party.

Notices

If either party is required or permitted to send the other party any notices, such notices shall be in writing and sent to the other party at its last known business address by registered or certified mail, postage prepaid, return receipt requested or by private overnight delivery service, return receipt requested. Notices shall be effective upon receipt.

Term

The initial contract term will be for a period of one year commencing on the 1st day of the month following the fully executed agreement. After the initial one year, the contract will remain in effect unless written notice is provided to the "Company" at least 60 days prior to the termination of the agreement.

To the fullest extent permitted by law, all of the covenants and agreements contained in this Agreement shall survive the parties' completion of their obligations under this Agreement, and except where expressly provided by law or otherwise shall continue in

full force and effect in perpetuity.

Entire Agreement

This Agreement and the attachments hereto represent the entire agreement between the Company and the Client with respect to the performance of the Agreement and supersedes any prior oral or written agreements or discussions, may not be modified or amended unless in writing signed by each of the parties, and may not be assigned by either party without the written consent of the other party which consent will not be unreasonably withheld.

Counterparts

This Agreement may be signed by any number of counterparts, each of which shall constitute an original and all of which taken together shall constitute one and the same instrument.

Signature page follows.

Signatures

City of Orange Representative (printed) Title

City of Orange Representative Signature Date

Cherron Rountree President

Direct Development Representative (printed) Title



Direct Development Representative Signature Date



1970 Brunswick Ave, Suite 2
Lawrenceville, NJ 08648
848.456.1070

directdevelopmentpr.com

Strategy + Communication + Design

City of Orange

Website Consultant Proposal

Submittal Date: February 8, 2024



Executive Summary

Direct Development is a New Jersey-based, minority, and women-owned professional provider of strategic and creative services with a team of professionals that offers a wide range of industry expertise. Serving clients since 2008, we advance nebulous ideas into skillfully executed campaigns complemented by high-impact design. Our talented professionals have advanced government management, public, and community relations, marketing, and design experience. This allows our organization to masterfully conceptualize, promote, and carry out the messaging of the City in all communication efforts on multiple platforms, including print, social media, website, email, and other digital mediums.

As a full-service creative agency, we will strategize the best solutions to partner with the City to meet its public relations goals. We will work collaboratively with the City to execute a comprehensive approach to communications with the goal of sharing programs, projects, issues, and priorities with the community. In addition, it will enable officials and employees to communicate more effectively with the public and enhance the awareness of offerings and services to further community participation. With our diverse experience in the public sector, we understand the City's unique challenges and how important communications can be for a community. Our approach will ensure that the City stands out from the crowd and drives positive community relations through public information.

Because we provide a diverse offering of services under one roof, the City will have access to an entire team of professionals involved and invested in fulfilling the media and public relations goals for Orange.

Specific Capabilities and Services

Strategy & Planning	In collaboration with key staff/points of contact, we develop a strategic communications plan that focuses on increasing engagement, media relations and public outreach
Public Communications	<p>We assist with email database development and management and identify key issues and concerns in order to develop a plan for effective information dissemination and advocacy</p> <p>Develop and distribute weekly email blasts</p> <p>Develop monthly electronic and/or printed newsletter</p> <p>Write press releases/media advisories as requested</p> <p>Provide messaging and talking points for the City and its executives for speaking engagements</p>
Media & Public Relations	<p>Provide support and advice on overall strategy</p> <p>Develop and implement a plan to improve relationships with various media outlets</p> <p>Draft press pitches, press releases, and op-eds</p> <p>Plan and coordinate City and media events annually in order to create engagement with media outlets (i.e. breakfasts, roundtables, etc.)</p> <p>Develop specific recommendations for future improvement and consult on proactive relations and exigent matters</p>
Social Media Services	<p>Strategy consulting and implementation on messaging</p> <p>Monitor accounts and provide recommendations to maximize engagement</p> <p>Develop copy and graphics for various platforms</p> <p>Monthly Facebook/Instagram/Twitter Analytics</p>
Graphic Design of Collateral	Examples include, but are not limited to, ad journals, posters, flyers, brochures, guides, web graphics, etc.
Web Services	<p>Assist and make recommendations with website management as requested</p> <p>Author web copy as requested</p>
Additional Special Services	<ul style="list-style-type: none"> • Additional Special Event Planning and Coordination • Paid Social Media Campaigns • Development & Design of Special Presentations • Conference and Trade Show Support • Monthly Employee / Volunteer Profile Campaign



Our Team

Direct Development has a team of over a dozen professionals with expertise in government management, public policy, marketing, communications, and design. Hiring Direct Development ensures the full support of all members of the entire team. Key personnel on the Orange project will include, but not be limited to, the following individuals.

Cherron Rountree, President

Project Oversight

Cherron Rountree is a New Jersey native business executive with 20 years of diverse leadership experience in government affairs, strategic planning, board collaboration, redevelopment, and public relations. Cherron has an extensive history of service in public administration for New Jersey municipal government entities. Cherron has an expertise in developing strategic partnerships as well as financial management. Serving as Administrator for both urban and suburban communities, Cherron has developed constituent relations, secured millions of dollars in grant funding, improved service to residents, negotiated partnerships, reduced taxes, and led redevelopment efforts that enabled the attraction of new residents and businesses. Cherron is a past recipient of the Gateway Chamber of Commerce's Business Administrator of the Year Award.

Cherron is a part-time lecturer with Rutgers University's Bloustein School of Planning and Public Policy, instructing students on municipal management. Additionally, Cherron is a licensed real estate agent with White Realty in Union, NJ.

Cherron has served as the Board Chairwoman for the Union County Improvement Authority and as a member of Union County College's Board of Trustees, the Union County Workforce Development Board, the Long Branch Planning Board, Elizabeth Development Company Board of Directors, Union County Performing Arts Center Board of Trustees, and Someone's Daughter Inc.'s Board of Trustees.

She holds a Master of Public Administration degree from New York University and a Bachelor of Arts from Rutgers University and is a Certified Redevelopment Agency Executive Director.

As the current President and Partner of Direct Development, Cherron specializes in strategic planning, project development, and public relations for both public and private organizations.

Cherron brings a collaborative approach, strong business acumen, and leadership to her clients and partners.

Joe Brown, Director of Operations

Project Manager

Joe Brown integrates three decades of experience in consulting, nonprofit, human resources, municipal government, communications, and the arts, all of which he applies to his role as Director of Operations to support efficient and effective delivery of services to Direct Development's clients.

Prior to joining Direct Development, Joe most recently worked for the City of Rahway in positions including Advisor to the Mayor and Communications Director. In these roles, he excelled at creating and managing a diverse range of communication and outreach efforts on behalf of the Mayor and the City, forming synergistic relationships with stakeholders including businesses and nonprofit partners, and coordinating events ranging from one-off celebrations to large scale outdoor concerts.

Joe began his professional career working in advertising, with a focus on account management and print production. He soon turned to human resources management consulting, spending nine years with Hay Group, an international management consulting firm, before founding and operating Slope Resources which, for 13 years, provided a range of services to small to midsize nonprofit organizations. He prided himself on developing long-term relationships with clients, preferring to become a trusted partner rather than an extra pair of tactical hands. He later managed training and development for 400-plus employees of a nonprofit pension fund.

Joe is an adept communicator in all mediums and is rare in his love of public speaking. He has presented to a range of audience sizes and settings and enjoys helping other professionals become more polished in their presentation styles. He has also developed and applied skill sets that allow him to assess and enhance team collaboration and, as an avid photographer, has a passion and eye for documenting events of all kinds.

Joe holds a Bachelor of Science in Business Administration from Thomas Edison State University. His current volunteer activity includes serving on the boards of the Union County Performing Arts Center and the Rahway Chamber of Commerce and as a volunteer photographer for the Rahway High School football program.

Olivia Mazanec, Art Director

Design Manager & Project Support

Industrious and meticulous, Olivia's attention to detail results in solid compositions and imaginative designs. She works with clients and our team to cohesively carry out their vision across all aspects of a brand. She believes that great design is not only visually intriguing, but also functional and informative. Olivia has developed unique and user-friendly websites and branding materials for our clients including Morristown, Fanwood, Raritan, Deptford Township and Middlesex Borough. She is a graduate of Monmouth University's Fine Arts program with a concentration in Graphic + Interactive Design.

Jillian McCarthy, Digital Media Specialist

Project Support

Jillian graduated from Marist College and earned her bachelor's degree in communication with a concentration in journalism. After graduating, she took her first job as a TV News reporter in the small, western Colorado town of Grand Junction. Jillian reported on a wide range of topics but most notably the COVID-19 pandemic and the 2020 Election. Two years later, Jillian decided to switch gears and transfer her writing and storytelling skills into a different profession. In 2021, she moved back to her hometown of Monmouth County, NJ and began working at Design 446, a local advertising and marketing agency. Jillian took on the roles of copywriting and social media, servicing about 30 clients in fields such as real estate, medical, nonprofit and more. Now, as a Direct Development employee, Jillian is eager to further her career and express her passion for creating engaging digital media content for clients.

Chris Grube, Communications Associate

Project Support

Chris joined Direct Development as a Communications Associate after graduating from the University of Alabama. Chris is excited and passionate about his career in marketing. He enjoys thinking of creative solutions by collaborating with team members and melding the client's vision with his ideas. He loves learning new things, is always ready to adapt, and consistently seeks out innovative opportunities for his clients.



Our Work Client Portfolio + Examples

Fort Lee Business District Alliance

Services Overview

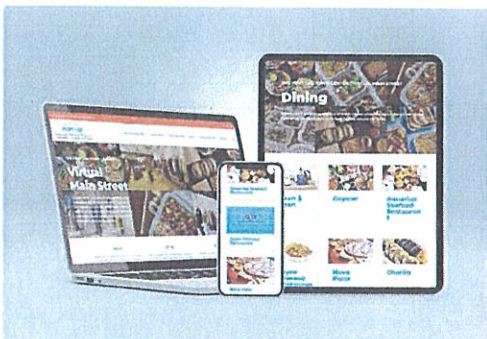
Direct Development assisted the Fort Lee BDA in the promotion of annual events as well as individual businesses within the District. Coordinating with District Management and the Board of Trustees our staff created and implemented a content marketing strategy that spanned social media, local and regional advertising, video, and more.

Quick Facts

- Fort Lee Population: 35,345
- Organization serves over 300 businesses in Fort Lee's Main Street District

Services Retained

- Website Design, Development & Maintenance: bdaftlee.org
- Social Media, Advertising, Press Kit Development, Media Outreach, Graphic Design, Email Marketing, Advertising Budget Management



Our Work cont.

Borough of Fanwood

Services Overview

Direct Development’s staff coordinated with Fanwood’s Mayor, Council, department heads, and community leaders to bring awareness to Borough programs and initiatives, and spotlight residents and businesses in town. Our PR and design department’s worked together to publish weekly email newsletters, create a quarterly print newsletter, and manage content for social media.

Quick Facts

- Fanwood population: 7,318
- Voted Best Small Town in New Jersey

Services Retained

- Website Design, Development & Maintenance: fanwoodnj.org
- Social Media, Public Relations, Media Outreach, Communications Coordination, Graphic Design, Email Marketing



Our Work cont.

Town of Morristown

Services Overview

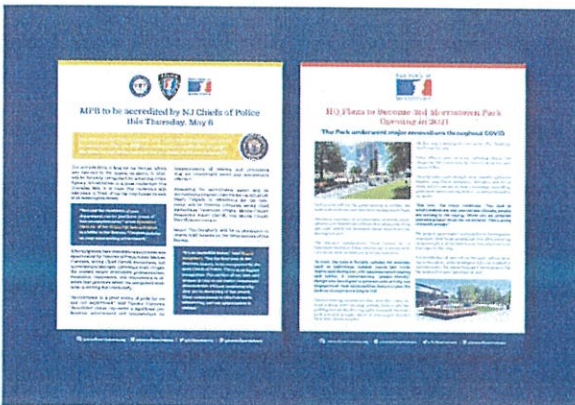
The goal of our communications plan in Morristown is to educate residents about municipal and community events, programs, resources and news. Working with the administrative staff and department heads, we collect, edit, and organize information for monthly email newsletters, social media, and media outreach.

Quick Facts

- Morristown population: 18,411
- Gained 3,800 net Instagram followers within 2 years

Services Retained

- Social Media, Public Relations, Media Outreach, Graphic Design, Email Marketing



Our Work cont.

Hoboken Parking Utility

Services Overview

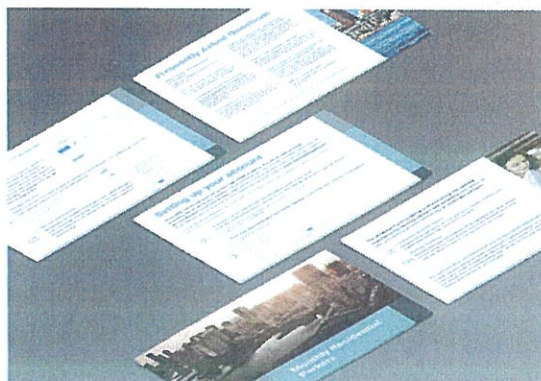
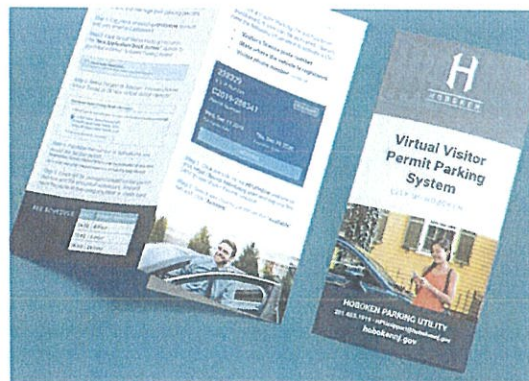
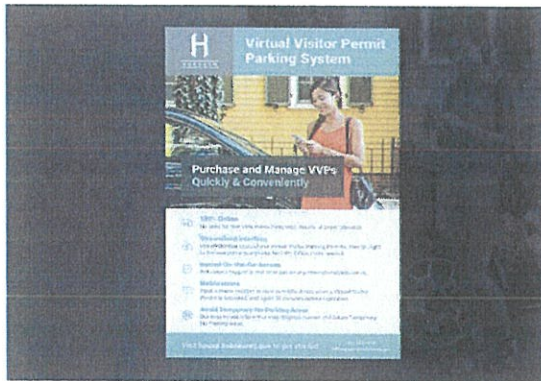
We worked with the Hoboken Parking Utility to publicize the release of their Virtual Visitor Parking System and license plate recognition technology in municipal garages. Our staff strategized with the Executive Director to find effective communications and design plans to reach a variety of city stakeholders and resident groups. Direct Development managed both content and design for the campaign, which included an informational product brochure, one-pagers, targeted email communications, a promotional product video, and social media posts.

Quick Facts

- Hoboken's VVP system offers residents a faster and convenient way to manage VVPs on the go.

Services Retained

- Graphic Design, Content Marketing, Communications Plan



Our Work cont.

West New York Parking Authority

Services Overview

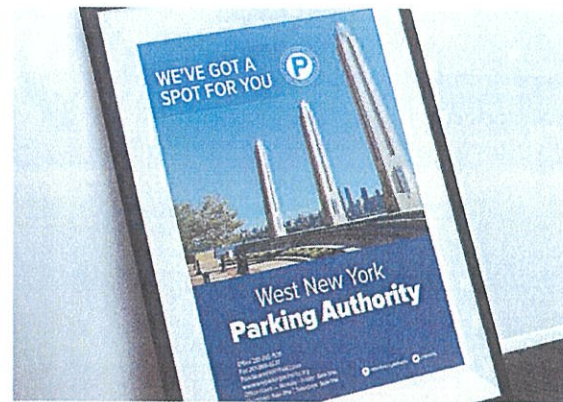
In their efforts to ease parking in the 3rd most densely populated town in New Jersey, the West New York Parking Authority sought our assistance. Working with the Executive Director and Board of Commissioners, our staff have developed highly visual awareness campaigns across a variety of platforms. WNYPA won the International Parking Institute (IPI) Parking Matters Award for excellence in marketing and communications.

Quick Facts

- West New York population: 53,366

Services Retained

- Social Media, Press Kit Development, Media Outreach, Graphic Design, Email Marketing, Program Awareness



Additional client portfolio work is available upon request.



Clients & References

Direct Development has worked with governmental and government-adjacent entities on their branding, marketing and communications efforts since 2008. Some of our public sector clients and references include:

Borough of Roselle Park

Joe Signorello, Mayor
mayorsig@rosellepark.net
(908)-666-7817

Township of Toms River

Art Gallagher, Office of the Mayor
agallagher@tomsrivertownship.com
(732) 341-1000 ext 8469

County of Gloucester

Michelle Coryell, Deputy Administrator
mcoryell@co.gloucester.nj.us
(856) 904-0199

Town of Morristown

Kristen Wedderburn, Assistant to the Mayor
k-wedderburn@townofmorristown.org
(973) 214-2208

Borough of Fanwood

Pat Hoynes, Assistant to Mayor
phoynes@fanwoodnj.org
(908) 967-3275

Fort Lee Business District Alliance

Natalie Chape, Executive Director
office@bdaftlee.com
(201) 245-4344



Proposed Scope and Fee Schedule

Direct Development is proposing a monthly retainer for specific outlined services and then a blended agency rate for services above and beyond the outlined scope. Direct Development will work collaboratively with the City to execute a comprehensive approach media consulting and is open to discussion to tailor the outlined services to best suit Orange's needs.

Website Maintenance Services Monthly Retainer Up to 10 hours per month	
One Full Backup Monthly	✓
One Database Backup Monthly on Cloud Storage	✓
Web Content Updates	✓
Training Calls	✓
Technical Maintenance	✓
Monthly Cost	\$650/mo

For services outside of the above scope of work, Direct Development utilizes a blended agency rate of \$150 per hour for standard services. Specialized services are based on a per project basis. Work commenced outside of normal business hours of 9am–5pm Monday through Friday will be charged the premium rate of \$200 per hour. Direct Development proposes a monthly cap of \$1500 per month be approved for these additional services.

STATE OF NEW JERSEY
BUSINESS REGISTRATION CERTIFICATE

DEPARTMENT OF TREASURY
DIVISION OF REVENUE
PO BOX 252
TRENTON, N J 08646-0252

TAXPAYER NAME:
ROUNTREE, CHERRON

TRADE NAME:
DIRECT DEVELOPMENT

ADDRESS:
1970 BRUNSWICK AVE STE 2
LAWRENCEVILLE NJ 08648-0772

SEQUENCE NUMBER:
2714695

EFFECTIVE DATE:
04/11/22

ISSUANCE DATE:
04/11/22


Director
New Jersey Division of Revenue

FORM-BRC

This Certificate is NOT assignable or transferable. It must be used for the business and location for which it was issued.

100-000-17245-000

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Cherronla LLC

2 Business name/disregarded entity name, if different from above
Direct Development

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ **P**

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
 Exempt payee code (if any) _____
 Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
1970 Brunswick Ave Suite 2

6 City, state, and ZIP code
Lawrenceville, NJ 08648

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number

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Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

or

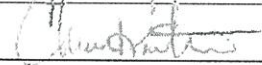
Employer identification number

8	8	-	1	1	7	5	0	0	6
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Part II Certification

- Under penalties of perjury, I certify that:
- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
 - I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
 - I am a U.S. citizen or other U.S. person (defined below); and
 - The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶  Date ▶ 1/13/23

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*