



## Legislation Details (With Text)

**File #:** 24-0696      **Version:** 1      **Name:** Mercury Public Affairs - Federal and State Lobbying - EUS Contract Renewal  
**Type:** Resolution      **Status:** Adopted  
**File created:** 5/6/2024      **In control:** Administration  
**On agenda:** 5/22/2024      **Final action:** 5/22/2024

**Title:** Dept/ Agency: Administration/Office of the Business Administrator  
Action: (X) Ratifying (X) Authorizing ( ) Amending  
Type of Service: Extraordinary Unspecifiable Service  
Purpose: To provide Municipal Business - Federal and State Lobbying.  
Entity Name: Mercury Public Affairs, LLC  
Entity Address: 250 Pehle Avenue, Suite 305, Saddle Brook, New Jersey 07663  
Contract Amount: Not to exceed \$168,000.00  
Funding Source: 2024 Budget/Department of Administration/Fund NW011, Dept. ID 030, Project 0301, Activity A, Account #71280, Budget Ref. 2024  
Contract Period: May 1, 2024 through April 30, 2025, with an option to renew and/or extend the contract for an additional term not to exceed two (2) years, subject to approval by Municipal Council  
Contract Basis: ( ) Bid ( ) State Vendor ( ) Prof. Ser. (X) EUS  
( ) Fair & Open (X) No Reportable Contributions ( ) RFP ( ) RFQ  
( ) Private Sale ( ) Grant ( ) Sub-recipient ( ) N/A  
Additional Information:  
This EUS contract will provide Municipal Business - Federal and State Lobbying Services for the City of Newark, more specifically, to address the needs of the City, including, but not limited to critical infrastructure investments to overcome Coronavirus and support economic recovery.  
A Partial Certification of Funds in the amount of \$37,500.00 is attached.

**Sponsors:** Council of the Whole

**Indexes:**

**Code sections:**

Date	Ver.	Action By	Action	Result
5/22/2024	1	Municipal Council	Adopt	Pass

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of Newark, more specifically, to address the needs of the City, including, but not limited to critical infrastructure investments to overcome Coronavirus and support economic recovery. A Partial Certification of Funds in the amount of \$37,500.00 is attached.

**WHEREAS**, the City of Newark (the “City”) is in need of services, to promote, identify and address ongoing issues currently facing municipalities; and

**WHEREAS**, the City of Newark (the “City”) wishes to obtain lobbying services to advance and develop a comprehensive strategy to advocate and advance funding for the City’s priorities, among other things; and

**WHEREAS**, Municipal Business (Federal Lobbying) requires specialized expertise in order to receive funding at the Federal and State levels to address the needs of the City including, but not limited to, critical infrastructure investments to overcome the Coronavirus pandemic and support economic recovery; and

**WHEREAS**, under the Local Public Contracts Law, N.J.S.A. 40A:11-1 et seq. (the “LPCL”), a municipality may enter into a contract for the performance of services without competitive public bidding if the services being procured qualify as Extraordinary Unspecifiable Services; and

**WHEREAS**, the services necessary to implement and perform marketing and brand consulting qualify as Extraordinary Unspecifiable Services pursuant to N.J.S.A. 40A:11-5(1)(a)(ii) because the services to be provided are of a specialized and qualitative nature requiring expertise, extensive training and proven reputation in the field of endeavor, and the services cannot be reasonably described by written specifications; and

**WHEREAS**, this Contract is awarded without competitive bidding as an exception to public bidding, pursuant to N.J.S.A. 40A:11-5(1)(a)(ii), Extraordinary Unspecifiable Services; and

**WHEREAS**, the actions contemplated by this resolution shall result in the award of a Non-Fair and Open Contract in accordance with N.J.S.A. 19:44a-20.5; and

**WHEREAS**, the Mayor of the City of Newark and Business Administrator have determined Mercury Public Affairs, LLC, 220 Lenox Avenue, Suite 101 Westfield, New Jersey 07090, is best qualified to provide the service as an Extraordinary Unspecifiable Service; and

**WHEREAS**, due to the unique nature of the work performed by Mercury Public Affairs, LLC and its government relations expertise in providing strategic communications and federal lobbying, the City of Newark wishes to enter into and execute a contract with Mercury Public Affairs, LLC, for such services for a period of twelve (12) months, commencing on May 1, 2024 terminating on April 30, 2025 at a rate of One Hundred Seventy-Five Dollars and Zero Cents (\$175.00) per hour for twenty (20) hours per week, Fourteen Thousand Dollars and Zero Cents (\$14,000.00) per month, for a total amount not to exceed One Hundred Sixty-Eight Thousand Dollars and Zero Cents (\$168,000.00); and

**WHEREAS**, Mercury Public Affairs, LLC, has demonstrated that it is qualified by its training and experience to provide the required services in the manner and on the terms and conditions set

forth in the contract; and

**WHEREAS**, Mercury Public Affairs, LLC, has completed and submitted a Business Entity Disclosure Certification (copies of which are attached hereto), which certifies that it has not made any reportable contributions to a political or candidate committee in the City of Newark in the prior year, and the contract will prohibit them from making any reportable contributions through the term of the contract; and

**WHEREAS**, the Municipal Council adopted the Contractor Pay-to-Play Reform Ordinance, 6PSF-a on August 1, 2012, which forbids the award of a contract to a Business Entity, as defined therein, which has made or solicited political contributions to Newark Municipal Candidates, office holders having ultimate responsibility for the award of a contract; candidate committees of the aforementioned candidates; and political or political party committees of the City of Newark or County of Essex; and continuing political committees or political action committees regularly engaged in the support of the City of Newark municipal or County of Essex elections; and certain other political party or candidate committees, in excess of certain thresholds.

**NOW, THEREFORE, BE IT RESOLVED BY THE MUNICIPAL COUNCIL OF THE CITY OF NEWARK, NEW JERSEY, THAT:**

1. The Mayor of the City of Newark and/or his designee, the Business Administrator, are hereby authorized to enter into and execute a contract with Mercury Public Affairs, LLC, 250 Pehle Avenue, Suite 205 Saddle Brook, New Jersey 07663, for providing lobbying services to receive funding at the Federal and State levels to address the needs of the City including, but not limited to, critical infrastructure investments to overcome Coronavirus and support economic recovery for One Hundred Seventy-Five Dollars and Zero Cents (\$175.00) per hour for twenty hours (20) per week, Fourteen Thousand Dollars and Zero Cents (\$14,000.00), for a total amount not to exceed One Hundred Sixty-Eight Thousand Dollars and Zero Cents (\$168,000.00) commencing May 1, 2024 terminating on April 30, 2025.
2. This Municipal Council hereby ratifies this contract from May 1, 2024 to the date of adoption of this authorizing resolution.
3. Pursuant to N.J.S.A. 5:30-5.5(a), Temporary Budget, attached hereto is a partial Certification of Funds from the Director of the Department of Finance, which states that there are available legally appropriated funds for the purposes set forth hereinabove, in the amount of Thirty-Seven Thousand Five Hundred Dollars and Zero Cents (\$37,500.00), in the 2024 Budget under Business Unit: 011, Department ID: 030, Division: 0301, Account: 71280. The Certification of Funds shall be filed along with the original resolution in the Office of the City Clerk. The remainder of the funding for this contract will be subject to appropriation in the 2024 and 2025 Budgets and included in a line item for the award of this contract and said funds will be certified prior to services being provided by the contractor. There will be no expenditure of funds authorized until a Certification of Funds is obtained and a copy filed with the Office of the City Clerk.
4. The Certification of Extraordinary Unspecifiable Service, as required by N.J.A.C. 5:34-2.3(b), Determination of Value and Business Entity Disclosure Certification are attached hereto and

shall be filed in the Office of the City Clerk with the original resolution.

5. There shall be no advance payments made against this contract accordance with N.J.A.C. 40A:5-16.
6. Mercury Public Affairs, LLC, has completed and submitted a Political Contribution Disclosure Form and a Business Entity Disclosure Certificate, which certifies that Mercury Public Affairs, LLC, has not made any reportable contributions to a political or candidate committee in the City of Newark in the previous one (1) year, and their contract will prohibit Mercury Public Affairs, LLC, from making any reportable contributions through the term of contract.
7. A copy of the executed agreement shall be filed in the Office of the City Clerk by the Business Administrator and shall be made available for public inspection.
8. A notice of this action shall be published in the newspaper authorized by law to publish a legal advertisement and as required by law within ten (10) days of its passage in accordance with N.J.S.A. 40A:11-5(1)(a).

### **STATEMENT**

This resolution ratifies and authorizes the Mayor of the City of Newark and/or his designee, the Business Administrator, to enter into and execute a contract with Mercury Public Affairs, LLC, 250 Pehle Avenue, Suite 305, Saddle Brook, New Jersey 07090, to provide lobbying services at the Federal and State levels to address the needs of the City, including, but not limited to critical infrastructure investments to overcome Coronavirus and support economic recovery at a rate of \$175.00 per hour for twenty (20) hours per week, \$14,000.00 per month, for a total amount not to exceed \$168,000.00 commencing on May 1, 2024 terminating on April 30, 2025.