

County of Passaic

Board of County Commissioners



OFFICE OF COUNTY COMMISSIONERS

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Louis E. Imhof
Clerk Of The Board

Date: May 12, 2026 - 5:30 PM

Agenda: RESOLUTION AUTHORIZING AN AWARD OF CONTRACT TO DEALESSI ENTERPRISES, INC. D/B/A FUERZA STRATEGY GROUP FOR SOCIAL MEDIA MANAGEMENT AND VIDEOGRAPHY SERVICES, FOR THE DEPARTMENT OF CULTURAL & HISTORIC AFFAIRS, PURSUANT TO N.J.S.A. 40A:11-3

THIS RESOLUTION WAS REQUESTED BY:
CULTURAL AND HISTORIC AFFAIRS

REVIEWED BY:

Matthew P. Jordan, Esq.
COUNTY ADMINISTRATOR

APPROVED AS TO FORM AND LEGALITY:

Nadege D. Allwaters, Esq.
COUNTY COUNSEL

| Official Resolution# | |
|----------------------|---------------------|
| Meeting Date | 5/12/2026 |
| Introduced Date | 4/30/2026 |
| Adopted Date | |
| Agenda Item | 49. |
| CAF# | G-01-41-785-025-201 |
| Purchase Req. # | R6-09032 |
| Result | |

Public Works

COMMITTEE NAME

RESOLUTION AUTHORIZING AN AWARD OF CONTRACT TO DEALESSI ENTERPRISES, INC. D/B/A FUERZA STRATEGY GROUP FOR SOCIAL MEDIA MANAGEMENT AND VIDEOGRAPHY SERVICES, FOR THE DEPARTMENT OF CULTURAL & HISTORIC AFFAIRS, PURSUANT TO N.J.S.A. 40A:11-3

WHEREAS, the County of Passaic (hereafter “County”) is a government body incorporated pursuant to N.J.S.A. 40:18-1, et seq. and vested with all rights contained therein; and

WHEREAS, pursuant to N.J.S.A. 40:20-1 the Board of County Commissioners for the County of Passaic (hereafter “Board”) are vested with decision making powers on behalf of the County; and

WHEREAS, pursuant to N.J.S.A. 40A:11-3(c), the Governor, in consultation with the Department of Treasury, shall, no later than March 1 of every fifth year beginning in the fifth year after the year in which P.L. 1999, c.440 takes effect, adjust the [bid] threshold amount, in direct proportion to the rise or fall of the index rate as the term is defined in section N.J.S.A. 40A:11-2, and shall round the adjustment to the nearest \$1,000.00; and

WHEREAS, on July 15, 2025 the Board approved Resolution No. R-25-0618, setting the bid threshold at fifty-three thousand dollars (\$53,000.00), in accordance with the law; and

WHEREAS, the Director of the Department of Cultural & Historic Affairs is seeking a vendor to provide social media management and videography services in support of the See Passaic County Tourism brand for 2026; and

WHEREAS, Dealessi Enterprises, Inc. d/b/a Fuerza Strategy Group provided a quote for such services, which include content creation, video production, and social media support to enhance the County’s digital presence and promote tourism initiatives to the Department of Cultural & Historic Affairs, in a total amount not to exceed fifteen thousand dollars (\$15,000.00), which is being recommended for approval by the Director of the Department of Cultural & Historic Affairs; and

WHEREAS, Dealessi Enterprises, Inc. d/b/a Fuerza Strategy Group, has executed and notarized the County’s Business Entity Disclosure Certification for non-fair and open contracts required pursuant to N.J.S.A. 19:44A-20.8, which is attached to and made part of this resolution; and

WHEREAS, funds are available in Account No. G-01-41-785-025-201, or any other account that may be deemed appropriate by the Chief Financial Officer or his designee, and the availability of funds has been contingently certified by the Chief Financial Officer subject to sufficient funds being appropriated by the Board in the 2026 and/or subsequent years’ County budget(s), which is attached to and made part of this Resolution; and

WHEREAS, this matter was discussed at the April 29, 2026 meeting of the Public Works Committee, and is being recommended to the Board for approval; and

NOW, THEREFORE LET IT BE RESOLVED, pursuant to N.J.S.A. 40A:11-3, the Board of County Commissioners of the County of Passaic authorizes an award of contract to Dealessi Enterprises, Inc. d/b/a Fuerza Strategy Group, in a total amount not to exceed fifteen thousand dollars (\$15,000.00) to provide social media management and videography services in support of the See Passaic County Tourism brand for 2026, as recommended by the Director of the Department of Cultural & Historic Affairs.

LET IT BE FURTHER RESOLVED, the Clerk to the Board shall publish on the Public Notices page of the County’s website, a brief notice stating the nature, duration, service, and amount of the contract to the Dealessi Enterprises, Inc. d/b/a Fuerza Strategy Group, and maintain a copy of the resolution on file and available for public inspection in the Office of the Clerk to the Board.

LET IT BE FURTHER RESOLVED, that the Clerk to the Board, County Counsel, and the Director of the Board are authorized to take any other steps necessary to carry out the purpose of this resolution.

