

**REQUEST FOR THE SOLICITATION FOR  
THE REQUEST FOR PROPOSALS (RFP'S)  
FAIR & OPEN PROCESS**

Date: 1/23/14

Department Economic Development

- 1. Service (detailed description): Market Analysis
- 2. Estimated amount for this project: \$ 15,000 -
- 3. AMOUNT BUDGETED FOR THIS RFP: \$ wait for RFP'S have UEZ funds
- 4. BUDGETED ITEM: YES \_\_\_\_\_ NO X  
(If no, is it an ordinance authorized material, service or supply?)  
YES \_\_\_\_\_ NO \_\_\_\_\_ ORDINANCE NO.: \_\_\_\_\_

(B) Please identify the page number and line item appropriation sub-account:

Budget Page No. \_\_\_\_\_ Account No. \_\_\_\_\_

5. Check here if:

Federal Funds \_\_\_\_\_ State Funds \_\_\_\_\_

UEZ Funds ✓ Davis Bacon Requirements \_\_\_\_\_

*(If any of the above are checked, the project must be monitored by the department for compliance with prevailing wage rate policy and procedures.)*

6. Date you want to receive proposals by: 3/12/14

7. Special conditions or instructions: \_\_\_\_\_

8. Requested By: Sandra Forosisky  
(Name - Please print or type)

Sandra Forosisky  
(Signature)


Attachments:

- \_\_\_\_\_ Technical Requirements
- \_\_\_\_\_ List of vendors

Send copies to:  
Purchasing Department  
Business Administration



# Memo

**To:** Bill Lutz, Wanda Reid, Yvonne Lewis  
**From:** Sandy Forosisky   
**Date:** January 23, 2014  
**Re:** RFP – Consultant for Marketing Analysis

---

Attached please find an RFP for a consultant to perform a marketing analysis and feasibility study of the area that surrounds Landis Avenue and Delsea Drive. This is being done as a result of a meeting with business owners in that area and the Administration and a subsequent meeting with the Council President. The business owners in the area are concerned with deteriorating conditions in that area and have an interest perhaps forming a Special Improvement District. The Administration agreed that a study should be the first step.

**REQUEST FOR PROPOSALS (RFP)**  
**PROFESSIONAL CONSULTING SERVICES**

**FOR THE  
CITY OF VINELAND  
NEW JERSEY**

**DUE DATE: March 12, 2014  
10:30 AM**

**Send Responses to:**

**Yvonne Lewis, RPPO  
Purchasing Agent  
640 E. Wood Street  
5<sup>th</sup> Floor  
P.O. Box 1508  
Vineland, NJ 08360**

## **The City of Vineland, New Jersey REQUEST FOR PROPOSALS**

### **Introduction**

The City of Vineland is seeking proposals from qualified firms with experience in Marketing Analysis, Economic and Financial Feasibility to develop a vision for the heavily travelled area surrounding the intersection of Delsea Drive (State Hwy 47) and Landis Avenue. As part of this vision, the selected firm will conduct and deliver a Market Analysis and Strategy for its implementation. Additionally, a study, as required by the State, for the feasibility of establishing a Business/ Special Improvement District is requested. The feasibility study would define the boundaries of the area surrounding the intersection of these two major city arteries as well as incorporating the findings of the market analysis conducted for the area.

The City of Vineland already has a Special Improvement District that is also a designated New Jersey Main Street area. Part of the area presently included in the existing Special Improvement District/Main Street is also included in the area of study. It is the consensus by both the City Administration and several business owners that this area is more a commercial plaza district and has a much different marketing appeal than what is considered a traditional Main Street District. The thought is to reduce the size of the existing Special Improvement District to the area that conforms to the traditional Main Street, allowing that district to continue implementing a Main Street strategy. The new Business/Special Improvement District that is being studied would implement the strategy created as a result of this RFP that is more conducive for a commercial plaza district.

Although the exact boundaries will need to be determined, the area of interest encompasses the area bound by Delsea Dr., Landis Ave., West Ave., and Park Ave. plus the north and south side of Landis Ave. between Delsea Dr. and Orchard Rd. This area contains several strip shopping centers and big box stores. At the west end of Landis Avenue, a new super Shop Rite opened in 2013 and across the street a super Wal-Mart opened in 2008. As a result, the area is now experiencing a variety of investment for uses such as medical offices and fast food restaurants. It is desired that as a result of the study there will be a better understanding of the marketplace, the various needs of our shoppers, and the types of retail and professional businesses that would be sustainable in that area.

## **Scope of Services**

### **Phase I**

The selected consultant is expected to document the existing conditions, constraints, deficiencies and opportunities which would incorporate the following as part of the marketing analysis and recommended strategy:

- The economic environment and demographics for the area
- The economic strengths and weaknesses of the local economy
- Interviews with individuals and/or small groups to gain additional insights into market conditions
- Available goods and services vs. demand by the community and residents
- Assemble and review of existing businesses addressing retail, dining, entertainment, personal and professional services, offices, and housing if applicable.
- Determine the most sustainable mix of businesses within the study area
- Identify existing problems and recommended strategies to improve the designated area

### **Phase II**

A feasibility study that meets the requirements of the State in establishing a BID/SID should be prepared including the following:

- Investigation of feasibility of establishing a Business (Special) Improvement District in the designated area
- Recommendation on geographic boundaries of proposed BID/SID
- Outline steps to create a BID/SID
- Identify implementation costs and proposed operating budget
- Attend at least three meetings of the Business Development Committee and one meeting with the governing body.

### **Optional Services**

The proposal shall indicate any optional services that the consultant feels would be beneficial in reaching the goals in connection with this project.

### **Time Schedule for Completion**

The proposal shall specify the time schedule to complete the Phase I analysis and submission of report and the Phase II Feasibility Study report.

### **Selection Process**

All proposals will be reviewed by a committee composed of business owners in the proposed area as well the Director of Economic Development and Planning Supervisor for the City of Vineland.

Proposals will be evaluated based on the following criteria:

- (a) The general approach to providing the services requested
- (b) The consultant's documented experience in successfully completing projects of a similar size and scope
- (c) The qualifications and experience of the consultant's management, supervisory and/or other key personnel assigned to the project
- (d) The overall ability of the consultant to undertake and successfully complete the project within a timeline
- (e) Fees proposed to complete the project

It is anticipated that the review committee will evaluate each of the proposals and select one or more consultants to attend an interview with members of the subcommittee. Although interviews may take place, the proposal should be comprehensive and complete. The Review Committee reserves the right to request clarifying information prior to the interview.

The Director of Economic Development will submit the recommendation of the review committee to the Vineland Mayor and City Council for approval. The Mayor and City Council, in its sole discretion, shall accept or reject the recommendation.

### **Award of Contract**

The Mayor and City Council shall authorize via resolution the execution of a professional service contract with the successful consultant.

### **Proposal Submission**

Your proposal must include as a minimum the following:

- (a) Description of how you will address each of the components of the Scope of Services – Phase I
- (b) Description of how your will address each of the components of the Scope of Services – Phase II
- (c) Description of any optional services, if any
- (d) Time schedule for completion of each task
- (e) Fees Schedule broken out for services of Phase I, Phase II and Optional Services
- (f) Profile of firm
- (g) Examples of at least three (3) similar projects completed within the past two years