

Request for Qualifications and Proposals

ECONOMIC DEVELOPMENT, RECOVERY and RESILIENCY PLANNING

Tuesday February 2, 2021
11:00 A.M. Prevailing Time
South Jersey Economic Development District, Inc.

Louis Joyce
Executive Director
782 S. Brewster Road, Unit B6
Vineland, NJ 08361
856-794-1941



South Jersey Economic Development District

www.sjedd.com

Request for Proposals
Economic Development Recovery and Resiliency Planning

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Notice to Providers

**NOTICE FOR SOLICITATION OF PROPOSALS FOR
PROFESSIONAL SERVICES UNDER A FAIR AND OPEN PROCESS**

Notice is hereby given by the South Jersey Economic Development District that sealed qualifications and proposals for professional services, not subject to bidding pursuant to N.J.S.A. 40A:11-5 will be received by the South Jersey Economic Development District for the following professional services:

- Economic Development, Recovery and Resiliency Planning Services

Specifications may be obtained from the SJEDD website at www.SJEDD.com, or they may be mailed on telephone request (856) 794-1941.

Proposals shall be enclosed in sealed envelopes bearing the legend, “**Proposal for the Economic Development Recovery Planning Services**” on the outside. The proposals shall be returned to the SJEDD by **February 2, 2021 at 11:00 AM**, prevailing time, when they will be opened and read in public. Late proposals will not be considered.

Bidders are required to comply with the requirements of P.L. 1975, C. 127 (N.J.A.C. 17:27) Affirmative Action and P.L. 1977, C. 33 (N.J.S.A. 52-25-24.2) Corporate Disclosure.

By order of the Board of the SJEDD

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I. Professional Service

Position and Term

The SJEDD of requests proposals from planning firms interested in planning services as outlined herein for development of specific economic development plans and strategies and related to impacts and identified needs.

Minimum Requirements

- Must have at least one (1) available planner with extensive economic, demographic and historical knowledge of the SJEDD region and its member counties and must be in good standing with the SJEDD and county agencies.
- Minimum ten (10) years of economic development planning experience.
- Member of firm must have NJ Professional Planning license (NJPP).
- Proposers must be familiar with the State, Federal and other local jurisdiction abilities to implement economic plans.
- Proposers must be knowledgeable of methodologies including but not limited to United States Economic Development Administration, (USEDA), United States Department of Agriculture (USDA), New Jersey Economic Development Authority (NJEDA), and New Jersey Department of Community Affairs (NJCA).
- Proposers must be knowledgeable of and abide by all Local, State, Federal and other regulations that apply to these services. Proposers must be familiar with the administration of a public entity.
- Proposers must have experience with economic development in New Jersey. Proposers shall address their ability to provide the services and responsibilities delineated herein.
- Respondent shall submit licenses, certifications, resumes etc., for any of their staff who may be providing services to the District as part of this contract.
- Respondent shall provide the location of their office(s) that would be serving the District. Respondent may describe any value added services that may not have been addressed in this RFP that they feel should be considered by the officials evaluating their proposal submission.

Description of Services

There are two planning projects that the respondents may provide proposals to do. Firms that meet the qualifications may propose on either or both of the listed activities, but must submit separate scopes and specific qualifications for each proposal.

A. Plan for Cape May County

On behalf of Cape May County, the SJEDD will contract with a qualified firm to provide an Economic Development, Recovery, and Resiliency Strategy Plan for Cape May County as described in **Attachment A** to this RFQ.

B. Plan for Salem County

The County of Salem has determined the need for an Economic Development Vision and Action Plan, an economic strategy to address the concerns as described in **Attachment B** to this RFQ.

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Compensation

Compensation shall be based on a professional services contract to be negotiated by the SJEDD with the applicant deemed to be most advantageous.

The firm shall be entitled to bill in accordance with its customary rates schedule for municipal and SJEDD clients provided the same is reviewed and approved by the SJEDD or agreed upon sums for specific grant writing services for special projects. Compensation may be on a lump sum amount not to exceed an agreed upon sum.

Fair and Open Process

These proposals are being solicited through a fair and open process in accordance with N.J.S.A. 19:44A-20.4. Applicants who meet with the Minimum Requirements for the position as set forth below and are willing to provide the described services for the disclosed compensation, shall be evaluated on the basis of experience and qualifications as set forth in the criteria described below.

In order to be considered applicants must submit their reply to the Office of the SJEDD at 782 S. Brewster Road, Unit B-6, Vineland, NJ 08361 on or before **11:00 A.M.** prevailing time on February 2, 2021. At that time and place all proposals received shall be publicly opened and announced by the SJEDD.

Proposals will thereafter be received by the SJEDD Board who shall award the contract for the services. The award of the Contract will be based on the following criteria: (i) responsiveness to the Proposal Requirements and other required submissions; (ii) general experience and reputation in the field; (iii) specific experience/knowledge of the SJEDD and the subject matter to be addressed under the Contract; (iv) qualifications and experience which most closely match the needs of the SJEDD; (v) availability to accommodate meeting and interface requirements with the SJEDD Officials for meetings, phone conferences, attendance at events and office consultations; (vi) office resources, including backup staff, which are deemed most adequate to service the needs of the SJEDD; and (vii) the applicant who is deemed otherwise most advantageous based on all information submitted or gathered in connection with the proposal.

The SJEDD reserves the right to: (i) not select any of the applicants; (ii) require applicants to submit to a personal interview and/or submit additional or clarifying information; (iii) to reject any or all proposals; (iv) to waive any informalities in the proposals; and (v) procure the articles or services from other sources if deemed most advantageous to the objectives of the SJEDD.

The SJEDD's determination of the applicant who is most advantageous to the goals and objectives of the SJEDD shall be final and conclusive.

The award of the contract shall be determined by majority vote on a resolution to be read by title at an open public meeting.

No applicant shall influence, or attempt to influence or cause to be influenced, any SJEDD Official, Officer or employee to use his/her official capacity in any manner which might tend to impair the objectivity or independence of judgment. No applicant shall cause or influence, or attempt to cause or influence, any SJEDD Official, Officer or employee to secure unwarranted privileges or advantages.

II. Evaluation Criteria

In the evaluation of proposals, the District will utilize the below listed Evaluation Rating Criteria to ascertain the costs and benefits of all aspects of the proposal. An evaluation team will review all proposals

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to determine if they satisfy the Proposal Requirements, determine if a proposal should be rejected and evaluate the proposals based upon the Evaluation Criteria.

Each category is assigned a maximum point value. The highest ranking respondent or respondents in case of separate plan proposals will then be recommended to the SJEDD Board for award of contract based on the following:

Project Understanding/Understanding of the requested work - The proposals will be evaluated for general compliance with the instructions and requests issued in the RFP. Non-compliance with significant instructions shall be grounds for disqualifications of proposals. (20 points)

Prior Experience and Familiarity/Knowledge and Technical Competence – This includes the ability of the respondent to perform all of the tasks and adequately fulfill the requirements specified herein. (30 points)

Management, Experience and Personnel Qualifications – Expertise of the firm shall be demonstrated by past contract successes providing government agencies with similar services. The respondent will be evaluated on knowledge, experience, prior collaboration and successful completion of projects/services similar to that requested in the RFP. In addition to relevant experience, Proposers shall provide personnel qualifications in the proposal. (30 points)

Cost of Services – Based on proposal submitted herein. (20 points)

We encourage each Proposer to be as comprehensive and thorough as possible when responding to this proposal. Proposers may be called upon to attend an oral interview.

Proposals shall be evaluated based on the following criteria: **(Maximum 8 pages)**

a. **Professional Qualifications:** Proposer shall document licensure as a Professional Planner (P.P.) in the State of New Jersey and shall document Economic Development experience as it relates to work performed for entities such as the District and/or county and municipal government agencies in the State of New Jersey.

b. Summary of past projects should relate to local, State, Federal, and other public entities, regional entities, and/or private foundations.

1. Resumes of professional staff to be involved in the project. Staff experience on similar projects.
2. An organizational chart for this project of the proposed personnel. A detailed description on the management setup for the project and the person ultimately responsible to the District for the project and its day-to-day management.
3. Description of the Proposer's capabilities in providing the requested services.
4. Must demonstrate that sufficient staff is available to perform the work in a timely manner to meet the schedule.
5. The Project Manager must demonstrate experience on similar projects.
6. Provide the physical address of the office where the work is to be performed.
7. Provide a list of similar projects including name and telephone number of three (3) clients and a description of services provided.

c. **Prior Experience and Familiarity:** Expertise of the individuals at the Firm shall be demonstrated by past contract successes providing government agencies with similar services (emphasis on projects in Atlantic, Cape May, Cumberland and Salem Counties) and/or the State of New Jersey. The Proposer will be evaluated on knowledge, experience, prior collaboration, and successful completion of projects/services similar to that requested in this RFP.

d. **Cost Criteria:** Price and its component charges, fees, etc. shall be adequately explained and documented.

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III. Proposal Instructions

1. General Information: By this RFP, the District is requesting Competitive Contracting Proposals from qualified Proposers, licensed Professional Planner(s) (P.P.), for the purpose of Economic Development Recovery and Resiliency Planning.

These services shall include but shall not be limited to the following:

Development of economic development, recovery and resiliency plan(s) for the specified jurisdictions.

The District shall award a contract on a competitive contracting basis to the most responsible, licensed Professional Planner / Proposer who, in the opinion of the District, best meets all of the conditions and specifications outlined in this RFP and best fulfills the needs of providing Economic Development Recovery and Resiliency Planning cost and other factors considered; i.e., based on evaluations conducted in accordance with N.J.S.A. 40A:11-4.1 et seq. and N.J.A.C. 5:34-4.1 et seq. The contents of the proposal submitted by the successful Proposer and this RFP may become part of the contract for these services. The successful Proposer will be expected to execute said contract with the District. The District may award a contract to more than one proposer based on qualifications and experience. The contract shall be subject to budgetary appropriations by the South Jersey Economic Development District.

2. Submission of Proposals: a. Sealed Proposals shall be received in accordance with public advertisement as required by law, a copy of said notice being attached hereto and made a part of these specifications. Each Proposal shall be submitted in a sealed envelope and Proposer shall clearly write their name, address and the Proposal description of "Economic Development Recovery and Resiliency Planning" on the front of the envelope. The proposer shall submit the qualifications and the economic plan(s) proposals in separate envelopes within the master submission. The District assumes no responsibility for proposals opened in error due to non-use of the proper envelope.

Proposals shall be forwarded to the attention of Louis Joyce, Executive Director, SJEDD, 782 S. Brewster Road, Unit B-6, Vineland, New Jersey 08361.

b. A Proposal cannot be withdrawn after the expiration of the time established for receiving proposals, nor can any changes in price or other details be made by letter, telephone or verbal statement.

c. It is the Proposer's responsibility to insure that proposals are presented to the District on the hour and at the place designated herein. Proposals may be hand delivered, mailed or sent express carrier. The District assumes no responsibility for Proposals forwarded by mail or express carrier. Proposals received after the designated time and date will be returned to the proposer unopened.

d. Proposals must be signed in ink by a duly authorized official and only original signatures will be accepted. Any Proposal showing any erasure/alteration must be initialed in ink by the Proposer.

e. Proposer must furnish all information listed in the Proposal Pages and properly execute these pages. Failure to comply shall be cause for rejection of proposal. Maximum length of proposal is 20 pages.

f. Proposals shall furnish one (1) original Proposal and two (2) copies. (Only 1 set of qualifications needed if submitting two separate task proposals)

g. The District may select the Proposer or Proposers to be awarded the contract pursuant hereto based solely on the proposals submitted. It is possible that the District may also want to interview the prospective Proposers; if the District feels that an interview is warranted, it will contact the Proposers. Firms selected for interviews shall be prepared to discuss in detail all services they propose to provide as part of this contract. No promise of contract shall be implied by the invitation to an interview.

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h. Rejection of Proposals: The District reserves the right to reject any or all proposals covered in this RFP, or any portion(s) thereof, waive informalities, re-advertise and/or take such other actions decreed necessary as permitted by prevailing law, in the best interests of the District.

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Statement of Authority

By submitting and signing this RFP, we certify that we are familiar with all conditions and requirements of this RFP.

RFP SUBMITTED FOR:

Company: _____

Address: _____

Bid Submitted By: _____

(Please Print)

Signature: _____

(Proposal must be signed to be valid)

Title: _____ Date: _____

Telephone: _____ Facsimile: _____

Email Address _____

Taxpayer Identification Number: _____

Affirmative Action Requirements

RESPONDENTS ARE REQUIRED TO COMPLY WITH THE REQUIREMENTS OF P.L. 1975, c. 127 (N.J.S.A. 10:5-31, et seq.). See also N.J.A.C. 17:27 et seq.

REQUIRED AFFIRMATIVE ACTION EVIDENCE

- A. **PROCUREMENT & SERVICE CONTRACTS** (which are not subject to a federally approved or sanctioned affirmative action program). All successful vendors must submit within seven (7) calendar days of the notice of intent to award or the signing of the contract, whichever is sooner, one of the following:
 - 1. A PHOTOCOPY OF THEIR FEDERAL LETTER OF AFFIRMATIVE ACTION PLAN APPROVAL
 - 2. A PHOTOCOPY OF THEIR CERTIFICATE OF EMPLOYEE INFORMATION REPORT
 - 3. A COMPLETED AFFIRMATIVE ACTION EMPLOYEE INFORMATION REPORT AA302

- B. **CONSTRUCTION CONTRACTS** ALL SUCCESSFUL CONTRACTORS MUST SUBMIT WITHIN THREE (3) CALENDAR DAYS OF THE SIGNING OF THE CONTRACT AN INITIAL PROJECT MANNING REPORT AA 201 FOR ANY CONTRACT AWARD THAT MEETS OR EXCEEDS THE PUBLIC AGENCY BIDDING THRESHOLD.

COMPANY NAME: _____

SIGNATURE: _____ DATE: _____

PRINT NAME: _____

TITLE: _____

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Americans with Disabilities Act

The Contractor and the SJEDD do hereby agree that the provisions of Title II of the Americans With Disabilities Act of 1990 (The "Act") (42 U.S.C. S12.101 et seq.), which prohibits discrimination on the basis of disability by public entities in all services, programs and activities provided or made available by public entities, and the rules and regulations promulgated pursuant thereunto, are made part of this Contract. In providing any aid, benefit, or service on behalf of the SJEDD pursuant to this contract, the Contractor agrees that the performance shall be in strict compliance with this Act. In the event that the Contractor, its agents, servants, or employees, or subcontractors violate or are alleged to have violated this Act during the performance of this contract, the Contractor shall defend the SJEDD in any action or administrative proceeding commenced pursuant to this Act. The Contractor shall indemnify, protect, and save harmless, the SJEDD, its agents, servants, and employees from and against any and all suits, claims, losses, demands, or damages of whatever kind or nature, arising out of or claimed to arise out of the alleged violation. The Contractor shall, at his own expense, appear, defend, and pay any and all legal services and any and all costs and other expenses arising from such action or administrative proceeding or incurred in connection therewith. In any and all complaints brought pursuant to the SJEDD's grievance procedure, the Contractor agrees to abide by any decision of the SJEDD which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the SJEDD or if the SJEDD incurs any expense to cure a violation of the ADA which has been brought pursuant to its grievance procedure, the Contractor shall satisfy and discharge the same at its own expense.

The SJEDD shall, as soon as practicable after a claim has been made against it, give written notice thereof to the Contractor along with full and complete particulars of the claim. If any action or administrative proceeding is brought against the SJEDD or any of its agents, servants, and employees, the SJEDD shall expeditiously forward or have forwarded to the Contractor, every demand, complaint, notice, summons, pleading, or other process received by the SJEDD or its representatives.

It is expressly agreed and understood that any approval by the SJEDD of the services provided by the Contractor pursuant to this contract will not relieve the Contractor of the obligation to comply with the Act and to defend, indemnify, protect, and save harmless the SJEDD pursuant to this paragraph.

It is further agreed and understood that the SJEDD assumes no obligation to indemnify or save harmless the Contractor, its agents, servants, employees and subcontractors for any claim which may arise out of their performance of the Agreement. Furthermore, the Contractor expressly understands and agrees that the provisions of this indemnification clause shall in no way limit the Contractor's obligations assumed in this Agreement, nor shall they be constructed to relieve the Contractor from any liability, nor preclude the SJEDD from taking other actions available to it under any other provisions of this Agreement or otherwise at law.

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Equal Employment Opportunity Language

EXHIBIT A (Revised 04/10)

MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE

N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)

N.J.A.C. 17:27

GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS

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 be 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 will send to each labor union, with which it has a collective bargaining agreement, a notice, to be provided by the agency contracting officer, advising the labor union of contractor's commitments under this chapter 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 meet targeted SJEDD employment goals established in accordance with 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, and labor unions, that it does not discriminate on the basis of age, race, 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 procedures, if necessary, to assure that all personnel 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

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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.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents: Letter of Federal Affirmative Action Plan Approval, Certificate of Employee Information Report or Employee Information Report Form AA302 (electronically provided by the Division and distributed to the public agency through the Division’s website at www.state.us/treasury/contract_compliance)

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Public Contracts Equal Employment Opportunity Compliance as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Public Contracts Equal Employment Opportunity Compliance for conducting a compliance investigation pursuant to **Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.**

I, the undersigned, do hereby agree to the terms as outlined in EXHIBIT A (Revised 04/10) from the New Jersey Public Law 1975, c. 127 (NJAC 17:27) MANDATORY AFFIRMATIVE ACTION LANGUAGE FOR GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS in the State of New Jersey.

SIGNATURE _____

PRINT NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

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Corporate Disclosure Statement

N.J.S.A. 52:25-24.2 (P.L. 1977 c33)

Failure of the bidder/respondent to submit the required information is cause for automatic rejection.

CHECK ONE:

I certify that the list below contains the names and addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

OR

I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business organization:

Partnership Corporation Sole Proprietorship

Limited Partnership Limited Liability Corporation Limited Liability Partnership

Subchapter S Corporation

Sign and notarize the form below, and, if necessary, complete the stockholder list below.

Name	Address

Subscribed and sworn before me
this _____ day of _____, 20____

(Affiant)

(Notary Public)

(Print Name and Title)

My Commission expires: _____

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Non-Collusion Affidavit

State of _____

SJEDD of _____ ss:

I, _____ residing in _____
(Name of Affiant) **(Name of Municipality)**
of _____ and the State of _____, of full age,
being duly sworn according to law on my oath depose and say that:

I am _____ of the firm _____
(Title or Position) **(Name of Firm)**
the bidder making the proposal for the above named project, and that I executed the said proposal with full authority so to do; that said bidder has not, directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the SJEDD of Vineland in the State of New Jersey relies upon the truth of the statements contained in this affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed or retained to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except bona fide employees or bona fide established commercial or selling agencies maintained by _____ (N.J.S.A. 52:34-15).
(Name of Contractor)

Subscribed and sworn before me
this _____ day of _____, 20_____

(Signature of Affiant)

(Print Name of Affiant)

NOTARY PUBLIC

My Commission expires: _____

Business Registration Compliance

Revised Contract Language for Business Registration Compliance
Goods and Services Contracts (including purchase orders)

N.J.S.A. 52:32-44 imposes the following requirements on contractors and all subcontractors that **knowingly** provide goods or perform services for a contractor fulfilling this contract:

- 1). the contractor shall provide written notice, to its subcontractors to submit proof of Business Registration to the contractor;
- 2). prior to receipt of final payment from a contracting agency, a contractor must submit to the contracting agency an accurate list of all subcontractors or attest that none was used;
- 3). during the term of this contract, the contractor and its affiliates shall collect and remit, and shall notify all subcontractors and their affiliates that they must collect and remit to the Director, New Jersey Division of Taxation, the use tax due pursuant to the Sales and Use Tax Act, (N.J.S.A. 54:32B-1 et seq.) on all sales of tangible personal property delivered into this State.

A contractor, subcontractor or supplier who fails to provide proof of Business Registration or provides false Business Registration information shall be liable to a penalty of \$25.00 for each day of violation, not to exceed \$50,000.00 for each Business Registration not properly provided or maintained under a contract with a contracting agency. Information on the law and its requirements is available by calling (609) 292-9292.

SAMPLES BUSINESS REGISTRATION CERTIFICATES



STATE OF NEW JERSEY
BUSINESS REGISTRATION CERTIFICATE
FOR STATE AGENCY AND CASINO SERVICE CONTRACTOR

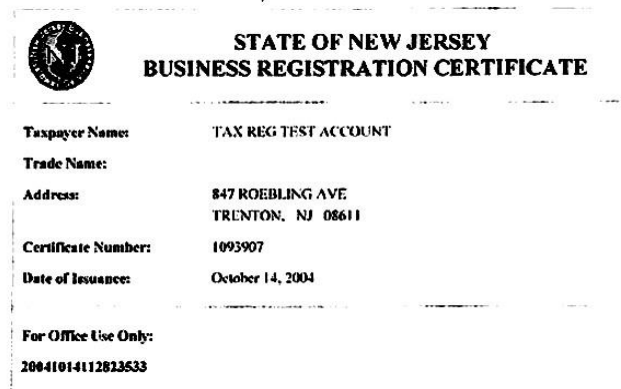
DEPARTMENT OF TREASURY
DIVISION OF REVENUE
PO BOX 282
TRENTON, NJ 08646-0282

TAXPAYER NAME: TAX REGISTRATION TEST ACCOUNT
TAXPAYER IDENTIFICATION#: 970-087-382/000
ADDRESS: 847 ROEBLING AVE
TRENTON NJ 08611
EFFECTIVE DATE: 01/01/01
FORM BRC(08-04)

TRADE NAME: CLIENT REGISTRATION
SEQUENCE NUMBER: 0107330
ISSUANCE DATE: 07/14/04

Acting Director

This Certificate is NOT assignable or transferable. It must be conspicuously displayed at above address.



STATE OF NEW JERSEY
BUSINESS REGISTRATION CERTIFICATE

Taxpayer Name: TAX REG TEST ACCOUNT
Trade Name:
Address: 847 ROEBLING AVE
TRENTON, NJ 08611
Certificate Number: 1093907
Date of Issuance: October 14, 2004

For Office Use Only:
20041014112823533

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Insurance Statement

The undersigned hereby declares that they have the following types of insurance. If a contract is awarded the undersigned will furnish same with the SJEDD, 782 S. Brewster Road, Unit B6, Vineland NJ 08361 listed as additional insured.

TYPE INSURANCE	COMPANY	COVERAGE LIMITS
_____	_____	_____
_____	_____	_____
_____	_____	_____

(an individual)
The undersigned is (a partnership) under the laws of
(a corporation)
the State of _____ having principal offices at

Date: _____

SIGNED _____

Print Name

Title

ATTACHMENT A

Professional Planning Services to Prepare an Economic Development, Recovery, and Resiliency Strategy Plan for Cape May County

NOTE: The respondent will provide a proposal in the format provided in this Attachment A

PURPOSE/INTENT: The COVID-19 pandemic has caused unprecedented strain on the economy of the County of Cape May, which is heavily reliant on the Tourism Industry. The South Jersey Economic Development District (SJEDD) is soliciting Request for Proposals (RFP) to contract with a New Jersey-licensed Professional Planner (PP) or Economic Development firm that employs a licensed New Jersey Professional Planner to develop an Economic Development, Recovery, and Resiliency Strategy Plan for the County of Cape May. The firm shall have the support of the SJEDD and the County Planning Department in this endeavor.

SECTION 1: SCOPE OF WORK: The consultant will direct a coordinated and strategic effort of a range of partners in government, business, and community to develop a plan to guide recovery efforts and to make recommendations for strategies to build long-term economic sustainability and resiliency. Inclusion of a public information program, including a minimum of 2 opportunities for public meetings and/or presentations during public meetings, is required as part of this scope of work. The consultant will be responsible for the development and creation of the Plan, and provision of the document in both electronic and hard copy formats (25 copies) at the end of the process.

Task 1: Establishing an Advisory Committee: The SJEDD and the County will work with the firm to establish an advisory committee consisting of government entities, economic development and business organizations, and key business industry representation. Throughout the process, the consultant will utilize the expertise of this group to gather information, gain insight, and to hold discussions to vet issues and to identify opportunities for collaboration. Break-out groups can be formed to address targeted industry clusters, community/geographic clusters, or other groupings of entities that contribute to the economic health of the County (e.g., education, workforce development, etc.). The Consultant shall be responsible for convening and administering all aspects of Advisory Committee meetings (including any break-out groups).

Deliverable: Roster of Advisory Committee Members and their respective representation; group contact list; initial project kick-off meeting; schedule of future meeting dates and objectives

Anticipated Timeframe: Week 1 – 3 after contract award

Task 2: Quantifying the Impact of COVID: The consultant will identify and quantify the pandemic's impact in terms of business closures, bankruptcies, job losses and wealth destruction using the most current information available.

Deliverable: Report with relevant statistics, data, and associated graphics. Sources for all data must be provided so that monitoring and evaluation of data can continue in a consistent manner after the conclusion of this project.

Anticipated Timeframe: Week 1 – 4 after contract award

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Task 3: Identification of Economic Recovery Efforts: The consultant will identify local, regional, and industry-based recovery efforts to establish a base of knowledge of support resources. The information must be presented in a standardized manner, with contact information (including website) for the resources so that the information is kept current in the dynamic environment.

Deliverable: Report of those recovery efforts identified including contact information for each program; the report can be in the form of a database or other method preferred by the consultant.

Anticipated Timeframe: Week 3 – 5 after contract award

Task 4: SWOT Analysis: The consultant will evaluate the strengths, weaknesses, opportunities, and threats regarding economic recovery efforts catalogued in Task 2. Opportunities for collaboration will be identified and evaluated through discussions with the parties involved, with results of discussions and any potential agreements being detailed in the analysis.

Deliverable: Report detailing the methodology used for the SWOT Analysis, including sources of any information or assumptions used in the process; report will also list opportunities for collaboration including responsible parties and outcomes of discussions.

Anticipated Timeframe: Week 4-8 after contract award

Task 5: Building Resiliency: The consultant will develop a Plan that identifies strategies, programs, incentives, and policies that will assist in the County's economic recovery. Focus should be on providing ongoing technical support and resources for business owners, organizations, and individuals with an emphasis on building an engaged network of people and resources that will work together to create resiliency. Specifically, the plan must identify and address the opportunities for workforce development as it relates to recovery and building of resiliency through the stabilization, growth, and diversification of the County's economy. Action items which outline clear and achievable goals and milestones for responsible parties (or collaborations) should be established.

Deliverable: Cape May County Economic Recovery and Resiliency Plan

Anticipated Timeframe: Week 8– 12 after contract award

Task 6: Elements to Identify and Remediate Barriers to Economic Equity: The plan must identify areas of the region or of the economy that have direct correlation to limiting economic mobility. Clear objectives to achieve better outcomes for communities, households, and individuals should be presented, identifying those parties or partnerships who are best suited to advance them.

Deliverable: Section of Economic Recovery and Resiliency Plan that specifically addressed the areas of concern, objectives for addressing issues, and identification of responsible parties.

Anticipated Timeframe: throughout the process, with completion at week 12

SECTION 2: ANTICIPATED PROCESS

The Consultant will coordinate with the Executive Director of the SJEDD and the County Planning Director throughout the process providing bi-weekly updates of progress towards milestones for task completion.

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The Consultant shall provide (as part of the response to this RFP) an estimate of cost for each task, and for any reimbursables, with a total “Not to Exceed” cost for the project as a whole.

Expenditure reports shall detail percentage complete for each task, with payment being made based on work completed per task. Invoices must be submitted on or about the 30th of each month.

SECTION 3: EVALUATION CRITERIA

The SJEDD and the County will evaluate the submittals based upon:

- A. Project Understanding
- B. Qualifications of the firm and key personnel to be assigned to the project
- C. Experience in work of a similar nature
- D. Organization, size, structure and technical resources of the firm
- E. Proposed fee schedule
- F. Responsiveness and completeness of the written proposal to these instructions with regard to Scope of Services and qualifications of the firm.

SECTION 4: FIRMS RESPONDING – FORMAT

Each submittal shall be clear, concise, typed or printed on letter size paper. Unnecessarily elaborate responses beyond that sufficient to present a complete review of credentials are neither necessary or desired.

Tab 1: Project Understanding

- A. Provide a brief overview of your interest in providing these services and your anticipated approach to the project
- B. Provide a brief statement as to how you would plan to approach each of the tasks outlined in Section 1

Tab 2: Qualifications of the Firm

- A. Provide a narrative related to your understanding of the SJEDD’s needs, requirements, and objectives as it relates to this RFP.
- B. Describe the firm’s experience in researching and writing similar plans. Include a list of relevant plans, as well as three project profiles with references
- C. Describe the technical capabilities of the Firm.

Tab 3: Qualifications of Program Manager and Professional Staff

- A. List the name, business address, telephone number and e-mail address of the individual that will act as respondent’s program manager for the project. Provide a resume of the individual’s background and skills in professional planning, including writing similar economic and strategic planning documents. Resume must include information on the individual’s credentials specific to: experience with Planning and related work; length of and type of service with firm; list of relevant experience; education and formal training, including certifications and documentation of valid NJ Professional Planning license

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- B. List by name the qualifications, education and work experience of all professional staff who will be assigned to the SJEDD's contract, directly or indirectly, and provide a narrative description of the work responsibilities of each individual. Provide resumes for each individual. Provide resumes for each individual with the following information: experience with Planning and related work; length of and type of service with firm; list of relevant experience; education and formal training, including certifications and documentation of valid NJ Professional Planning license (if applicable).
- C. Provide an organizational chart listing all proposed individuals to work with the County.

Tab 4: Proposed Fee Schedule

- A. Submit a proposed fee schedule indicating the name, title, and hourly rate for individuals that will be assigned to work on projects under this contract
- B. Provide an estimated cost per task (Tasks 1 – 6 as detailed in Section 1), with an identification of what individuals are to be assigned to each task and their approximate number of hours per task
- C. Provide the total "Not to Exceed" fee for the project.

Tab 5: Other Information

- A. Provide any information that will provide insight to the SJEDD about the qualification, fitness and abilities of the respondent. This information should be succinct.

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ATTACHMENT B

Summary of Project:

NOTE: The respondent will create a proposal/scope of work with specific tasks to address the stated needs of the County as described in the following narrative.

An Action Plan will be the deliverable of the above, framing the vision or visions necessary to see economic progress, prosperity, and security throughout the County.

Included in the Action Plan will be the anticipated formation of an Office of Economic Development, or similar such entity, to facilitate development, redevelopment, and retention of business in Salem County. Within the anticipated Action Plan would be the structure of the aforementioned office, its governance, supervision, location, and funding prospects.

Scope of Services

The Salem County Economic Development Initiative is seeking a countywide Economic Development Vision and Action Plan, and a vehicle to realize this vision in all, or parts, Salem County. The Plan will provide a framework to restore to at least pre-COVID 19 levels, or increase the tax base of Salem County, New Jersey by enhancing the business climate and creating higher-paying jobs. The ultimate goal is to sustain, diversify and build a resilient local economy in order to provide for a high quality of life for all residents. The Plan will present a key set of strategies, with action items, that build upon the current asset base of Salem County, New Jersey and the surrounding region.

By identifying how to overcome challenges and by facilitating the growth and expansion of existing businesses, as well as attracting new businesses, the activities resulting from a well-conceived Plan will have enormous positive impact. A well-conceived Action Plan will not only increase employment but will position Salem County to become an emerging location within the Mid-Atlantic as an attractive place for investment and relocation.

The strategies developed must address both the post-COVID 19 needs and impediments for existing business while defining methods for attracting and growing new business areas of opportunity. Identifying and maintaining a balance between the two is necessary to ensure success.

Key components of the Salem County Economic Development Initiative Vision and associated Action Plan will use a wide range of relevant research tools to provide stakeholders with a comprehensive overview of current local and regional market conditions, a target market study, site selection(s) and other characteristics that impact the success of economic development initiatives.

The resultant deliverable will be a comprehensive analysis of the regional situation with a workable and effective Action Plan for facilitating the vision the next three, five and 10 year frameworks. The Plan will include actionable items, clear responsibility, funding options, affiliations and supervision, as recommended (but not exclusive) metrics for tracking progress.

The Plan will be put together with stakeholder, business, employers and community input. The plan should answer these questions:

1. What is the current economic base of Salem County and the surrounding region?
2. What are the opportunities for diversification of the regional economy that Salem County can look to capitalize on?
3. What must the County and its constituency do in a coordinated effort to take advantage of all opportunities?

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4. How can the County and its constituency most effectively deploy our financial and other resources to achieve our goals?

The Plan is expected to utilize the data and analysis already completed and available from the State of New Jersey, the Salem County Department of Regional Planning & Development (or similar entity), Salem Community College, Salem County Vocational and Technical Schools, NJ Department of Labor (in Salem County), other institutions of higher education as necessary. The Salem County Economic Development Initiative anticipates that considerable data will be available to the respondent.

Action Plan for Achieving Vision with Metrics to Track Progress

The Action Plan will identify and frame an office of economic development to achieve the goals set forth in the such plan based on research, data analysis and community input. The respondent will translate into SMART goals and objectives to specific strategies, with actions and performance targets that are realistic and attainable. The plan should focus on specific areas down to the action level and not be restricted to strategic level generalities.

The Plan developed should focus on those strategies and activities that have the greatest potential for creating jobs and increasing the tax base in the County of Salem. The Plan should also focus on those broader economic development activities where the Salem County Economic Development Council and its economic development partners can meaningfully influence the creation and retention of jobs and expand the tax base.

The consultant will work with the Salem County Office of Economic Development (anticipated), and/or the Salem County Economic Development Council staff and economic development partners to identify organizational responsibility for completing each strategy (including partners), funding requirements and overall impacts desired from the plan, and will recommend an approach for evaluating and adjusting the plan during its useful life.

The consultant will present the completed Vision and associated Action Plan to the Salem County Economic Development Council, municipal mayors and/or representatives, invited partners, and economic-development stakeholders, and will also participate in a presentation of the Plan to the community.

The consultant will provide a completed Vision and associated Action Plan that will include goals, objectives and strategies that assist stakeholders in further diversifying the study area economy. This will include private public partnerships and redevelopment opportunities. The Action Plan will detail economic development priorities and should address the following specific concerns:

1. Generate actionable ideas to identify and support local businesses and create strong ties between the needs of large-to-medium businesses and the entrepreneurial activity of small businesses, and new business sectors identified in the SWOT Analysis.
2. Identify areas in which increased collaboration will accrue economies of scale and benefit all parties and community partners to help achieve post COVID 19 strategic objectives. This could include key partnerships (government, private and non-profit) that will improve the success of the plan along with recommendations as to the appropriate level of involvement from each party of these collaborations.