



# **REQUEST FOR PROPOSALS**

## **Creation of 5-Year Development Plan**

**Deadline for Submission: Tuesday, March 5, 2024, 10 a.m.**

**Return Proposals to:**

City of Pleasantville  
18 N First Street  
City Clerk's Office  
Attn: Davinna King-Ali, City Clerk  
Pleasantville NJ 08232  
(609) 484-3611  
[dking-ali@pleasantvillenj.us](mailto:dking-ali@pleasantvillenj.us)

**CITY OF PLEASANTVILLE  
URBAN ENTERPRISE ZONE**

**REQUEST FOR PROPOSALS FOR CONSULTING SERVICES**

**PUBLIC NOTICE**

**PLEASE TAKE NOTICE** that the City of Pleasantville's Urban Enterprise Zone hereby solicits proposals from qualified consultants to provide services in creating a 5-year Development Plan for its Urban Enterprise Zone Program.

Sealed proposals must be submitted to the City Clerk's Office, **on or before March 5, 2024, 10:00 am, City Hall, 18 N First Street, Pleasantville, NJ 08232**. All proposals must be contained in a sealed envelope with the name and address of the party submitting the proposal and marked "sealed proposal" and the position sought. **Please provide two (2) copies of proposals.**

**Each bid must include a fee amount that the successful bidder will be paid for services rendered.**

If interested, please obtain the qualifications and submission requirements from the City Clerk's Office and the City's website at: [www.pleasantville-nj.org](http://www.pleasantville-nj.org), under "Forms."

For questions or further information, please contact Jacqueline Amado-Belton, UEZ Coordinator at (609) 677-4925, email to: [Jamado-Belton@pleasantvillenj.us](mailto:Jamado-Belton@pleasantvillenj.us).

Davinna P. King-Ali, RMC  
City Clerk

# REQUEST FOR PROPOSALS

## 5-YEAR DEVELOPMENT PLAN

### CITY OF PLEASANTVILLE

### NEW JERSEY URBAN ENTERPRISE ZONE

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The City of Pleasantville, NJ is seeking proposals from qualified consultants to provide services in creating a 5-year Development Plan for its Urban Enterprise Zone Program.

#### **Introduction**

The City of Pleasantville is one of 32 designated Urban Enterprise Zones encompassing 37 municipalities in the State of New Jersey. The Urban Enterprise Zone (UEZ) Program, enacted in 1983, is an Affiliate of the Department of Community Affairs. The program's charter is to foster an economic climate that revitalizes designated urban communities and stimulates their growth by encouraging businesses to develop and create private sector jobs through public and private investment.

To accomplish its charter, business incentives are provided to certified zone businesses through a 50% reduced sales tax collection on certain retail sales, and sales tax exemptions on a limited amount of qualified business purchases. In addition, a portion of the sales taxes collected in Urban Enterprise Zone communities are given back as Zone Assistance Funds (ZAF) that can be utilized in the community for projects that will meet the goals and objectives set out in the 5-year Development Plan.

#### **Project Overview**

The City of Pleasantville is seeking a qualified consultant to prepare a 5-year development plan as required by the recently enacted amended UEZ legislation. The zone development plan will set forth the boundaries of the enterprise zone and include findings of fact concerning the economic and social conditions existing in the enterprise zone, and the municipality's policy and intentions for addressing these conditions, and may include proposals respecting:

- (1) Utilizing the powers conferred on the municipality by law for the purpose of stimulating investments and economic development of the zones;
- (2) Utilizing State assistance through the provisions of P.L.1983, c.303 (C.52:27H-60 et seq.) relating to State tax benefits and enterprise zone assistance funds;
- (3) Securing the involvement in, and commitment to, zone economic development by private entities, including zone neighborhood associations, voluntary community organizations supported by residents and businesses in the zone;
- (4) Utilizing the powers conferred by law to revise municipal planning and zoning ordinances and other land use regulations as the pertain to the zone, in order to enhance the attraction of the zone to prospective developers;
- (5) Increasing the availability and efficiency of support services, public and private, generally used by and necessary to the efficient functioning of commercial and industrial facilities in the area, and the extent to which the increase or improvement is to be provided and financed by the municipal government or by other entities.

The development plan will be submitted to the local government body for approval and will then be submitted to the New Jersey Urban Enterprise Zone Authority for approval.

### **Scope of Services**

The City of Pleasantville seeks to create a Five (5) Year Zone Assistance Plan which meets the statutory requirements of the Urban Enterprise Zone Reform Law. The Plan should be a “roadmap” for economic development and community revitalization for the City. The Plan should analyze and evaluate Pleasantville’s image and economic place in the southern New Jersey metropolitan area. The plan should analyze and evaluate retail spending by Pleasantville residents and visitors and identify opportunities to recapture economic “leakage.” The plan should capitalize on Pleasantville’s relative strengths in the metropolitan marketplace and identify opportunities for growth. The plan should make specific and actionable recommendations with regard to capital planning, projects and programming (i.e. streetscape improvements, creative placemaking, wayfinding, public art installations, events, performances and digital marketing initiatives, etc.). The plan should make specific and actionable recommendations to improve the Town’s zoning ordinance, if necessary, including but not limited to creating sign regulations and/or guidelines. The plan should analyze and evaluate Pleasantville’s business climate and make specific and actionable recommendations to improve business operations, including, but not limited to creating a façade improvement program, etc. More specifically, the plan should include the following elements:

## **I. INTRODUCTION, COMMUNITY OVERVIEW, AND PLAN DEVELOPMENT PROCESS**

- A. Introduction of the Municipality’s UEZ Community
- B. Regional and Municipal Setting/Location of the Existing UEZ with Map
- C. Economic and Social Conditions in the Enterprise Zone Community
  - 1.Unemployment
  - 2.Economic Conditions
    - a) Municipal Distress Index
    - b) Supply and Demand Market Analysis
  - 3.Income and Poverty
  - 4.Educational Attainment
  - 5.Housing Characteristics
  - 6.Workforce Characteristics
- D. Process of Plan Development
  - 1. Community Organization Outreach (including minority outreach)
  - 2. Business Outreach (including minority outreach)
  - 3. Survey of residents and business on what they would like to see in the UEZ

## **II. UEZ MILESTONES, ACCOMPLISHMENTS, AND BENEFITS**

- A. Description of UEZ Previous Projects
- B. Impacts from Zone Sales Tax Act
- C. Summary of Zone Benefits and Uses from Past Projects

## **III. UEZ ECONOMIC DEVELOPMENT VISION, GOALS AND OBJECTIVES**

- A. Vision for the UEZ

- B. Economic Goals and Objectives
- C. Coordination with Other Plans and Programs
  - 1. County and Regional Plans and Programs
  - 2. Municipal Programs and Special Development Designations (Opportunity Zones, Areas in Need of Redevelopment, Main Street, Empowerment Zones, etc.)
  - 3. State Agencies (NJEDA, NJRA, etc.)
- D. Proposed Changes to UEZ Boundaries w/justification
  - 1. Expansion of no more than 10%
  - 2. Spider legs can be eliminated
- E. Major Initiatives for next 5 years
  - 4. Loan programs for construction or rehabilitation
  - 5. Redevelopment initiatives/projects
  - 6. Façade grants
  - 7. Improvement of public infrastructure
  - 8. Training programs
  - 9. Special Events
  - 10. Cleaning and Maintenance of Commercial Corridors
  - 11. Planning and Professional Services

#### IV. MARKETING AND IMPLEMENTATION

- A. Existing and Proposed Partnerships and Their Roles in Marketing and Implementation
- B. Other Funding and Implementation Resources
- C. Proposed UEZ Program Structure and Budget Outline
  - 1. Proposed Operational Structure with Program Controls
  - 2. Preliminary Budget Framework
    - a. Proposed Projects with Total Budget
    - b. Public Safety (not to exceed 25% of funding)
    - c. Administration Expenses (not to exceed 10% of funding)
- D. Timeline for Implementation
- E. Outline of Proposed Metrics and Measurements of Success

#### V. SUMMARY AND NEXT STEPS

- A. Local and Municipal Approvals as needed
- B. Approvals by NJ DCA/Zone Authority
- C. Authorization and Implementation

#### **Proposal Requirements**

Proposals should include the following information:

1. **Approach** - describing how the respondent will accomplish the scope of work and requirements as listed herein.
2. **Qualifications** - showing how the respondent's firm and assigned team members are qualified to provide the scope of work and requirements as listed herein.
3. **Project Schedule** - showing key task target dates (including surveys, community meetings, public meetings and staff team meetings) and estimated task duration.
4. **Fees** – for the entire scope of services with a total “not to exceed” amount listed. Provide an itemized breakdown of proposed cost for each service and hourly rates for all team

members to the project. The municipality reserves the right to negotiate the services and costs based upon support from internal staff.

### **Proposal Selection Criteria**

All proposals shall be evaluated using the following criteria:

1. Demonstrated experience and qualifications of the firm/office: 25 points
2. Demonstrated experience and qualifications of project manager and staff: 25 points
3. Competitiveness of Cost Proposal, including hourly rates: 25 points
4. Positive Recommendations and references of previous clients: 25 points

### **Conditions, Terms and Limitations: Reservation of Rights**

The City of Pleasantville shall be the sole judge of each Proposer's conformance with the requirements of this RFP. The City reserves the right: to amend, modify or withdraw this RFP; to waive any immaterial inconsistencies in any submission to the requirements of this RFP; to request supplemental or additional details or clarifying statements or information from any Proposer to this RFP; to correct deficient responses that do not completely confirm with this RFP; to waive any conditions or modify any provisions of this RFP with respect to one or more Proposers; and to cancel this RFP and "opt out" of the RFP process, for any reason or no reason, all in the City's sole discretion. The City may exercise any such rights at their sole discretion at any time, without notice or liability to any Proposer or other parties for costs, expenses or other obligations incurred in the preparation or review of a response or otherwise.

### **Questions**

Please contact Jacqueline Amado-Belton, UEZ Coordinator at 609-677-4925 or via email at [jamado-belton@pleasantvillenj.us](mailto:jamado-belton@pleasantvillenj.us).