

**LAKEWOOD DEVELOPMENT CORPORATION REQUEST FOR PROPOSAL
FOR LAKEWOOD UEZ SUCCESS PROJECT UNDER THE N.J. LOCAL UNIT
COMPETITIVE CONTRACTING**

LAKEWOOD DEVELOPMENT CORPORATION

PLEASE TAKE NOTICE that the Lakewood Development Corporation (LDC) hereby solicits proposals for the below listed services.

Sealed proposals must be submitted to the Lakewood Development Corporation's Executive Director on **Monday January 22, 2024, at or before 10:00 AM**. Proposals may be submitted in person at the 231 Third Street, Lakewood Municipal Building, Room 12, or mailed to the Attention of the Executive Director, Lakewood Development Corporation, 231 Third Street, Lakewood, NJ 08701. 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.

DURATION OF CONTRACT: ONE (1) YEAR

REMUNERATION: \$50,000.00

Any person having questions or to obtain further information should contact David Klein, Executive Director, via e-mail dklein@lakewoodnj.gov, or phone (732) 364-2500 x 5976, or mail to 231 Third Street, Lakewood, New Jersey.

Proposals for the below listed services are being solicited through a fair and open process in accordance with N.J.S.A. 19:44A-20.5 et seq. The following criteria are being utilized as the basis for the award of services:

- A. Experience and reputation in the field
- B. Knowledge of non-profit corporations, the Township of Lakewood and the subject matter to be addressed under the contract.
- C. Availability to accommodate any required meetings of the Corporation.
- D. Such other factors demonstrated to be in the best interest of the Corporation, as contained in the detailed specifications listed below.
- E. Vendor must be an active registered New Jersey business entity.
- F. Preference will be given to a vendor that is registered with the Urban Enterprise Zone and further preference given if registered in the Lakewood UEZ.

In addition, the Lakewood Development Corporation reserves the right to consider the following other factors:

- A. Past performance;
- B. Whether the Applicant's proposal demonstrated a clear understanding of the scope of work and related objectives;
- C. Whether the Applicant's proposal is complete and responsive to the public notice and specifications;
- D. Whether the Applicant's past performance of the same or similar services has been documented;

- E. History and experience of the Applicant in performing the work, including whether the Applicant is able to document a record of reliability;
- F. Whether the Applicant has a record of honesty and moral integrity;
- G. Availability of the Applicant's personnel, facilities and other resources;
- H. The qualifications and experience of the Applicant's staff;
- I. Whether the Applicant provides a full explanation of its billing for goods and services, including a breakdown of specific tasks;
- J. The Applicant's financial stability and strength.
- K. Fee Schedule/Method of Billing

The following are specifications sought:

LAKWOOD UEZ SUCCESS PROJECT

Scope of Work:

1. Flagship Video - \$10,000

- Comprehensive coverage of the UEZ program's history and mission.
- Interviews with UEZ staff, government representatives, and key stakeholders.
- Detailed explanation of why the UEZ program was established in New Jersey and specifically in Lakewood.
- Depiction of Lakewood's economic conditions prior to the UEZ program.
- Illustration of how the UEZ program has successfully addressed economic challenges.

2. Showcase Videos (Per Video - \$5,000)

- Production of a series of videos featuring local businesses that thrived with the help of the UEZ program.
- Each video will include a heartfelt interview with a business owner who would not have succeeded without UEZ's support.
- The business owner will share their personal journey, highlighting the transformative impact of the UEZ program on their business and life.
- Emphasis on how these businesses have positively influenced the Lakewood community.

Budget:

- Flagship Video: \$10,000
- Showcase Video - Each: \$5,000 (Total: 8 showcase videos \$40,000)

Total Budget: \$50,000