

**LAKEWOOD DEVELOPMENT CORPORATION REQUEST FOR PROPOSAL  
FOR CONSULTING SERVICES 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 consulting services.

Sealed proposals must be submitted to the Lakewood Development Corporation's Executive Director on **Monday August 5, 2019 on 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.

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

Proposal 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 for each position listed below.

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, including proximity to Lakewood;
- 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 for each position sought:

### **CONSULTING SERVICES FOR URBAN ENTERPRISE ZONE REVOLVING LOAN PROGRAMS**

It is expected that applicants responding to this request for proposal will have facilities and expertise in these types of services to satisfactorily carry out the tasks and services required to properly assess businesses for repayment of state funds of UEZ revolving loan products compliant with the UEZ act § 52:27H-88. Enterprise Zone Assistance Fund.

Applicants should have a minimum of the most recent five (5) years of current experience processing the pre-qualification and assessment of businesses for loan approval operating in the Lakewood UEZ and a business' ability to repay a state funded loan. Pre-qualification shall include banking and lending industry standard assessment procedures for:

- i. Financial capacity/cash flow
- ii. Character
- iii. Conditions
- iv. Capital
- v. Credit
- vi. Collateral

Applicant shall intake and provide guidance to all loan applicants and facilitate the proper completion of loan applications and document gathering and preparation.

Applicant shall provide expertise and assist businesses with the creation of sound business plans including financial statements and marketing plans.

Applicant shall provide presentation assistance of loan applications to the UEZ finance committee.

Applicant will provide regular business mentorship and coaching to UEZ loan recipients. Mentorship shall include but is not limited to assisting businesses with investigating the market potential for a product of service and assessing capital needs to start or maintain a business. Mentors and coaches shall provide insight into how to start and operate a business.

Applicant's mentors and coaches will at all times honor the client's right to proprietary and confidential information; client information will remain confidential.

Applicant will assess each loan recipient on an annual basis; Applicants will provide to the Lakewood UEZ its methodology for annual assessments of UEZ loan recipients and will provide metrics.

Due to the fact that the nature of effective coaching requires more often than not the physical presence of the facilitating coaches, Applicants shall be within five (5) miles of Lakewood Township.

### **CONSULTING SERVICES FOR URBAN ENTERPRISE ZONE ADVERTISING, MARKETING AND SPECIAL EVENTS**

It is expected that applicants responding to this request for proposal will have facilities and expertise in these types of services to satisfactorily carry out the required consulting services for UEZ marketing, advertising and special events to the business community compliant with the UEZ act § 52:27H-88. Enterprise Zone Assistance Fund.

Applicants should have a minimum of the most recent five (5) years of current experience facilitating advertising, marketing and special events in the Lakewood UEZ.

Applicant will create an ongoing forum where local small business proprietors can meet and network with locally based service providers, financial institutions, suppliers, professionals and Applicants. This is accomplished by running bi-monthly events between broad-based networking events and more targeted programs. This forum will assist UEZ businesses in their business development and make them better loan candidates with ability to repay state provided funds.

Applicant shall endeavor via this forum and other special events to increase seminar attendance by 10% year over year and thereby encourage more UEZ businesses to take advantage of the UEZ revolving loan program.

Applicant shall endeavor to communicate with UEZ and prospective UEZ businesses and build an ever growing data base of businesses via its email marketing and other forms of media in an effort to increase the likelihood of qualified loan recipients.

Applicant should provide each month a newsletter going out to announce the upcoming seminar and highlighting UEZ business. It is also used to communicate UEZ loan program updates and other special events.

Applicant shall provide to the Lakewood UEZ statistical data provided by the email marketing service company website regarding the number of contacts mailed, number of

messages opened and a click thru rate for those readers that find the information interesting and wish to read more.

Applicant is mandated with a goal to grow the Lakewood UEZ email marketing list to over 1,500 businesses to increase the likelihood of qualified UEZ loan recipients.