

**Lakewood Urban Enterprise Zone Program
Urban Enterprise Zone Assistance Fund Project Proposal Application
First Generation Funds**

ELIGIBLE MUNICIPAL SERVICE

PROJECT

NAME OF PROPOSAL: UEZ BUSINESS CUSTOMER WEB PORTAL

Municipality: Township of Lakewood

Date of LDC Meeting: February 1, 2022

Amount of Funds Requested: \$30,000.00

Project No.: TBD

Signature:



Title: Coordinator

Date: 1/24/2022

David Klein

The Urban Enterprise Zone Assistance Fund is to be used for the purpose of assisting qualified municipalities in which enterprise zones are designated in undertaking public improvements and in upgrading eligible municipal services in designated enterprise zones.

The governing body of the *Township of Lakewood* designated in 1994 as a qualified municipality in the *County of Ocean* which an enterprise zone is designated, and created by the participating municipality for said zone have, by resolution jointly adopted after public hearing, proposed to undertake the following project which is a public improvement of the enterprise zone or will increase eligible municipal services in the enterprise zone. The monies therefore are now deposited in the local Enterprise Zone Assistance Fund and are administered by the Lakewood Development Corporation.

"Any individual, including an individual who is not directly employed by a municipality, with the authority to administer, allocate, or approve the use of Zone Assistance Funds is subject to the "Local Government Ethics Law" P.L. 1991, c.29 (C.40A:9-22.1 et. seq.)".

Commerce regulation 12A:2A-3.1 provides for the payment of prevailing wage in connection with certain construction contracts funded in whole or in part with zone assistance funds. Any zone assistance funds approved for use in accordance with this proposal will not be utilized in a manner that would violate said provision.

I. PROJECT DESCRIPTION

Objective: to create a Lakewood UEZ state of the art business customer web portal that will improve the customer experience, make interaction between Lakewood UEZ and its registered businesses more robust, seamless, efficient, and convenient.

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The Customer Web Portal will enable UEZ Registered Businesses to perform most UEZ related tasks, interact with UEZ staff in an electronic venue as an added enhancement to our current in person and telephonic methods and to view account and other UEZ information.

The Customer Web Portal will offer our UEZ registered businesses a web portal to allow them to perform all the functions they are currently forced to perform manually. Businesses will be able to access forms, make application to loans, grants, and other programs, make payments, access account information, general program information similar to a traditional bank website.

The \$30,000.00 being requested will be used hire a professional web developer to produce desired result.

Features of the project are:

1. Unique customer account and profile
2. Unique customer login credentials
3. Full loan account functionality:
 - a. Access to loan account information, ie. Balance, payments due, due date payment reminders, payment history, amortization schedule
 - b. Ability to make online manual payments from bank account
 - c. Ability to set up automatic drafts from bank account
 - d. Automatically calculate late fees, notify customer, and back office
 - e. Backend ability for back office to generate late notices
 - f. Generate payment receipt for customer and back office
 - g. Backend ability for back office to generate reports and filter for specific data, ie. Account 30 days past due, accounts with balances less than \$10,000 etc.
4. Ability to submit online forms and download/upload documents:
 - a. Loan application
 - b. Tax returns
 - c. Corporate resolutions
 - d. Operating agreements
 - e. Articles of Incorporation/Certificate of Formation
 - f. Borrower's checklist
 - g. Sample closing documents
 - h. Loan extension and modification agreements
 - i. UZ-5 SBA Form
 - j. Business plan template
 - k. Borrowing power of attorney
5. Ability to close loans online and DocuSign
6. Access to closed loan documents
7. Informational pages for all Lakewood UEZ programs and benefits
8. Live Chat

**Lakewood Urban Enterprise Zone Program
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First Generation Funds**

- 9. Contact Form
 - a. Standard contact
 - b. Request UZ-4/5 certificates
 - c. Subordination documents
 - d. UEZ project suggestions
 - e. Other
- 10. Links page to other business resources, ie. SBA, NJEDA etc.
- 11. PR pages for write ups and progress on UEZ projects

II. LEGISLATIVE AUTHORITY 52:27h-88.c (5)

PROJECT

<input type="checkbox"/>	Purchasing, leasing, condemning, or otherwise acquiring of land or other property, or an interest therein, in the enterprise zone or as necessary for a right-of-way or other easement to or from the enterprise zone;
<input type="checkbox"/>	The relocating and moving of persons or businesses displaced by the acquisition of land or property;
<input type="checkbox"/>	The rehabilitation and redevelopment of land or property, including demolition, clearance, removal, relocation, renovation, alteration, construction, reconstruction, installation or repair of a land or a building, street, highway, alley, utility, service or other structure or improvement which will lead to increased economic activity within the zone;
<input type="checkbox"/>	The acquisition, construction, reconstruction, rehabilitation, or installation of public facilities and improvements, other than buildings and facilities for the general conduct of government and schools;
<input type="checkbox"/>	The establishment of revolving loan or grant programs for qualified businesses in the zone to encourage private investment and job creation, matching grant programs for the establishment or operation of pedestrian malls, special improvement districts and tax increment districts, or other appropriate entity;
<input checked="" type="checkbox"/>	The costs associated with a project (i.e. including the costs of an administrative appraisal, economic and environmental analyses, environmental remediation, engineering, planning, design, architectural, surveying or other professional or managerial services necessary to effectuate the project).
<input type="checkbox"/>	Marketing, advertising and special event activities that will lead to increased economic activity or encourage private investment and job creation in the zone, but not including the expenditures therefore which are required to be reported pursuant to the New Jersey Campaign Contributions and Expenditures Reporting Act.

ELIGIBLE MUNICIPAL SERVICES PROJECTS

<input type="checkbox"/>	Hiring of additional police personnel or fire personnel assigned duties in the enterprise zone;
<input type="checkbox"/>	Purchasing or leasing of additional police or fire vehicles, equipment or apparatus to be used for the provision of augmented or upgraded public safety services in the enterprise zone and its immediate vicinities.

**Lakewood Urban Enterprise Zone Program
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III. Cost Estimate

\$30,000.00

IV. BIDDING PROCESS

If approved, this proposal will be conducted in accordance with the Local Public Contracts Law, N.J.S.A. 40-A, et seq., and all other statutory requirements concerning the public bidding process. If a firm has been selected, identify how firm was chosen.

Not Applicable - Non Fair and Open Process per state statutory requirements – Project will be developed by Duvy’s Media, a trusted and experience vendor that developed and maintains Lakewood township’s website.

V. PROJECT TIMEFRAME

Estimated Start Date: **January 1, 2022**

Estimated Completion Date: **December 31, 2022**

VII. EXHIBITS (ATTACHED)



Website Proposal

PREPARED FOR

Lakewood UEZ
January 4, 2022

OBJECTIVE

The vision of this project is to offer Lakewood Township's UEZ registered businesses a web portal to allow them to perform all the functions they are currently forced to perform manually. These functions are including but limited to: businesses will be able to access forms, make application to loans, grants, and other programs, make payments, access account information, general program information.

OUTLINE

Home	When coming to the site, users will land on this page. They may come here through the larger township site, or by a unique URL for Lakewood's UEZ program.
About	This page will describe the Lakewood UEZ, and show how it is a vital community program. This section will include tabs for PR pages, and write-ups on the progress of various UEZ projects. There will also be links to other business resources, ie. SBA, NJEDA
Accounts	Each customer will have the ability to create a secure account. This will allow the customer to access loan account information, and make online payments. The customer will see a full profile of his loan, payment schedule etc.
Documents	Ability to upload and download various documents, forms and certificates.
DocuSign	This will link to DocuSign and provide the ability to close loans online.
Contact	Display the company's contact information, with an online form that the user can fill out. Upon submission, the form will be emailed to the company's email address.
Privacy Policy	A detailed privacy policy.
Web Statistics	We will set up a web analytics software to allow you to see how many visitors are visiting your website, view which pages of the sites are being viewed most frequent as well as the referring sites for you to analyze your visitor's movements on your website for future improvement.
Search Engine Optimization	The site will be developed with basic SEO to attract optimum detection of search engines. This includes coding of keywords and descriptions throughout the website to help your website appear prominently in search results of major online search engines. More advanced SEO options, paid search results, as well as other online marketing are also available upon request.
Social Media	Social Media is an essential part of having an online presence. The website will include links to all of your social media accounts.

ADMINISTRATIVE SECTION

The proposed website will feature a password-protected section allowing your staff to log in and update areas of the website and/or view submitted information.

This section will include:

Accounts This will allow give your staff to calculate late fees, generate late notices, payment receipts and various reports.

Contact Log A log allowing your staff to view contact requests submitted through the Contact page of your site.

FEE SCHEDULE

The approximate cost for developing this package is \$25,000. Further discovery will determine the exact price.

The estimated time-frame for the completion of this project is 12-14 weeks starting from the receipt of a signed contract along with the initial payment and content.

GENERAL INFORMATION

Duvys Media, LLC assumes responsibility to the continuing functionality of the website, as long as it has not been tampered with other than through the administrative interface created for that purpose (where applicable), for one year following the completion of the website.

50% is to be paid in advance upon endorsement of the contract; the remaining balance is due upon completion of the project.

The project will be generated directly from materials, data, and photos that you will prepare and furnish to us. You consent that all material provided to us does not violate or infringe anyone else's rights; and you have sufficient intellectual property rights to provide the material to be used with your project.

The site is considered complete when the website is completely functional on the server according to the specifications outlined above and an employee is trained to update / maintain the database information or 6 months pass from the estimated completion date listed above. Upon completion and final payment of the website, your company will be given unlimited usage of copyright to all the web pages and its contents.

Additional modifications to the website other than outlined above will be charged at the hourly rate of the time. The current hourly retainer rate is \$195/hr for all programming, design and related work and \$295/hr for consulting.