

RESOLUTION NO. 2014-279

A RESOLUTION AUTHORIZING AN AGREEMENT FOR PROFESSIONAL SERVICES WITH RKG ASSOCIATES, INC., ALEXANDRIA, VA, FOR CONSULTING SERVICES FOR MARKETING ANALYSIS & FEASIBILITY STUDY.

WHEREAS, the City of Vineland has heretofore advertised for proposals for Professional Services for Consulting Services for Marketing Analysis & Feasibility Study for the area surrounding the intersection of Delsea Drive and Landis Avenue; and

WHEREAS, the Request was published on the City of Vineland's official newspaper and official website; and

WHEREAS, three (3) proposals were received and evaluated; and

WHEREAS, it has been recommended that a contract for the required services be awarded to RKG Associates, Inc., Alexandria, VA, in an amount not to exceed \$43,560.00 based upon the proposal received, pursuant to a fair and open process; and

WHEREAS this contract is awarded in an amount not to exceed \$43,560.00 for specified services, for a contract period not exceed one year from date of award; and

WHEREAS, the availability of funds for said Professional Services Contract to be awarded herein have been certified by the City Comptroller; and

WHEREAS, the Local Public Contract Law (N.J.S.A. 40A:11-1, et seq) requires that the Resolution authorizing the award of contract for Professional Services without competitive bidding and the contract itself must be available for public inspection.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Vineland that said contract for Professional Services for Consulting Services for Marketing Analysis & Feasibility Study for the area surrounding the intersection of Delsea Drive and Landis Avenue, be awarded to RKG Associates, Inc., Alexandria, VA, based upon the proposal received, pursuant to a fair and open process, in the amount not to exceed \$43,560.00 for a contract period not exceed one year from date of award.

Adopted:

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President of Council

ATTEST:

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City Clerk



**Discover The Difference**



# Memo

**To:** Denise Monaco  
**From:** Sandy Forosisky   
**Date:** June 20, 2014  
**Re:** Market Analysis and Feasibility Study

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A request for proposals was issued for a market analysis and feasibility study for a Business Improvement District for the West Landis Avenue Corridor starting from the area west of West Avenue up to the Wal-Mart/Shop-Rite area. A group of business owners in the area as well as the Executive Director of the Chamber of Commerce were part of the committee driving this initiative and selecting the firm to do the work. The group unanimously selected RKG Associates, Inc. They had the lowest cost and also gave the best presentation. The group asked that the proposal be modified to include a Shopper Intercept Survey. The new proposal reflects this change in scope.

The total project cost is \$43,560 and will be paid with UEZ Second Generation funding.




Ruben Bermudez  
Mayor  
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## MEMORANDUM

TO: Denise Monaco

FROM: Mayor Ruben Bermudez 

DATE: June 19, 2014

RE: RFP For Market Analysis and BID Feasibility Study

I have reviewed the three qualified responses received by the Purchasing Department to the Request For Proposal to provide a Market Analysis and Business Improvement District Feasibility Study for the City of Vineland.

Based on this review and the recommendations of the Business Improvement District Committee, RKG Associates, Inc. has been selected to complete the feasibility study. Please have this item added to the next City Council agenda for their review and approval.

I thank you for your attention in this matter.





### SECTION 3 PRICING SCHEDULE

The adjoining Table presents the total fixed, not-to-exceed price to complete the analysis. In total, RKG Associates can complete this effort for \$43,560 utilizing 315 man-hours. This total includes all direct, indirect and reimbursable expenses. Any derivation for the tasks detailed in this proposal will affect the final price. The actual contract amount will be negotiated by RKG Associates and the City of Vineland.

<b>CITY OF VINELAND, NJ MARKET ANALYSIS AND BID/SID FEASIBILITY STUDY</b>		<b>RKG</b>
<b>COST PROPOSAL</b>		
<b>TASK DESCRIPTION</b>	<b>BUDGET</b>	
Task 1.1 Data Needs Identification and Collection	\$795	
Task 1.2 Review Background Materials/Documents	\$635	
Task 1.3 Project Kickoff Meeting	\$1,450	
Task 2.1 Retail Demand-Side Analysis	\$3,825	
Task 2.2 Retail Supply-Side Analysis	\$5,175	
Task 2.3 Sales Potential and Leakage Analysis	\$1,825	
Task 2.4 Service Sector Analysis	\$2,775	
Task 2.5 Key Stakeholder Interviews	\$3,575	
Task 2.6 Shopper Intercept Survey	\$3,935	
Task 2.7 SWOT Analysis	\$1,200	
Task 2.8 Interim Client Meeting	\$1,450	
Task 3.1 Commercial Development Strategic Plan	\$4,250	
Task 4.1 Issue Identification	\$1,200	
Task 4.2 Cost Estimation and Funding Strategy	\$2,495	
Task 4.3 BID/SID Activation Strategy	\$1,450	
Task 4.4 Business/Property Owner Outreach	\$4,350	
Task 4.5 Draft/Final Report	\$1,725	
Task 4.6 Final Presentations	\$1,450	
<b>Total - Professional Fee &amp; Expenses</b>	<b>\$43,560</b>	