



**REQUEST FOR THE SOLICITATION FOR
THE REQUEST FOR PROPOSALS (RFP'S)
FAIR & OPEN PROCESS**

Date: 4/11/16

Department Economic Development

1. Service (detailed description): consultant to prepare Strategic Plan
2. Estimated amount for this project: \$ 36,000
3. AMOUNT BUDGETED FOR THIS RFP: \$ second generation UEZ
4. BUDGETED ITEM: YES _____ NO Second gen UEZ
(If no, is it an ordinance authorized material, service or supply?)
YES _____ NO _____ ORDINANCE NO.: _____

(B) Please identify the page number and line item appropriation sub-account:

Budget Page No. _____ Account No. _____

5. Check here if:

Federal Funds _____ State Funds _____

UEZ Funds _____ Davis Bacon Requirements _____

(If any of the above are checked, the project must be monitored by the department for compliance with prevailing wage rate policy and procedures.)

6. Date you want to receive proposals by: 5/27/16

7. Special conditions or instructions: _____

8. Requested By: Sandra Forosisky
(Name - Please print or type)

Sandra Forosisky
(Signature)

Attachments:

- _____ Technical Requirements
- _____ List of vendors

Send copies to:
Purchasing Department
Business Administration



Purpose

The City of Vineland is requesting proposals from interested consultant/consulting firms to provide services to conduct a process to create a citywide Economic Development Strategic Plan and assist with its implementation. The Plan would provide a framework to guide the City's economic development and recruiting efforts over the next five years with the ultimate goal of assisting the City in creating high paying direct jobs and increasing capital investment within the City.

The City of Vineland has successfully implemented many goals and projects to further economic development. However, a Strategic Plan ("Plan") would give the City a comprehensive strategy to increase opportunities for growth by planning for new industrial parks, identifying business clusters, identifying recruitment opportunities, and creating retention programs. The Plan will help the City direct its efforts and resources toward a clearly defined vision for its future.

Background

The City of Vineland is located approximately 35 miles southeast of Philadelphia. It is the largest city in the State of New Jersey geographically, consisting of 69 square miles. It is a small, urban community with a population of approximately 65,000 people and is situated along N.J. Route 55, which is a four-lane highway connecting Vineland to the major NE corridor highways.

The City was designated as an Urban Enterprise Zone community in 1985. As such, it offers tax incentives, which include tax exemption on certain construction, equipment, office furniture and supplies. Participating retailers can charge 3.5% sales tax on certain merchandise instead of the 7% outside the UEZ. From its inception in 1985 until 2010, a percentage of the sales tax collected in the UEZ was returned to the municipality in which it was collected to carryout economic development initiatives. The City of Vineland utilized a large portion of these funds to establish a loan fund. The fund has grown to \$65 million over the years and the City relends the money for new businesses and existing business expansion. The fund will subordinate to a bank and is a very attractive incentive for business recruitment.

Vineland officials are committed to progressive economic development programs and policies designed to encourage the entrepreneurial spirit, attract new capital investment, and promote a healthy and profitable business climate. Companies locating in Vineland benefit from low cost electric, water, and sewerage rates through the Vineland Municipal Utilities and Landis Sewerage Authority. The Economic Development Department is a catalyst for public and private initiatives that create growth opportunities and new jobs. The department serves as a single resource and point of contact for companies, site selectors, brokers, corporate real estate executives, and entrepreneurs looking to start-up, expand, or relocate.

The City presently has two industrial parks that are predominately scientific glass manufacturing, food processing and logistics. There are limited sites left in the parks; hence, the City is working on creating additional industrial sites. The strategic plan will assist in efforts to expand the industrial base.