

**Request for a Proposal**  
To provide  
**Professional and Administrative Services**  
In support of the  
**Springfield Avenue Partnership**  
**Maplewood, N.J.**

**Section 1.0. Overview.** The Partnership, a 501(c) (3) non-profit corporation designated by the Township of Maplewood as the District Management Corporation to manage and oversee the Springfield Avenue Improvement District encompassing the entirety of the Springfield Avenue Commercial District, invites proposals from qualified and experienced individuals (serving as independent contractors) and/or organizations to undertake activities enumerated in Section 3.0 of this request.

Those offering a response to this request will be asked to assist the Partnership and its board of trustees in:

- Overseeing and Implementing the Partnership's 2010 Work Plan
- Supporting the Board, its officers and committees in the management of the day-to-day affairs of the corporation and the Special Improvement District.

Information regarding the mission and work of the Partnership may be found at [www.springfieldavenue.org](http://www.springfieldavenue.org).

Maplewood prides itself on being a diverse and family-friendly community. In a number of surveys it is ranked among the most desirable places to live in the United States. Information regarding Maplewood may be found at [www.twp.maplewood.nj.us/](http://www.twp.maplewood.nj.us/)

**Section 2.0. Parties to the Agreement.** The Springfield Avenue Partnership (hereinafter, 'The SAP') and the Designated Contractor (hereinafter, the 'Contractor') will be the parties to any subsequent service agreement.

**Section 3.0. Scope of Services.** The Contractor should be prepared to provide the services, support and advice necessary to ensure that the following is accomplished in concert with the Partnership and consistent with Work Plan:

**3.1. Implement the 2010 Work Plan.** Organize, plan and implement the programs and initiatives identified and found in the Attachment A.

**3.2. Oversee Planning for Future Improvements.** Organize and establish the environment for planning the 'long term strategies' as envisioned in the Work Plan.

**3.3. Organize, Plan and Implement Resource Development Strategies.** The Contractor is expressly responsible for assisting the Partnership in securing the private sector support, both financial and in-kind, envisioned within the body and budget of the Work Plan.

**3.4. Maintain the Organizational Framework for the Corporation.** Maintain the organizational responsibilities of the District Management Corporation pursuant to the non-profit statutes of the State of New Jersey and the tax-exempt requirements of the Internal Revenue Service and the internal organization operational elements of the Board itself.

**3.5. Administer day-to-day Operations.** The Contractor is expected to manage and administer under the direction of the officers, executive committee and board, the day to day operations of the District Management Corporation. The Contractor will provide the professional, technical and administrative support - in whatever configuration deemed most appropriate by the Contractor based on the Contractor's experience in cooperation with the Partnership - to meet such responsibilities. The Contractor will be expected to assist in administering the funding associated with the SID and that raised in the private sector.

**3.6. Liaison.** The Contractor is expected to work closely with representatives from the business, non-profit and civic/service organizations and principal staff members from the Township of Maplewood in ensuring the continuation of the vital public/private partnership which has been established to oversee the improvement of the commercial district.

**3.7. Other Opportunities.** The Contractor will advance any opportunity for new 'partnerships' building that may arise and the Contractor should be well versed in assisting the Partnership in securing such partnerships in support of the Work Plan.

**Section 4.0 Terms and Conditions.** The Contractor should be aware of the following:

**4.1. "Hard Costs".** Printing, postage, and other 'hard' costs associated with the implementation of the Work Plan are understood to be the responsibility of the Partnership and not that of the Contractor. The Contractor is expressly understood to have the responsibility along with the Partnership in acquiring donated or 'in-kind' support for costs not covered by this agreement.

**4.2. Operations.** In responding to this proposal, the Contractor should provide - in detail - the expectations as to the office environment needed to support the operations under the contract. The SAP will not be providing a physical office.

**4.3. On-Site Services.** The Partnership has made the assumption that all board and committee meetings of the District Management Corporation will take place in the Township of Maplewood and the Contractor must provide support for such on-site endeavors including attendance at the SAP meetings. The Contractor may suggest- within the body of their own experience - any mix of on-site and off-site services which they believe consistent to maintain the integrity of the Contractor's ability to support the objectives of the district and the best practices of management of the day-to-day operations of the District Management Corporation. Such recommendations should take into account the desire of the Partnership to benefit for the most effective economies of scale possible in the conduct of its operations.

**Section 5.0. Compensation.** Services delivered under a formal proposal may be compensated at a fixed rate of compensation, expressed as a lump sum bid for service provided over a twelve month period in the form of a monthly payment or otherwise. If otherwise, the Contractor should describe in detail its compensation request. The Contractor should provide, in detail as may be desired, the amount of compensation desired. In the decade or so since the founding of the organization, the Partnership's annual operating budget ranges between \$150,000 to \$200,000.

**Section 6.0. Agreement Term and Payment Schedule.** The Contractor may anticipate a formal, written agreement will be entered into under terms mutually agreed upon. This agreement may be extended by mutual agreement by both parties. This agreement is subject to the availability of funds. This agreement may be canceled by either party upon thirty days written notice.

**Section 7.0. Contract Administration.** The Partnership will oversee the administration of this agreement in concert with the Contractor.

**Section 8.0. Ownership.** All products and materials produced under any future agreement are the property of the Partnership.

**Section 9.0. Responding to the Request.** If the Contractor wishes to respond to this request, the following actions and timelines must be undertaken:

**9.1. Site Visit.** The Partnership has scheduled two tours of the District and provided an opportunity to meet with representatives of the Partnership prior to the submission of a proposal. Tours has been scheduled for Saturday, February 13<sup>th</sup> and Saturday, February 20<sup>th</sup>. Both tours will begin at 1 p.m. and begin the Maplewood Public Safety Building, 1618 Springfield Avenue. The tours will be guided by trustee volunteers of the SAP. The Contractor should confirm their attendance by contacting: [info@springfieldavenue.com](mailto:info@springfieldavenue.com). Participation in the tour is not required to respond to the request.

**9.2. Proposal.** The Partnership has designated the SAP Search Committee to receive the proposals. The proposals may be sent via email to [info@springfieldavenue.com](mailto:info@springfieldavenue.com).

**9.3. Deadline.** The Partnership must receive the proposal no later than 4:00 p.m., February 28, 2010.

**9.4. Supporting Documentation.** Those submitting proposals must include the following documentation in support the proposal:

- Statement of Qualification – detailing service and experience relating to the management and administration of a non-profit corporation managing a special improvement district and to the public/private partnership experiences governing the operation of such districts.
- Biographical Statements for individual(s) overseeing the management and administration of the district.
- Respondents should supply their individual or collective perception and descriptions for the roles associated with the understanding that a single individual or a team of individuals may assume these responsibilities – a determination to be made by those responding to the RFP. Those roles are:
  - District administrator (an position formerly identified as ‘executive director’)
  - Operations Manager
  - Administrative Assistant/Clerk
  - Advisor/Consultant
- A list of communities and clients served in the last five year period.
- District Relevant Recommendations – public and private references for projects of similar size and scope.

**9.5. Insurance.** Those submitting proposals must be registered to conduct business in the State of New Jersey, and provide evidence of same, and evidence the ability to offer the following insurance:

- Public Liability Insurance
- Business Property Insurance
- Workman’s Compensation Insurance
- Fidelity Bond

## **Work Plan 2010 – SAP**

The trustees of SAP feel the primary focus of the SAP for 2010 should be on Marketing the SAP and facilitating the marketing of the business on Springfield Avenue, Communications, and business retention/recruitment. With that end in mind, the following Work Plan has been developed.

1. Prepare a “package” for physical as well as electronic distribution describing the SAP, façade requirements, township agencies, etc which new business to Springfield Avenue will have to interface with.
2. Meet with 25%, at a minimum, of the business owners on Springfield Avenue each year to discuss the mission of the SAP, suggestions for improvement and prepare a quarterly summary of feedback from the meetings.
3. Prepare minutes of the Board of Trustee meetings and distribute 5 days after each meeting
4. Investigate the availability of Financial Grants, which the SID may qualify for, and prepare a summary for the Board of Trustees. One grant application shall be prepared in 2010.
5. Attend Planning, Zoning, Township Committee, Facade Committee and other civic/service, municipal meetings where SAP interests and issues are being discussed or where actions impacting the district may be taken or considered.
6. Develop a marketing plan based on the objectives of the Board of Directors, and interviews, the results of the business survey conducted in 2009, and/or a focus group with the business stakeholders on Springfield Avenue.
7. Develop a business retention/business recruitment plan for Springfield Avenue.
8. Update and convert current website to a “self maintaining” website. A special website committee with be set up to provide the Contractor with guidance during this process.
9. The contracted organization will organize and manage 3 events in 2010 one of which will be MayFest, another being a Breast Cancer Awareness event in the fall, and a third event to be agreed upon with the board.