



Perth Amboy Business Improvement Corporation, Inc.
Request for Proposals for Professional Services
Executive Director

SUBMISSION DEADLINE

Friday, April 5, 2024

4:00 P.M.

ADDRESS ALL PROPOSALS TO:

Executive Team
Perth Amboy Business Improvement Corporation, Inc. (PABIC)
City Hall
260 High Street
Perth Amboy, New Jersey 08861
(732) 442-6421

INTRODUCTION & PURPOSE

THIS IS NOT AN OFFER. IT IS AN INVITATION TO MAKE OFFERS. ANY RESPONSE TO THIS RFP SHALL NOT CREATE ANY BINDING CONTRACT WITH PABIC.

The Perth Amboy Business Improvement Corporation, Inc. (PABIC) invites qualified consultants to submit letters of interest and qualifications to provide administrative services, for the position of Executive Director. Consultants responding to this Request for Proposals should have extensive experience, background, and qualifications in the provision of the services described herein. This Request for Proposals does not constitute a legal offer and is intended solely to obtain competitive proposals from which PABIC may choose a Consultant that best meets the organization's needs. PABIC is not responsible for third-party-supplied RFP documents.

Respondents must follow exactly, and be responsible for, ALL requirements of this RFP. It is the respondent's responsibility to provide all specified material in the required form and format. Responses that are not in the required way and format will not be considered. This RFP is not subject to any competitive bidding laws or the Local Public Contracts Law.

ABOUT THE CITY OF PERTH AMBOY

The City of Perth Amboy has a population of 55,436 (2020 Census Data) making it a densely populated, urban area with a land mass of just under 5 square miles. Located in the heart of New Jersey with direct connections to all the major highways, Perth Amboy's geographical makeup includes a mix of commercial, industrial and residential development with limited open space.

The City has consistently evolved and transformed itself in response to new economic and historical trends. Perth Amboy's waterfront is developing into one of the state's top destinations for dining, entertainment, and recreation. New residential, commercial, and mixed-use neighborhoods have replaced the city's underutilized properties. The City's downtown and commercial corridors are a key component of Perth Amboy's economic engine, providing opportunities for local and regional shopping; and its new industrial, office, and research facilities provide employment opportunities and an increased tax base for the City.

ABOUT THE PERTH AMBOY BUSINESS IMPROVEMENT CORPORATION, INC.

The Perth Amboy Business Improvement Corporation, Inc. (PABIC), a (501C6) non-profit corporation serves local businesses, and property owners with promotion, educational resources, and beautification. Programs include business seminars, skill-building programs for business owners and annual events. The PABIC also provides façade grants to small businesses that make permanent improvements to their storefronts or buildings. In addition, the organization helps maintain and enhance the City's streetscapes, planters, sanitation, as well as seasonal decorations.

The organization is governed by a seven-member volunteer board comprised of members of local professionals and owners of businesses/commercial properties in the PABIC area, together with the Mayor and the members of the City Council. Properties located within the PABIC area are required to pay a special assessment to fund economic development projects to enhance the vitality of the downtown area. This is authorized by New Jersey state law (the Pedestrian Mall and Special Improvement District Act, N.J.S.A. 40:56-65, et seq.) and also governed by the City of Perth Amboy ordinance. The services PABIC provides are supplemental to those provided by the City of Perth Amboy.

The City of Perth Amboy established a Special Improvement District (“SID”) in 1993 and this year in January it was expanded to include all commercial districts in Perth Amboy, including industrial and commercial/residential properties to revamp and expand services and resources for merchants and property owners in the City, creating more opportunities for growth and development. The efforts will include greater grant opportunities, increased public safety, marketing, programming, capital improvements, sanitation and improved street aesthetics, business conditions, and development in the entire SID area.

To learn more about the Perth Amboy Business Improvement Corporation, Inc. visit, <https://www.perthamboynj.org/cms/One.aspx?portalId=11205008&pageId=16314612>

REPORTING & GOALS

The Executive Director reports to the Board of Directors, which meets monthly. The Executive Director will closely work with the Board’s Executive Committee which is composed of the Board Chair, Treasurer and Secretary. Board members also participate in various committees which meet on an as-needed basis. Working in collaboration with the Board, the Executive Director will perform and oversee the following tasks:

- Task 1: Outreach, Marketing & Communication
- Task 2: Operational & Event Programming
- Task 3: Administration, Fiscal Management and Fundraising
- Task 4: Annual Planning and Vision
- Task 5: Constituent Services

SCOPE OF WORK

The Executive Director will lead PABIC to shape, maintain and grow a flourishing Perth Amboy economy by offering an exceptional experience for visitors and residents; and advocate for a robust and diverse business community through strong partnerships.

In doing so, the Executive Director be the public face of PABIC; serve as the advocate for commercial property and business owners; market, design and develop city-wide programming and resources, and oversee and manage all operations of the PABIC.

The scope of work will include the following:

TASK 1: Outreach and Communication

Develop meaningful relationships and communication with the Board, PABIC members, government officials, and various community stakeholders to provide information and advocacy on behalf of PABIC's members and mission.

- Maintain ongoing communication with members, Board of Trustees, City leaders and other stakeholders.
- Maintain effective news media relations and a positive public relations image.
- Use social media to promote PABIC's brand, events, programs, and Perth Amboy's local businesses, as well as provide information to members and the community.
- Develop and maintain relationships with Perth Amboy's governing body and associated boards and departments including, but not limited to parking, recreation, economic and community development, planning, zoning, historic preservation, cultural affairs, environmental services, and health and human services.
- Conduct grand openings and other business ceremonies and celebrations.
- Establish and promote organizational growth, programming, such as the Façade Grant program and annual activities via canvassing, presentations and the graphic design and publication of flyers, mailers, and other marketing material, in both print and electronic formats.
- Establish and create marketing plan, strategy for organizational grounding and growth.

TASK 2: Operational Programming

Responsible for ongoing operations and evaluation of all PABIC programs, events, opportunities, and services, with a focus on quality, emphasizing value to members, and sound fiscal benefit to PABIC. Also, responsible for creating and designing new opportunities, resources and partnerships to leverage funding and maximize investments.

- Oversee activities related to ensuring membership satisfaction and revenue streams, including fundraising when applicable.
- Create and implement an annual plan and calendar for plantings, seasonal decorations, banners and placemaking programs; support streetscape plan and communicate plan with members; create a beautification plan for empty storefronts.
- Establish an annual calendar of all major city and non-profit events and assess the level of PABIC participation and/or sponsorship; partner with the City on all established major events to advocate for the interests of local business.
- Work with the Events Committee to design at least one major PABIC sponsored and branded event and additional smaller retail-centered events annually to promote community awareness and attract both resident consumers as well as visitors. Evaluate current event list and update, if needed.
- Delineate vision of new expansion and advertise programming to merchants city-wide.
- Maintain the PABIC's supplemental cleaning program, routinely assess and make recommendations to improve or expand the cleaning program. Evaluate areas in the SID in need of additional cleaning and consider expansion and/or realignment of the program.
- Manage and maintain the façade grant, including application, approval and award process with Façade Grant committee.
- Establish and Maintain PABIC webpage and future independent website.

- Create opportunities for promotion of events and programming, update and maintain current promotion material, including but not limited to the Dining Guide.
- As part of economic development initiatives, work in concert with the City of Perth Amboy to streamline the process of opening a new business, utilize the existing Business Starter Kit and work with the City to attract new businesses via Opportunity/Vacancy List.
 - Maintain available commercial site inventories and track residential trends including occupancy rates at large residential rental properties and rent pricing changes and concessions.
- Work with the City of Perth Amboy to evaluate the need to conduct market research to identify current and potentially new customers for the business district and to identify new business opportunities, as needed.
- Conduct customer and/or business owner surveys to continue shaping services and meeting business needs.

TASK 3: Administrative and Fiscal Management/Fundraising

Assume overall responsibility for the integrity of operations, financial record keeping and fiscal soundness and stability.

- Prepare annual budget in collaboration with the Board of Directors, in accordance with PABIC's By-Laws.
- Work closely with City of Perth Amboy's Tax Assessor's Office to maintain Schedule A list of all PABIC members and to document the calculation of all SID assessments.
- Ensure timely receipt and accounting of assessments from the City of Perth Amboy (the collection agent on behalf of the PABIC).
- Review financial reports and bookkeeping procedures to assure accuracy.
- Work directly with the organization's accounting firm and auditor to provide quarterly/annual reports for finances, including 990 form or other State annual reports, etc.
- Work closely and directly with PABIC's attorney to ensure proper conduct and to seek counsel on legal matters and board and organizational inquiries.
- Maintain annual Director and Officers Insurance and General Liability, including Certificates of Liability for all events.
- Inform the Board of relevant issues not covered by normal reporting procedures.
- Develop strategies with Board approval for generating additional revenues through events and advertising.
- Finalize obtaining 501C3 status for expansion of the SID and develop a tax-exempt charitable donation program and related fundraising and implement same.
- Hold monthly board meetings and prepare agendas, bill lists and public notices, in accordance with OPMA. Including, but not limited to, the following tasks:
 - Schedule board meetings, ensure public accessibility, prepare detailed agendas, publicly announce meetings (48 hours in advance), conduct meetings according to the By-Laws, record and publish meetings, consult legal counsel as necessary, communicate meeting outcomes and initiate required action.
- Assume the role of Custodian of Records to respond to OPRA requests and its regulations.
 - Maintain all records of the organizational documents.
- Conduct board elections in accordance to By-Laws' procedures, board orientations, vision planning, and strategic planning.

- Manage subscriptions, services, equipment and office maintenance, and provide customer service hours to all members.
- Create an annual report for the Board of Directors and the City's governing body.
- Abide by all the organization's By-Laws and established policies.

TASK 4: Annual Planning and Vision

Work with the Board to develop and update PABIC's Annual Plan and develop a 3-to-5-year Strategic Plan that provides direction for the long-term activities of PABIC and for the long-term allocation of PABIC resources.

- Recommend strategies to ensure that all members will receive benefits from the PABIC commensurate with their financial contribution to the organization.
- As appropriate, recommend amendments to the assessment rates to give more direct benefits to other districts in the SID.
- Recruit marketing services, and develop an annual strategic marketing plan for the PABIC that promotes the goal of attracting more people to live, work, shop, dine and visit Perth Amboy.
- Review annually and recommend staffing resources needed to meet the goals and mission of the PABIC.

TASK 5: Constituent Relationships

Develop and maintain productive relationships with all members of PABIC and with local, county and state leadership/agencies.

- Enhance and coordinate the interaction between PABIC and other key partner organizations with similar missions.
- Responsible for ongoing interaction and liaison with a wide constituency including:
 - **Board of Trustees:** Earn and maintain the respect and confidence of PABIC's Board. Responsible for preparing meeting agendas, maintaining Board minutes and records, carrying out plans and programs of the Board in accordance with established policies, working closely with Board committees and securing volunteer engagement, initiating programs and events for consideration by the Board, and advising the Board on all matters under consideration.
 - **PABIC Members:** Responsible for engaging with members to support PABIC programs and events, analyzing and interpreting the needs of members, and recommending revisions in PABIC's operations to improve service and assistance to make membership more valuable.
 - **Government Officials:** Maintain strong communications and relationships with the Perth Amboy governing body and administration. Play a key role in advocacy on behalf of PABIC members, while presenting PABIC's perspectives on issues. Coordinate and partner to leverage funds on mutual projects or future economic development project in PABIC mapped area.
 - **Vendors:** Identify and maintain vendor list and effective working relationships with vendors and service providers. Create and coordinate the review of proposals, hiring, supervision, and communication of any other third-party vendors. Closely manage implementation of vendor services to ensure quality and contract compliance. Seek out Perth Amboy/local vendors who will be given preference.

- o **Community:** Through personal contacts with key community leaders, the Executive Director helps shape the Perth Amboy community, frequently called upon to relate PABIC activities to the activities of all other groups and organizations that impact the quality of life in the region (commercial, industrial, educational, cultural, civic, and spiritual). The Executive Director may take a leadership role in local issues, projects, or community organizations to ensure the presence and involvement of the PABIC to accomplish its mission. Attend various meetings, conferences, and public events representing the PABIC.

RESPONSE REQUIREMENTS (minimum requirements)

For ease and efficiency of review, PABIC has specified the numbering protocol below for Respondents. Please follow this numbering protocol correctly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

Profile

Name of the contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, email address, and web address, as applicable.

Qualifications

Professional Qualifications

A Bachelors' degree is required and demonstrated commitment to continued professional development is expected.

The ideal candidate will have a minimum of 5 years' experience in managing business and economic development programs, preferably in a Business or Special Improvement District and/or Main Street Program. The Executive Director will be someone who can "hit the ground running" with an immediate focus on establishing the expansion city-wide, delivering on planned visual improvements programming, implementation of services and resources city-wide and expanding communications with all stakeholders that were established in PABIC's first year of operations. This person will have specific experience assessing and understanding local and state regulations for Special Improvement Districts.

Preferred Knowledge, Skills and Characteristics

- Experience with knowing how to open a business in New Jersey and familiarity with the governmental procedures, including code enforcement and general legal requirements.
- Excellent verbal and written communication and presentation skills, preferably also in Spanish
- Ability to undertake research and produce accurate information while adhering to deadlines.
- Ability to motivate a wide range of stakeholders.
- Able to work evenings and weekends, as required.
- Experience in developing and delivering marketing plans.
- Experience in creating exciting and innovative in-person and virtual events.
- Capacity to advocate for business and commercial property owners.

- Successful track record of managing and growing stakeholder relationships.
- Ability to coordinate and execute events.
- Working with graphic design development with software or subscription service (i.e. Canva).
- Excellent verbal and written communication and presentation skills.
- Significant short- and long-range business planning experience.
- Fiscal management and budgeting background along with 501(c)3 reporting experience.
- Ability to develop a network of vendor relationships to support marketing, service, maintenance, IT, legal, cleaning and landscaping, programming, and events.
- Demonstrated proficiency with the most current and up-to-date social media, data, and web platforms.
- Accomplished fundraising background through events, grants, and/or personal philanthropy.
- Participative management style: ability to hire, train and motivate effective staff members.
- Experience working collaboratively with a volunteer Board of Trustees and meeting conduct.
- Integrity, transparency, ability to relate to people, results orientation, and a commitment to diversity and inclusion.
- Experience with Word, Excel and Powerpoint.

Experience and Ability to Perform This Work

- Describe the approach you would undertake to complete the tasks described in the Scope of Work successfully.
- Provide examples of relevant work, including resume and other items such as portfolios either online or in printed form.
- Provide a minimum of three (3) references, including relationship, and direct contact information.

Pricing

Provide an **all-inclusive rate (either hourly rate, per project, or monthly retainer)** for work related to Professional Services.

Please follow precisely the requirements for the responses noted above. It is the responsibility of the Respondents to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

Award

PABIC reserves the right to contract with more than one vendor for the services described in this RFP. PABIC also reserves the right to search for an Executive Director independently and separately from this RFP process. PABIC reserves the right not to award a contract for this RFP and will not reimburse the cost incurred by Respondents who respond to this notice.

The respondent selected is expected to enter into a vendor service agreement with PABIC to be negotiated and agreed on by PABIC and the selected vendor. Neither PABIC nor the selected vendor shall be obligated to execute such agreement, notwithstanding any response to this RFP or the selection by PABIC of any respondent. No term, condition or requirement set forth in this RFP or response thereto shall create any binding contract between PABIC and any Respondent.

Selection Schedule:

- RFP distributed March 26, 2024
- **Proposal Due Date** April 5, 2024
- Contractor Selection April 2024
- Commencement of Contract April 2024

Protocols for Preparing and Delivering Responses to this RFP:

Responses to this RFP must be delivered electronically to PABIC by 4:00 p.m. EST **Friday, April 5, 2024**. Responses submitted after 4:00 pm will not be accepted. Responses must be submitted electronically via email to ncolon@perthamboynj.org and perthamboynbusinesses@gmail.com with "**RFP Submission for Professional Services**" in the subject line. *Note: Any technical difficulties and/or bounced back emails, (i.e. due to large files, etc.) will **NOT** be accepted as a reason for lack of submission past the 4:00 pm deadline.*

Mailed and Hand-deliveries will also be accepted, kindly address/provide to:

Executive Committee
Perth Amboy Business Improvement Corporation, Inc. (PABIC)
City Hall
260 High Street
Perth Amboy, New Jersey 08861
(732) 442-6421

Submissions should consist of one (1) PDF document containing all the requested information in the same order as the numbered Response Requirements listed above.