

Carteret Urban Enterprise Program
Borough of Carteret
Request for Proposal

The Carteret Urban Enterprise Program is seeking qualifications and proposals from Marketing Professionals for the Urban Enterprise Program Marketing Project being conducted in cooperation with the Borough of Carteret and Carteret Business Partnership, Inc. An applicant submitting qualifications and proposal in accordance with the Fair and Open Process approved by the Borough of Carteret pursuant to N.J.S.A. 19:44A-20.4 et seq. shall include the following elements:

Opportunity/Challenge:

Carteret UEZ Program seeks professional marketing services in the creation of a program and process to facilitate the attraction of new commercial business opportunities in the various UEZ central business districts and redevelopment areas throughout the Borough. Carteret UEZ commercial districts are comprised of existing businesses that strive to broaden their customer base and promote foot traffic generated from a strong mix of goods and services. In order to attract and sustain new business investment, an assessment of Carteret's market potential must be completed. The problems to be solved include identification of key elements and activities that will produce a sustainable business recruitment and attraction program for the Carteret Urban Enterprise Zone including: understanding of the needs of the population currently served by Carteret retail; what opportunities there are to appeal to new shopper populations; what categories of retail are sustainable for Carteret in general and for the redevelopment areas; specific revitalization strategies that will address at a minimum business retention/recruitment strategies and destination marketing strategies.

Items to be included:

- ▶ Applicants must provide a minimum of three (3) years in downtown revitalization analysis.
- ▶ Applicants are required to describe at least five prior relevant projects in which your firm has performed market analysis and development of revitalization strategies for a downtown retail corridor, particularly projects that featured redevelopment as a component of revitalization.
- ▶ An outline of the experience and reputation of such applicant in the field of market research and/or applicable fields.
- ▶ An outline of the applicant's knowledge of market analysis in the context of downtown revitalization and business recruitment and retention.
- ▶ Applicant's ability /experience to implement their proposed strategies in a subsequent phase.
- ▶ An outline of the applicant's knowledge of Carteret and the surrounding region.
- ▶ A fee schedule for the firm and for the proposal submitted in response to this RFP.
- ▶ A resume for the firm and professional to be assigned to this project.

Interested parties should submit proposals to the:

Office of Economic Development, Urban Enterprise Program
Attention: Kathaleen R. Shaw, Director Economic Development
61 Cooke Avenue
Carteret, NJ 07008

Submit proposals and related items no later than Monday, September 14, 2009. All proposals should be sealed with an envelope marked: "Proposal for UEZ Marketing Project".

September 3, 2009

