

**BOROUGH OF SEA BRIGHT
COUNTY OF MONMOUTH
STATE OF NEW JERSEY
REQUESTS FOR PROPOSALS/QUALIFICATIONS
FEASIBILITY STUDY / MARKET ANALYSIS
SB2102-11**

Sealed proposals will be received by the Borough Clerk of the Borough of Sea Bright, New Jersey and opened and read in public in the Borough Meeting Room, located on the First Floor, in the Borough of Sea Bright Municipal Complex, 1167 Ocean Avenue, Sea Bright New Jersey, on **March 6, 2012** at **10:00 A.M.** for the following:

Request for Qualifications from Individuals and/or Firms interested in providing the Borough with a Feasibility Study, Market Analysis and Business Plan in connection with the proposed development of a Pool Club and Restaurant on the beachfront of the Borough of Sea. **BID/PROPOSAL # SB 2102-11**

Successful applicants will be required to comply with requirements of N.J.S.A. 10:5-31, et seq. (N.J.A.C. 17:27) (Equal Employment Opportunity) and N.J.S.A. 52:32-44, et seq. (New Jersey Business Registration).

The right is reserved to reject any or all proposals if it is deemed to be in the best interest of the Borough of Sea Bright to do so.

By order of the Borough Council of the Borough of Sea Bright

DINA LONG, Mayor, Borough of Sea Bright
RICHARD KACHMAR, Municipal Clerk, Borough of Sea Bright
MICHAEL J. BASCOM, Chief Financial Officer, Borough of Sea Bright

**Request for Qualifications from Individuals and/or Firms
Interested in Serving as “Project Financial Consultant” in
connection with the proposed Borough of Sea Bright
Beachfront Pool Club and Restaurant for the Period
January 1, 2012 through December 31, 2012
BID /PROPOSAL # BB 2102-11**

Introduction

Pursuant to the Fair and Open Process established by N.J.S.A. 19:44A-1, et seq., the Borough of Sea Bright Planning Board seeks Requests for Qualifications (“RFQ”) from Individuals and /or Firms licensed to provide financial services in the State of New Jersey. The successful individual/Firm must have significant experience in representing New Jersey public entities in a variety of areas of Market Analysis, Business Planning, and Feasibility Studies.

The successful Firm will provide the Borough with Professional guidance relating to but not necessarily limited to the following:

Financial services performed in connection with the development of a Marketing Study, Feasibility Study and a Business Plan (all deliverables) in connection with the proposed beachfront Pool Club and Restaurant, including but not limited to conferences, regular and any special meetings, telephone conferences and consultations, research and advisory opinions, correspondence, negotiations, project review, travel and other matters related to the determining the Feasibility of the proposed Borough development as described herein and as directed and assigned by the Borough Administrator.

Keeping the Administration advised of the character and progress of all such proceedings in connection with same, for and on behalf of the Borough Council.

Research, draft ordinances and/or resolutions, proposed plans, comparable projects, and any other matters as directed by the Borough Administrator.

The Consultant shall bill services in accordance with the schedule outlined below: All billing shall be received monthly and sent with an executed Municipal Voucher. Billing shall be in accordance with NJSA 40: 55D-1, et seq.

This project must be completed within sixty (60) days of award.

Professional Information and Qualifications

Each interested Firm shall submit the following information:

1. Name of Firm;
2. Address of principal place of Business and all Firm's offices and corresponding telephone and fax numbers. Please note specifically which Partners or other individuals will be assigned to work with the Borough, and in what capacity;
3. Area of Practice:
4. Description of Firm's Education, Experience, Qualifications, number of years with the firm and a descriptive narrative of their experience with projects similar to those described above:
5. Experience related to representation of Municipalities and other public entities;
6. At least four references, three of which must have knowledge of your representation of a public entity with Names and Numbers of contact person.
7. Examples of your record of success representing public entities;
8. The Firm's ability to provide the services in a timely fashion (including staffing, familiarity and location of key staff);
9. Any other information which the interested Firm deems relevant;
10. A copy of your New Jersey Business Registration Certificate;
11. A completed Statement of Ownership form.

Selection Criteria

This selection criteria used in awarding a contract or agreement for Professional Services as described herein shall include:

1. Qualifications of the individuals who will perform the tasks and the amounts of their respective participation;
2. Experience and references;
3. Ability to perform the task in a timely fashion, including staffing and familiarity with the subject matter; and
4. Cost effectiveness.