



INVEST **NEWARK**



# REQUEST FOR PROPOSALS

**RFP #02-20 – 505 CLINTON AVE.**

**GROUND FLOOR MANAGEMENT,  
OPERATION & PROGRAMMING**

**ADMINISTERED BY:  
INVEST NEWARK**

**Advertisement Date:**

**Wednesday, November 11, 2020**

**Site Visit:**

**Thursday, December 3, 2020**

**Proposal Due Date:**

**Thursday, December 10, 2020**

**PRESIDENT & CEO**  
**Bernel Hall**

**SVP OF REAL ESTATE DEVELOPMENT**  
**Roger Johnson**

## **A. PURPOSE**

Invest Newark is requesting proposals from firms or individuals to oversee management, operation, and programming for the café and multipurpose space in at 505 Clinton Avenue. The selected respondent will be vital to the success of the project and the establishment of 505 Clinton Avenue as a fixture in Newark’s arts and culture scene.

The services required are detailed in Section C below. Through their response, the successful respondent will demonstrate their plan for executing the scope of services and their capacity to do so.

## **B. INVEST NEWARK OVERVIEW**

Founded in 2007, and restructured in 2019, Invest Newark is the primary economic development catalyst for Newark, the State of New Jersey’s largest city. It is organized to retain, attract and grow businesses, enhance small and minority business capacity, and spur real estate development throughout the City’s 20 diverse neighborhoods. As a business development company whose sole client is the City of Newark, we collaborate with the Newark Department of Economic & Housing Development to initiate and execute economic development activities to produce and sustain economic growth, generate jobs and create wealth for the citizens of Newark.

## **C. PROJECT OVERVIEW**

On behalf of the City of Newark, Invest Newark is overseeing the redevelopment of the city-owned property at 505 Clinton Avenue. The goal of this redevelopment is to convert a long-vacant former bank building into a mixed-use property that becomes an anchor for the Clinton Hill Artist Corridor, the Clinton Hill neighborhood, and the City as a whole. When complete, the property will have (27) affordable units marketed to artists, a roughly 800 square foot café, a 1,100 square foot performance / multipurpose space and (10) workspaces in the lower level for residents with businesses to lease for a long or short term. The property is expected to be completed in January 2021.

The purpose of this RFP is to identify and select the entity or individual that will be responsible for managing, operating, and programming the café and multipurpose spaces. All respondents, should provide a proposal that addresses their plan for both the café and multipurpose spaces and how you will finance the programs / café.

The café and multipurpose spaces are envisioned as a place for people to gather, exchange ideas, and create. The spaces will be a hub for a range of activities in arts of all mediums. What form these activities take will largely be shaped by the selected respondent. How will different artistic mediums be incorporated? How will the space be positioned as a welcoming location for existing and prospective artists? How will educational programming be incorporated? How will the property be branded? How can opportunities for working in the surrounding neighborhood be created? These are only a few of the questions the selected respondent will grapple with in their efforts to position 505 Clinton Avenue as a centerpiece of the Newark arts community.

#### **D. SCOPE OF SERVICES**

The successful respondent will be hands-on and proactive, with a **vision** for how the space will operate. Above all, the successful respondent will be responsible for making 505 Clinton Avenue a hub for arts and culture in the neighborhood and city at large. Responsibilities are expected to include:

- Branding and marketing
- Maintaining a regular and diverse programming schedule
- Maintaining a high-quality of programming
- Maintaining an operating budget and obtain (or have) funding / financing to complete the scope of services
- Managing the administration of programming
- Identifying and pursuing relationships with arts institutions in and around Newark
- Identifying and pursuing educational programming opportunities
- Developing opportunities for increasing entrepreneurial potential of artists
- Developing opportunities for youth participation
- Recruiting artist participants from the City, region, and beyond
- Engaging with the surrounding neighborhood. Plans on engaging both the business and residential community
- Identifying and pursuing funding sources for programming and capital improvements to the space
- Operating the café or identifying a café operator. Small, minor-owned, community-based café operators will be considered. Franchises will not be considered.

## **E. PROPOSAL REQUIREMENTS**

All proposals must be received in their entirety at or before 5:00 pm on December 10, 2020.

One (1) copy with original signatures and one (1) PDF copy shall be submitted via email. All proposals should be addressed to:

**Invest Newark**  
**111 Mulberry Street, Suite LL**  
**Newark, NJ 07102**  
**ATTN: Roger Johnson**  
**RFP for Property Management and Leasing Services**

Applicants are responsible for ensuring that their proposal is received on time and at the location specified.

Each respondent should submit the following information:

a. **Respondent Background Information**, including:

1. Years of relevant experience
2. Relevant personal or company history
3. Composition of project team, including names and expertise
4. The approximate percentage of respondent's time that will be put toward the project
5. If applicable, names of businesses that will contract for this project and services offered by each business. Please include the names of all companies that will be subcontracted as well given the number of required services
6. Five relevant references
7. Contact information
8. Proposal must be signed by an authorized official for the respondent

b. **Related Experience:** Describe experience you have performing a scope similar to that requested by the RFP. If multiple partners are included in the submission, describe how each partner's experience will contribute to the overall success of the project.

- c. **Vision:** If you are selected, what does your 505 Clinton Avenue look like? What are people doing there? This is your opportunity to tell us what it is you would do with the project. Be creative!
- d. **Work Plan:** Describe the approach recommended to accomplish the vision. Describe the makeup of the team.
- e. **Timeline:** Two timelines are to be provided with submission:
  1. Provide a one-year schedule with key milestones noted. Assume period of operation beginning in February 2021. This timeline should show your plan for marketing and programming the site for maximum impact.
  2. Provide a “hypothetical” one-month schedule for proposed activities. This schedule should provide a snapshot of what kind of programming you would propose. How would events be staggered? What would be the opening hours of the café and multipurpose space? Be as detailed as you would like!
- f. **Financial:** Provide proof of funds or 3 years of financials. The café will be leased to the respondent at a monthly rate of \$20/psf. How will the space generate income to cover that rent?
- g. **Company Forms**, including:
  1. Business Registration Certificate
  2. General Liability Insurance, \$2 million dollar coverage minimum
  3. Short Form Certificate of Good Standing
  4. Forms included in Appendix B

#### **F. STATEMENT OF NON-COMMITMENT**

- Issuance of this RFP does not commit Invest Newark to award a contract or to pay costs incurred in the preparation of proposals responding to the RFP.
- Invest Newark reserves the right to reject any or all proposals and re-advertise.
- Invest Newark may reject any or all of the submissions as it deems in its best interest.
- Invest Newark reserves the right to waive any irregularities or technicalities when it deems the public interest will be served.

- The successful firm must enter into a contract with Invest Newark, which specifies requirements for indemnification, insurance, and other applicable policies.

#### **G. EVALUATION**

Each proposal will be reviewed and evaluated based on the following:

- Thoroughness, thoughtfulness and clarity of the proposal
- Experience programming, managing, and operating similar spaces
- Reputation for quality programming
- Proposed budget
- Knowledge of the Newark arts and culture scene
- MBE, WBE, and Newark-based status

The selected firm and Invest Newark representatives will negotiate a contract, subject to approval by the Board of Directors. The dates shown in the Tentative Schedule section and throughout this RFP are subject to change by Invest Newark at its sole discretion.

#### **H. QUESTIONS & ANSWERS**

Applicants may submit questions and/or requests for further information no later than 5pm on December 10, 2020. Questions and/or requests for further information should be sent via email to [rjohnson@investnewark.org](mailto:rjohnson@investnewark.org). All email correspondence should include the RFP name in the subject heading.

#### **I. TENTATIVE SCHEDULE**

RFP distribution:	November 11, 2020
Site Visit meeting:	December 3, 2020 at 2:00 pm at 505 Clinton Ave.
Deadline for written questions:	December 7, 2020, 5:00pm
Proposals due:	December 10, 2020, 5:00 pm

#### **J. APPENDICES**

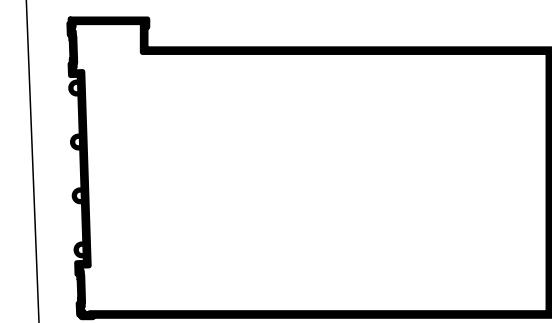
Appendix A, Ground Floor Plan

Appendix B, Required Forms

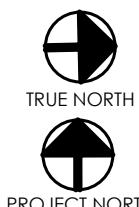


## BUILDING AREA LEGEND

- 1 BEDROOM
- 2 BEDROOM
- CAFE
- CORRIDOR
- ELEV.
- JANITOR'S CL.
- MULTIPURPOSE RM.
- OFFICE
- RESIDENT / ADA ENTRY
- RESTROOMS
- STAIR 1
- STAIRS 2
- STORAGE



CHADWICK AVE



505 CLINTON AVENUE  
NEWARK, NEW JERSEY

OWNER:  
NEWARK COMMUNITY  
ECONOMIC DEVELOPMENT  
CORPORATION

111 MULBERRY STREET, MARKET ST. SUITE LL  
NEWARK, NJ 07102

STRUCTURAL ENGINEER :

CIVIL ENGINEER :

MEP ENGINEER :

OCA ARCHITECTS, INC.

- Architecture
- Interiors
- Planning
- Engineering

211 Warren Street,  
Suite 219  
Newark, NJ 07103  
Tel. 973.732.0656  
Fax. 973.732.0657  
W. [www.oca-archplan.com](http://www.oca-archplan.com)

MEMBER OF THE AMERICAN INSTITUTE OF ARCHITECTS  
OBI AGUDOSI NJ - AI 10159  
REGINALD B. PIGGEE JR NJ - AI 01824100

NOT VALID FOR CONSTRUCTION UNLESS SIGNED AND SEALED BY ARCHITECT  
SHEET TITLE:  
ENLARGED PLAN  
PARTIAL 1st. FLOOR

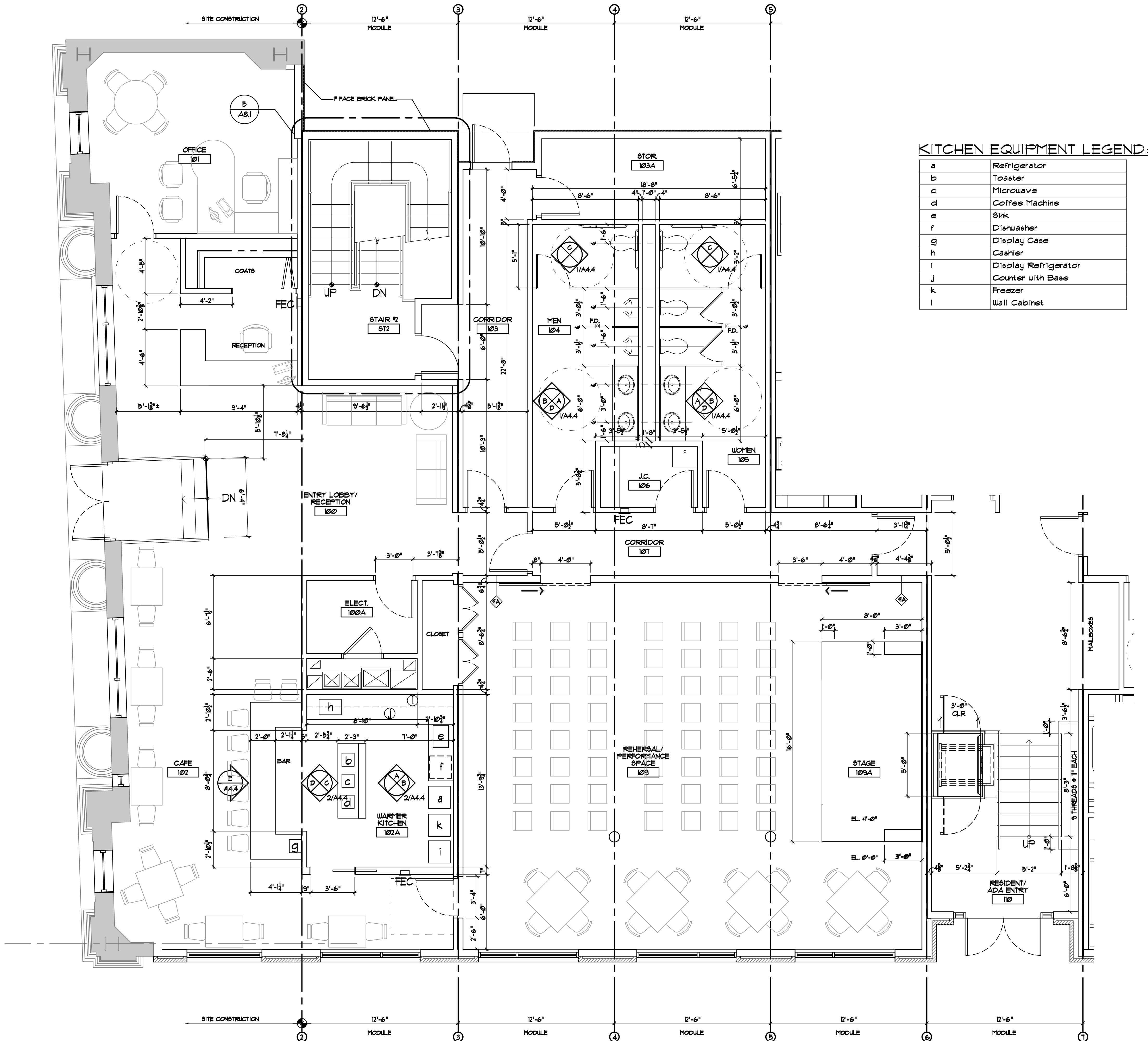
DATE:	DRN	CHK	DESCRIPTION
11/21/2016	R-P	OA	95% SUBMISSION

REV.	DATE:	DRN	CHK	DESCRIPTION

PROJECT NO.	SHEET NO.
P15-007	A4.1

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PLOT DATE:







## **HOLD HARMLESS AGREEMENT**

To the fullest extent permitted by law, the Contractor shall, at its sole cost and expense, indemnify, defend and satisfy all judgments, and hold the City, including its Trustees, officers, employees, agents, servants and representatives, harmless from and against any and all claims, actions judgments, costs, penalties, liabilities, damages, losses and expenses, including but not limited to attorney's fees and worker's compensation benefits arising out of or resulting from the performance of this Agreement, providing that such claim, action, judgment, cost, penalty, liability, damage, loss or expense is caused in whole or in part, by the negligence or omission of the Vendor or any person employed by it

Costs shall be deemed to include, but not limited to attorney's fees, filing expenses, expert witness fees, reproduction costs, and long distance travel and phone expenses in connection with defense and shall bear the prevailing interest rate, where applicable.

The Contractor shall be responsible for all damage to persons or property caused or alleged to have been caused by or incident to the execution of this work, and shall defend claims or suits arising from or incident to the work under the aforementioned contract without expense to the City of Newark, its agent's, servants and or administrators.

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Date

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Name

Title

On Behalf of:

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Name of Organization

**NON-COLLUSION AFFIDAVIT**

**State of** \_\_\_\_\_

County of \_\_\_\_\_ ) ss:

being first duly sworn deposes and says that he is \_\_\_\_\_  
of \_\_\_\_\_  
(Sole owner, a Partner, President, Secretary, etc.)

, the party making the fore-going proposal or bid, that such bid is genuine and not collusive or sham; that said bidder has not colluded, conspired, connived, or agreed, directly or indirectly, with any bidder or person, to put in a sham bid, or that such person shall refrain from bidding, and has not in any manner, directly or indirectly sought by agreement or collusion or communication or conference, with any person, to fix the bid price of affiant or any other bidder, or to fix any other bidder, or person interested in the proposed contract; and that all statements contained in said proposal or bid are true; and further, that such bidder has not, directly or indirectly submitted this bid, or the contents thereof, or divulged information of data relative thereto to any association or to any member or agent thereof.

(Affiant)

Sworn to and subscribed before me

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.  
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**Notary Public in and for**

County,

20

\_\_\_\_\_ , 20\_\_\_\_\_

## DISCLOSURE STATEMENT

To be completed by all corporations, partnerships or other entities.

### SECTION A

Name of Corporation, Partnership or

Entity \_\_\_\_\_

( ) Which is a non-profit corporation organized under Title 15A of the Revised Statutes of the State of New Jersey. (Check if applicable)

Principal place of business:

Incorporated in the State of \_\_\_\_\_ Annexed hereto is a true copy of the Certificate of Incorporation and Articles of Incorporation together with all amendments thereto which are on file with the Secretary of State of New Jersey.

### SECTION B

The officers/directors of the corporation are:

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### PARTNERSHIPS/LIMITED LIABILITY COMPANIES

The following are the names of all partners and entities with an interest in the entity named in SECTION A. If any of the parties named below is a corporation or a limited liability company, please list the officers and the percentage of interest held in the entity named in SECTION A.

NAME

PERCENT HELD

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Signature

Date

(Type the name of the person signing this statement) \_\_\_\_\_ Title \_\_\_\_\_

**CITY OF NEWARK**  
**STOCKHOLDER DISCLOSURE CERTIFICATE**  
(To be Completed by For Profit Business Entities Only)

Pursuant to the laws of the State of New Jersey as set forth in laws of 1977, Chapter 33, the undersigned does herewith certify to the City of Newark that the following is a statement with names and addresses of all stockholders, partner, member or owner ("Owner") in the corporation, partnership, limited liability company or other business entity ("Entity") who own a 10% or greater interest therein, as the case may be. If one or more such Owner is in itself an Entity, the Owner holding 10% or more or greater interest in that Entity, as the case may be, shall also be listed. The disclosure shall be continued until names and addresses of every Owner exceeding the 10% ownership criteria established above have been listed.

NAME	HOME ADDRESS
<hr/>	

(Attach another sheet if necessary)

**NOTE: NO POST OFFICE BOX NUMBER ACCEPTED, FULL STREET ADDRESS ONLY.**

**CRIMINAL CONVICTION TO SERVE AS GROUNDS FOR DISQUALIFICATION FROM AWARD OF CONTRACT:**

Vendor must disclose whether any person(s) named above have a criminal conviction in any Municipal, County, State or Federal Court, in this State or any other State.

Yes [ ] No [ ]

Any rejection by the City, based upon a prior conviction, shall not take place unless and until there has been a responsibility hearing held by the City. Also, vendor must report any conviction of any person(s) named above in any Municipal, County, State or Federal Court during the contract or agreement period to the Corporation Counsel of the City.

Any termination by the City, based upon subsequent conviction, shall not take place unless and until there has been a responsibility hearing held by the City.

**Affiant**  
(Authorized Agent of Corporation or Business Entity)

AFFIX CORPORATE  
SEAL HERE

**Print name and title of affiant**

IN WITNESS WHEREOF, the undersigned has caused this Certificate to be executed this day of

. 20

Sworn and Subscribed before me this day of . 20

(Notary Public)

**MINORITY BUSINESS ENTERPRISE/WOMEN'S BUSINESS ENTERPRISE  
UTILIZATION CERTIFICATE**  
(PRIME CONTRACTOR MUST COMPLETE THIS FORM FOR HIMSELF AND ALL SUBCONTRACTORS)

NAME AND ADDRESS OF FIRM	CONTACT INFORMATION	MBE/WBE FIRM YES/ NO	TYPE OF SERVICE, SUPPLIES, AND/OR MATERIALS	DOLLAR AMOUNT FOR CONTRACT
Prime Contractor IRS#	Phone # Contact Person:	<input type="checkbox"/> Yes <input type="checkbox"/> No		\$ _____
Subcontractor IRS#	Phone # Contact Person:	<input type="checkbox"/> Yes <input type="checkbox"/> No		\$ _____
Subcontractor IRS #	Phone # Contact Person:	<input type="checkbox"/> Yes <input type="checkbox"/> No		\$ _____
Subcontractor IRS#	Phone # Contact Person:	<input type="checkbox"/> Yes <input type="checkbox"/> No		\$ _____

I hereby certify that the above constitutes the names and address(s) of the Prime Contractor and all Subcontractors. In cases where the Bidder/Prime Contractor is not a minority firm, he is required to identify the subcontractor(s) that will enable him to meet the Minority Business Enterprise and Women's Business Enterprise goals set forth in Gen. Mun. Ord. 2:2-28.3.<sup>1</sup> Bidder may list additional MBE/WBE subcontractors on the back of this form. FOR EACH PROPOSED MBE/WBE FIRM, BIDDER MUST ANNEX TO THIS FORM A CURRENT CERTIFICATION THAT DOCUMENTS THE FIRM'S STATUS AS A MBE/WBE.

The above statements and the information contained on this form are true and I understand that if any of the statements made by me are willfully false, I am subject to punishment.

IN WITNESS WHEREOF, the undersigned has caused this certificate to be executed this  
\_\_\_\_ day of \_\_\_\_\_, 200 \_\_\_\_.

President (or authorized agent of Corporation)

Sworn and subscribed to before me on this \_\_\_\_\_ of \_\_\_\_\_ 200 \_\_\_\_.

Notary :

NOTE: For each proposed MBE and/or WBE subcontractor listed above, a Certification of Compliance with 41 CFR Part 60-2 and Business Registration Certificate must also be completed and submitted with the Bid.



## POLITICAL CONTRIBUTION DISCLOSURE FORM

Business entities (contractors) receiving contracts from the City of Newark that are NOT publicly bid (known as No-Bid Contracts) are subject to the Newark Executive Order on Pay-to-Play Reform (MEO-07-0001). The Executive Order provides that prior to the award of such a contract, the contractor shall disclose contributions to:

- any Essex County, or City of Newark committee of a political party
- any continuing political committee (a.k.a., political action committee)
- any candidate committee of a candidate for, or holder of, an elective office:
  - of the City of Newark
  - of Essex
  - of any other public entity within Essex County

The disclosure must list reportable contributions to any of the committees that exceed \$300 per year that were made during the 12 months prior to award of the contract. See MEO-07-0001 for more details on reportable contributions.

Executive Order MEO-07-0001 itemizes the parties from whom contributions must be disclosed when a business entity is not a natural person. This includes the following:

- Individuals with an "Interest" ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit
- all principals, partners, or officers of the business entity or their spouses
- any subsidiaries directly or indirectly controlled by the business entity
- IRS Code Section 527 New Jersey based organizations, directly or indirectly controlled by the business entity and filing as continuing political committees, (PACs).

It is the contractor's responsibility to identify the specific committees to which contributions may have been made and need to be disclosed. The disclosed information may exceed the minimum requirement.

The enclosed form, a content-consistent facsimile, or an electronic data file containing the required details (along with a signed cover sheet) may be used as the contractor's submission and is disclosable to the public under the Open Public Records Act.



# POLITICAL CONTRIBUTION DISCLOSURE FORM

Required Pursuant To Newark Executive Order MEO-07-0001

This form or its permitted facsimile must be submitted no later than 10 days prior to the award of the contract.

## Part I - Vendor Information

Vendor Name:			
Address:			
City:	State:	Zip:	

The undersigned being authorized to certify, hereby certifies that the submission provided herein represents compliance with the provisions of Newark Executive Order MEO-07-0001 and as represented by the Instructions accompanying this form.

**Signature**

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Printed Name

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**Title**

## Part II – Contribution Disclosure

**Disclosure requirement:** Pursuant to Newark Executive Order MEO-07-0001 this disclosure must include all reportable political contributions (more than \$300 per year per candidate or committee, not to exceed \$3,000 annually) over the 12 months prior to contract award. From the date of contract award, and for the duration of the contract, the Business Entity (including its owners, officers and partners) may not solicit a contribution nor make a contribution to any applicable candidates or committees.

Check here if disclosure is provided in electronic form.

Check here if the information is continued on subsequent page(s)