

May 14, 2014

Addendum #1

to

Request for Proposals

for

**Professional Marketing Consultant/Creative Agency Services for Brand
Development and Website Design**

Issued by the

Fort Monmouth Economic Revitalization Authority

Date Issued: May 1, 2014

Responses due by 12:00 p.m. EST on June 5, 2014

This addendum is being issued to provide the following:

1. Questions and answers from the May 9, 2014 pre-proposal conference; and
2. Copy of the pre-proposal presentation.

Requests for Proposals
Professional Marketing Consultant/Creative Agency Services for Brand
Development and Website Design
Pre-Proposal Conference
May 9, 2014

Q: Are there any research materials that can be shared regarding similar Economic Development organizations that were successful in their marketing efforts?

A: Yes, proposers can find links to other Local Redevelopment Authority websites through the Army's Base Realignment and Closure (BRAC) website (<http://www.hqda.army.mil/acsim/brac/>). Also, the International Economic Development Council recognizes economic development organizations having outstanding promotional materials, websites and new media campaigns; see http://www.iedconline.org/clientuploads/Downloads/awards/2013_IEDC_Award_winners.pdf. For an example of a high-quality New Jersey EDO website, see ChooseNJ: <http://www.choosenj.com/home.aspx>.

Q: What is the size of the team involved in the branding process? How many stakeholders will be involved in building a brand?

A: The team will consist of the FMERA staff, FMERA Board, the NJEDA Marketing Department, the Governor's Office and the Authority's Master Broker, Cushman & Wakefield. FMERA staff will be the consultant's single point of contact.

Q: Will there be a greater weight given to local companies-vs-out of state companies?

A: No, location will not affect the weighting process.

Q: What are the projected deadlines for branding and the website launch?

A: The chosen consultant will need to commence work within one week of the execution of the contract with FMERA, pursuant to the RFP. A timeline for work product will then be established.

Q: Will there be any private or community stakeholders involved in the branding?

A: The Mayors of the 3 host municipalities (Eatontown, Tinton Falls, and Oceanport) and the Freeholder Director of Monmouth County are members of the Board and will provide local input.

Q: What are the requirements for the platform where the website will be hosted? Will this information be provided?

A: Yes, the site is currently hosted on the following: Windows 2008 Standard Edition SP 2, 64 Bit and IIS 7.

Q: Will the cost to produce the print materials be included in the budget?

A: Pursuant to the RFP, we have asked for the creation of templates, not the production of materials.

- Q: How much support will be given within 12 months?
A: We anticipate a small amount of support being needed, as we receive our routine technical support from the NJEDA IT staff.
- Q: What do you envision will be completed in the first 3-6 months?
A: A timeline should be proposed by the respondent - all mandatory tasks must be completed in the first year of the engagement. The first task completed should be brand development.
- Q: Is the Geographic Information System (GIS) open to third party software solutions?
A: Yes.
- Q: Is it a requirement or would FMERA like to have budget recommendations for the second year of the contract?
A: Including the second year task suggestions and fee estimates would be helpful. As of now, the tasks for the second year of the engagement are undefined.
- Q: How flexible will FMERA be regarding the mandatory tasks in Attachment #4?
A: We request that you complete the fee proposal (Attachment #4) in the format that we have provided, so that we have a breakdown of cost per mandatory task. However, if a respondent feels that they can combine two of the tasks into one task, please feel free to do so.
- Q: The RFP states that the website must have a responsive design and be configured for mobile devices. What are you looking for with regards to the mobile-vs-desktop look?
A: The mobile design should be similar, but not necessarily identical, to the look and feel of the main website and provide access to the same information as the desktop view.
- Q: When you say you would like a responsive design, how far back in mobile devices must a respondent go?
A: FMERA would expect the responsive design to work, at a minimum, on current generation smart phones and tablets.
- Q: How much of the development is FMERA looking for with regard to the branding?
A: For the first year, FMERA is looking to develop the logo and the tagline. The consultant should also produce a narrative explaining the rationale for the selected logo and tagline and how they relate to and further FMERA's goals and mission, along with recommendations for incorporating the new branding in FMERA's outreach and marketing efforts.
- Q: What are the restrictions and stipulations to incorporate a video with regard to Fort security and the budget?
A: There are no security restrictions. For the first year, basic video incorporation such as YouTube is sufficient. For the second year, we'd like GIS to be incorporated with additional technology add-ons.

Q: Is the brand name open for discussion and what do you want it to mean to the target audience?

A: Our brand name, as well as our domain name, is open for discussion.

Q: If there are legal fees associated with brand development, i.e. trademark, will that be included in the maximum not-to-exceed budget or outside of that budget?

A: Legal fees would be considered outside of the maximum not-to-exceed budget.

Pre-Proposal Conference

**May 9, 2014
10:30 a.m. EST**

**Fort Monmouth Economic Revitalization
Authority (FMERA)**

**REQUEST FOR PROPOSALS
FOR**

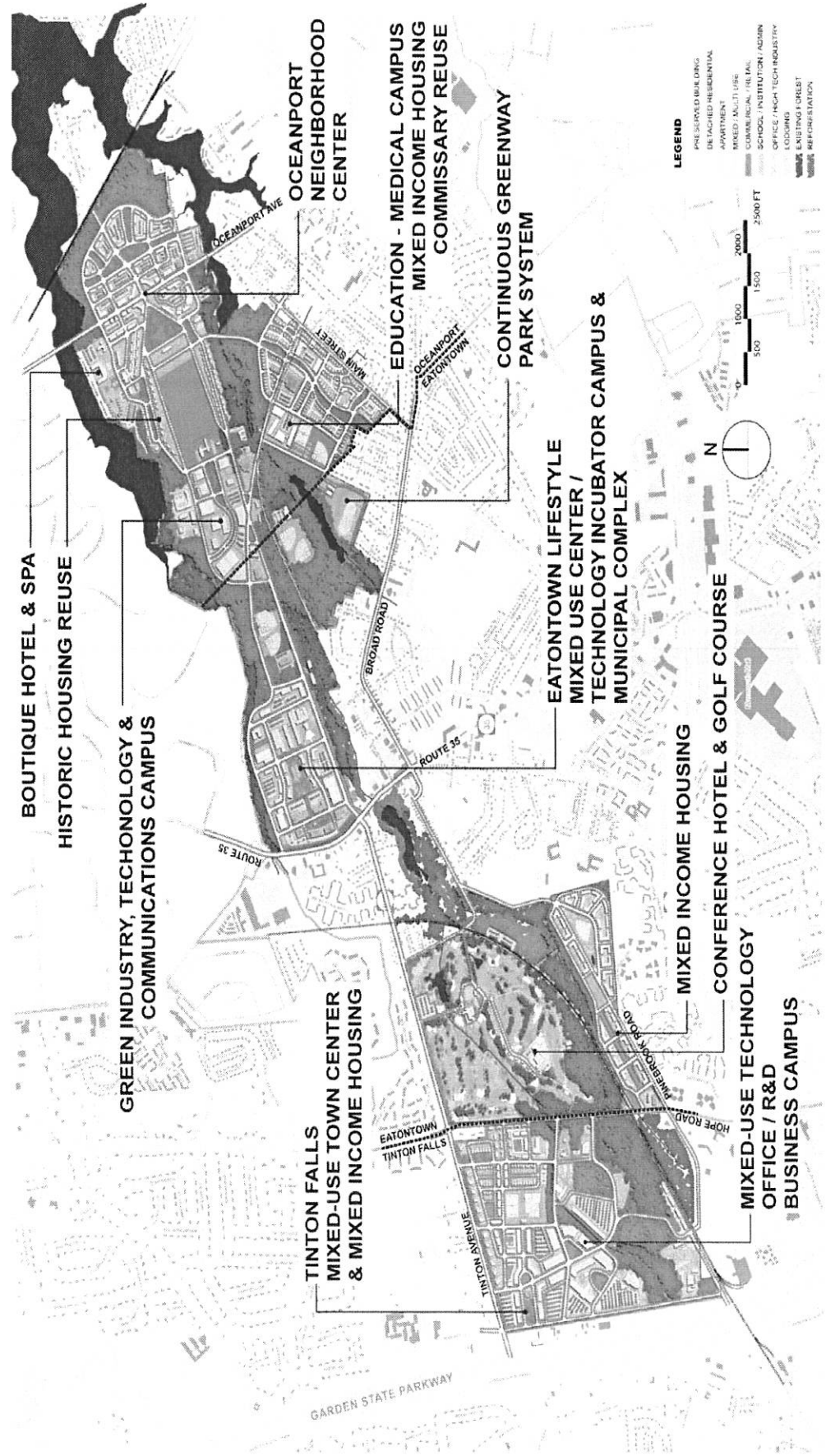
**PROFESSIONAL MARKETING CONSULTANT/CREATIVE
AGENCY SERVICES FOR BRAND DEVELOPMENT
AND WEBSITE DESIGN**

David Nuse, Director of Real Estate Development
Katie Hodes, Marketing & Development Officer

Background

- Fort Monmouth was officially closed in September of 2011
- 1,116 acre former Army Post – Primary Mission CECOM
- Spans three towns: Eatontown, Oceanport and Tinton Falls
- One County: Monmouth
- FMERA is local redevelopment authority charged with the revitalization of the former Post.
- FMERA is a authority of the State of New Jersey and is governed by a 13 member Board.
- The redevelopment of Fort Monmouth is guided by a Reuse and Redevelopment Plan that was approved by HUD.

20-Year Development Plan



STATUS:

- Army vacated 9/15/2011
- FMERA advancing implementation of Reuse Plan under Phase 1 EDC Agreement approved June 2012:
 - Closed on Parcel E in 2013
 - Closed on Clinic Parcel in 2014
- Issued 10 Requests for Offers to Purchase in 2013:
 - Finalizing Purchase-Sale Agreement with proposer on 1 property
 - In exclusive negotiations with proposer on 1 property
 - Negotiating with lead developer(s) on 4 properties
 - Evaluation of proposals underway on 4 parcels
- Phase 2 EDC deal points negotiated with Army
- FMERA, Partnership for Action and Cushman & Wakefield working to attract developers, investors and employers



Mission Statement

“Create an atmosphere in which employers will employ and investors will invest, to maximize the jobs created and the value of the property.”

Fort Assets

- Emerging ICT cluster
- Local workforce
- Corporate tech anchor -- CommVault
- Master-planned community (live-work-play)
- Developable land
- Existing facilities
 - McAfee Center/anechoic chamber
 - Specialized research facilities ("Star Wars building")
 - Lodging area
 - Office buildings
- Passenger rail to NYC
- "Quality of life" – proximity to beaches, racetrack, AC, hipster destinations (Red Bank & Asbury Park)

Targeted Industries

- Information & Communications Technology
- Defense contractors (retention target)
- Data centers
- Health care
- Small businesses
- Professional offices
- Retail
- Housing

Objectives of RFP

- Refinement of the FMERA brand, through the creation of a logo and tag line, which will be used to articulate the Authority's mandate – the redevelopment of Fort Monmouth – and spotlight the Fort's attributes to our stakeholders and interested parties.
- Redesign of website which must cater and appeal to our wide range of stakeholders and interested parties, fulfilling both a marketing of real estate function and a need to provide information about the redevelopment effort to members of the public.
- Enhance our communication with our stakeholders, and further our marketing effort to interested parties by increasing our online presence and the universal use of our brand, electronically and on print materials.

FMERA home page

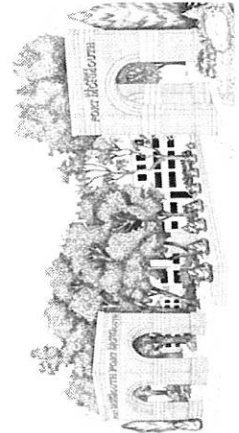
Governor Chris Christie • Lt. Governor Kim Guadagno
NJ Home | Services A to Z | Departments/Agencies | FAQs



- Home
- About Us
- Public/Board Information
- Rules and Regulations
- News & Publications
- RFP/ROTP
- Key FMERA Documents
- FMERP Library
- Available Properties

Latest Updates

- Friday, May 02, 2014
Main Post Chapel - Addendum #2
- Thursday, May 01, 2014
Request for Proposals - Professional Marketing Consultant/Creative Agency Services for Brand Development and Website Design
- Tuesday, April 29, 2014
Fitness Center - Addendum #2
- Wednesday, April 23, 2014
On-Site Property Maintenance Addendum #1



Overview

The Fort Monmouth Economic Revitalization Authority (FMERA) was created to provide investment, community and economic growth to the communities impacted by the federal government's decision to close Fort Monmouth. FMERA will replace the Fort Monmouth Economic Revitalization Planning Authority and advance that entity's Reuse and Redevelopment Plan for economic development, growth and planning, with a focus on technology-based industries, for the 1,125 acres of real estate at Fort Monmouth following the base closure in September, 2011.

The Fort Monmouth Reuse and Redevelopment Plan forwarded by the dissolved planning authority is a highly collaborative blueprint for action to:

- Promote, develop, encourage and maintain employment, commerce, economic development, and the public welfare
- Conserve natural resources; and
- Advance the general prosperity and economic welfare of the people in the affected communities and throughout the state.

FMERA is given a multitude of tools to revitalize and redevelop the Fort Monmouth area and implement the revitalization plan. Among these are the abilities to undertake redevelopment projects, adopt development and design guidelines and land use regulations in connection with the provision of utilities, streets, roads or other infrastructure required for the implementation of the revitalization plan. The New Jersey Economic Development Authority (EDA) will staff FMERA, which is also authorized under the new law to enter into an agreement with the EDA to act as the designated developer.

- For a copy of the law creating FMERA, click here.
- For more information on the EDA, click here.
- For a copy of the Fort Monmouth Reuse & Redevelopment Plan, click here.



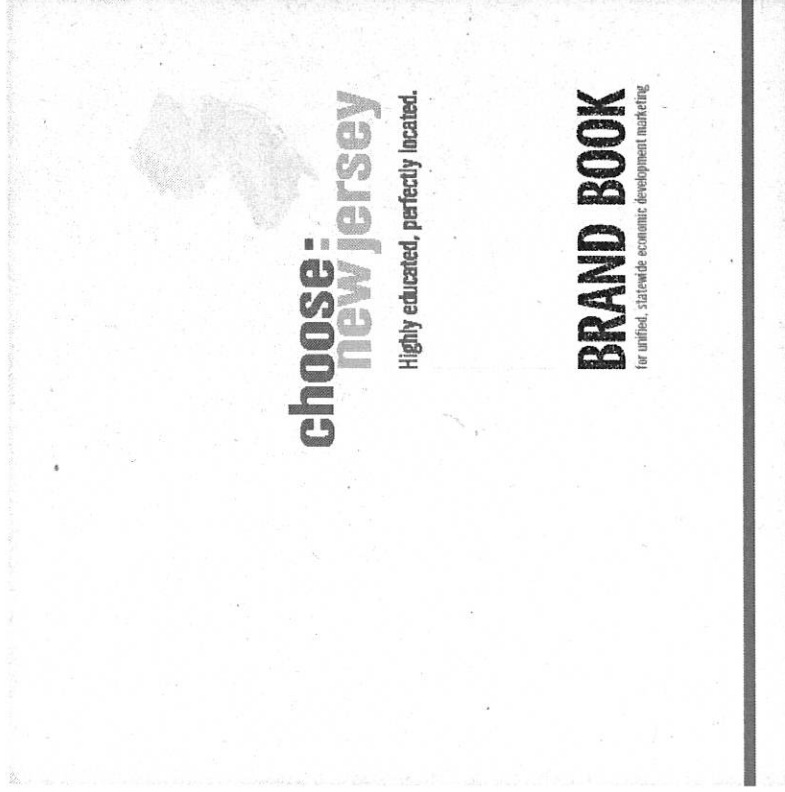
Statewide: NJ Home | Services A to Z | Departments/Agencies | FAQs
Public: Home | Welcome | Schedule | Agenda | Minutes | Public Board Information | Rules and Regulations | Reports | Newsletter
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Fort Monmouth Economic Revitalization Authority

Office Location
100 Barton Avenue

FMERA logos



State Branding



newjersey

Highly educated, perfectly located.

FMERA is a State Authority, staffed by New Jersey Economic Development Authority employees, and as such the development of its brand should take into consideration the comprehensive State of New Jersey brand.

Broker's Marketing Collateral

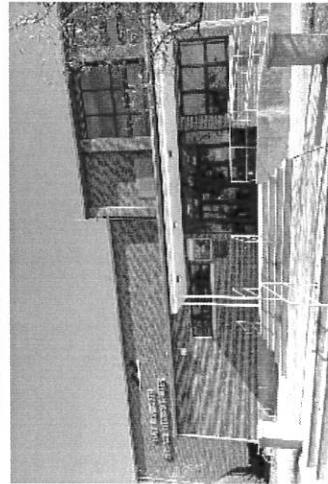
**FORT MONMOUTH
FITNESS CENTER**
BUILDING #114
AVENUE OF MEMORIES,
OCEANPORT, NJ



32,250 RSF AVAILABLE



32,250 RSF AVAILABLE



AVAILABILITY

PREMISES: Entire Building - 32,250 RSF
ASKING RATE: Request for Offers to Purchase
TIMING: 4th Quarter 2013
PARKING: 100 Parking Spaces

BUILDING FEATURES

- State-of-the-Art Turnkey Facility
- High visibility location
- 125 x 125 hardwood floor gymnasium
- 30 x 75 indoor pool
- Two (2) Racquetball Courts
- Aerobic and Cardio Rooms
- Fully equipped with Free Weights, Weight Machines and Exercise Equipment
- Full Service Kitchen

RFPOT and Land Use Regulations are posted on: www.fort-monmouth-marketing.com

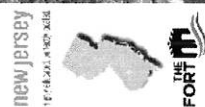
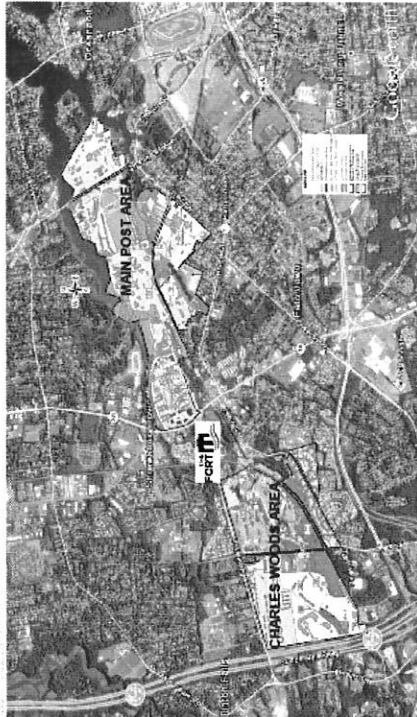
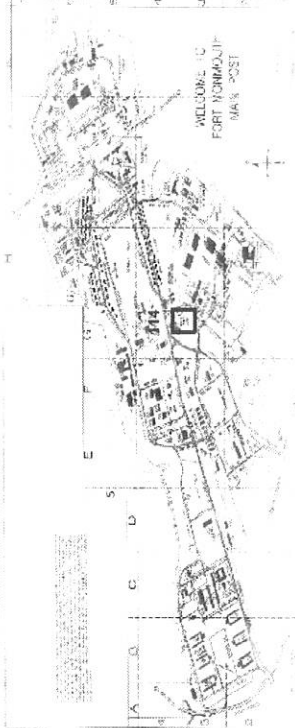
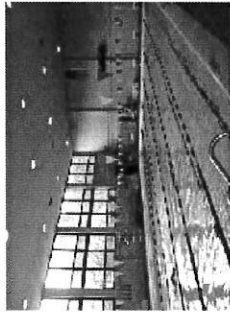
For more information, please contact:

LES SPETH
Senior Director
(732) 292-1461
les.speth@cushwake.com

CHRISTOPHER KINUM
Executive Director
(201) 508-2525
christopher.kinum@cushwake.com

PAUL GIANNONE
Executive Vice President
(732) 425-6184
paul.giannone@cushwake.com

CUSHMAN & WAKEFIELD OF NEW JERSEY, INC.
Licensed Real Estate Brokers
1150 Headquarters Plaza
Morristown, NJ 07960
www.cushmanwakefield.com



For more information, please contact:

LES SPETH
Senior Director
(732) 292-1461
les.speth@cushwake.com

CHRISTOPHER KINUM
Executive Director
(201) 508-2525
christopher.kinum@cushwake.com

PAUL GIANNONE
Executive Vice President
(732) 425-6184
paul.giannone@cushwake.com

CUSHMAN & WAKEFIELD OF NEW JERSEY, INC.
Licensed Real Estate Brokers
1150 Headquarters Plaza
Morristown, NJ 07960
www.cushmanwakefield.com

RFP Timeline

- RFP issued on May 1, 2014
- Pre-proposal conference May 9, 2014
- Last day to submit questions to Rick Harrison, rharrison@njeda.com, is May 27th.
- FMERA will issue an addendum on our website, fortmonmouthdevelopment.com, with responses to questions received.
- Proposals due on June 5th by noon.

Fort Monmouth Economic Revitalization Authority
RFP Checklist
Request for Proposals
For Professional Marketing Consultant/Creative Agency Services for
Brand Development and Website Design

Bidder: _____

General Requirements	Comply/Non-comply = Y/N
Provided three (3) copies – one (1) unbound, one (1) bound copies, one (1) PDF copy on CD	
Provided Contractor Certification and Disclosure of Political Contributions form (Chapter 51)	
Provided Ownership Disclosure Form	
Provided Affirmative Action Supplement	
Provided Disclosure of Investment Activities in Iran	
Provided Cover Letter	
Provided References	
Provided Description of Prior Experience and Qualifications	
Provided Management Overview and Approach	
Provided Organization Chart	
Provided Resumes of Key Team Members	
Provided Fee Proposal	

THANK YOU!

- **Questions? Comments?**

Rick Harrison

Director of Facilities Planning

FMERA

rharrison@njeda.com