



Mayor and Council

400 Witherspoon Street
Princeton, NJ 08540

Meeting: 12/21/21 07:00 PM
Department: Clerk

RESOLUTION 21-390

Resolution of the Mayor and Council of Princeton Awarding Agreement to Economic Development Strategists, LLC for Phase 3 of Consulting Services in an Amount Not to Exceed \$17,500.00

WHEREAS, Princeton requires consulting services and expertise from a qualified firm for purpose of assisting Princeton with exploring methods for the economic revitalization of the business districts; and

WHEREAS, pursuant to Resolution 20-319 adopted on September 30, 2020, the Council awarded a consulting agreement to Economic Development Strategists, LLC (“EDS”) to provide the first phase of the sought-after consulting services to Princeton for a flat fee of \$17,500.00; and

WHEREAS, following the successful completion of Phase 1, by Resolution 21-158 adopted on May 10, 2021, the Council awarded a second consulting agreement to EDS to provide the second phase of the sought-after consulting services to Princeton for a flat fee of \$17,500.00; and

WHEREAS, EDS has successfully completed Phase 2 of the services and Princeton now seeks to proceed with the third phase of its study of how best to revitalize its business districts, and to that end wishes to continue to retain the services of EDS to assist Princeton with this endeavor; and

WHEREAS, EDS on December 6, 2021 provided a written proposal to Princeton for purposes of performing the third phase of the sought-after services, for a flat fee \$17,500.00; and

WHEREAS, Princeton has a need to acquire these services without a “fair and open process” as defined by P.L. 2004, c.19 (the “Local Unit Pay-to-Play Law”), and in connection

therewith, EDS has completed and filed with Princeton the required Campaign Contributions Affidavit pursuant to N.J.S.A. 19:44A-20.8, Certification Regarding Political Contributions pursuant to N.J.S.A. 19:44A-20.26 and affidavit pursuant section 2-87 of the Princeton Code (collectively, the “Pay-to-Play Forms”); and

WHEREAS, the Chief Financial Officer has certified that sufficient funds are available to pay for said services in 01-201-20-111-283; and

WHEREAS, because the value of the agreement does not exceed the bid threshold, this contract award is exempt from public bidding pursuant to N.J.S.A. 40A:11-3a and 40A:11-6.1a.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Municipality of Princeton, County of Mercer, State of New Jersey, as follows:

1. The Mayor and Clerk are hereby authorized and directed to execute an agreement with Economic Development Strategists, LLC (“EDS”), to provide the third phase of consulting services to Princeton in connection with the development of a plan for the economic revitalization of Princeton’s business districts, as set forth in more detail in EDS’s proposal dated December 6, 2021.
2. The services are anticipated to be completed within six months of commencement.
3. EDS shall be compensated for its services at a flat rate of \$17,500.00, payable as follows: \$5,500.00 retainer/deposit upon execution of the agreement and \$3,000.00 per month for the following four months.

4. A copy of this Resolution, the Pay-to-Play Forms and the agreement shall be placed on file in the Office of the Clerk.

Councilperson	Absent	Present	1 st	2 nd	Yea	Nay	Abstain	Disqualified
Mr. Cohen		X			X			
Ms. Fraga		X			X			
Ms. Niedergang		X			X			
Ms. Pirone Lambros		X	X		X			
Ms. Sacks		X		X	X			
Mr. Williamson	X							
Mayor Freda		X						

I, Delores A. Williams, Municipal Clerk of Princeton, do hereby certify that the above is a true copy of a resolution adopted by the Mayor and Council of Princeton at a meeting held on December 21, 2021.



Delores A. Williams, RMC, Municipal Clerk

ATTACHMENTS:

- Economic Development Revitalization (PDF)
- Economic Development Strategists Agreement Phase 3 for 12 21 21 (DOCX)
- EDS.Exhibit A AFF ACTION (DOCX)
- EDS.Exhibit B - BRC (DOCX)