

Nov 11, 2012  
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**CITY OF CAMDEN REDEVELOPMENT AGENCY**  
**RESOLUTION SUMMARY**

Executive Office

**Resolution No.:** 11-07-12A

**Resolution Title:**  
**Resolution Authorizing the Camden Redevelopment Agency to Sell Block 284, Lots 13 & 14 (701 & 703 Broadway) to Camden Townhouse Associates II, LP**

**Project Summary:**  
The CRA owns the land identified as Block 284 Lots 13 and 14, also known as 701 and 703 Broadway, respectively (the "Subject Property"). Camden Townhouse Associates II, LP (Camden Townhouse) offers to buy the 2 lots for Fifty-Four Thousand Nine Hundred Dollars (\$54,900.00).

Camden Townhouse previously constructed, at its sole expense, a building on Subject Property under the belief that it was entitled to a conveyance of the property from the CRA as part of residential redevelopment projects undertaken by Camden Townhouse in the City. To date, however, title to the Subject Property has not been conveyed by CRA to Camden Townhouse. The proposed purchase price for the Subject Property is the current assessed value of the land only component of the Subject Property.

If the sale is approved Camden Townhouse will continue to use the property for storage and maintenance of its redevelopment properties located in Cooper Plaza and Lanning Square.

**Purpose of Resolution:**  
Authorize the sale of Block 284, Lots 13 & 14 to Camden Townhouse.

**Award Process:**  
N/A

**Cost Not to Exceed:**  
N/A

**Total Project Cost:**  
N/A

11-07-12A

**Resolution Authorizing the Camden Redevelopment Agency to Sell Block 284,  
Lots 13 & 14 (701 & 703 Broadway) to Camden Townhouse Associates II, LP**

**WHEREAS**, the City of Camden Redevelopment Agency (CRA) is charged with the duty of redevelopment throughout the City of Camden; and

**WHEREAS**, the CRA owns the properties located on Block 284, Lots 13 & 14, also known as 701 & 703 Broadway( the "Subject Property"); and

**WHEREAS**, Camden Townhouse Associates II, LP (Camden Townhouse) has redeveloped several residential properties in the City pursuant to previous redevelopment agreements with the CRA; and

**WHEREAS**, as part of its redevelopment projects Camden Townhouse was in need of a maintenance and repair/ office facility that would service its redevelopment units and was under the belief that the CRA had agreed to convey the Subject Property to Camden Townhouse for the foregoing purpose; and

**WHEREAS**, acting under the above belief Camden Townhouse constructed a building on the Subject Property at its sole cost and expense which building is integrated into another building owned by Camden Townhouse on adjacent property; and

**WHEREAS**, despite the fact that Camden Townhouse constructed its building on the Subject Property title to the land was never conveyed by the CRA to Camden Townhouse and title to the property currently remains in the CRA; and

**WHEREAS**, to resolve the above matter Camden Towhouse has offered to purchase the Subject Property for the amount of Fifty-Four Thousand Nine Hundred Dollars (\$54,900.00) which is the current land value assessment placed on the Subject Property by the City of Camden tax assessor (Block 284, Lot 13 -\$49,200.00 and Block 284, Lot 14 -\$5,700.00; and

11-07-12A (cont'd)

WHEREAS, the CRA believes it is the best interests of the City to sell the Subject Property to Camden Townhouse at the indicated market value of Fifty-Four Thousand Nine Hundred Dollars (\$54,900.00) since the use of the property would continue to support ongoing redevelopment projects in the City, the sale would generate revenue through land sales; and the resolution would avoid possible litigation as to the status of the Subject Property.

NOW, THEREFORE, BE IT RESOLVED by the governing body of the Camden Redevelopment Agency that the Executive Director, a duly authorized representative of the Agency, is hereby authorized to sell Block 284, Lots 13 and 14 (701 & 703 Broadway), Camden, New Jersey to Camden Townhouse for the purchase price of Fifty-Four Thousand Nine Hundred Dollars (\$54,900.00); and

BE IT FUTHER RESOLVED that the Executive Director, or her designee, is hereby authorized and directed to enter into an agreement of sale and to take all actions and execute all documents necessary to carry out the purposes of this resolution.

ON MOTION OF:

SECONDED BY:

COMMISSIONER	AYES	NAYS	ABSTENTIONS
Vance Bowman			
Gloria Pena			
Kenwood Hagamin, Jr.			
Bryan Morton			
Louis Quinones			
Melinda Sanchez			
Jose Vazquez			

\_\_\_\_\_  
Vance Bowman  
Chairman

ATTEST:

\_\_\_\_\_  
Saundra Ross Johnson  
Executive Director

The above has been reviewed and approved as to form.

\_\_\_\_\_  
Mark P. Asselta, Esq.  
Board Counsel

**CITY OF CAMDEN REDEVELOPMENT AGENCY**  
**RESOLUTION SUMMARY**

Housing

Resolution No.: 11-07-12B

**Resolution Title:**

Resolution Authorizing the Camden Redevelopment Agency to Enter into Amendment #1 to a Professional Service Agreement with Parker & Partners Marketing Resources, LLC to Develop a Marketing Campaign and Materials for the Neighborhood Stabilization Program 2 ("NSP 2") for an Amount Not to Exceed \$11,950.00

**Project Summary:**

1. In January 2010, CRA was awarded an \$11.9 Million grant under HUD's Neighborhood Stabilization Program 2 ("NSP 2"), which is funded through the American Recovery and Reinvestment Act. CRA is administering the implementation of the NSP 2 Program and funds to stabilize targeted neighborhoods in the City of Camden through certain redevelopment activities, including the development of 55 single-family homes for sale to qualified NSP2 purchasers.
2. CRA's NSP 2 grant includes the development and sale of 55 residential units to families earning up to 120% of the areas' median income. These residential units will be developed within the Cooper/Lanning and North Camden areas of the City, which are designated by HUD as NSP 2 target areas.
3. CRA has determined that the grassroots marketing efforts engaged in by its developer partners are insufficient to achieve the NSP 2 program goal of selling the NSP2-funded homes by February 2013. This deadline is established by HUD for the NSP2 program.
4. CRA procured the services of Parker & Partners Marketing Resources, LLC ("P&P") to assist CRA and its developer partners by preparing strategies and materials for marketing and selling NSP 2-funded homes in the Cooper/Lanning and North Camden neighborhoods.

11-07-12B (cont'd)

5. CRA by Resolution 09-05-12E authorized a professional services agreement with P&P for the term of one year to develop a marketing campaign and materials for NSP 2 homes in an amount not to exceed \$59,750.00.
6. CRA in its work with P&P to develop a marketing campaign and materials has determined that additional services are necessary to effectively achieve its marketing objectives, including a broader media plan and creative layouts for various print advertising, website landing, transit advertising, and event planning.
7. The additional services described above are broader than the original scope of services procured by CRA. P&P proposes to undertake the additional work for an amount not to exceed \$11,950.00.

**Purpose of Resolution:**

To authorize Amendment #1 to a professional services agreement

**Award Process:**

RFP

**Cost Not To Exceed:** \$ 71,700.00  
**Original Contract Amount:** \$ 59,750.00  
**Amendment #1 Amount:** \$ 11,950.00  
**Total % Increase:** 19%

**Source of Funds:**

Neighborhood Stabilization Program 2 grant funds

**Total Project Cost:** \$ 71,700.00

11-07-12B

**Resolution Authorizing the Camden Redevelopment Agency to  
Enter into Amendment #1 to a Professional Service Agreement with  
Parker & Partners Marketing Resources, LLC to Develop a Marketing Campaign and  
Materials for the Neighborhood Stabilization Program 2 ("NSP 2") for  
an Amount Not to Exceed \$11,950.00**

**WHEREAS**, the City of Camden Redevelopment Agency ("CRA") is charged with the duty of redevelopment throughout the City of Camden; and

**WHEREAS**, the Federal Department of Housing and Urban Development ("HUD"), in February 2010, awarded CRA a \$11.9 Million grant under the Neighborhood Stabilization Program ("NSP 2"), which is funded through the American Recovery and Reinvestment Act of 2009; and

**WHEREAS**, the CRA is administering the NSP 2 program grant to stabilize NSP 2 targeted neighborhoods in the City of Camden through certain redevelopment activities, including housing development and related activities; and

**WHEREAS**, all activities under the NSP 2 program including \$ 11.9 Million in expenditures must be completed prior to February, 2013; and

**WHEREAS**, an estimated \$4,000,000.00 of the NSP 2 grant funds are dedicated toward activities involving the construction and/or the rehabilitation of 55 single-family homes by both non-profit and for-profit developers ("developer partners"), and the sale of these homes by the developer partners to families earning up to 120% of the areas' median income; and

**WHEREAS**, grassroots marketing efforts have been found to be insufficient to achieve the NSP 2 program goal of selling these homes within the required February 2013 time frame; and

11-07-12B (cont'd)

**WHEREAS**, the construction and/or rehabilitation of single-family homes is taking place within the Cooper/Lanning and North Camden neighborhoods of the City and are eligible activities occurring within areas designated by HUD as NSP 2 target areas, and as such, costs associated with the marketing and selling of these homes also are deemed eligible costs under the NSP 2 grant; and

**WHEREAS**, the services of a marketing firm are needed to assist CRA and its developer partners by preparing strategies and materials for marketing and selling NSP 2- funded homes; and

**WHEREAS**, CRA did issue a Request for Proposals ("RFP") and did advertise the RFP as a "fair and open" process required under N.J.S.A. 19:44A-20.5 *et seq.*; and

**WHEREAS**, CRA by Resolution 09-05-12E authorized a Professional Services Agreement with Parker & Partners Marketing Resources, LLC ("P&P") for an amount not to exceed \$59,750.00 to develop a marketing campaign and materials in connection with the sale of NSP 2-funded homes; and

**WHEREAS**, CRA, in working through the details and strategies of a branding and marketing campaign with P&P and its developer partners, desires to improve the marketing campaign and materials, which requires additional services not included in P&P's original scope of services including a broader media plan and creative layouts for various print advertising, website landing, transit advertising, and event planning; and

**WHEREAS**, P&P has proposed to provide these additional services for an amount not to exceed \$11,950.00,

**NOW, THEREFORE, BE IT RESOLVED** by the governing body of the City of City of Camden Redevelopment Agency that the Executive Director, a duly authorized representative of the City of Camden Redevelopment Agency, is hereby authorized to enter into Amendment #1 to a Professional Services Agreement between the Camden Redevelopment Agency and Parker & Partners Marketing Resources, LLC for a term of one year to provide additional services involved in developing a marketing campaign and materials for the Neighborhood Stabilization Program 2 at a cost not to exceed \$11,950.00

11-07-12B (cont'd)

BE IT FURTHER RESOLVED, that the Executive Director, or her designee, is hereby authorized and directed to take all actions and execute all documents necessary to carry out the purposes of this resolution.

COMMISSIONER	AYES	NAYS	ABSTENTIONS
Vance Bowman			
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