



**ALLIANCE FOR CONEY ISLAND, INC.
1323 SURF AVENUE
BROOKLYN, NEW YORK 11224
(718) 594-7895**

The Alliance for Coney Island, Inc. is seeking qualification statements and price quotes from qualified consultants to complete its “Coney Island Amusement District Market Study Analysis.” The project is being funded under the NY Main Street Project and involves the completion of a market study that will assist the Alliance in determining the most effective strategic route to enhance the Amusement District’s commercial corridor for the contiguous blocks of West 10th - West 15th Streets between Surf Avenue and the Riegelmann Boardwalk, which comprises the core of the Coney Island Amusement District. The purpose of the market analysis is for the Alliance to be better positioned to improve the quality of life for the residents of Coney Island, the business environment for its merchants and for the 7 million people who visit annually to have a better experience when visiting Coney Island’s iconic amusement district and seven historic landmarks. The pandemic exacerbated the increasing vacancy rate of commercial properties, with existing businesses unable to sustain themselves, and recently built commercial spaces remaining vacant. There is a need to attract businesses that complement the uniqueness and zoning requirements of the Amusement District. The study will incorporate pre and post COVID-19 conditions and their impact on the sustainability of the world renowned “People’s Playground.”

The services being requested include an analysis of existing conditions, pedestrian and traffic counts, and the development of a commercial revitalization strategy.

If interested, please complete the information below, and submit it and other requested information by **5:00 pm on June 14, 2021.**

For additional information, please contact Alexandra Silversmith at (718) 594-7895 or by email at: info@allianceforconeyisland.org.

Introduction and Overview

The Alliance for Coney Island, Inc. has received funding through the NY Main Street Program to complete the “Coney Island Amusement District Market Study Analysis.”

Respondents are obligated to comply with applicable federal and state laws and regulations, as well as with the Alliance for Coney Island, Inc.’s Procurement Policy and Procedures.

Procurement shall only be conducted with responsible vendors who have the technical and financial competence to perform as well as an exemplary record of integrity.

The Alliance for Coney Island will enter into a contract, with a maximum cost of **\$21,053.00** with the selected respondent and reserves the right to negotiate the distribution of the fee. Similarly, the Alliance for Coney Island reserves the right to reject any and all responses either in whole or in part.

Respondents will not be reimbursed for costs incurred in the preparation of its response to this

solicitation.

Background. The goal of this market analysis is to determine the most effective commercial revitalization strategy for the four contiguous square blocks of West 10th-West 15th Streets, bounded by the Riegelmann Boardwalk on the southside and Surf Avenue on the northside, which comprise the core of Coney Island's Amusement District. The goal of the study is to improve the merchant's marketability and enhance the quality of life for the residents/consumers and 7 million annual visitors who frequent the businesses and amusement venues along this commercial corridor. The Study Area for the Market Analysis is the geographic area of Surf Avenue (north) to the Riegelmann Boardwalk (south) between West 10th (east) and West 15th (west) Streets in Brooklyn, New York. The analysis will involve activities that identify current trends and economic development opportunities for this localized, project specific study. The results will provide a more effective commercial revitalization strategy for Coney Island's Amusement District corridor.

Project Objectives: The Alliance seeks a Market Analysis Consultant who will undertake the necessary professional services needed in analyzing the Coney Island Amusement District corridor's current economics while also developing initiatives and strategies for its future development and revitalization. The analysis will include an assessment of the households located adjacent to the Study Area, as well as the businesses comprising the extended commercial target area, and upcoming residential development planned adjacent to the area within a 1-mile radius. Activities will include an evaluation of the local market potential based on household composition, lifestyle and shopping preferences, and the interests of potential seasonal visitors which will ultimately lead to the retention of existing businesses, and identification of market and development opportunities within the commercial corridor.

The purpose of the analysis is to provide data and information not only for the existing commercial corridor and the shopping trends of the local community residents and visitors, but also provide a basis in devising economic development strategies that are inclusive of the following objectives:

- The development of unused or misused spaces;
- Business attraction in the amusement market area;
- Increased employment potential;
- Increased public safety;

When proposing, please include a specific description of the factors used in the survey methodology to be implemented, which must include, but not be limited to: definition of the Coney Island Amusement Direct Commercial Corridor, existing zoning regulations, the potential of the analysis and the assessment of the indirect economic site factors.

Upon completion, the analysis will provide a menu of ideas and strategies that can be deployed to make Coney Island's Amusement District a stronger commercial corridor and provide a one-pager of the market findings that illustrate clearly which businesses would thrive in the available retail spaces. These ideas should range from: aesthetic improvements to capital improvements, and a matrix that illustrates the degree of difficulty in implementation. Additionally, in the final report the consultant will provide a list of potential commercial real estate brokers whose expertise is with seasonal businesses to conduct business attraction outreach. At minimum, the market analysis must include the following items & tasks:

Task 1: Assessment of Existing Conditions

- The completion of an assessment of the existing commercial corridor, along with a demographic

description to include, but not limited to:

- Current demographics for businesses:
 - Property owner vs. renter (monthly rent, lease term, triple net)
 - Consumer products sold
 - Number of employees (from within the surrounding community)
 - Business sustainability post COVID-19 (future economic stability of business based on rent and utility arrears)
- A determination of the current commercial vacancy rate;
- Identify leasable vacancies together with data needed to market the space:
 - Ownership or contact person, include the address and telephone number
 - Gross/net square footage
 - Number of floors
 - Rent per square foot, and other pertinent information
- A determination of potentials for new commercial space to be purchased and or leased based on zoning regulations;
- A determination of the types of amenities to entice future businesses;
- An assessment and completion of a survey of the existing land use and zoning district map that includes:
 - Projected consumer spending and services needed based on upcoming housing and commercial development in the area;
 - A projected timetable and scope, including projected retail and office space, number of housing/public infrastructure improvements in progress and completion;
 - Current and potential private investments
- An assessment of the transportation systems, pedestrian traffic and nature of vehicular traffic;
- An analysis of parking conditions;
- Conformity of business hours of operation;
- Crime and/or the perception of crime;
- Sanitation issues;
- Other development-related issues.

Task 2: Completion of Pedestrian & Vehicular Traffic Count

- A pedestrian and vehicular traffic count should be done at three intervals: during the week at noon, 4:00 PM to 6:00 PM; and weekends at 1pm.

Task 3: Development of a Commercial Revitalization Strategy

- The commercial revitalization strategy should include an assessment of existing conditions and history of the area performed in previous tasks.

Analysis should identify the following:

- What types of businesses would interest the extended community and visitors to the area? What businesses would thrive in the area based upon visitorship patterns and upcoming development?
- What impediments exist for development within the Amusement District?

- A description of the process to be used to actively engage community stakeholders.
- What steps will be taken to provide the foundation for community partners to work more effectively together on developing a shared community vision and development plan aligned with Placemaking principles?

For the development of strategies for commercial revitalization and future business growth, the following should be analyzed and developed:

- The potential number, type, and mix of retail and service establishments that could locate within the Amusement District Commercial Corridor;
- Recommend specific businesses (including chains and franchises) that would be appropriate for the Amusement District;
- Recommend specific strategies for the development of the commercial corridor consistent with the data provided from the completion of the preceding tasks;
- Recommend appropriate media outlets for marketing and promoting the commercial corridor;
- Recommend public improvements which would strengthen the commercial corridor;
- Identify opportunities for collaborative endeavors, both private and government, leading towards a more focused investment and sustainable development of the Coney Island Amusement District Commercial Corridor;
- Identify priorities and issues, specifically:
 - Strengths of existing commercial strip
 - Weaknesses that impede the growth potential of the Amusement District commercial corridor
 - Immediate and future opportunities for commercial entities
 - Impediments to the enhancement of the Amusement District based on data collected

Task 4: Completion and Publication of Final Report

The final report shall contain clear and concise economic development strategies with a menu of projects that will assist in the overall revitalization of Coney Island's Amusement District Commercial Corridor. The Final Report shall be a reader friendly summary of the findings and options as well as a report for internal use by the organization with all the data and information collected along with strategies and cost estimates will be submitted to the organization.

Feedback & Engagement

Throughout the process of this analysis, the Consultant will meet with various stakeholders to better understand the dynamics of the area in addition to the visitor survey. Additionally, it is expected that a report will be developed and comments from the organization will be included upon completion of such draft.

Partner organizations may include

Partner organizations include interested community partners, business proprietors, property owners, community residents, community stakeholders, Community Board 13, NYC Small Business Services, and

local elected officials.

It is anticipated that the analysis will serve as a template for the targeted area in the development of goals and strategies inclusive of Placemaking and commercial corridor revitalization.

Project Deliverables:

(a) Materials produced pursuant to this Agreement shall be provided to the Alliance for Coney Island and Housing Trust Fund Corporation (Corporation) upon project completion and prior to reimbursement of Project Costs.

(b) Materials shall be provided to the Corporation in electronic format only.

(c) Materials produced pursuant to the Corporation are property of the Corporation and reserves the right to modify and distribute such materials.

(d) All contracts between the Alliance and providers hired to produce Project materials must include a provision to requiring Project materials to be explicitly labeled as works for hire and exclusive property of the Alliance and the Corporation; (e) Materials produced shall be clearly labeled with the SHARS Project Number and the following statement: "Developed with funding assistance from Housing Trust Fund Corporation and NYS Homes & Community Renewal. Document is property of Housing Trust Fund Corporation and Recipient."

Deadlines and Completion Date

If interested, please complete the information below, and submit by: **Monday, June 14, 2021 at 5PM** by email to the attention of Alexandra Silversmith, Executive Director, Alliance for Coney Island, Inc., at Alexandra@allianceforconeyisland.org For additional information, contact: Alexandra Silversmith at: 718 594.7895 or Alexandra@allianceforconeyisland.org

The Alliance for Coney Island reserves the right to extend receipt of submissions beyond the stated deadline.

Selection Process

Responses will be evaluated and scored in accordance with the Evaluation Criteria. After evaluation of the Statement of Qualifications, Cost Proposals will be scored for cost.

During or after the review of responses, the Alliance for Coney Island may submit written questions and requests for clarification and may conduct interviews.

The Alliance will evaluate each respondent in terms of:

| Technical Factors | <u>Maximum</u> |
|-----------------------------|-----------------------|
| <u>Points</u> | |
| 1. Relevant Experience | 20 |
| 2. Approach and Methodology | 20 |
| 3. Staffing Plan | 20 |

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| 4. | Ability to Conform to the Alliance’s Timeline | 10 |
| 5. | Commitment to Comply with all Applicable Federal, State and Local Regulations | 10 |
| 6. | Total Technical Factors | 20 |
| 7. | Maximum Points | 100 |

The Alliance for Coney Island Evaluation Team will conduct a technical evaluation of the non-cost elements as described herein.

After evaluation of selected Proposals, the Alliance reserves the right to award without delay.

The Alliance will issue a Notice to Proceed when costs are negotiated and accepted and a contract to complete the project is executed.

**Attachment A
Cost Proposal**

A completed version of the following proposal form should be submitted that shows itemized costs for tasks in the Coney Island Amusement District Market Study Analysis.

| Cost Proposal | | | |
|--|----------------------------------|------------------------|-----------------------|
| Task 1: Assessment of Existing Conditions | | | |
| Direct Labor | | | |
| Position | Hourly Rate | Estimated Hours | Estimated Cost |
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| Total Direct Labor | | | |
| Subcontractors | | | |
| Subcontractor | Service to be Provided | Estimated Cost | |
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| | | | |
| Total Subcontracts | | | |
| Other Direct Costs | | | |
| Item | Basis of Cost/Calculation | Estimated Cost | |
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| Task 1 -Total Cost Proposal: | | | |
| Task 2: Completion of Pedestrian and Vehicular Traffic Counts | | | |
| Direct Labor | | | |
| Position | Hourly Rate | Estimated Hours | Estimated Cost |
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| Total Direct Labor | | | |
| Subcontractors | | | |
| Subcontractor | Service to be Provided | Estimated Cost | |
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| Total Subcontracts | | | |
|--|---------------------------|-----------------|----------------|
| Other Direct Costs | | | |
| Item | Basis of Cost/Calculation | Estimated Cost | |
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| Task 2 -Total Cost Proposal: | | | |
| Task 3: Development of Commercial Revitalization Strategy | | | |
| Direct Labor | | | |
| Position | Hourly Rate | Estimated Hours | Estimated Cost |
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| Total Direct Labor | | | |
| Subcontractors | | | |
| Subcontractor | Service to be Provided | Estimated Cost | |
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| Total Subcontracts | | | |

| Other Direct Costs | | | |
|---|---------------------------|-----------------|----------------|
| Item | Basis of Cost/Calculation | Estimated Cost | |
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| Task 3 -Total Cost Proposal: | | | |
| Task 4: Completion and Publication of Final Report | | | |
| Direct Labor | | | |
| Position | Hourly Rate | Estimated Hours | Estimated Cost |
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| Total Direct Labor | | | |
| Subcontractors | | | |
| Subcontractor | Service to be Provided | Estimated Cost | |
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| Total Subcontracts | | |
| Other Direct Costs | | |
| Item | Basis of Cost/Calculation | Estimated Cost |
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| Task 4 -Total Cost Proposal: | | |
| Total Cost (All Tasks) | | |