

ATTACHMENT A: Great Streets Neighborhood Business District Program
Business District Support Contracts
Request for Proposals

Proposals due by 10/9/07



Introduction

The City of Minneapolis ("City") is seeking proposals for activities that strengthen the economic vitality of neighborhood business districts located on commercial corridors and nodes designated in [The Minneapolis Plan](#), within Hiawatha Light Rail Transit station areas and in five downtown areas identified by the City Council on April 27, 2007 ([map of eligible areas](#)). The total funding available for business district support contracts in 2007 is \$250,000. The target contract amount is \$5,000 to \$30,000.

Objectives

Healthy neighborhood business districts play a crucial role in the vibrancy of Minneapolis. Neighborhood businesses are at the core of urban living and contribute to the City's quality of life. However many City business districts face competitive challenges due to macroeconomic trends in retailing, real and perceived difficulties with parking and public safety, lack of information about local purchasing power and desired products and services, and little or no coordination of the mix of businesses. Through this Request for Proposals (RFP), the City's Great Streets Neighborhood Business District program provides grants for activities that address some of these challenges.

The objective of this RFP is to strengthen the economic vitality of neighborhood business districts located along commercial corridors and nodes designated in [The Minneapolis Plan](#) and within Hiawatha Light Rail Transit Station Areas and downtown neighborhood business districts identified by the City Council.

The [Community Economic Development Fund program guidelines](#) and the [Neighborhood Economic Development Fund guidelines](#) provide more information about program objectives.

Eligible areas

Business districts located along commercial corridors and nodes designated by [The Minneapolis Plan](#), within a half mile of Hiawatha LRT Stations between the Cedar-Riverside and the Veterans Administration stations, and downtown neighborhood business districts identified by the City Council are eligible for this funding ([map of eligible areas](#), [list of eligible areas](#)).

Proposals for programs or activities that address the entirety of a commercial corridor are eligible, as are those that address specific corridor segments comprised of logical sub-districts or nodes located along a commercial corridor. For example, the East Franklin business districts east and west of Hiawatha arguably have different identities, challenges, strategies and key actors. Similarly, where there are potential synergies between businesses, customer usage or area identity between groupings of commercial nodes or LRT station areas, proposals may group these areas.

Prioritization

City resources are prioritized for areas with demonstrated need and for activities supported with funding from business, non-profit, foundation and/or neighborhood partners. Priority will also be given to activities and programs that are consistent with recent planning efforts or recent or pending infrastructure investments.

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Commercial corridors and Hiawatha LRT station areas (within a half-mile radius of the station site) have been grouped into three categories based on several measures of economic health, need and opportunity:

- Intervene Corridors and LRT station areas that are experiencing social and economic problems and have limited private sector interest in development;
- Support Commercial corridors and LRT station areas that have some private sector interest in development, though with market, infrastructure or assembly barriers; and
- Monitor Commercial corridors and LRT station areas that are experiencing very few social or economic problems and have strong market development activity.

Commercial Corridor and LRT Station Area Prioritization Categories

<u>Intervene</u>	<u>Support</u>	<u>Monitor</u>
West Broadway – Mississippi River to 26 th Ave N Cedar-Riverside LRT	Lyndale Ave N -42 nd Ave N to 49 th Ave N Central Ave – 18 th St NE to 29 th St NE Franklin Ave – I35W to Mississippi River East Lake St – Nicollet Ave to 36 th Ave E Nicollet Ave – I94 to Lake St Franklin LRT Hiawatha/Lake LRT 38 th Street LRT 46 th Street LRT 50 th Street LRT	East Hennepin Ave – Mississippi River to 6 th St SE West Lake St – Abbott to Nicollet Ave Excelsior Blvd – 32 nd St to Lake St Lagoon Ave – Dupont Ave to Humboldt Ave Lyndale Ave S – Franklin Ave to Lake St Hennepin Ave S – Franklin Ave to Lake St Veterans Admin. LRT

Weighted consideration will be given to applications for assistance in areas designated “intervene” and “support”. See Evaluation criteria section below.

Neighborhood commercial nodes and downtown eligible areas have not yet been assessed for economic health, need and opportunity and grouped into investment categories. Until that assessment is complete, priority will be given to neighborhood commercial nodes in areas with a majority of low- and moderate-income residents consistent with the [Neighborhood Economic Development Fund guidelines](#) (a map of these areas is located online at http://www.ci.minneapolis.mn.us/cped/docs/mmi_corridor_map.pdf).

Eligible activities

Eligible activities support the economic vitality of an entire business district, not simply a single business or business type. Eligible activities include, but are not limited to: market studies, trade area analyses, shopper surveys, retail recruitment efforts, marketing and branding campaigns (e.g. Eat Street), merchandizing assistance programs to area businesses and business

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technical assistance (business plans, bookkeeping, loan packaging). If any capital expenditures are proposed as part of the project, e.g. banners, street furniture or artwork as part of a district branding campaign, evidence of long-term maintenance funding and permits from the appropriate City agencies must be provided.

Activities not eligible for these funds include financing for real estate development, physical improvements to a single property, or loans to businesses. A separate RFP will be issued in fall 2007 for participation in a Great Streets façade improvement program. See the City's Great Streets website (http://www.ci.minneapolis.mn.us/cped/great_streets_home.asp) for information on City assistance for commercial real estate development and business finance tools.

Eligible organizations

Eligible organizations include Community Development Corporations, Business Associations, neighborhood organizations and other entities that have demonstrated capacity to perform the work, such as staff devoted to business development activities and past organizational and staff experience providing assistance to businesses and managing contracts. If a consultant will do some of the work through a subcontract, identify that consultant (or pool of possible consultants) and provide the consultants' qualifications.

Proposal submission and deadline

Applicants must submit one unbound copy and ten bound copies of the proposal as follows. Proposals must be on standard 8 ½" by 11" paper. All supporting documentation must be on paper no larger than 11' by 17". Proposals and supporting documentation must be submitted in a sealed envelope labeled "Great Streets Business District Support Proposal." Telefaxed proposals will not be accepted. Applicants may choose to provide additional sets if and when invited to do so for presentation purposes. Submissions will not be returned.

Proposals shall be delivered to the City on or before:
October 8, 2007, 4:00 pm

To:

**Contract Services
Department of CPED
105 Fifth Avenue South, Suite 200
Minneapolis, MN 55401**

Proposals received after the deadline will not be accepted. It is neither CPED's responsibility nor practice to acknowledge receipt of any proposal. It is the responder's responsibility to assure that a proposal is received in a timely manner.

RFP Inquiries

Prospective responders should direct questions in writing to the department contact person:

Kristin Guild
Community Planning and Economic Development
105 South Fifth Avenue, Suite 200
Minneapolis, MN 55407

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Email: kristin.guild@ci.minneapolis.mn.us

Fax: 612-673-5113

All questions are due no later than September 21, 2007. Questions will be answered in writing and posted on the CPED web site (www.ci.minneapolis.mn.us/cped) The department contact cannot vary the terms of the RFP.

Proposal Contents

Proposals must include the following:

1. A **cover page** that includes the following information:
 - a. Proposer's name and mailing address
 - b. Contact person's name, title, phone number, fax number and e-mail address
 - c. Signature of authorized officer for each entity proposing as a partnership or team
2. A **description of the activity** that clearly defines the nature and extent of the activities proposed, specifies the geographic area to be served (refer to designated commercial corridors and nodes, eligible downtown areas and LRT station areas), articulates the need for the proposed activity, defines the objective of the proposed activity, and identifies how the proposed activity is aligned with recent planning efforts or recent or pending public sector investments (a list of these investments and planning efforts is located online at http://www.ci.minneapolis.mn.us/cped/docs/corridor_studies_and_investment.pdf). If the work involves providing technical services to businesses, identify the delivery system and personnel, how the service will be marketed, and the anticipated number of businesses served. The description should also include project deliverables and expected outcomes.
3. An **identification of the entities** that will be involved, including staff and consultants, a description of the roles they will play and a description of each of the entities' experience in conducting similar types of work.
4. A **description of the public benefits and expected outcomes** that will result from the activity, e.g., the number of new business loans made in an area, a new retail anchor recruited, a marketing campaign planned or launched, the creation or retention of jobs (including the estimated number, type and wage levels), tax base enhancement, the provision of retail goods and services, etc.
5. A **project budget** including the total cost of the activity, the funds requested from the Great Streets program, funds or staff resources from other sources (e.g. business association dues, foundations, the Neighborhood Revitalization Program, private donors, programs such as the Minneapolis Consortium of Community Developers' new Careership business technical assistance program) (if funds from another source are committed, provide a letter from that funder indicating the amount of funding provided, the expected deliverables and any restrictions on the funding), the hours of staff or consultant time and the billing rate, and anticipated expenses.

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6. A **proposed timeframe** for the project, including any conditions that must be met before the proposal can become a reality.
7. A description of **public engagement** in the formulation and review of this proposal and proposed in the implementation of project activities. Attach any available supporting documentation, i.e. meeting minutes and letters of support.
8. An executed "Consent for Release of Response Data" form (Exhibit A), included in this RFP document. Proposals that do not include an executed "Consent for Release of Response Data" form shall be considered incomplete which will be grounds for rejection of the entire proposal.
9. Any **other information** that would help City staff understand and evaluate the concept.

The contents of the proposal and any clarification to the contents submitted by the successful proposer may become part of the contractual obligation and be incorporated by reference into the contract between the proposer and the City.

Evaluation criteria

In reviewing potential business district support contracts, the following criteria will be applied (up to 150 pts):

1. Is the business district in an area identified as a priority for City investment to catalyze revitalization (40 pts)?
Commercial Corridors and LRT station areas:
Intervene – up to 40 pts
Support – up to 30 pts
Monitor – 0 pts

Neighborhood Commercial Nodes and eligible downtown areas:
Majority low/moderate-income residents – up to 40 pts
Majority non-low/moderate income residents – 0 pts
2. Do the City funds leverage other resources (30 pts)?
Commercial Corridors and LRT station areas:
Intervene – up to 30 pts
Support – up to 20 pts
Monitor – up to 10 pts

Neighborhood Commercial Nodes and eligible downtown areas:
Majority low/moderate-income residents – up to 30 pts
Majority non-low/moderate income residents – up to 10 pts
3. Impact and visibility – What is the magnitude of the anticipated project outcomes? Would the activity directly strengthen the economic vitality of the business district? Are the public benefits commensurate with the public investment requested? (30 pts)

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4. Does the organization and organization/consultant team have the experience and capacity to conduct the work proposed? If technical work is to be performed by a consultant, does the lead organization have the staff capacity to execute and manage a subcontract (20 pts)?
5. Is the proposal aligned with recent planning efforts or recent or pending public investments in infrastructure, public facilities and multifamily housing development (15 pts)?
6. Feasibility and readiness – Has a specific consultant been identified? Has a clear work plan been identified? Are other necessary resources committed? (15 pts)

The City may, in its sole discretion, expand or reduce the criteria upon which it bases its final decisions regarding selection of business district support activities to fund.

Review and selection process

A committee of City staff will review proposals received by the due date of October 8, 2007 and make a recommendation to the City Council for funding.

The City reserves the right to reject any or all proposals or parts of proposals, to negotiate modifications of proposals submitted, and to negotiate specific work elements with a proposer into a project of lesser or greater magnitude than described in this RFP or the proposer's reply.

Timing

Following is the anticipated timeline:

Submission deadline for proposals:	October 9, 2007
Staff evaluation of proposals:	Oct/Nov, 2007
Recommendation to City Council Community Development Committee:	Nov/Dec, 2007
Final action by City Council:	December, 2007

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City Contracting Requirements

City requirements vary depending on the type of assistance being provided. The following list may not be exhaustive.

- 1. Data Practices** – The recipient must agree to comply with the Minnesota Government Data Practices Act and all other applicable state and federal laws relating to data privacy or confidentiality and hold the City, its officers and employees harmless from any claims resulting from the recipient's unlawful disclosure or use of data protected under state and federal laws.
- 2. Intellectual Property** – The recipient must agree that all rights, title and interest in all of the intellectual property rights, including copyrights, patents, trade secrets, trademarks, and service marks in any work created, in progress, produced or completed and paid by the grant funds. Work covered by this provision shall include inventions, improvements, discoveries, databases, computer programs, reports, notes, studies, photographs, negatives, designs, drawings, electronic files, specifications, materials, tapes or other media.
- 3. Billboard Advertising** – Through Ordinance 109.470, City and City-derived funds are prohibited from use to pay for billboard advertising as a part of a City project or undertaking.
- 4. Conflict of Interest/Code of Ethics** – The recipient must agree to be bound by the City's Code of Ethics, Minneapolis Code of Ordinances.
- 5. Hold Harmless** – The recipient shall agree to defend, indemnify and hold the City harmless from any and all claims or lawsuits that may arise from the recipient's activities under the provisions of the Contract, that are attributable to the acts or omissions, including breach of specific contractual duties of the recipient or the recipient's independent contractors, agents, employees or officers.

If assistance is \$50,000 or greater, the following will also apply:

Equal opportunity (nondiscrimination and affirmative action) - The recipient will be required to submit a written affirmative action plan for the project and to comply and cause its contractors to comply with applicable provisions of Chapters 139 and 141 (Title 7, Civil Rights), Minneapolis Code of Ordinances, nondiscrimination provisions contained in Chapter 181, Minnesota Statutes, the Americans with Disabilities Act of 1990 (as amended), Section 109 of the Housing and Community Development Act of 1974 (as amended), the Age Discrimination Act of 1975 (as amended) and Executive Order 11246, as amended by Executive Order 12086. The recipient will be required to agree not to discriminate against any employee or applicant for employment because of race, color, creed, religion, ancestry, national origin, sex, affectional preference, disability or other handicap, age (40 – 70), marital status, or status with regard to public assistance. The recipient also will be required to take affirmative action to ensure that all employment practices are free of such discrimination. These employment practices include, but are not limited to the following: hiring, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff, termination, rates of pay or other forms of compensation and selection for training, including apprenticeship. The recipient will post in conspicuous places, available to employees and applicants for employment, notices to be provided by the City setting forth the provisions of this non-discrimination clause. The recipient also will be required to, in all

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solicitations or advertisements for employees placed by or on behalf of the recipient, state that it is an equal opportunity or affirmative action employer.

EXHIBITS

A. Form of Consent for Release of Response Data

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EXHIBIT A
Form of Consent for Release of Response Data

_____, 20__
City of Minneapolis
Department of Community Planning and Economic Development
105 5th Avenue S.
Minneapolis, MN 55401

Re: _____ Request for Proposals
Consent for Release of Response Data

_____, on behalf of _____,
hereby consents to the release of its development proposal in response to the
_____ Request for Proposals and waives any claims it may
have under Minnesota Statutes Section 13.08 against the City of Minneapolis for making such
information public. **The foregoing consent and waiver does not extend to financial statements
submitted under separate confidential cover.**

