

Great Streets Neighborhood Business District Program  
Business District Support Contracts  
Request for Proposals

Proposals due by 2/26/10



### Introduction

The City of Minneapolis ("City") is seeking proposals for activities that strengthen the economic vitality of neighborhood business districts. Eligible areas are commercial corridors, commercial nodes, activity centers, and Light Rail Transit station areas designated in *The Minneapolis Plan for Sustainable Growth* (list of eligible areas). The total funding available for Business District Support contracts in 2010 is \$500,000 and the target contract amount is \$5,000 to \$50,000. These are performance based contracts. During the contracting process, grant recipients and the City will agree upon the contract outcomes and deliverables. Recipients will periodically submit invoices in accordance with the terms of their contracts. Contract payments are based on successful completion of the outcomes in the contract (see Exhibit B for contract Scope of Services template).

### Objectives

Healthy neighborhood business districts play a crucial role in the vibrancy of Minneapolis and are critical to the overall health of the local economy. Neighborhood businesses are at the core of urban living and contribute to the City's quality of life. However, many business districts in Minneapolis 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. When business districts use multiple tools and tap a variety of resources, revitalization efforts are often successful. Each area is unique with its own set of opportunities and challenges and requires a customized approach. Through this Request for Proposals (RFP), the City's Great Streets Neighborhood Business District Program provides grants for a wide range of activities including but not limited to planning, marketing, and business technical assistance, with the overall goal of strengthening neighborhood business districts.

### Eligible areas

Business districts located along commercial corridors, at commercial nodes, within activity centers, and within a half mile of LRT stations (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, LRT station areas, or activity centers, proposals may choose to 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 city policy priorities expressed in planning documents or recent or pending infrastructure investments.

Priority will also be given to proposals for technical assistance to businesses. Technical assistance may include, but is not limited to, educational classes on legal, regulatory, and tax

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issues, financial record keeping, marketing and merchandizing, financial management, business operations, and business planning.

In conjunction with the update to *The Minneapolis Plan* in 2009, the City of Minneapolis has evaluated and categorized all Great Streets eligible areas (commercial corridors, commercial nodes, and LRT station areas, and activity centers). These geographically defined areas will continue to be grouped into three categories (intervene, support, and monitor) based on several measures of economic health, need, and opportunity. Additional consideration will be given to applications for assistance in areas designated "intervene" and "support". See Evaluation criteria section below.

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

#### **Eligible activities**

Activities are eligible if they support the economic vitality of an entire business district, not simply a single business or business type. This program is intended to be flexible and support a variety of business district revitalization strategies. 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 technical assistance (e.g. 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.*

Applicants should be able to complete the activities within *one year* of executing a contract with the City.

Activities not eligible for these funds include financing for real estate development, physical improvements to a single property, or loans to businesses. See the City's Great Streets website ([http://www.ci.minneapolis.mn.us/cped/great\\_streets\\_home.asp](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. This includes staff devoted to business development activities, 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.

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**Proposal submission and deadline**

Applicants must submit one unbound copy and five bound or stapled 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:

**Friday, February 26, 2010, 4:00 pm**

To:

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

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. Please make sure your proposal is complete.

**RFP Inquiries**

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

Kelly Hoffman  
Community Planning and Economic Development  
105 Fifth Avenue South, Suite 200  
Minneapolis, MN 55407  
Email: [kelly.hoffman@ci.minneapolis.mn.us](mailto:kelly.hoffman@ci.minneapolis.mn.us)  
Fax: 612-673-5113

All questions are due no later than February 12, 2010. Questions will be answered in writing and posted on the CPED web site ([www.ci.minneapolis.mn.us/cped](http://www.ci.minneapolis.mn.us/cped)). The department contact cannot vary the terms of the RFP. **A pre-proposal meeting will be held on January 28, 2010 from 9:00 – 10:00** at the Crown Roller Mill located at 105 Fifth Ave. South, Suite 200. Attendance is not required but the meeting will provide an opportunity to ask questions about the proposal and hear from some of the organizations that received funding in 2009.

**Proposal Contents**

Proposals must include the following:

A **cover page** that includes the following information:

- a. Applicant's name and mailing address
- b. Contact person's name, title, phone number, fax number, and e-mail address

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- c. Signature of an individual authorized to sign on behalf of the proposing organization. If a partnership or team is proposing, an authorized signature is required from each entity.

Please provide narrative that addresses the following:

1. A **description of the activity** that clearly defines the nature and extent of the activities proposed, identifies the specific geographic area(s) to be served (refer to designated commercial corridors and nodes, activity centers, 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. 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. Please explain how this activity supports the business district and strengthens the local businesses.
2. 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.
3. A **description of the public benefits, specific expected outcomes, and deliverables** that will result from the activity, e.g., the number of businesses that receive technical assistance, 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.
4. A **project budget** including the total cost of the activity, funds requested from the Great Streets program, staff hours or consultant time and billing rate, other anticipated expenses, and 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' Careership business technical assistance program).

If funds from another source are committed, provide a letter from the funder indicating the amount of funding provided, the expected deliverables, and any restrictions on the funding.

Administrative costs are eligible expenses but should not exceed 15% of the total project cost. If another source of funds is used for administrative costs, identify the source. Note that this source may be considered leverage of additional resources (see # 2 in Evaluation Criteria).

5. If a Great Streets Business District Support grant was received in the past, describe how this proposal differs from the previous scope of work. If the proposed activities are a continuation of that work or advance another component of a larger project, program, or strategy, please explain how this activity fits within the larger context.
6. A **proposed timeframe** for the project, including any conditions that must be met before the proposal can become a reality.

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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. Any **other information** that would help City staff understand and evaluate the concept.

Your proposal must include 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.

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 review team will consider the following criteria. The maximum score a proposal can receive is 100.

1. Is the business district in an area identified as a priority for City investment to catalyze revitalization? What is the level of need? How is the commercial district doing, in general? Has this area been getting more or less economically healthy? (up to 10 pts)  
Intervene: 10 pts  
Support: 5 pts  
Monitor: 0 pts
2. Do the City funds leverage other resources? Leveraged funds are those that are committed to the specific activity that is the subject of this proposal (up to 15 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? (up to 30 pts)
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? (up to 20 pts)
5. Feasibility and readiness – Has a specific consultant been identified? Has a clear work plan been identified? Are other necessary resources committed?(up to 15 pts)
6. Can this project be replicated in other areas? Are there "best practices" or "lessons learned" that will be transferrable? (up to 10 pts)

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In addition to these criteria, the City will consider the distribution of investments across eligible areas, Citywide. The City may, in its sole discretion, expand or reduce the criteria upon which it bases its final decisions regarding selection of which business district support activities to fund.

**Review and selection process**

A committee of City staff will review proposals received by the due date of Friday, February 26, 2010 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, negotiate modifications to an entire proposal or specific components of the scope of work within a proposal to create a project of lesser or greater magnitude than described in this RFP or the submitted proposal.**

**Anticipated timeline**

Submission deadline for proposals:	February 26, 2010
Staff evaluation of proposals:	March 2010
Recommendation to City Council CD Committee:	April 20, 2010
Final action by City Council:	April 30, 2010
Contracting:	May/June 2010

**Contracts**

This is a reimbursable grant. Organizations with contracts will periodically submit invoices for reimbursement in accordance with the terms of their contracts. During the contracting period, organizations will work with City contract managers to develop a Scope of Services (see Exhibit B). The Scope of Services will be the basis for contract payments.

**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 to provide the City with the right to royalty-free, non-exclusive license to reproduce, publish or otherwise use and to authorize others to use any intellectual property created using 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.

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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 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
- B. Scope of Services template



**EXHIBIT A**  
Form of Consent for Release of Response Data

\_\_\_\_\_, 2010  
City of Minneapolis  
Department of Community Planning and Economic Development  
105 5<sup>th</sup> 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 proposal in response to the Great Street Neighborhood  
Business District Support Contracts 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.

By \_\_\_\_\_  
Its \_\_\_\_\_



**This is for informational purposes. Do not complete this form.**  
**EXHIBIT B**  
**Scope of Services**

**OBJECTIVES**

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List the objectives that will be achieved within the contract period.

**OUTCOMES**

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List the specific outcomes that will be achieved within the contract period. Examples may be number of new businesses that open, number of loans packaged, number of businesses provided with technical assistance, marketing materials produced, window displays completed, etc.

**DELIVERABLES**

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List the *specific* deliverables and the associated *dollar amount* that will be paid to the contractor that will serve as documentation that the agreed outcomes have been achieved and the objectives set forth in this document have been accomplished. Examples may be class roster, agendas, meeting notes, consultant's report, print materials such as brochures, etc.

**REIMBURSEMENT**

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Contractor may elect to receive an advance of no more than 10% of the total contract amount.

Submit no more than one invoice per month. Invoice must include documentation (see DELIVERABLES).

Invoices should be for a minimum of 20 % of the total contract amount.

Include the contract number (C- ) on each invoice.

Send each invoice to the City Contract Manager listed above by mail or email.

City Contract Manager:

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(PC's Name)  
105 5<sup>th</sup> Ave S, Suite 200  
Crown Roller Mill  
Minneapolis, MN 55401  
612-673- phone  
612-673-5113 fax

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**EQUAL OPPORTUNITY**

The services provided by will be available without discrimination due to race, color, creed, religion, ancestry, national origin, sex, affectional preference, disability, or other handicap, age, marital status with regard to public assistance.

