Great Streets Neighborhood Business District Program
Façade Improvement Program Administration - Request for Proposals
Proposals due by Friday, October 23, 2009, 4:00 p.m.

The City of Minneapolis (City) is seeking proposals from organizations to administer a façade improvement matching grant program in areas that are eligible for the City's Great Streets Neighborhood Business District Program. Eligible areas include commercial corridors, neighborhood commercial nodes, activity centers, and Hiawatha and Central Corridor Light Rail Transit (LRT) station areas.

Organizations awarded contracts administer the Façade Improvement Grant Program on behalf of the City of Minneapolis, consistent with Great Streets Program guidelines.

- The organizations disburse matching grants on a reimbursement basis to business and property owners for exterior storefront improvements on commercial buildings. A building is commercial if it houses retail or office uses.
- The maximum contract amount is $50,000, and the contract length is two years.
- During the contract period, annual reports are required covering the organization's implementation of the program. The reports will help assess organizations' performance in future applications for City funding.
- Grants to neighborhood businesses and property owners in most areas are a maximum of $5,000 and must be matched by the business, property owner, or another source of funds.

Program administration costs of up to 15 percent of the total award are allowed under the contracts. Program administration fees will be disbursed upon invoicing in up to three installments, as follows:

- one-third prior to the disbursement of any grants to businesses,
- another third after 40 percent of the grant monies to businesses are disbursed, and
- the final third after 80 percent of the grant monies are disbursed.

Organizations will also receive a $10,000 advance, to reimburse businesses and property owners after façade projects are complete and approved for payment. Contact Rebecca Parrell (rebecca.parrell@ci.minneapolis.mn.us or 612-673-5018) with questions.

The City has developed a set of standard materials for program implementation including Business Guidelines, Business Application, Matching Grant Agreement, Completion Certificate, and Façade Design Guide (Exhibits C and D).

Program Objectives

Neighborhood business districts function as the front door of our neighborhoods and shape our perceptions of a neighborhood. A welcoming, vibrant business district sends a powerful, positive message about the neighborhoods surrounding it, just as a poorly maintained or vacant row of storefronts conveys a negative impression. The Great Streets façade improvement matching grant program seeks to (1) stimulate visible investment in businesses and buildings, (2) support healthy and attractive neighborhood business districts, (3) enhance the sense of place, and (4) provide a tool for assisting the organizations that administer the program in developing collaborative relationships with businesses in their service area.

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 <u>and</u> past organizational or staff experience providing assistance to businesses and managing contracts**. Organizations are encouraged to seek an experienced partner to assist in administration if they lack the experience and capacity needed to implement the program effectively. Program implementers have many responsibilities including:

- spearheading the marketing effort,

- energizing local merchants and property owners,
- assisting property and business owners with any or all steps of the grant process,
- keeping records and tracking each awarded grant,
- reviewing of applications for eligibility, and
- providing to the City all required components of grant applications.

In order to make limited monies available for façade grants as broadly as possible, organizations and/or areas with significant remaining balances on existing façade contracts are not eligible to submit proposals in response to this RFP. To be eligible, organizations with an existing façade contract must have three-quarters of the grant funds (excluding administrative fees) drawn down or committed in order to participate in this RFP. Committed funds are those allocated in an active Matching Grant Agreement (2008 contracts) or Participation Agreement (2009 contracts) with a business or property owner. Matching Grant and Participation Agreements are active when the business or property owner is still working toward completing the project or has completed the project and is working to submit completion documentation within the period provided them. See the fourth item in Proposal Contents on page six for documentation requirements. Contact Rebecca Parrell (612-673-5018) for clarification.

Eligible Activities

- Exterior painting, re-siding, or professional cleaning
- Restoration of exterior finishes and materials
- Masonry repairs and tuck pointing
- Removal of architecturally inappropriate or incompatible exterior finishes and materials
- Restoration of architectural details or removal of materials that cover architectural details
- Repair or replacement of windows and doors (if replacement, windows and doors must be architecturally appropriate)
- Window and cornice flashing and repair
- Canopy or awning installation or repair
- Murals
- Installation or repair of exterior signage
- Removal of barriers to access the building from outside for people with disabilities
- Exterior lighting
- Contracted labor related to any of the above improvements (including design services for projects that are completely built)
- More than one improvement project, keeping in mind the maximum grant amount per business or storefront
- Wall, window, and hanging signs advertising the business name and identity

The City of Minneapolis requires permits for most of the eligible activities listed here. It is vital that business and building owners work with City Zoning staff on designs and obtain all necessary permits <u>before</u> beginning work.

Ineligible Activities

- Improvements in progress or completed prior to preliminary approval
- Routine maintenance that is not part of an eligible façade improvement project
- Billboards
- Roofing
- Mechanicals and HVAC systems
- Interior work
- New construction

- Monument, pylon, temporary, or roof signs
- Interior window displays
- Security systems (including metal roll down gates and window bars)
- Trash and mechanical enclosures
- Fencing
- Landscaping
- Parking areas
- Improvements to non-commercial buildings
- Improvement to the rear or side of a building not visible from the main street
- Bike parking (see the *Bicycle Rack Cost Share Program* by the City of Minneapolis Public Works Department at http://www.ci.minneapolis.mn.us/bicycles/bikeparking-rack.asp)
- Any other improvement **not** included on the list of eligible activities

Eligible Areas

Eligible areas include:

- 23 Commercial Corridors
  - Includes properties within one block of the corridor in either direction
- 11 LRT Station Areas
  - Includes properties within ½-mile radius from station
- 65 Commercial Nodes
  - Includes properties with boundaries as identified in the Minneapolis Plan for Sustainable Growth, for exact boundaries contact Rebecca Parrell at rebecca.parrell@ci.minneapolis.mn.us or 612-673-5018 for exact boundaries
- 18 Activity Centers
  - Includes properties with boundaries as identified in the Minneapolis Plan for Sustainable Growth, contact Rebecca Parrell at rebecca.parrell@ci.minneapolis.mn.us or 612-673-5018 or exact boundaries

An organization can apply for an entire, a portion of, or a combination of eligible area(s). The list of eligible areas is on pages four and five of this document. A map of the areas is on page ten.

Area Prioritization

The Great Streets program prioritizes areas with demonstrated need, based on several measures of economic health, need, and opportunity. Priority is given to applications for assistance in intervene and support areas (see Evaluation Criteria, page 7).

Intervene

- Areas experiencing economic disinvestment and limited private sector interest in development
- 1:1 match with a $7,500 maximum grant ($7,500 grant when matched by $7,500 in private investment.)

Support

- Areas with some private sector interest in development, though with market, infrastructure, or assembly barriers
- 1:1 match with a $5,000 maximum grant ($5,000 grant when matched by $5,000 in private investment.)

Monitor

- Areas with generally strong market development activity
- 1:2 match with a $5,000 maximum grant ($5,000 grant when matched by $10,000 in private investment.)

List of Eligible Areas and Prioritization

Commercial Corridors		Sector	Category
Chicago Ave	8th St S to Franklin Ave	DT	Intervene
Chicago Ave	8th St S to 2nd St S	DT	Monitor
Hennepin Ave - Downtown	Mississippi River to I-94	DT	Support
Nicollet Mall	Washington Ave to Grant St	DT	Monitor
Washington Ave	35W to 10th Ave N	DT	Monitor
Cedar Ave	35W to Hiawatha Ave (includes 7 Corners)	East	Intervene
Central Ave	15th Ave N to 31st Ave N	East	Support
Central Ave - South	University Ave SE to 8th St NE	East	Monitor
Hennepin Ave - East	Mississippi River to 6th St SE	East	Monitor
Riverside Ave	15th Ave S to Franklin Ave	East	Intervene
University Ave	23rd Ave SE to Emerald St	East	Support
Glenwood Ave	I-94 to Cedar Lake Rd	North	Support
West Broadway	Mississippi River to 26th Ave N	North	Intervene
Franklin Ave	Nicollet Ave to 30th Ave S	South	Support
Lake St - East	Mississippi River to Hiawatha Ave	South	Support
Lake St - Midtown	Hiawatha Ave to Pillsbury Ave	South/Southwest	Support
Excelsior Blvd	Lake St to 32nd St	Southwest	Monitor
Hennepin Ave - South	I-94 to 31st St S	Southwest	Monitor
Lagoon Ave	Dupont Ave S to Humboldt Ave S	Southwest	Monitor
Lake St - West	Pillsbury Ave to Abbott Ave	Southwest	Monitor
Lyndale Ave	Dunwoody Blvd to 31st St S	Southwest	Monitor
Nicollet Ave - South	Grant St to 32nd St S	Southwest	Support
Nicollet Ave - South border	58th St to 62nd St W	Southwest	Monitor

LRT Station Areas (1/2-mile radius)	Sector	Category
Blegen (Central corridor)	East	Intervene
Union (Central corridor)	East	Support
Huron Blvd (Central corridor)	East	Support
University and 29th (Central corridor)	East	Support
Cedar-Riverside (Hiawatha line)	East	Intervene
Franklin Ave (Hiawatha line)	South	Support
Lake St/Midtown (Hiawatha line)	South	Support
38th St (Hiawatha line)	South	Support
46th St (Hiawatha line)	South	Support
50th St/Minnehaha Park (Hiawatha line)	South	Monitor
VA Medical Center (Hiawatha line)	South	Monitor

Commercial Nodes	Sector	Category	Commercial Nodes	Sector	Category
42nd Ave N & Fremont Ave N	North	Support	13th Ave NE & University Ave NE	East	Support
42nd Ave N & Lyndale Ave N	North	Support	16th Ave SE & Como Ave SE	East	Monitor
42nd Ave N & Thomas Ave N	North	Support	22nd Ave NE & Johnson St NE	East	Support
44th Ave N & Penn Ave N	North	Support	29th Ave NE & Johnson St NE	East	Support
45th Ave N & Lyndale Ave N	North	Support	37th Ave NE & Central Ave NE	East	Monitor
Glenwood Ave N & Van White Blvd	North	Support	Lowry Ave NE & Marshall St NE	East	Support

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Commercial Nodes	Sector	Category	Commercial Nodes	Sector	Category
Lowry Ave N & Emerson Ave N	North	Intervene	Lowry Ave NE & University Ave NE	East	Support
Lowry Ave N & Lyndale Ave N	North	Intervene	University Ave SE & Bedford St SE	East	Monitor
Lowry Ave N & Penn Ave N	North	Intervene	25th St E & Bloomington Ave S	South	Intervene
Plymouth Ave N & Penn Ave N	North	Intervene	35th St E & Bloomington Ave S	South	Intervene
West Broadway & Penn Ave N	North	Intervene	38th St E & 23rd Ave S	South	Support
36th St W & Bryant Ave S	Southwest	Monitor	38th St E & 28th Ave S	South	Support
36th St W & Lyndale Ave S	Southwest	Monitor	38th St E & 42nd Ave S	South	Monitor
38th St W & Grand Ave S	Southwest	Monitor	38th St E & 4th Ave S	South	Intervene
38th St W & Nicollet Ave S	Southwest	Support	38th St E & Bloomington Ave S	South	Support
40th St W & Lyndale Ave S	Southwest	Monitor	38th St E & Cedar Ave S	South	Support
43rd St W & Nicollet Ave S	Southwest	Monitor	38th St E & Chicago Ave S	South	Intervene
43rd St W & Sheridan Ave S	Southwest	Monitor	38th St E & Minnehaha Ave S	South	Support
44th St W & France Ave S	Southwest	Monitor	42nd St E & 28th Ave S	South	Monitor
46th St W & Bryant Ave S	Southwest	Monitor	42nd St E & Bloomington Ave S	South	Support
46th St W & Nicollet Ave S	Southwest	Monitor	42nd St E & Cedar Ave S	South	Monitor
48th St W & Nicollet Ave S	Southwest	Monitor	46th St E & Bloomington Ave S	South	Monitor
50th St W & Bryant Ave S	Southwest	Monitor	48th St E & Chicago Ave S	South	Monitor
50th St W & Penn Ave S	Southwest	Monitor	50th St E & 34th Ave S	South	Monitor
50th St W & Xerxes Ave S	Southwest	Monitor	50th St E & Hiawatha Ave S	South	Monitor
54th St W & Lyndale Ave S	Southwest	Monitor	52nd St E & Bloomington Ave S	South	Monitor
54th St W & Penn Ave S	Southwest	Monitor	54th St E & 34th Ave S	South	Monitor
58th St W & Lyndale Ave S	Southwest	Monitor	54th St E & 43rd Ave S	South	Monitor
60th St E & Nicollet Ave S	Southwest	Monitor	54th St E & Chicago Ave S	South	Monitor
60th St W & Penn Ave S	Southwest	Monitor	54th St E & Minnehaha Ave S	South	Monitor
Nicollet Ave S & Diamond Lake Rd	Southwest	Monitor	56th St E & Chicago Ave S	South	Monitor
Penn Ave S & Cedar Lake Rd S	Southwest	Monitor	60th St E & Portland Ave S	South	Monitor
			Cedar Ave S & Minnehaha Pkwy	South	Monitor

Activity Centers	Sector	Category
Mill District	DT	Monitor
Warehouse District	DT	Support
Cedar Riverside (includes 7 Corners)	East	Intervene
Central & Lowry	East	Support
Dinkytown	East	Support
East Hennepin	East	Monitor
Grain Belt Complex	East	Support
Stadium Village	East	Support
38th St LRT Station Area	South	Support
46th St LRT Station Area	South	Support
Chicago & Lake	South	Support
Franklin Ave LRT Station Area	South	Support
Lake St LRT Station Area	South	Support
50th & France	Southwest	Monitor
Eat Street (26th & Nicollet)	Southwest	Support
Lyn-Lake	Southwest	Monitor
Nicollet & Lake	Southwest	Support
Uptown	Southwest	Monitor

Proposal Submission and Deadline

Applicants must submit one (1) unbound copy and five (5) bound or stapled copies of the proposal as follows:

- ✓ Proposals must be on standard 8½" 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 Façade Improvement Program Participation Proposal" *(faxed proposals will not be accepted)*

Proposals must be delivered to the City on or before:

- ✓ Friday, October 23, 2009
- ✓ 4:00 pm
- ✓ To: **Contract Services**
  Department of CPED
  105 Fifth Avenue South, Suite 200
  Minneapolis, MN 55401

Proposals will not be accepted after the deadline. It is neither CPED's responsibility nor practice to acknowledge receipt of any proposal or to return any proposals or proposal elements. It is the responder's responsibility to assure they submit their proposal on time.

Proposal Contents

All proposals must include the following four components, in order. Proposals are non-responsive to this Request for Proposals and not considered for funding if they lack one or more required elements. Portions of the proposal contents, and any clarification to the contents submitted by the successful applicant, may become part of the contractual obligation and be incorporated by reference into the contract between the applicant and the City.

1. **Cover Page** including the following information:
   - Organization name and year established
   - Type of organization (for example, neighborhood organization, business association, community development corporation)
   - Contact name, title, phone number, email address, fax number, and mailing address
   - The eligible areas the organization proposes to serve (more than one is acceptable)

2. Signed **Signature Page** (Exhibit A)

3. Executed **Consent for Release of Response Data** (Exhibit B)

4. Organizations with an existing façade contract with less than three-quarters of the grant funds (excluding administrative fees) drawn down or committed in active Matching Grant Agreements (2008 contracts) or active Participation Agreements (2009 contracts) must include copies of the active agreements. An active agreement is with a business or property owner who is still working toward completing the project or has completed the project and is working toward submitting completion documentation within the period provided them. Contact Rebecca Parrell to determine what dollar amount your organization must document in order to be eligible (rebecca.parrell@ci.minneapolis.mn.us, 612-673-5018).

5. Descriptive **Answers to the Following Nine Questions:**
   1. How was the public and/or the organization's board or committees engaged in the formulation and review of this proposal and the proposed implementation of the program? Attach supporting documentation, such as meeting minutes, letters of support, board resolutions.

   2. How do the organization's past and current efforts address commercial revitalization objectives?

   3. Who will be the primary administrator the program? Is this a full-time staff position, part-time staff position, contract employee, or volunteer? What is this person's past experiences implementing a matching grant program? Does this person have the time necessary to market the program and ensure that improvements are completed and funds spent in the designated time frame? *Organizations are encouraged to seek an experienced partner to assist in administration if they lack some of the experience and capacity needed to implement the program effectively*.

   4. What other resources can the organization leverage for the program, for example pro bono design assistance or NRP funds?

   5. Describe your organization's strategy for marketing the program. Include any marketing materials and describe the timeline and strategies, from initial program announcements through allocating funds. Are there specific areas your organization plans to target? If so, describe the target area's need for the program and anticipated demand for the funds. *Targeting is not a requirement, but may be a good strategy in some areas. Organizations that choose to target must still make the program and grants available to all eligible properties in the area chosen.*

   6. Describe the decision-making process your organization will use to achieve high-quality improvements. Will a committee that includes staff, board members, community members, design professionals, or others review the applications? Include the selection criteria your organization will use to evaluate the façade grant applications. This can be a draft, if not yet approved by the organization's governing board.

   7. Will your organization administer the program on a first-come first served basis to businesses and property owners, or will there be a specified timeframe within which you receive and review all applications? Describe why your method is best suited to the needs and demands of your area.

   8. How does a façade improvement program align with recent or pending planning efforts and public sector investments in your area? *Review a list at http://www.ci.minneapolis.mn.us/cped/docs/corridor_studies_and_investment.pdf*.

   9. Are there any conditions or challenges that the organization must accomplish for your proposal to become a reality? *For example, does your organization need to hire staff members or contract employees to implement the program? Do you need to develop any relationships with groups or individuals mentioned in this proposal before the program will be ready for marketing and implementation?*

Evaluation Criteria

City staff will apply the following criteria to evaluate proposals (up to 100 points):

1. Area priority (30 pts max)
   Intervene – 30 pts
   Support – 15 pts
   Monitor – 0 pts
2. Organizational and staff experience and capacity (25 pts max) *Questions 1, 2, 3, 4*
3. Marketing plan (10 pts) *Question 5*
4. Strategies, processes, and criteria for achieving high quality improvements that are consistent with the program's Design Guide and, where applicable, consistent with area-specific design guidelines, which may be more restrictive. (25 pts max) *Questions 6, 7*
5. Alignment with recent or pending planning efforts or public investments in infrastructure, public facilities, or multifamily housing development (10 pts max) *Question 8*

The City, in its sole discretion, may modify the criteria upon which it bases its final decisions regarding selection of participants in this program.

Review and Selection Process

A staff team will review proposals received by the due date 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 an applicant for a project of lesser or greater magnitude than described in this RFP or in the applicant's proposal. Once the City Council has taken official action on the staff report for funding, the organizations awarded contracts will receive a *Notice to Proceed* to allow program marketing to area businesses as the contracts are executed.

Anticipated Timeline

Pre-proposal Meeting…….…...Wednesday, October 7, 2009
Crown Roller Mill, 105 5th Ave S, 2nd Floor
9:00 – 10:00 p.m.

Submission deadline for proposals…….....Friday, October 23, 2009
Staff review/evaluation of proposals…….November – December 2009
Recommendation to City Council …….……January 2010
Execution of contracts……..February 2010

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 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 (Chapter 15).
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.
6) **Insurance** - The recipient will be required to maintain the insurance identified on Exhibit E attached hereto or alternatively, to provide evidence of workers' compensation insurance coverage for all employees involved in the performance of the program as well as general liability insurance in amounts sufficient to indemnify the City, but with per incident and aggregate coverage limits of no less than $2,000,000. Said liability insurance policies must name the City as an additional insured and may not be cancelled without at least 30 days notice to the City.
7) **Non-discrimination** - Activities financed with City funding must be open and available to all qualified participants. Administrating organizations must agree to not discriminate on the basis 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.

RFP Inquiries

Prospective responders may direct questions to the department contact person:

Rebecca Parrell
105 South Fifth Avenue, Suite 200
Minneapolis, MN 55407
Email: rebecca.parrell@ci.minneapolis.mn.us
Phone: 612-673-5018
Fax: 612-673-5113

All questions related to this RFP are due no later than Thursday, October 8, 2009. Questions will be answered in writing and posted on the CPED website (http://www.ci.minneapolis.mn.us/cped/rfp.asp) by Tuesday, October 13, 2009 (www.ci.minneapolis.mn.us/cped). The department contact cannot vary the terms of the RFP.

Exhibits

A. Map of Eligible Areas
B. Application Signature Page
C. Form of Consent for Release of Response Data
D. Example Business Packet
   1) Business Guidelines
   2) Business Application and Participation Agreement
   3) Completion Certificate
E. Annual Report for Organizations
F. Insurance Form
G. Façade Design Guide (online)

EXHIBIT A: Map of Eligible Areas

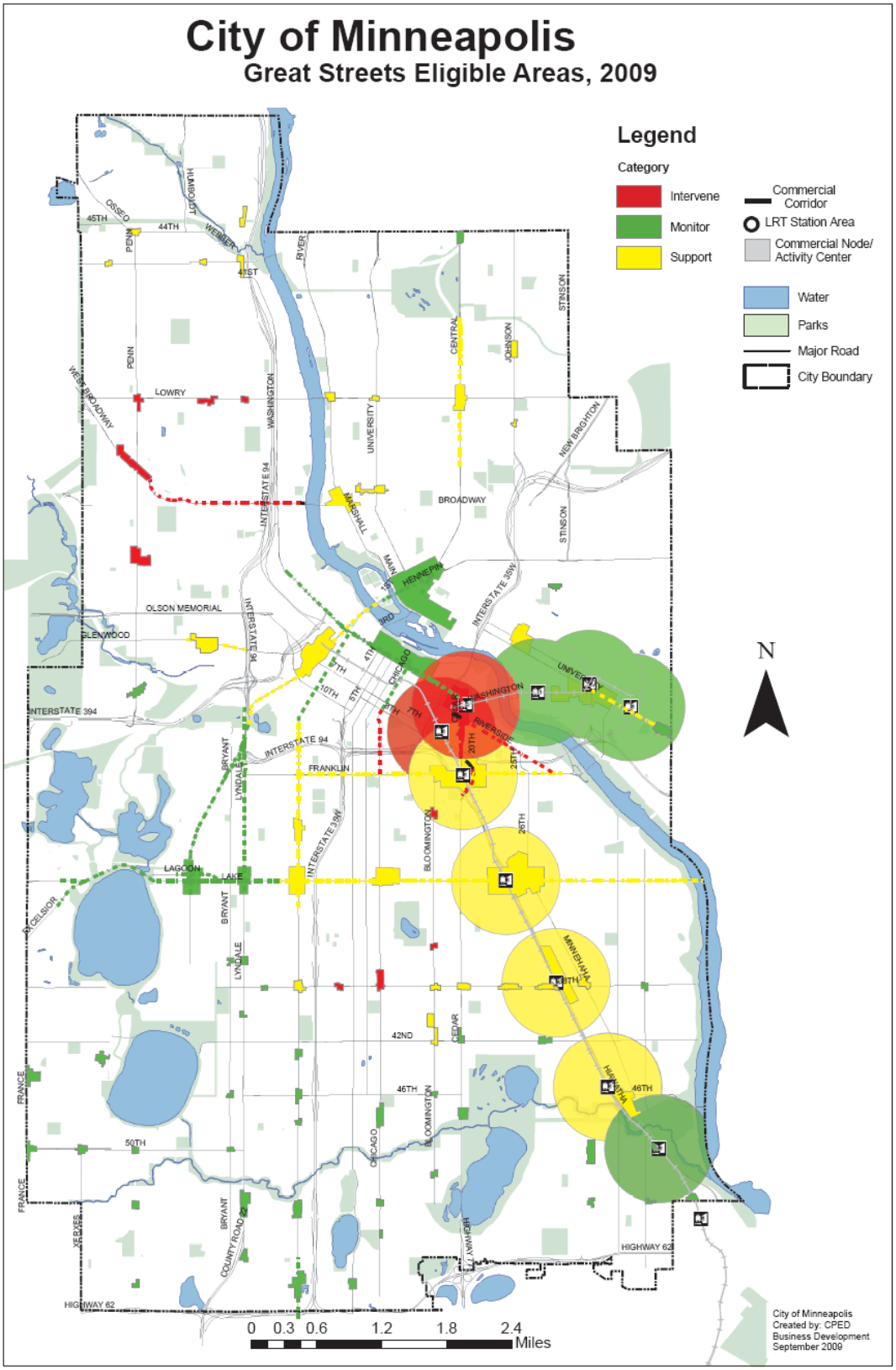

EXHIBIT B: Application Signature Page

_____ _____
Signature * Date

_____
Title

_____ _____
Signature * Date

_____
Title

* Signature of authorized officer for each entity proposing as a partnership or team

EXHIBIT C: Form of Consent for Release of Response Data

_____, 2009

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

Re: Façade Improvement Program Administration, 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 Façade Improvement Program Administration, 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.**

_____ _____
Signature * Date

_____
Title

_____ _____
Signature * Date

_____
Title

* Signature of authorized officer for each entity proposing as a partnership or team