

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, and Hiawatha Light Rail Transit (LRT) station areas.

Organizations awarded contracts will implement and administer their own façade improvement grant program consistent with City of Minneapolis's guidelines. The organizations will provide matching grants on a reimbursement basis to business and property owners for eligible exterior storefront improvements on commercial buildings. A building is commercial if it houses retail or office uses. The maximum grant amount is \$50,000, and the contract length is two years. During the contract period, bi-annual reports will be required covering the organization's implementation of the program. The reports will help assess organizations' performance in future applications for City funding.

Organizations can receive an administration fee of 15 percent of the total award in three disbursements. The first may come prior to the disbursement of any grants to businesses, the second after 40 percent of the grant monies to businesses are disbursed, and the final 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) create 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.



The City wishes to make limited monies available for façade grants as broadly as possible. Therefore, we restrict contract eligible to areas without an active contract or those with limited funds remaining. Organizations with a current CPED façade improvement contract with more than 50 percent of the total contract monies unexpended on November 26, 2008 are not eligible for this round of funding. For future rounds, organizations with existing CPED façade improvement contracts will need to expend 80 percent of the total grant monies to be eligible. Contact Rebecca Parrell (612-673-5018) for clarification.

Eligible Areas

- 11 commercial corridors, designated by *The Minneapolis Plan*
- 7 Hiawatha LRT station areas (½ -mile radius from station) between Cedar-Riverside and Veterans Administration
- 45 neighborhood commercial nodes, designated by the *The Minneapolis Plan*
- 5 downtown neighborhood business districts identified by the City Council

An organization can apply for an entire, a portion of, or a combination of eligible area(s). Organizations with a current CPED façade improvement contract with more than 50 percent of the total grant monies unexpended on November 26, 2008 are not eligible. The list of eligible areas is on page four of this document. A map of the areas is on page nine.

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 many of the eligible activities listed here. It is vital that business and building owners work with City Zoning staff to on designs and obtain all necessary permits before 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 **<u>not</u>** included on the list of eligible activities

Area Prioritization

The Great Streets program prioritizes areas with demonstrated need. Based on several measures of economic health, need, and opportunity, commercial corridors and Hiawatha LRT station areas are grouped into three investment categories (intervene, support, and monitor). Neighborhood commercial nodes and downtown business districts are grouped into two categories (priority or non-priority) based on the Neighborhood Economic Development Fund (NEDF) program guidelines. Priority is given to applications for assistance in intervene and support corridors and LRT station areas and priority nodes and downtown districts.

Intervene Commercial Corridors and LRT Station Areas

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

Support Commercial Corridors and LRT Station Areas & **Priority** Nodes

- 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 City grant if matched by \$5,000 in private investment)

Monitor Commercial Corridors and LRT Station Areas & Non-priority Nodes

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



Commercial Corridor and LRT Station Areas

INTERVENE

SUPPORT

1) West Broadway

2) Cedar-Riverside LRT

- 1) Midtown Lake St (Nicollet Ave to Minnehaha Ave)
- 2) North Lyndale (42nd St N to 49th St N)
- 3) Nicollet Ave (I94 to Lake St)
- 4) East Lake St (Minnehaha Ave to 36th Ave)
- 5) Central Ave (18th Ave to 29th Ave)
- 6) Franklin Ave (I35W to Mississippi River)
- 7) Franklin LRT
- 8) Hiawatha-Lake LRT
- 9) 38th St LRT
- 10) 46th St LRT
- 11) 50th St LRT

MONITOR

- 1) Excelsior Blvd (32nd St to Lake St)
- 2) Lagoon Ave (Dupont Ave to Humbolt Ave)
- 3) South Lyndale (Franklin Ave to Lake St)
- 4) East Hennepin Ave (Mississippi River to 6th St SE)
- 5) West Lake St (Excelsior Blvd to Nicollet Ave)
- 6) Hennepin Ave (Franklin Ave to Lake St)
- 7) Veteran's Administration LRT

Neighborhood Commercial Nodes

PRIORITY

- 1) 13th Ave NE/Broadway/University Ave
- 2) 16th Ave SE & Como Ave
- 3) 22nd Ave & Johnson St NE
- 4) 25th St & Bloomington Ave S
- 5) 29th Ave & Johnson St NE
- 6) 35th St & Bloomington Ave S
- 7) 36th St & Bryant Ave S
- 8) 38th St & 23rd Ave S9) 38th St & 42nd Ave S
- 10) 38th St & 4th Ave S
- 11) 38th St & Bloomington Ave S
- 12) 38th St & Cedar Ave S
- 13) 38th St & Chicago Ave S
- 14) 38th St & Minnehaha Ave S
- 15) 41st/42nd St & Lyndale Ave N
- 16) 42nd St & Fremont Ave N
- 17) 44th St & Penn Ave N
- 18) 46th St & Lyndale Ave N
- 19) Glenwood Ave & Cedar Lake Rd
- 20) Lowry Ave & Emerson Ave N
- 21) Lowry Ave & Lyndale Ave N
- 22) Lowry Ave & Penn Ave N
- 23) Plymouth Ave & Penn/Oliver Ave N
- 24) West Broadway & Penn Ave N

NON-PRIORITY

- 1) 38th St & Nicollet Ave S
- 2) 42nd St & Bloomington Ave S
- 3) 42nd St & Cedar Ave S
- 4) 43rd St & Nicollet Ave S
- 5) 43rd St & Sheridan Ave S
- 6) 44th St & France Ave S
- 7) 46th St & Bryant Ave S
- 8) 46th St & Nicollet Ave S
- 9) 48th St & Chicago Ave S
- 10) 50th St & Bryant Ave S
- 11) 50th St & Penn Ave S12) 50th St & Xerxes Ave S
- 13) 50th St E & 34th Ave S
- 14) 54th St & Lyndale Ave S
- 15) 54th St & Penn Ave S
- 10) 0411 01 01 01117 100 0
- 16) 56th St & Chicago Ave S
- 17) 60th St & Nicollet Ave S
- 18) Cedar Ave S & Minnehaha Parkway19) Nicollet Ave S & Diamond Lake Rd
- 20) Penn Ave S & Cedar Lake Rd
- 21) University Ave & Bedford St SE

Downtown Neighborhood Business Districts

PRIORITY

NON-PRIORITY

- 1) 5th Ave S & Washington Ave
- 2) 10th St & Chicago Ave
- 1) 5th Ave N & Washington Ave
- 3) Nicollet Ave (I-94 to Grant St)
- 2) Hennepin Ave (10th St to 16th St)



Proposal Submission and Deadline

Applicants must submit one (1) unbound copy and ten (10) 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 Façade Improvement Program Participation Proposal" (faxed proposals will not be accepted)

Proposals must be delivered to the City on or before:

- ✓ Tuesday, November 25, $2\overline{008}$
- ✓ 4:00 pm
- ✓ To: Contract Services

 Department of CPED

 105 Fifth Avenue South, Suite 200

 Minneapolis, MN 55401

Proposals <u>will not be accepted</u> 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 <u>not</u> considered for funding if they lack one or more required elements.

- 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. Descriptive **Answers to the Following Ten 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, i.e. pro bono design assistance and NRP funds, can the organization leverage for the program?
- 5. Describe your strategy for marketing the program that provides equal access to eligible business and property owners. Include marketing materials, timelines, and strategies from initial program announcements to accepting applications to 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.
- 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? Attach a draft of the selection criteria your organization will use to evaluate the façade grant applications.
- 7. Will your organization administer the program on a first-come first served basis to businesses and property owners, or will there be a 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. What is the timeline for the project?
- 10. 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 further any relationships with groups or individuals mentioned in this proposal before the program will be ready for marketing and implementation?

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.

Evaluation Criteria

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

1. Area priority (30 pts max)

Corridors and LRT station areas:

 $Intervene-30\ pts$

Support – 15 pts

Monitor -0 pts

Nodes and downtown districts:

One Priority Node – 15 pts

Two or More Priority Nodes – 30 pts

Non-priority Nodes -0 pts



- 2. Organizational and staff experience and capacity (20 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 <u>Design Guide</u> and, where applicable, area-specific design guidelines, which may be more restrictive. (30 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* letter from CPED, so they can begin marketing the program to area businesses as the contracts are executed.

Anticipated Timeline

Pre-proposal Meeting	Thursday, November 6, 2008
Crown Roller Mill, 105 5 th Ave S, 2 nd Floor	
3:30 – 4:30 p.m.	
Submission deadline for proposals	Tuesday, November 25, 2008
Staff review/evaluation of proposals	December 2008
Recommendation to City Council	January 2009
Execution of contracts.	February-March 2009

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 C.5 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

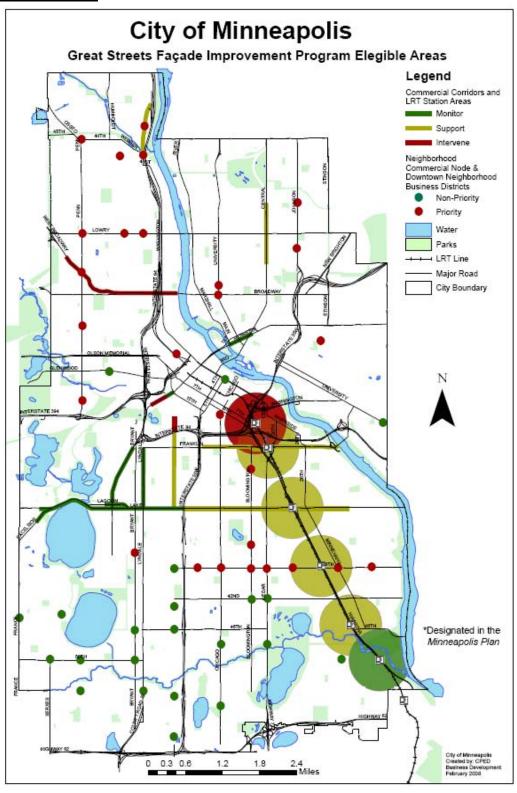
Email: rebecca.parrell@ci.minneapolis.mn.us

Phone: 612-673-5018 Fax: 612-673-5113

All questions related to this RFP are due no later than Monday, November 17, 2008. 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.



Map of Eligible Areas





Exhibits

- A. Application Signature Page
 B. Form of Consent for Release of Response Data
- C. Example Business Packet
 - 1) Business Guidelines
 - 2) Business Application
 - 3) Matching Grant Agreement4) Completion Certificate

 - 5) Insurance Form
- D. Façade Design Guide



EXHIBIT A

Application Signature Page

Signature *	Date
Title	
Signature *	Date
Title	

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



EXHIBIT B

Form of Consent for Release of Response Data

	, 2008			
Depar 105 5 ^t	of Minneapolis tment of Community Planning and Ec h Avenue S. eapolis, MN 55401	conomic Deve	lopment	
Re:	Façade Improvement Program Adm Release of Response Data	ninistration, R	equest for Proposals	, Consent for
	, o			
	est for Proposals and waives any claim			
•	ty of Minneapolis for making such in	•		•
not ex	xtend to financial statements submit	ted under se	oarate confidential	cover.
Signat	ture *	-	Date	
Title		-		
Signat	ture *		Date	
Title		-		

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