

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



Proposals due by February 25, 2011

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 (LRT) station areas designated in [The Minneapolis Plan for Sustainable Growth \(list of eligible areas\)](#). The total funding available for Business District Support contracts in 2011 is \$500,000 and the target contract amount is \$5,000 to \$50,000. These are *outcomes-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 Program provides grants for a wide range of activities including but not limited to marketing, business recruitment, and business technical assistance, with the overall goal of strengthening neighborhood business districts and building sustainable mechanisms for ongoing vitality and investment.

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](#)), as designated in the *Minneapolis Plan for Sustainable Growth*.

Proposals for programs or activities that address the entirety of a commercial corridor are eligible, as are those that address business investment and economic vitality in a number of designated districts.

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 proposals for technical assistance to businesses. Technical assistance may include, but is not limited to: educational classes or one-on-one sessions on legal, regulatory, and tax issues, financial record keeping, marketing and merchandizing, financial management, business operations, and business planning.

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The City of Minneapolis has evaluated and categorized all Great Streets eligible areas (commercial corridors, commercial nodes, LRT station areas, and activity centers). These geographically-defined areas are 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.

| | |
|------------------|--|
| <u>Intervene</u> | Areas that are experiencing social and economic problems and have limited private sector interest in development |
| <u>Support</u> | Areas that have some private sector interest in development, though with market, infrastructure or assembly barriers |
| <u>Monitor</u> | 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, etc.).

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.

The Scope of Services is part of the contract and it will be based on your proposal. Please only include activities in your proposal which you are committed to doing through 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) 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 community-based 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 and one electronic version. 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 Business District Support Proposal.” The electronic version should be on a CD or jump drive (but not emailed). Faxed 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 25, 2011, 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
Fax: 612-673-5113

All questions are due no later than Friday, February 11, 2011. 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. **A pre-proposal meeting will be held on January 28, 2011 from 9:00 – 10:00** at the Crown Roller Mill located at 105 Fifth Ave. South, Suite 200. Attendance is recommended but not required.

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Proposal Contents

Proposals must include the following:

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

- a. Applicant's name, mailing address, and federal ID number.
- b. Contact person's name, title, phone number, and e-mail address.
- c. The Great Streets eligible area for which the work proposed covers and the categorization (intervene, support, or monitor). See Exhibit C for more information.
- d. 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 number your answers and provide succinct narrative that addresses the following. Be review and address the evaluation criteria in your answers.

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, and defines the objective of the proposed activity. 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.
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. How will you measure success? What outcomes do you expect? **Be specific.** Your Scope of Services (Exhibit B) will be based on the narrative provided. The more specific you are, the easier and faster it will be to develop a Scope of Services. Examples include: the number of businesses that receive technical assistance, number of new businesses recruited, a marketing campaign planned or launched, the creation or retention of jobs (including the estimated number, type, and wage levels), 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.

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.

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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.
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, e.g. meeting minutes and letters of support. Only letters of support included in the proposal will be accepted. *Letters that are emailed or sent under separate cover will not be accepted.*
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. Omission is 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. Priority Area: Is the business district in an area identified as a priority for City investment to catalyze revitalization? (up to 10 pts)
Intervene: 10 pts
Support: 5 pts
Monitor: 0 pts
2. Leverage: 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. Capacity: 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)

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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. **Best Practices:** Can this project be replicated in other areas? Are there “best practices” or “lessons learned” that will be transferrable? (up to 10 pts)

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 and partners in commercial revitalization will review proposals that have been received by the due date of Friday, February 25, 2011 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

| | |
|--|--------------------------|
| RFP Issued: | Friday, January 14, 2011 |
| Informational Meeting | January 28, 2011 |
| Submission deadline for proposals: | February 25, 2011 |
| Staff evaluation of proposals: | March 2011 |
| Recommendation to City Council CD Committee: | April 19, 2011 |
| Final action by City Council: | April 29, 2011 |
| Contracting: | May-September 2011 |

Contracts

This is a reimbursable performance-based grant. Organizations with contracts will periodically submit invoices for payment for the delivery of outcomes 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. By signing the contract the organization is committing to **completion of all of the deliverables** in the Scope of Services.

Contractor may elect to receive an advance of no more than 10% of the total contract amount. The advance will be tied to specific contract deliverables and contractor will be required to demonstrate successful completion of the deliverable(s) tied to the advance.

City Contracting Requirements

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

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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.
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.

EXHIBITS

- A. Form of Consent for Release of Response Data
- B. Scope of Services template
- C. List of Eligible Areas and Categorization

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EXHIBIT A
Form of Consent for Release of Response Data

_____, 2011
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 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

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

OUTCOMES

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

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

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.

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City Contract Manager:

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

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.

EXHIBIT C: GREAT STREETS ELIGIBLE AREAS

| 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 |

| 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 |

EXHIBIT C: GREAT STREETS ELIGIBLE AREAS

| LRT Station Areas (1/2-mile radius) | Sector | Category |
|---|--------|-----------|
| West Bank (Central Corridor) | East | Intervene |
| East Bank (Central Corridor) | East | Support |
| Stadium Village (Central Corridor) | East | Support |
| 29 th Ave (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 |
| 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 |