

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



Introduction

In November 2011, the City of Minneapolis (City) organized a focus group with organizations that focus on business district revitalization. The purpose of the focus group was to gain a deeper understanding of the challenges and priorities facing businesses and business districts as we refine and focus programming with fewer resources. In response to the focus group discussion, the City is actively exploring ways to improve the dissemination of information particularly regarding regulatory policy changes that directly impact businesses and business districts. The City is also scheduling informational workshops, networking opportunities, and business district tours, all which we heard were ways we could help support businesses and business organizations.

This year, we can provide continued support to organizations that support Minneapolis businesses and economic vitality through both the Great Streets program and this Business Association Assistance Program (BAAP). Future support through the BAAP program beyond 2012 is not expected, and this should be treated as a transitional year. For both programs, the City is interested in proposals that focus on creative ways that organizations can work together to leverage resources and develop self-sustaining ways to provide services. The program timing and review for the Great Streets and BAAP programs will be aligned this year. An RFP for the Great Streets Business District Support program will be issued concurrently with this RFP. Next year, we will consolidate the two programs under the Great Streets umbrella as a single City program to support business districts.

The City is seeking proposals for activities to strengthen local business organizations and help stabilize commercial areas, so that they contribute to the economic growth of their members and assist the City in attainment of its economic development objectives to grow jobs and the tax base and support economic vitality throughout the city.

We've heard that technical assistance for businesses is important. In the past, the City has funded technical assistance (business planning, classes for entrepreneurs, one-on-one training on topics such as accounting, legal and tax issues, etc.) for businesses through the BDS program. This year, the City plans to provide support for technical assistance for businesses through a new stand alone program, citywide, without the geographic focus on Great Streets. The City will issue an RFP for this program in early April.

Technical assistance for property owners to help attract tenants and other business recruitment activities remain eligible for BDS funding. Workshops and networking events for businesses that focus on a particular educational topic (e.g., using social media for marketing) are also activities eligible for funding through the BDS program, rather than through the expected new program.

This Request for Proposals (RFP) is for the **Great Streets Business District Support (BDS)** program. The focus of the BDS program is special projects or initiatives with a definite start and end date. Work must be completed within one year.

Eligibility

Organizations eligible to submit proposals include business associations, community development corporations, neighborhood organizations, and other community-based entities

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



performing work in eligible commercial corridors, commercial nodes, activity centers, and Light Rail Transit (LRT) station areas designated in [The Minneapolis Plan for Sustainable Growth \(list of eligible areas\)](#). Contracts are outcomes-based, invoices are paid with agreed upon deliverables, and individual contracts will not exceed \$50,000.

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 with the overall goal of strengthening neighborhood business districts and building sustainable mechanisms for ongoing vitality and investment.

Eligible areas

Commercial corridors, commercial nodes, activity centers, and LRT station areas ([list of eligible areas](#)), as designated in the *Minneapolis Plan for Sustainable Growth* are eligible for the BDS program. See Exhibit C.

Proposals for programs or activities that address either the entirety of a designated commercial district are eligible, as are those that address business investment and economic vitality in multiple designated districts. Targeted segments of commercial areas are also eligible however, this program is not meant to support assistance to an individual property or development.

Prioritization

The City evaluates and prioritizes all of the 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 and investment
<u>Support</u>	Areas that have some private sector interest in development and business investment 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.

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



Eligible activities include, but are not limited to:

- market studies, trade area analyses, and shopper surveys (Note: see [market data reports](#) prepared by City staff. These reports and additional market data are available and customizable. The City will not support contracts that duplicate these data. Please contact Kelly Hoffman at 612-673-5079 to discuss potential market analysis proposals.)
- promotional initiatives such as coupon books and discount cards to encourage local shopping
- marketing and branding campaigns
- merchandizing assistance programs to area businesses
- networking opportunities for businesses
- workshops on specific topics of interest to businesses (e.g., using social media for marketing)
- business recruitment efforts

Capital expenditures (e.g. banners, street furniture, or artwork) as part of a district branding campaign are not eligible. However, design of these uses is an eligible use; your proposal must include information on *implementation and long-term maintenance funding*.

Other 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.minneapolismn.gov/cped/ba/cped_great_streets_home) for information on City assistance for commercial real estate development and business finance tools. Business technical assistance (business planning, financial analysis, legal and tax assistance, etc.) is no longer eligible through Great Streets Business District Support but through a new program without geographic limitations, expected in spring 2012. Events are not eligible. An event is defined as a one time occurrence that may or may not be designed to promote a business district. Examples include music festivals and art crawls. Ongoing promotional initiatives such as loyalty cards, marketing campaigns, and coupon books are eligible. If you have a question about whether or not what you would like to propose is eligible, contact Kelly Hoffman at kelly.hoffman@minneapolismn.gov.

Applicants should be able to complete the activities within one year of executing a contract with the City. Contracts typically run from June to June.

Staff will prepare a Scope of Services based on your proposal. The Scope of Services is part of the contract and it will be based on your proposal. Please only include activities in your proposal that you are committed to doing through a contract with the City.

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 with page numbers. 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. Submissions will not be returned.

Great Streets Business District Support Program Request for Proposals



Due February 10, 2012

Proposals shall be delivered to the City on or before:
Friday, February 10, 2012, 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

Email: kelly.hoffman@minneapolismn.gov

All questions are due no later than Tuesday, January 31, 2012. Questions will be answered in writing and posted on the CPED web site (http://www.minneapolismn.gov/cped/ba/cped_great_streets_home). The department contact cannot vary the terms of the RFP. **A pre-proposal meeting for both the BAAP and Great Streets programs will be held on Friday, January 27, 2012 from 9:00 – 10:00** at the Crown Roller Mill located at 105 Fifth Ave. South, Suite 200. Attendance is not required.

Proposal Contents

Proposals must include the following:

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

- Applicant's name, mailing address, and federal ID number.
- Contact person's name, title, phone number, and e-mail address.
- The Great Streets eligible area for which the work proposed covers and the categorization (intervene, support, or monitor). See Exhibit C for more information.
- 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.

Provide written answers to the following questions. Please number your answers and provide succinct narrative to all of the questions. Be sure to review and address the evaluation criteria (listed on page 5) in your answers.

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



1. A **description of the activity** that clearly defines the nature and extent of the activities proposed, articulates the need for the proposed activity, and defines the objective of the proposed activity.
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 D) 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 of expected outcomes include: number of new businesses recruited, a marketing campaign planned or launched, a market study completed and how the information will be used going forward, a business networking series completed and the number of attendees, 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. **You must use the uniform budget attached as Exhibit B.** Administrative costs are eligible expenses but should not exceed 15% of the total project cost. If also applying for the Business Association Assistance Program, do not apply for funding for the same activity through both programs.
5. A **proposed timeframe** for the project, including any conditions that must be met before work can begin.
6. A description of **how businesses were engaged** in the formulation and review of this proposal and proposed in the implementation of project activities. Only letters of support included in the proposal will be accepted. Letters that are emailed or sent under separate cover will not be accepted.
7. 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.

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 and a uniform budget 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.

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



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 points.

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) (Question 4)
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) (Questions 1,3,4)
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) (Question 2)
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) (Questions 2,3,6,7)
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) (Questions 1,3,6,7)

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 10, 2012 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.

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



Anticipated timeline

RFP Issued:	Friday, January 13, 2012
Informational Meeting (BDS/BAAP):	Friday, January 27, 2012, 9:00 a.m.
Deadline for written questions:	Tuesday, January 31, 2012
Submission deadline for proposals:	Friday, February 10, 2012
Staff evaluation of proposals:	March 2012
Recommendation to City Council CD Committee:	April 17, 2012
Final action by City Council:	April 27, 2012
Contracting:	May-September 2012

Contracts

BDS contracts are *reimbursable* performance-based contracts. 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 D). 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.

- 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.

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



EXHIBITS

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

Great Streets Business District Support Program
Request for Proposals

Due February 10, 2012



EXHIBIT A

Form of Consent for Release of Response Data

_____, 2012

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 _____

Great Streets Business District Support Program
Request for Proposals

Due February 10, 2012



EXHIBIT B:

Uniform Budget – See attached spreadsheet

Great Streets Business District Support Program
Request for Proposals

Due February 10, 2012



EXHIBIT C
Great Streets Eligible Areas

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



This is for informational purposes. Do not complete this form.

EXHIBIT D 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.

Great Streets Business District Support Program Request for Proposals

Due February 10, 2012



City Contract Manager:

(City Staff'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.