

The City of Minneapolis Department of Community Planning and Economic Development (CPED) is seeking proposals focused on creative and innovative ways to enhance neighborhood business district vitality.

#### **PROGRAM OBJECTIVES**

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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 significantly to residents' quality of life. However, many business districts in Minneapolis face competitive challenges due to macroeconomic trends in retailing, real and perceived concerns over parking availability and public safety, and lack of information about local purchasing power and desired products and services.

Each business district is unique with its own set of assets, opportunities, and challenges and requires a customized approach to revitalization. Through this RFP, the City's Great Streets Program solicits proposals for a wide range of activities with the overarching goal of strengthening neighborhood business districts and building sustainable mechanisms for ongoing vitality and investment.

#### **ELIGIBLE APPLICANTS**

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Eligible organizations include community development corporations, business associations, neighborhood organizations, and other not-for-profit entities that have the demonstrated capacity to perform business development work or manage a subcontract with an entity that does. Organizations lacking this experience and capacity are encouraged to submit a partnership proposal with an organization that does have this capacity.

#### **ELIGIBLE AREAS**

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[Eligible commercial districts](#) are defined in the City's comprehensive plan as commercial corridors, commercial nodes, activity centers, and LRT station areas and must be the focus of proposed activities. Proposals may be for an entire commercial district, multiple districts, or targeted segments of a district. Businesses outside the designated areas may benefit from the work and participate in activities that are focused on the eligible areas. The program does not support assistance to an individual property or business.

The Great Streets program prioritizes City resources in areas with demonstrated need based on several measures of economic health and opportunity. Priority is given to applications in intervene and support areas.

#### **INTERVENE**

- Weakest market areas.
- Areas experiencing high crime, high storefront vacancy, and/or low market values.

#### **SUPPORT**

- Below average market areas.

#### **MONITOR**

- Strongest market areas.
- Areas experiencing low crime, low storefront vacancy, and/or high market values.

#### **ELIGIBLE ACTIVITIES**

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Eligible activities include, but are not limited to, the following. Many of the activities listed here can be undertaken in collaboration with cultural organizations, other groups, and consultants to expand market reach and diversify an area's client base.

- District-wide marketing and branding campaigns
- Educational workshops on specific topics of interest to area businesses
- District marketing events (e.g. night markets, tours, outdoor programming, etc.)
- Merchandizing assistance programs to area businesses
- Business recruitment efforts (market studies<sup>1</sup>, trade area analyses, pop-ups, outreach and referral of business prospects)
- Capital expenditures for placemaking efforts, when maintenance cost funding is in place (proposed projects can leverage Special Service District funding)
- Activities related to improving business relationships (e.g. collaborative social media marketing, district passports/games, etc.)
- Networking opportunities for businesses
- Member drives
- Safety programming (e.g. CEPTED property assessments, community building with Police Officers, art and lighting in "hot spots", etc.)
- Technical assistance for organizations to improve strategic thinking and planning around district vitality

Proposals for the same activities funded through the Great Streets program in prior years may score lower than new initiatives. **It is not the intention of the BDS program to fund an annual line item in an organization's budget, but rather to fund activities that respond to the changing needs, economic conditions, and character of each business district.**

If you have a question about whether or not what you would like to propose is eligible, contact Rebecca Parrell, 612-673-5018, [rebecca.parrell@minneapolismn.gov](mailto:rebecca.parrell@minneapolismn.gov).

#### **INELIGIBLE ACTIVITIES**

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- General operations expenses are not eligible for the program. However, staff time to directly provide a service to a business district is an eligible use, and up to 15% of a Great Streets Business District Support contract can be used for contract administration.
- Financing commercial real estate development projects, physical improvements to a single property, or loans to businesses are not eligible activities, as the City offers such assistance through [other programs](#).
- Technical assistance to businesses is ineligible for this RFP because the City supports technical assistance to businesses through the [Business Technical Assistance Program \(B-TAP\)](#).

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<sup>1</sup> Before submitting a proposal for market research, contact Rebecca Parrell (612-673-5018) to discuss what reports and market data are already available to Minneapolis organizations.

## **GRANT CONTRACTS**

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The contracts awarded through this RFP are performance-based contracts. During the contracting period, organizations develop a Scope of Services based on the contents of their organization's proposal with their City contract manager. Contract payments are made by the City based on invoices and documented deliverables submitted by the organizations.

If your proposal is awarded a contract, the contents of your proposal, and any clarification to the contents, may be incorporated by reference into the contract with the City. Only include activities in your proposal that your organization is committed to doing through a contract with the City. Applicants should be able to complete the activities within one year of executing a contract with the City. Contracts typically run from June 1 to June 1. Individual contracts will not exceed \$50,000. There is no minimum contract amount.

## **PROPOSAL SUBMISSION**

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Applicants must email the Proposal Form and a Budget **in Excel** to [rebecca.parrell@minneapolismn.gov](mailto:rebecca.parrell@minneapolismn.gov) **by Friday, February 23, 2018 at 4:00 p.m.** Proposals will not be accepted after the deadline. The City will acknowledge receipt of proposals by emailing the contacts listed with a courtesy email within 24 hours of receiving the proposal or by 4:30 p.m. on February 23. It is the responder's responsibility to ensure they submit their proposal on time.

## **EVALUATION CRITERIA**

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A committee of City staff and outside partners in commercial district revitalization will review proposals by considering the following criteria and make a recommendation to the City Council for funding. The maximum score a proposal can receive is 50 points.

1. Priority Areas (Intervene areas 10 pts, Support areas 5 pts, Monitor areas 0 pts)
2. Need, Outcomes, & Impact (10 pts max)
3. Best Practices & Innovation (10 pts max)
4. Leverage & Budget (10 pts max)
5. Capacity & Readiness (10 pts max)

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.

## **RFP INQUIRIES**

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Prospective responders should direct questions **in writing** to the department contact person, Rebecca Parrell, at [rebecca.parrell@minneapolismn.gov](mailto:rebecca.parrell@minneapolismn.gov). All questions are due no later than Friday, February 2, 2018. Questions will be answered in writing and posted on the "Economic Development" tab on the [CPED RFP website](#) on Tuesday, February 6, 2018. The department contact cannot vary the terms of the RFP.

**A pre-proposal meeting will be held on Tuesday, January 30, 2018 from 9:00 – 10:00 a.m.** in the CPED Offices at 105 5<sup>th</sup> Ave S, Suite 200, Minneapolis, MN 55401. Attendance is not required.

**TIMELINE**

RFP Issued	Wednesday, January 17
Informational Meeting	Tuesday, January 30, 9:00-10:00 a.m.
Deadline for Written Questions	Friday, February 2
Q&A Posted Online	Tuesday, February 6
<b>Submission Deadline</b>	<b>Friday, February 23 by 4:00 p.m.</b>
Proposal Review and Evaluation	March
Recommendation to City Council CD&RS Committee	Tuesday, April 17
Contracting	May
Contract Dates (may vary)	June 1, 2018 - June 1, 2019

**CITY CONTRACT REQUIREMENTS**

All grant recipients will be required to attend a pre-grant award breakfast meeting on the morning of Thursday, May 24, 2018. Please hold this morning open on your calendars. Grantees will also be required to participate in one best practices workshop during the contract period.

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

1. **Data Practices** – Grantee agrees to comply with the Minnesota Government Data Practices Act (the “Act”) and all other applicable state and federal laws relating to data privacy or confidentiality. The Grantee and any of Grantee’s sub-grantees or sub-contractors retained to provide services under this Contract shall comply with the Act and be subject to penalty for non-compliance as though they were a governmental entity. The Grantee will immediately report to the City any requests from third parties for information relating to this Agreement. The City agrees to promptly respond to inquiries from the Grantee concerning data requests. The Grantee agrees to hold the City, its officers, and employees harmless from any claims resulting from the Grantee’s unlawful disclosure or use of data protected under state and federal laws, regardless of the limits of insurance coverage.
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** – Grantee covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this Agreement. The Grantee further covenants that in the performance of this Agreement no person having such an interest shall be employed by the Grantee hereunder. The City acknowledges that Grantee, as part of its nonprofit community and economic development mission, will purchase buildings to be renovated and leased to a variety of businesses. Grantee understands that using proceeds of the grant for the benefit of a property in which Grantee has a financial interest is considered a conflict of interest, unless:
  - o Any technical assistance shall be made available to all businesses in the community who meet Program requirements through a fair, open and competitive process, as approved by CPED staff; and
  - o The assistance provided does not relate to improvements that directly benefit Grantee’s building, e.g. assistance regarding building improvements such as window replacement would not be acceptable; assistance for marketing or procurement would not be a conflict.
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 negligent acts or omissions, including breach of specific contractual duties of the recipient or the recipient's independent contractors, agents, employees or officers.

6. **Insurance** - Prior to starting the services described herein, Grantee shall provide evidence of and continually maintain throughout the term of this Agreement, workers' compensation insurance in accordance with statutory requirements. The Grantee shall also provide evidence of and continually maintain: (i) commercial general liability insurance which shall include contractual liability coverage, (ii) automobile insurance for any vehicles owned by the Grantee, and (iii) hired/non-owned automobile insurance (if Grantee or Grantee's independent contractors will be driving automobiles while performing services under this Agreement) in amounts sufficient to indemnify the City, but in no event less than \$1,000,000 per occurrence with aggregate coverage of \$1,000,000. Said insurance policy(ies) shall name the City as an additional insured. Grantee shall immediately forward to the City any notices it receives of cancellation or revocation of the foregoing policies.
7. **Compliance with the Law** – Grantee agrees to abide by the requirements and regulations of The Americans with Disabilities Act of 1990 (ADA), the Minnesota Human Rights Act (Minn. Stat. C.363A), the Minneapolis Civil Rights Ordinance (Ch. 139), and Title VII of the Civil Rights Act of 1964. These laws deal with discrimination based on race, gender, disability, religion and with sexual harassment. In the event the Grantee has questions concerning these requirements, the City agrees to promptly supply all necessary clarifications. Violation of any of the above laws can lead to termination of this Contract.
8. **Advances** - Organizations awarded contracts may elect to receive an advance of up to 10% of the total contract amount. The advance will be tied to specific contract deliverables and the organization will be required to demonstrate successful completion of the deliverable(s) tied to the advance.