



**Request for City Council Committee Action
From the Department of Health & Family Support**

Date: December 1, 2010

To: PUBLIC SAFETY & HEALTH COMMITTEE
Referral to: WAYS & MEANS/BUDGET COMMITTEE

Subject: CONTRACT WITH THE CULTURAL WELLNESS CENTER TO DEVELOP AND OPERATE A BIKE WALK CENTER IN NORTH MINNEAPOLIS

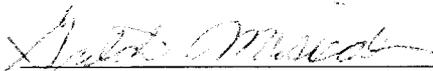
Recommendation:

Council authorization for the proper City officials to contract with the Cultural Wellness Center to develop and operate a Bike Walk Center in North Minneapolis for the period of January 1, 2011 – March 18, 2012 for \$350,000 from fund/org 01300-8600130.

Previous Directives: None

Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
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Approved by:


Gretchen Musicant, Commissioner of Health

Permanent Review Committee (PRC): Approval Not Applicable
Policy Review Group (PRG) Approval Date of Approval Not Applicable

Presenters in Committee: Kristen Klingler, Project Coordinator, Communities Putting Prevention to Work (CPPW) initiative

Financial Impact (Check those that apply)

No financial impact (If checked, go directly to Background/Supporting Information).

Background/Supporting Information Attached

The contract is for the Cultural Wellness Center (CWC) to plan for and open a Bike Walk Center at 2145 Lowry Avenue North. The Bike Walk Center will sell affordably priced new and used bicycles, bike accessories (helmets, locks, clothing, gear), and pedestrian accessories (reusable shopping bags, compact shopping carts); and offer programming to encourage residents to bike and walk for transportation and recreation. A qualified Board of Directors has been convened to oversee planning and implementation of the Bike Walk Center and an experienced bike shop manager has been recruited to coordinate daily operations. The \$350,000 grant money from MDHFS will be used for start up operating expenses, personnel costs, inventory and programming expenses, marketing, and professional services costs throughout the grant period (until March 2012). The operator will be expected to plan for sustainability and become self-sufficient once the grant period ends.

CWC will work in partnership with a number of organizations well established on the Northside to provide other components of the Center. The Major Taylor Bicycling Club of Minnesota will provide a variety of biking and walking programming, events, workshops, and outreach activities. Emerge Community Development will provide North Minneapolis youth with employment and mentoring opportunities within the Bike Walk Center and connect them to more permanent job opportunities throughout the city. CWC will partner with Northside Economic Opportunity Network (NEON) in order to receive technical expertise related to small business financing, development, management, and marketing. The proposed Bike Walk Center will house a coffee shop (in partnership with Peace Coffee) to help generate revenue to make the business self-sustaining.

The Cultural Wellness Center was identified through a competitive RFP process administered by MDHFS with technical assistance provided by CPED. Written proposals were reviewed by an 8-member review panel (including City staff and community members with relevant expertise). Site visits were conducted with applicants to gain further insight into their proposed business plan. Quantitative and qualitative scoring from the review panel and site visits were combined to determine the best qualified applicant. The Cultural Wellness Center had a strong proposal with a solid business plan, well-thought out revenue-generating strategies, a cohesive group of partner organizations ready to start implementation immediately, good youth employment and training strategies, an identified retail manager with bike shop experience, and a clear vision for how the physical space will function for the many services which need to be provided. Overall, the Cultural Wellness Center was the strongest applicant for this project and is the most likely applicant to successfully open and operate a sustainable Bike Walk Center business in North Minneapolis.