

Proposals will not be considered for funding if (i) one or more of the fields in this form are incomplete or (ii) a corresponding Budget in the form provided in Exhibit A is not received via email as described in Section Five on page 17.

SECTION 1 – CONTACT INFORMATION

Organization name:

Organization Federal ID number:

Mailing address:

Contact person name:

Contact person title:

Contact person phone number:

Contact person email address:

SECTION 2 – CONTRACT REQUESTS

Portions of the proposal contents, and any clarification to the contents submitted by the successful applicant, may be incorporated by reference into the contract between the applicant and the City. The City reserves the right to reject any or all proposals and negotiate modifications to a proposal to create a contract of lesser or greater magnitude than described in the submitted proposal.

Check the appropriate boxes next to the eligible areas you propose to serve on the last two pages of this form (pages 18-19).

Contract amount requested (\$50,000 maximum):

SECTION 3 – DESCRIPTIVE ANSWERS

ACTIVITY DESCRIPTION

1. Describe the business development strategies/activities you propose. If you are proposing more than one activity, be sure to number each activity and use the same numbering format when answering questions 7 through 15.

CAPACITY

2. Describe 2-5 projects or initiatives your organization has completed that required similar skills and resources to what you are proposing above. What were the outcomes achieved?

3. List the individuals who will perform the activities you propose. Indicate whether they are staff members, volunteers, consultants, or others. Include a short description of their experience achieving similar outcomes to what you are proposing in this application. If the consultant has not yet been identified, describe how they will be chosen.

4. Describe partnerships your organization has with other community organizations and how these partnerships improve services in your business district. If the proposed activities are coordinated with community partners, describe how the collaboration is expected to work. If letters of support are needed to help demonstrate this cooperation, email them with the required Budget (see Section Five).

5. How were businesses engaged in the formulation and review of this proposal? How will they be engaged in its implementation?

6. Please provide a list of your board of directors and their affiliations, as well as membership of relevant committees. If there is not a cross-section of the business community represented, how is your organization working to correct that?

OUTCOMES

7. Articulate the need for these strategies/activities in your service area.

8. How will the activity directly strengthen the economic vitality of the business district? Please be as specific as possible.

9. What specific outcomes do you expect to achieve? What deliverables will you provide to the City as evidence the outcomes were realized? (*Examples of measurable outcomes include: marketing campaign report and examples of campaign launch, market study report with pitch packet materials, increased business membership, increased revenues to area businesses, et cetera.*)

10. Describe how the proposed activities and outcomes are part of a more comprehensive economic revitalization effort. If your organization has received a City of Minneapolis business district grant in the past, describe how the activities proposed this year differ and/or build on the previous work.

BEST PRACTICES

11. Have these strategies been implemented successfully in other areas of Minneapolis or elsewhere? If yes, why do you believe that experience is transferrable to your business district to help overcome challenges?

12. Can this project be replicated in other areas? Are there “best practices” or “lessons learned” that will be transferrable to other Minneapolis business districts? If yes, speak to how the deliverables can be shared with others or used by others.

FEASIBILITY AND READINESS

13. Can the work reasonably be accomplished in one year within the budget provided, including other committed funds? Describe any conditions that must be met before work can begin.

LEVERAGE

14. Are the proposed activities one-time expenditures? If not, how does the organization propose to achieve their sustained funding into the future? For example, does your organization plan to increase member dues and/or your membership base, charge for events or services, or launch a revenue-generating or fundraising activity?

15. If you are a membership organization include the number of members and dues structure as of February 1, 2014 and your membership growth and retention goals for the contract period.

**Scoring for the Leverage criterion will also consider the leverage presented in the Budget, Exhibit A to the RFP.*

SECTION 4 – AUTHORIZATION (Complete *both* sections)

_____, on behalf of _____¹, hereby authorize the
submittal of this Proposal Submittal Form in response to the Business District Support Program, Request for
Proposals.

Name:

Title:

Name:

Title:

Consent for Release of Response Data

_____, on behalf of _____², hereby consents to the
release of its development proposal in response to the Business District Support Program, 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. **The foregoing consent and waiver does not extend to financial statements submitted
under separate confidential cover.**

Name:

Title:

Name:

Title:

SECTION 5 – SUBMITTAL

Once you have fully completed this *Proposal Submittal Form*, email a pdf copy of it by Thursday, February 27, 2014
at 4:00 p.m. to Rebecca Parrell at rebecca.parrell@minneapolismn.gov.

Include as a second attachment to the email a completed Budget using the template provided as [Exhibit A of the
RFP](#). The Excel Budget file has a blank worksheet to use as a template, as well as Example 1 and Example 2
worksheets that provide two examples of correct Budget formatting.

Any letters of support should be attached to the same proposal submittal email as well.

You will receive a courtesy email response indicating what was received within 24 hours of receipt or by 4:30 p.m.
on February 27, 2014.

If you have any submittal questions, please call Rebecca Parrell at 612-673-5018.

¹ If a partnership or team is proposing, an authorized signature is required from each entity.

² If a partnership or team is proposing, an authorized signature is required from each entity.

PROPOSED SERVICE AREAS – GREAT STREETS ELIGIBLE AREAS

| Commercial Nodes | Category |
|---------------------------------|-----------------|
| <u>NORTH SECTOR</u> | |
| 42nd Ave N & Fremont Ave N | Support |
| 42nd Ave N & Lyndale Ave N | Support |
| 42nd Ave N & Thomas Ave N | Support |
| 44th Ave N & Penn Ave N | Support |
| 45th Ave N & Lyndale Ave N | Support |
| Glenwood Ave N & Van White Blvd | Support |
| Lowry Ave N & Emerson Ave N | Intervene |
| Lowry Ave N & Penn Ave N | Intervene |
| Plymouth Ave N & Penn Ave N | Intervene |
| West Broadway & Penn Ave N | Intervene |

| | |
|----------------------------------|---------|
| <u>SOUTHWEST SECTOR</u> | |
| 36th St W & Bryant Ave S | Monitor |
| 36th St W & Lyndale Ave S | Monitor |
| 38th St W & Grand Ave S | Monitor |
| 38th St W & Nicollet Ave S | Support |
| 40th St W & Lyndale Ave S | Monitor |
| 43rd St W & Nicollet Ave S | Monitor |
| 43rd St W & Sheridan Ave S | Monitor |
| 44th St W & France Ave S | Monitor |
| 46th St W & Bryant Ave S | Monitor |
| 46th St W & Nicollet Ave S | Monitor |
| 48th St W & Nicollet Ave S | Monitor |
| 50th St W & Bryant Ave S | Monitor |
| 50th St W & Penn Ave S | Monitor |
| 50th St W & Xerxes Ave S | Monitor |
| 54th St W & Lyndale Ave S | Monitor |
| 54th St W & Penn Ave S | Monitor |
| 58th St W & Lyndale Ave S | Monitor |
| 60th St E & Nicollet Ave S | Monitor |
| 60th St W & Penn Ave S | Monitor |
| Nicollet Ave S & Diamond Lake Rd | Monitor |
| Penn Ave S & Cedar Lake Rd S | Monitor |

| Activity Centers | Category |
|-------------------------------|-----------------|
| <u>SOUTH SECTOR</u> | |
| 38th St LRT Station Area | Support |
| 46th St LRT Station Area | Support |
| Chicago & Lake | Support |
| Franklin Ave LRT Station Area | Support |
| Lake St LRT Station Area | Support |
| <u>EAST SECTOR</u> | |
| Cedar Riverside | Intervene |
| Central & Lowry | Support |
| Dinkytown | Support |
| East Hennepin | Monitor |
| Grain Belt Complex | Support |
| Stadium Village | Support |

| Commercial Nodes | Category |
|-----------------------------------|-----------------|
| <u>EAST SECTOR</u> | |
| 13th Ave NE & University Ave NE | Support |
| 16th Ave SE & Como Ave SE | Monitor |
| 22nd Ave NE & Johnson St NE | Support |
| 29th Ave NE & Johnson St NE | Support |
| 37th Ave NE & Central Ave NE | Monitor |
| Lowry Ave NE & Marshall St NE | Support |
| Lowry Ave NE & University Ave NE | Support |
| University Ave SE & Bedford St SE | Monitor |

| | |
|-------------------------------|-----------|
| <u>SOUTH SECTOR</u> | |
| 25th St E & Bloomington Ave S | Intervene |
| 35th St E & Bloomington Ave S | Intervene |
| 38th St E & 23rd Ave S | Support |
| 38th St E & 28th Ave S | Support |
| 38th St E & 42nd Ave S | Monitor |
| 38th St E & 4th Ave S | Intervene |
| 38th St E & Bloomington Ave S | Support |
| 38th St E & Cedar Ave S | Support |
| 38th St E & Chicago Ave S | Intervene |
| 38th St E & Minnehaha Ave S | Support |
| 42nd St E & 28th Ave S | Monitor |
| 42nd St E & Bloomington Ave S | Support |
| 42nd St E & Cedar Ave S | Monitor |
| 46th St E & Bloomington Ave S | Monitor |
| 48th St E & Chicago Ave S | Monitor |
| 50th St E & 34th Ave S | Monitor |
| 50th St E & Hiawatha Ave S | Monitor |
| 52nd St E & Bloomington Ave S | Monitor |
| 54th St E & 34th Ave S | Monitor |
| 54th St E & 43rd Ave S | Monitor |
| 54th St E & Chicago Ave S | Monitor |
| 54th St E & Minnehaha Ave S | Monitor |
| 56th St E & Chicago Ave S | Monitor |
| 60th St E & Portland Ave S | Monitor |
| Cedar Ave S & Minnehaha Pkwy | Monitor |

| LRT Station Areas (1/2-mile radius) | Category |
|--|-----------------|
| <u>SOUTH SECTOR</u> | |
| Franklin Ave | Support |
| Lake St/Midtown | Support |
| 38th St | Support |
| 46th St | Support |
| 50th St/Minnehaha Park | Monitor |
| VA Medical Center | Monitor |
| <u>EAST SECTOR</u> | |
| West Bank | Intervene |
| East Bank | Support |
| Stadium Village | Support |
| 29th Ave | Support |
| Cedar-Riverside | Intervene |

| Activity Centers | Category |
|-------------------------|-----------------|
|-------------------------|-----------------|

DOWNTOWN SECTOR

| | |
|--------------------|---------|
| Mill District | Monitor |
| Warehouse District | Support |

SOUTHWEST SECTOR

| | |
|------------------------------|---------|
| 50th & France | Monitor |
| Eat Street (26th & Nicollet) | Support |
| Lyn-Lake | Monitor |
| Nicollet & Lake | Support |
| Uptown | Monitor |

| Commercial Corridors | Category |
|-----------------------------|-----------------|
|-----------------------------|-----------------|

DOWNTOWN SECTOR

| | | |
|----------------|----------------------------|-----------|
| Chicago Ave | 8th St S to Franklin Ave | Intervene |
| Chicago Ave | 8th St S to 2nd St S | Monitor |
| Hennepin Ave | Mississippi River to I-94 | Support |
| Nicollet Mall | Washington Ave to Grant St | Monitor |
| Washington Ave | 35W to 10th Ave N | Monitor |

EAST SECTOR

| | | |
|---------------------|--------------------------------|-----------|
| Cedar Ave | 35W to Hiawatha Ave | Intervene |
| Central Ave | 15th Ave N to 31st Ave N | Support |
| Central Ave - South | University Ave SE to 8th St NE | Monitor |
| Hennepin Ave - East | Mississippi River to 6th St SE | Monitor |
| Riverside Ave | 15th Ave S to Franklin Ave | Intervene |
| University Ave | 23rd Ave SE to Emerald St | Support |

NORTH SECTOR

| | | |
|---------------|---------------------------------|-----------|
| Glenwood Ave | I-94 to Cedar Lake Rd | Support |
| West Broadway | Mississippi River to 26th Ave N | Intervene |

SOUTH SECTOR

| | | |
|-------------------|---------------------------------------|---------|
| Franklin Ave | Nicollet Ave to the Mississippi River | Support |
| Lake St - East | Mississippi River to Hiawatha Ave | Support |
| Lake St - Midtown | Hiawatha Ave to Pillsbury Ave | Support |

SOUTHWEST SECTOR

| | | |
|----------------------------|--------------------------------|---------|
| Excelsior Blvd | Lake St to 32nd St | Monitor |
| Hennepin Ave - South | I-94 to 31st St S | Monitor |
| Lagoon Ave | Dupont Ave S to Humboldt Ave S | Monitor |
| Lake St - West | Pillsbury Ave to Abbott Ave | Monitor |
| Lyndale Ave | Dunwoody Blvd to 31st St S | Monitor |
| Nicollet Ave (Eat Street) | Grant St to 32nd St S | Support |
| Nicollet Ave (city border) | 58th St to 62nd St W | Monitor |