

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

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 the city's 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 opportunities and challenges, and requires a customized approach. 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

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

[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 Areas experiencing social and economic problems with limited private sector interest in development and investment.

Support Areas with some private sector interest in development and business investment, though with market, infrastructure or assembly barriers.

Monitor Areas experiencing very few social or economic problems and with strong market development and business investment activity.

ELIGIBLE ACTIVITIES

Eligible activities include, but are not limited to:

- district-wide marketing and branding campaigns;
- educational workshops on specific topics of interest to businesses (e.g. using social media for marketing);
- district marketing events;
- merchandizing assistance programs to area businesses;

- business recruitment efforts, including market studies¹, trade area analyses, pop-ups², filling vacant storefronts, and shopper surveys;
- networking opportunities for businesses; and
- member drives.

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.

INELIGIBLE ACTIVITIES

- Capital expenditures for streetscape elements, such as banners, garbage receptacles, benches, or artwork are not eligible costs.
- 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 \(B-TAP\)](#).

GRANT CONTRACTS

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 1st to June 1st. Individual contracts will not exceed \$50,000. There is no minimum contract amount.

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.

¹ Before submitting a proposal for market research, see the [market data reports](#) prepared by City staff. These reports and additional market data are available and customizable to Minneapolis organizations. The City will not support contracts that duplicate this type of data. Please contact Rebecca Parrell (612-673-5018) to discuss potential market analysis proposals.

² Examples include: <http://www.artistsinstorefronts.com/>, <http://www.hennepintheatretrust.org/madehere>, <http://www.popuphood.com/>, <http://downtownpittsburgh.com/what-we-do/programming/project-pop-up>

PROPOSAL SUBMISSION AND DEADLINE

Applicants must email (1) the [Proposal Form](#) and (2) a complete [Budget](#) in Excel form to rebecca.parrell@minneapolismn.gov on or before Thursday, February 26, 2015 at 4:00 p.m. Proposals will not be accepted after the deadline. The City will acknowledge receipt of proposals by emailing the contact emails listed with a courtesy email within 24 hours of receiving the proposal or by 4:30 p.m. on February, 26. It is the responder's responsibility to assure they submit their proposal on time.

EVALUATION CRITERIA

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

RFP INQUIRIES AND PRE-PROPOSAL MEETING

Prospective responders should direct questions **in writing** to the department contact person, Rebecca Parrell, at rebecca.parrell@minneapolismn.gov. All questions are due no later than Monday, February 16, 2015. Questions will be answered in writing and posted on the [CPED RFP website](#) on Wednesday, February 18, 2015. The department contact cannot vary the terms of the RFP.

A pre-proposal meeting will be held on Tuesday, February 10, 2015 from 9:00 – 10:00 a.m. at the Crown Roller Mill office building, located at 105 Fifth Avenue South, Suite 200. Attendance is not required.

ANTICIPATED TIMELINE - 2015

RFP Issued	Thursday, January 15
Informational Meeting	Tuesday, February 10
Deadline for Written Questions	Monday, February 16
Q&A Posted Online	Wednesday, February 18
Submission Deadline for Proposals	Thursday, February, 26
Proposal Review and Evaluation	March
Recommendation to City Council CD&RS Committee	Tuesday, April 21
Contracting	May
Contract Start Dates (vary)	June 1 - July 1

CITY CONTRACTING REQUIREMENTS

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