

Great Streets Neighborhood Business District Program  
Façade Improvement Program Administration - Request for Proposals  
Proposals due by Tuesday, February 19, 2008



The City of Minneapolis ("City") is seeking proposals from organizations to administer a façade improvement matching grant program in commercial corridors, neighborhood commercial nodes, Hiawatha Light Rail Transit (LRT) station areas, and in the five downtown neighborhood business districts that are eligible for the City's Great Streets neighborhood business district program.

Organizations awarded contracts will implement and administer the façade improvement grant program on behalf of the City of Minneapolis. The selected organizations will provide reimbursement through matching grants to businesses and commercial property owners for eligible exterior storefront improvements. The total funding available for façade improvement awards in 2008 is \$400,000. The maximum grant amount is \$50,000, and the recommended contract length is two years. Organizations can include an administration fee of up to 15 percent of the total award.

The City has developed a set of standard materials for program implementation. Samples are in Exhibit C of this RFP and include information for businesses, the business application, and participation agreement.

At the end of the contract period, the City will complete an evaluation of the organization's implementation of the program. This evaluation will be included in assessing performance in the organization's future applications for funding.

### **Objectives**

Neighborhood business districts function as the front door of our neighborhoods and shape our perceptions of a neighborhood. A welcoming, vibrant business district sends a powerful, positive message about the neighborhoods surrounding it, just as a poorly maintained or vacant row of storefronts conveys a negative impression. The Great Streets façade improvement matching grant program seeks to (1) stimulate visible investment, (2) create healthy and attractive neighborhood business districts, (3) enhance the sense of place, and (4) provide a tool for assisting the administrative organizations in developing collaborative relationships with businesses in their service area.

### **Eligible Organizations**

Eligible organizations include community development corporations, business associations, neighborhood organizations, and other entities that have **demonstrated capacity** to perform the work, such as staff devoted to business development activities and past organizational and staff experience providing assistance to businesses and managing contracts. Façade improvement program implementers have many responsibilities. They will:

- spearhead the marketing effort,
- energize local merchants and property owners,
- staff a central location where property and business owners can go for assistance with the program,
- keep records and track each awarded grant, and
- manage the funds responsibly.

Organizations are encouraged to seek an experienced partner to assist in administration if they lack some of the experience and capacity needed to implement the program effectively.

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Minimum Qualifications:

- A physical location within or near the business district served where property and business owners can go for assistance
- A demonstrated organizational focus on business district-related activities
- Experience managing contracts

Organizations with a current CPED façade improvement contract with a balance of \$15,000 or more at the submission deadline of February 19, 2008 are not eligible.

**Eligible Areas**

The following areas are eligible for participation in the Great Streets façade improvement program:

- Eleven commercial corridors, designated by [The Minneapolis Plan](#);
- Seven Hiawatha LRT station areas (half-mile radius around station site) between Cedar-Riverside and the Veterans Administration;
- Forty-five neighborhood commercial nodes, designated by the [The Minneapolis Plan](#); and
- Five downtown neighborhood business districts identified by the City Council.

A [list of eligible areas](#) is on pages four and five of this document. [Maps of eligible areas](#) can be found on pages ten and eleven. Proposals can be for an entire, a portion, or a combination of eligible area(s). Business districts with a current CPED façade improvement contract with a balance of \$15,000 or more at the submission deadline of February 19, 2008 are not eligible.

**Eligible Activities**

- Exterior painting, re-siding, or professional cleaning
- Restoration of exterior finishes and materials
- Masonry repairs and tuck pointing
- Removal of architecturally inappropriate or incompatible exterior finishes and materials
- Restoration of architectural details or removal of materials that cover architectural details
- Repair or replacement of windows and doors (if replacement, windows and doors must be architecturally appropriate)
- Window and cornice flashing and repair
- Canopy or awning installation or repair
- Murals
- Installation or repair of exterior signage
- Removal of barriers to access the building from outside for people with disabilities
- Exterior lighting
- Contracted labor related to any of the above improvements
- More than one improvement project, keeping in mind the maximum grant amount per business or storefront
- Wall, window, and hanging signs advertising the business name and identity

The City of Minneapolis requires permits for many of the eligible activities listed here. It is vital that business and building owners work with City Zoning staff on designs and obtain all necessary permits before beginning work.

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### **Ineligible Activities**

- Improvements in progress or completed prior to preliminary approval
- Routine maintenance that is not part of an eligible façade improvement project
- Billboards
- Roofing
- Mechanicals and HVAC systems
- Interior work
- New construction
- Monument, pylon, temporary, or roof signs
- Interior window displays
- Security systems (including metal roll down gates and window bars)
- Trash and mechanical enclosures
- Fencing
- Landscaping
- Parking areas
- Bike parking
- Improvements to non-commercial buildings
- Improvement to the rear or side of a building not visible from the main street
- Any other improvement **not** deemed eligible on the above list

### **Reporting Requirements**

The organizations administering façade improvement matching grant programs will have several responsibilities, including, but not limited to:

- advising businesses on eligible activities and the reimbursement process;
- reviewing of applications for eligibility; and
- providing to the City all required components of grant applications: before and after photographs, bid and payment documentation, and the full project cost (to illustrate leverage of private investment).

### **Area Prioritization**

The Great Streets program prioritizes resources to areas with demonstrated need and where private investments augment public funding. Commercial corridors and Hiawatha LRT station areas are grouped into three categories (intervene, support, and monitor) based on several measures of economic health, need, and opportunity. Neighborhood commercial nodes and downtown business districts are designated as priority or non-priority based upon the Neighborhood Economic Development Fund (NEDF) program guidelines.

Priority is given to applications for assistance in areas that are designated intervene, support, and priority (see evaluation criteria on page seven).

#### **(1) Intervene Commercial Corridors and LRT Station Areas**

- Areas that are experiencing social and economic problems and have limited private sector interest in development
- 1:1 match with a \$7,500 maximum grant (up to a \$7,500 City grant if matched by \$7,500 in private investment in eligible activities)

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**(2) Support** Commercial Corridors and LRT Station Areas & **Priority** Nodes

- Areas that have some private sector interest in development, though with market, infrastructure or assembly barriers
- 1:2 match with a \$5,000 maximum grant (up to a \$5,000 City grant if matched by \$10,000 in private investment in eligible activities)

**(3) Monitor** Commercial Corridors and LRT Station Areas & **Non-priority** Nodes

- Areas that are experiencing very few social or economic problems and have strong market development activity
- 1:3 match with a \$5,000 maximum grant (up to a \$5,000 City grant if matched by \$15,000 in private investment in eligible activities)

Commercial Corridors and LRT Station Areas

**Intervene**

West Broadway  
 Cedar-Riverside LRT

**Support**

Lyndale Ave N  
 Central Ave  
 Franklin Ave  
 East Lake St  
 Nicollet Ave  
 Franklin LRT  
 Hiawatha/Lake LRT  
 38<sup>th</sup> Street LRT  
 46<sup>th</sup> Street LRT  
 50<sup>th</sup> Street LRT

**Monitor**

East Hennepin Ave  
 West Lake St  
 Excelsior Blvd  
 Lagoon Ave  
 Lyndale Ave S  
 Hennepin Ave S  
 Veterans Administration LRT

Neighborhood Commercial Nodes

**Priority**

42<sup>nd</sup> St N & Fremont Ave N  
 44<sup>th</sup> St & Penn Ave N  
 46<sup>th</sup> St & Lyndale Ave N  
 41<sup>st</sup> /42<sup>nd</sup> St N & Lyndale Ave N  
 Plymouth Ave & Penn/Oliver Ave N  
 Lowry Ave & Emerson Ave N  
 Lowry Ave & Penn Ave N  
 Lowry Ave & Lyndale Ave N  
 West Broadway & Penn Ave N  
 38<sup>th</sup> St & 42<sup>nd</sup> Ave S  
 38<sup>th</sup> St & Minnehaha Ave S  
 38<sup>th</sup> St & Chicago Ave S  
 38<sup>th</sup> St & 4<sup>th</sup> Ave S  
 36<sup>th</sup> St & Bryant Ave S  
 Bloomington Ave & 25<sup>th</sup> St E  
 Bloomington Ave & 35<sup>th</sup> St E  
 Como Ave & 16<sup>th</sup> Ave SE  
 13<sup>th</sup> Ave NE/Broadway/University Ave  
 Glenwood Ave & Cedar Lake Rd  
 29<sup>th</sup> Ave NE & Johnson St NE  
 22<sup>nd</sup> Ave NE & Johnson St NE

**Non-priority**

38<sup>th</sup> St & Nicollet Ave S  
 44<sup>th</sup> St W & France Ave  
 Sheridan Ave S & 43<sup>rd</sup> St W  
 43<sup>rd</sup> St & Nicollet Ave S  
 46<sup>th</sup> St & Nicollet Ave S  
 46<sup>th</sup> St & Bryant Ave S  
 50<sup>th</sup> St & Bryant Ave S  
 50<sup>th</sup> St & Penn Ave S  
 50<sup>th</sup> St & Xerxes Ave S  
 54<sup>th</sup> St & Penn Ave S  
 54<sup>th</sup> St & Lyndale Ave S  
 Nicollet Ave & Diamond Lake Rd  
 60<sup>th</sup> St & Nicollet Ave S  
 48<sup>th</sup> St & Chicago Ave S  
 56<sup>th</sup> St & Chicago Ave S  
 42<sup>nd</sup> St & Bloomington Ave S  
 Cedar Ave S & Minnehaha Parkway  
 50<sup>th</sup> St E & 34<sup>th</sup> Ave S  
 42<sup>nd</sup> St & Cedar Ave S  
 University Ave & Bedford St SE  
 Penn Ave S & Cedar Lake Rd

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38<sup>th</sup> St & 23<sup>rd</sup> Ave S  
38<sup>th</sup> St & Cedar Ave S  
38<sup>th</sup> St & Bloomington Ave

Downtown Neighborhood Business Districts

**Priority**

Nicollet Ave between I-94 & Grant St  
Hennepin Ave between 12<sup>th</sup> & 16<sup>th</sup> Streets  
Chicago Ave & 10<sup>th</sup> St  
Washington Ave & 5<sup>th</sup> Ave N

**Non-priority**

Washington Ave & 5<sup>th</sup> Ave S  
Hennepin Ave between 10<sup>th</sup> and 12<sup>th</sup> Streets

**Proposal Submission and Deadline**

Applicants must submit one (1) unbound copy and ten (10) bound copies of the proposal as follows:

- ✓ Proposals must be on standard 8 ½" by 11" paper.
- ✓ 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 Façade Improvement Program Participation Proposal."
- ✓ Faxed proposals will not be accepted.
- ✓ Applicants may choose to provide additional sets if and when invited to do so for presentation purposes.
- ✓ Submissions will not be returned.

Proposals must be delivered to the City on or before:

- ✓ Tuesday, February 19, 2008)
- ✓ 4:00 pm

To: **Contract Services**  
**Department of CPED**  
**105 Fifth Avenue South, Suite 200**  
**Minneapolis, MN 55401**

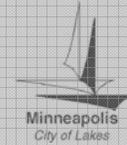
Proposals received after the deadline will not be accepted. It is neither CPED's responsibility nor practice to acknowledge receipt of any proposal. It is the responder's responsibility to assure that a proposal is received in a timely manner.

**Proposal Contents**

All proposals must include the following components, addressed in this order and clearly identified with subject headings. Proposals are non-responsive to this Request for Proposals and not considered for funding if they lack one or more required elements.

1. A **cover page** including the following information:
  - Organization name and year established
  - Type of organization (for example, neighborhood organization, business association, community development corporation)
  - Contact name, title, phone number, email address, fax number, and mailing address
  - The eligible areas the organization proposes to serve (more than one is acceptable)
2. **Signature page** (attached to RFP)

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3. A narrative **description of the planned activities**

- Specify the geographic area(s) to be served and why they were chosen (refer to designated commercial corridors and nodes, eligible downtown areas and LRT station areas)
- Define the nature and extent of marketing strategies to be used
- Articulate the need for the grant program
- Define the measurable goals of the program (i.e. how many businesses you anticipate serving)
- Include a proposed budget (including the anticipated costs, up to 15 percent of the grant amount, for program administration)
- Describe how the organization will use the design guidelines, other guiding documents, and/or design review processes to achieve high quality improvements
- Identify how a façade improvement program in the proposed area would be aligned with recent or pending planning efforts and public sector investments (a list of these investments and planning efforts is located online at [http://www.ci.minneapolis.mn.us/cped/docs/corridor\\_studies\\_and\\_investment.pdf](http://www.ci.minneapolis.mn.us/cped/docs/corridor_studies_and_investment.pdf))

4. 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.

5. A **description of the public benefits and expected outcomes** that will result from the activity, e.g., the number of grants awarded, the amount of private dollars leveraged, tax base enhancement, etc.

6. A **proposed timeframe** for the project, including any conditions that must be met before the proposal can become a reality.

7. A description of **public engagement** in the formulation and review of this proposal and in the proposed implementation of a façade improvement program. Attach any available supporting documentation, i.e. meeting minutes and letters of support.

8. 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 are incomplete, which is grounds for rejection of the proposal.

9. The **answers to the following eight questions** will be used to assess organizational capacity for administering the façade improvement program.

1. How does the Façade Improvement Program fit with the organization's mission or goals?
2. How do the organization's past and current efforts address commercial revitalization objectives?
3. What are the organization's past experiences working with businesses in the business district(s) where it is applying to work?
4. Where would the program be physically housed?
5. Does the organization have past experience implementing façade improvement programs? If yes, please explain the program. If no, please describe how the organization is capable of administering the Façade Improvement Program.

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6. Does the organization have paid staff? If so, how many are full-time and part-time?
7. What staff position will take responsibility for administering the program? Does this position have the time necessary to market the program to businesses and property owners? Does this position have the time needed to ensure that façade improvements are completed and funds spent in the designated time frame?
8. Other than staff time, does the organization have other resources that can be used to enhance the implementation of the Façade Improvement Program?

The contents of the proposal and any clarification to the contents submitted by the successful applicant may become part of the contractual obligation and be incorporated by reference into the contract between the applicant and the City.

**Evaluation Criteria**

City staff will apply the following criteria to evaluate proposals (up to 100 points):

1. Are the proposed area(s) identified as a priority for City investment (up to 30 pts)?  
Commercial Corridors and LRT station areas:  
 Intervene – 30 pts  
 Support – 20 pts  
 Monitor – 0 pts  
Neighborhood Commercial Nodes and eligible downtown areas:  
 Priority – 30 pts  
 Non-priority – 0 pts
2. Does the applicant have experience administering a matching grant program (up to 10 pts)?
3. Is commercial revitalization a core component of the organization’s mission (up to 10 pts)?
4. Does the organization have the experience and capacity to implement a façade improvement grant program effectively (up to 20 pts)?
5. Has the organization outlined effective strategies for achieving high quality improvements that are consistent with the program’s [Design Guide](#) and, where applicable, area-specific design guidelines (up to 20)?
6. Is the proposal aligned with recent or pending planning efforts or public investments in infrastructure, public facilities, or multifamily housing development (up to 10 pts)?

The City, in its sole discretion, may modify the criteria upon which it bases its final decisions regarding selection of participants in the façade improvement program.

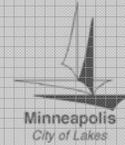
**Review and Selection Process**

City staff will review proposals received by the due date 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, to negotiate modifications of proposals submitted, and to negotiate specific work elements with an applicant into a project of lesser or greater magnitude than described in this RFP or in the applicant’s proposal.

**Anticipated Timeline**

Submission deadline for proposals.....February 19, 2008  
 Staff review/evaluation of proposals.....March 2008  
 Recommendation to City Council .....April 2008

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### **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 that all rights, title, and interest in all of the intellectual property rights, including copyrights, patents, trade secrets, trademarks, and service marks in any work created, in progress, produced or completed and paid by 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** - The recipient will be required to provide evidence of workers' compensation insurance coverage for all employees involved in the performance of the program. In addition, the recipient will be required to carry general liability insurance in amounts sufficient to indemnify the City, but with per incident and aggregate coverage limits of no less than \$2,000,000. Said liability insurance policies must name the City as an additional insured and may not be cancelled without at least 30 days notice to the City.
7. **Non-discrimination** - Activities financed with City funding must be open and available to all qualified participants. Administrating organizations must agree to not discriminate on the basis of race, color, creed, religion, ancestry, national origin, sex, affectional preference, disability or other handicap, age (40 – 70), marital status, or status with regard to public assistance.

If assistance is \$50,000 or greater, the following will also apply:

**Equal opportunity** - The recipient will be required to submit a written affirmative action plan for the project and to comply with applicable provisions of Chapters 139 and 141 (Title 7, Civil Rights), Minneapolis Code of Ordinances, nondiscrimination provisions contained in Chapter 181, Minnesota Statutes, the Americans with Disabilities Act of 1990 (as amended), Section 109 of the Housing and Community Development Act of 1974 (as amended), the Age Discrimination Act of 1975 (as amended) and Executive Order 11246, as amended by Executive Order 12086. The recipient will be required to agree not to discriminate against any employee or applicant for employment because of race, color, creed, religion, ancestry, national origin, sex, affectional preference, disability or other handicap, age (40 – 70), marital status, or status with regard to

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public assistance. The recipient also will be required to take affirmative action to ensure that all employment practices are free of such discrimination. These employment practices include, but are not limited to the following: hiring, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff, termination, rates of pay or other forms of compensation and selection for training, including apprenticeship. The recipient will post in conspicuous places, available to employees and applicants for employment, notices to be provided by the City setting forth the provisions of this non-discrimination clause. The recipient also will be required to, in all solicitations or advertisements for employees placed by or on behalf of the recipient, state that it is an equal opportunity or affirmative action employer.

**RFP Inquiries**

Prospective responders may only direct questions to the department contact person:

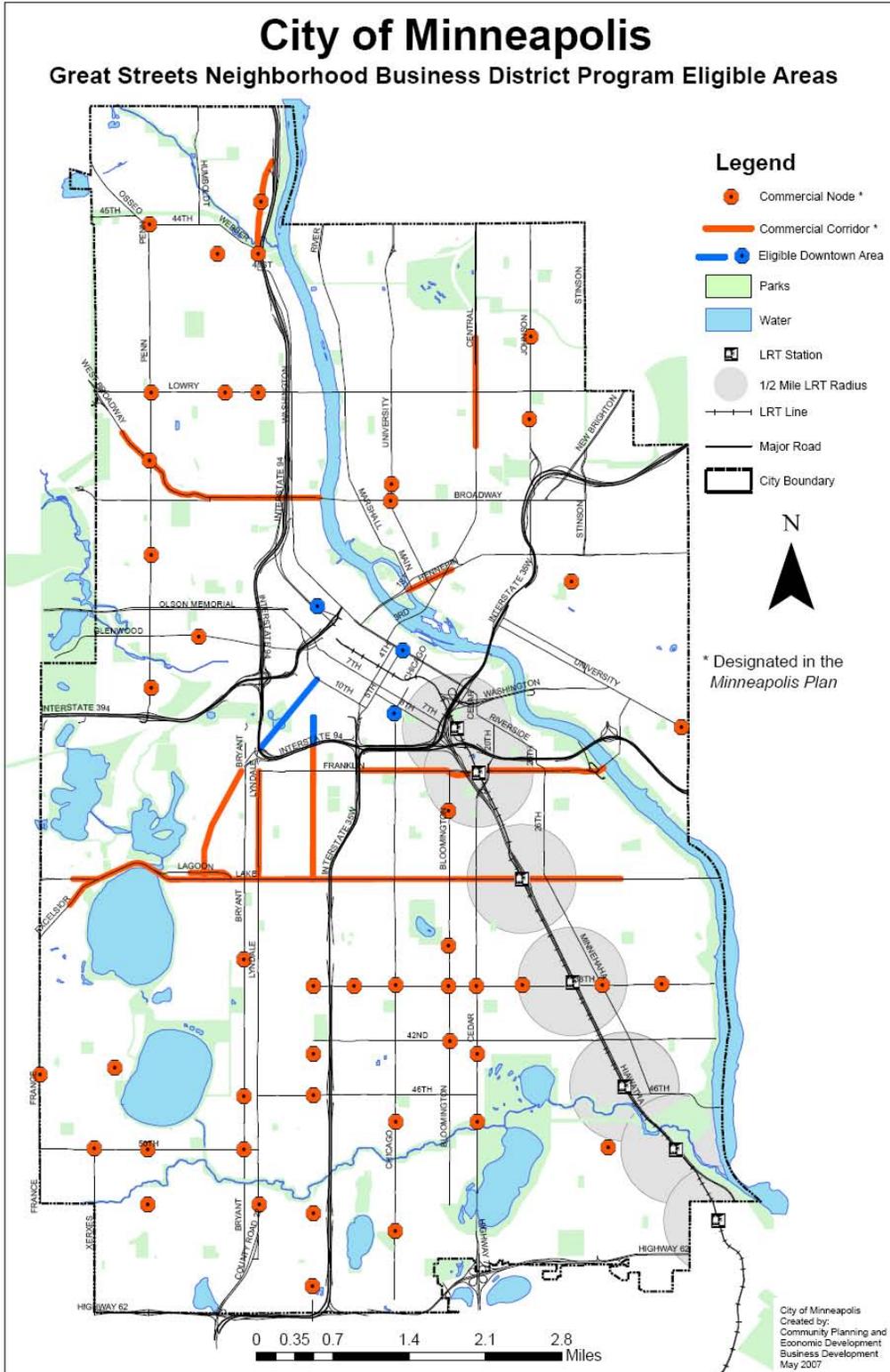
Rebecca Brown  
Community Planning and Economic Development  
105 South Fifth Avenue, Suite 200  
Minneapolis, MN 55407  
Email: [rebecca.brown@ci.minneapolis.mn.us](mailto:rebecca.brown@ci.minneapolis.mn.us)  
Fax: 612-673-5113

All questions are due no later than Monday, February 4, 2007. Questions will be answered in writing and posted on the CPED web site ([www.ci.minneapolis.mn.us/cped](http://www.ci.minneapolis.mn.us/cped)). The department contact cannot vary the terms of the RFP.

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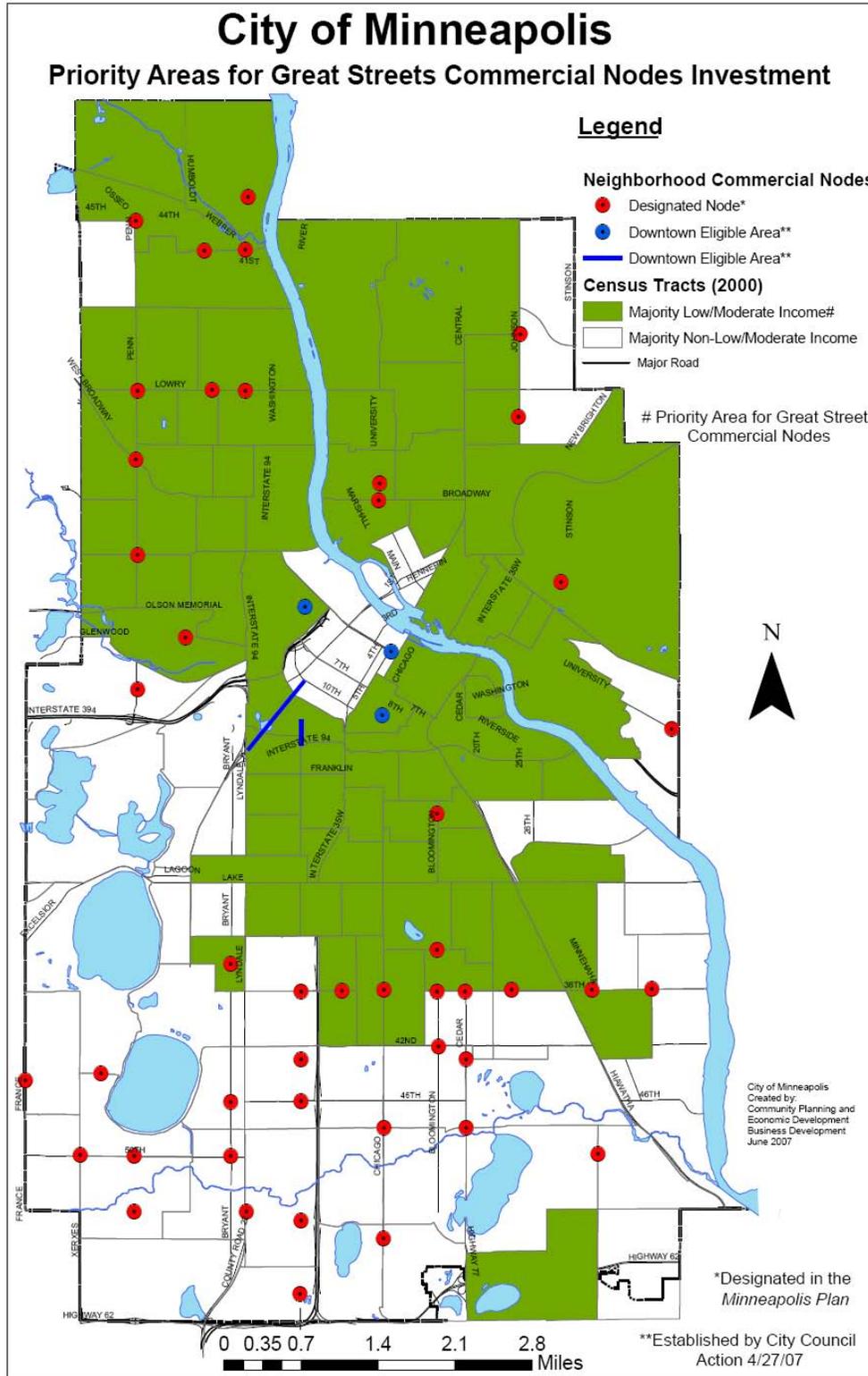
**Map of Eligible Areas**



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**Map of Priority/Non-priority Nodes**



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**Exhibits**

- A. Application Signature Page
- B. Form of Consent for Release of Response Data
- C. Business Packet
  - 1. Information for Businesses
  - 2. Business Application
  - 3. Participation Agreement
- D. [Façade Design Guide](#)

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**EXHIBIT A**

**Application Signature Page**

\_\_\_\_\_  
Signature \*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature \*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\* Signature of authorized officer for each entity proposing as a partnership or team

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**EXHIBIT B**

**Form of Consent for Release of Response Data**

\_\_\_\_\_, 2008

City of Minneapolis  
Department of Community Planning and Economic Development  
105 5<sup>th</sup> Avenue S.  
Minneapolis, MN 55401

Re: Façade Improvement Program Administration, Request for Proposals, Consent for Release of Response Data

\_\_\_\_\_, on behalf of \_\_\_\_\_, hereby consents to the release of its development proposal in response to the Façade Improvement Program Administration, 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.**

\_\_\_\_\_  
Signature \*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature \*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\* Signature of authorized officer for each entity proposing as a partnership or team