

## *Request for Proposals*

### South Division-Grandville Business Improvement District Feasibility Study

#### I. Project Overview

##### 1. Statement of Purpose

The South Division-Grandville Corridor Improvement Authority (the “South Division-Grandville CIA”), a legally designated urban development area located within the City of Grand Rapids, is accepting proposals from qualified candidates to execute a Business Improvement District (BID) feasibility study. The South Division-Grandville CIA desires to explore the formation of a BID to provide a special assessment income stream that complements the existing tax increment finance (TIF) revenues. Prior to the formal designation of a BID, the City of Grand Rapids requires the community to submit a proposal that outlines the potential district improvements and/or marketing and branding initiatives along with a petition from area property owners stating their acceptance of the district formation.

##### 2. Request for Proposals (RFP)

This RFP seeks proposals from qualified candidates that maintain technical wherewithal to accomplish required tasks, exhibit great interpersonal skills enabling them to work with property owners, and the organizational capacity to achieve expectations set by the South Division-Grandville Avenue Corridor Improvement Authority Board. All proposals must be submitted **no later than 5:00pm EST on Friday, April 9, 2021.**

Responses should be delivered electronically to [econdevs@grcity.us](mailto:econdevs@grcity.us), or by USPS to The City of Grand Rapids, Economic Development, 300 Monroe Ave NW, Grand Rapids, MI 49503. Questions may be submitted by calling 616-456-3431.

Additional information is available at <https://www.grandrapidsmi.gov/Government/Boards-and-Commissions/South-Division-Grandville-Corridor-Improvement-Authority>.

*NOTE: Awardee of this contract will be classified as an independent contractor.*

## II. Scope of Work

### 1. Contractor Responsibilities

- Work to engage property owners and other stakeholders on both the South Division and Grandville Avenue corridors. Obtain necessary signatures for the petition to form a BID as required by the City of Grand Rapids.
- Collect property owner and stakeholder data, including contact information, for continued engagement throughout the BID formation process.
- Coordinate activities with the South Division-Grandville CIA's BID Formation Committee.
- Develop visual presentation of potential projects and initiatives a BID may implement to provide to property owners and other stakeholders.
- Coordinate external communication and utilize social media and other marketing tools to convey the BID proposal message.
- Report to the South Division-Grandville CIA board and the BID Formation Committee on project progress and gather feedback, as needed
- Organize meetings and events with property owners and other stakeholders
- The Contractor may perform additional other services, as mutually agreed to, in writing, prior to the performance of such services.

### 2. Job Knowledge and Skills Required

The Contractor candidate should have education and/or measurable experience working with local governments, marketing and communications, project management, and social media. The Contractor should also be familiar with the Business Improvement District legislation, [Michigan Public Act 120 of 1961](#). Practical skills include ability to use word processing software, spreadsheet software, social media applications and Adobe Acrobat. Strong verbal, written, and interpersonal communication skills are essential. *Individuals who are bilingual and able to read, write, and speak Spanish proficiently are preferred.*

The Contractor reports to the South Division-Grandville CIA's BID Formation Committee. The selected candidate must be energetic, imaginative, well organized, and capable of functioning effectively in an independent situation. Business owners or residents within the South Division-Grandville Avenue Corridor Improvement Authority are encouraged to apply.

### 3. Work Location and Physical Demands

Reasonable efforts will be made to accommodate the contractor with sufficient workspace located within the district. As an independent contractor limited provisions such as Information Technology, communication and office equipment may or may not be made available.

Applicants acknowledge that this RFP is for the satisfactory delivery of professional services as stated above. Certain aspects required for achieving deliverables as prescribed may be the responsibility of the contractor.

The physical demands described here are representative of those that must be met by a contractor to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties in this role, the contractor is regularly required to be mobile, talk and actively listen. The contractor must be able to operate a vehicle with reasonable liability coverage or have means to be transported to and from various locations within the City of Grand Rapids. Although unlikely, the Contractor may occasionally be required to lift and/or move up to 30 pounds.

### III. Proposed Contractor Services and Tangible Benefit to South Division-Grandville Ave

The responding applicant's proposal should specify their individual qualifications and diverse experience relevant to completing tasks like those listed above in a sufficient manner. Special emphasis should be made regarding individual and organizational capacity to fulfill the task list.

**Applicants should prepare a budget based on implementing the scope of work and provide an estimated time frame for feasibility study completion. Additionally, all responses to this request for proposals should include the names and qualifications of individuals that might be assigned to this project.**