Request for Proposals

South Division-Grandville Corridor Improvement Authority
Façade Program Manager

I. Project Overview

1. Statement of Purpose

The South Division-Grandville Avenue Corridor Improvement Authority (CIA), a legally designated urban development area located within the City of Grand Rapids, is accepting proposals from qualified candidates to provide part time Façade Program Management.

2. Organization Overview

Collaborative efforts in marketing and promotions, placemaking, and business retention are intended to create an open and inviting sense of place in public spaces, encourage the success of diverse small business ownership, and stimulate inclusive commercial and residential investment that is all welcoming. Funding for this initiative is provided through tax increment financing.

3. Request for Proposals

This RFP seeks proposals from qualified candidates who maintain technical wherewithal to accomplish required tasks, exhibit great interpersonal skills enabling them to work with business owners and the general public, and the organizational capacity to achieve expectations set by the South Division-Grandville Avenue Corridor Improvement Authority Board. The project period is for the Fiscal Year 2022-23 (July 1, 2022 to June 30, 2023) and may be renewable on an annual basis based on contractor performance. All proposals must be submitted no later than 5:00pm EST on Tuesday, May 31, 2022. Responses should be delivered electronically to econdevshrd@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.

Current budget allotted for the 52-week contract is approximately $10,000

NOTE: Awardee of this contract will be classified as an independent contractor.
II. Scope of Work

1. Project Details

The intent of retaining a Façade Program Manager contractor is to develop and implement the SDG CIA façade grant program. The goal of the South Division – Grandville Avenue Façade Program is to support the repair and improvement of facades of commercial buildings in the corridor, as a way to enact the CIA goal of developing a thriving business district that includes strong, locally-owned businesses.\textsuperscript{1} The SDG CIA board has allocated fund for up to $65,000 in façade grants for the fiscal year.

The Façade Program Manager responsibility is to manage all aspects for the corridor’s façade program, including but not limited to:

- Report to and accountable to the chair of the design committee, and committee of the SDG CIA.
- Recommend modifications to the SDG CIA façade program reflecting best practices from other façade programs in Grand Rapids and elsewhere.
- Publicize façade program on city website and neighborhood flyers
- Hand deliver or mail flyers to those businesses and building owners with facades needing significant improvement.
- Assist potential applicants in completing a façade grant application.
- Evaluate façade grants and provide written recommended action to the CIA board for approval.
- Monitor and coordinate with grant awardees until the façade work is done and funding has been released.

Measure of success
- Six facades improved during the fiscal year and public awareness of CIA role in those improvements.

2. Job Knowledge and Skills Required

The Corridor Management support candidate should have education and/or measurable work experience in more than one of the following areas: marketing, public relations, real estate development, property management, local government, volunteer or nonprofit administration, or small business development. Practical skills include ability to use word processing software, spreadsheet software, social media applications and Adobe Acrobat. Social media experience is preferred. Strong verbal and written communication skills are essential. Experience in successfully operating or assisting a small business and the ability to balance multiple projects is a must. Individuals who are bilingual and able to read, write, and speak Spanish proficiently are preferred.

Excellent interpersonal communication skills are a necessity. The select candidate must be entrepreneurial, 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.

\textsuperscript{1} South Division – Grandville Avenue Development plan & tax increment financing plan, page 4.
3. Work Location, Work Hours, and Physical Demands

A significant amount of time is spent on initiatives throughout varied locations within the district.

The SDG CIA does not provide information technology, communication, and office equipment. The contractor is responsible for providing this equipment as needed for their work.

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.

Normal working hours for this contract position will occur between Monday and Friday between the hours of 8:00 a.m. and 5:00 p.m. Certain occasions will require contractor ability to attend early morning meetings and evening or weekend events. Communication methods from board members, volunteers or other stakeholders may occur at any time of the day.

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 frequently is required to sit for long periods of time. The contractor must occasionally lift and/or move up to 30 pounds. Specific vision required by this job includes close vision, peripheral vision, depth perception and the ability to adjust focus. 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.

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

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. South Division-Grandville Avenue utilizes a proven grass-roots based community development organizing model therefore special accordance will be given the individual who has a working knowledge of the National MainStreet Center Four Point Approach™, prior small business development experience, or a successful history of previous community organizing activity.

All responses to this request for proposals should include the names and qualifications of individuals that might be assigned to this project; and, a summary of costs related to providing the delivery of services on an annual basis.