

Request for Proposals

For

Establishment of a
Business Improvement District (BID)

Kamm's
 *CORNERS*

Kamm's Corners Development Corporation
Cleveland, Ohio

Proposals Due November 14, 2008

Introduction

Kamm's Corners Development Corporation (KCDC), a nonprofit community development corporation (CDC), seeks proposals for the establishment of a small Business Improvement District (BID). "Establishment" includes, briefly, planning; outreach to property owners, merchants, and residents; the petitioning of property owners; and the preparation of Articles of Incorporation. This BID would encompass the retail/commercial area at the intersection of Lorain Avenue and Rocky River Drive.

The Kamm's Corners neighborhood is currently undergoing a renaissance. The entire retail area is the subject of a streetscape project that will bury all the overhead wires, install historic light poles, replace all the sidewalks and planter boxes, and install public art. This project will be complete in the summer of 2009. A key reason for the establishment of a Business Improvement District is to assure that the revitalized "downtown" area is well maintained after the project is complete. It would also provide the necessary funding for a host of other important initiatives such as security, district marketing, parking lot maintenance, and other services as determined.

KCDC seeks assistance from a consultant or consulting team with strengths in consensus building and technical knowledge.

Experience in consensus building. The ideal consultant will know how to work with property owners and business owners. Engaging property owners and business owners in the BID formation process is a must for the success of the BID petition.

Technical knowledge. The ideal consultant will know the best practices of the BID establishment process and will be able to interface with the Cleveland City Planning Commission and other city departments.

The final product of the consultant's work will be all necessary documents and approvals for the legal inception of a BID in Cleveland. All proposals must be received by KCDC on or before November 14th 2008 at 5:00 PM. See the Directions for Submission section for submission requirements and instructions.

Kamm's Corners Development Corporation's service area is Ward 21 in the City of Cleveland. The organization focuses on neighborhood revitalization, planning, code enforcement, and neighborhood promotion. Our mission is to "promote, develop, and guide the Kamm's Corners neighborhood as the best place to live, work, shop, worship, and play." For more information about KCDC, please visit www.kammscorners.com.

Description of the Project

A BID in Kamm's Corners would accomplish a number of objectives needed to foster a livelier and healthier business district.

The City of Cleveland is not able to allocate sufficient funds to adequately clean and maintain the infrastructure in the neighborhood at a level that the merchants desire. Funds collected from a BID assessment would fund a professionally managed common area maintenance program for the defined district that would include litter control, planter maintenance, as well as other initiatives.

Safety is a concern in any neighborhood. KCDC has previously funded "beat patrols" in the business district utilizing off-duty police officers on foot. A BID would fund the continued presence of these officers to maintain a safe environment.

Marketing the business district would be another component of the BID. Currently, KCDC markets the area with the Downtown Kamm's Corners program. The BID manager would take over this function, developing marketing materials and strategies to engage merchants and increase traffic in the district to improve the health of the retail establishments therein.

Other possible initiatives include management and maintenance of a city parking lot, security cameras, a website, and special events.

Because a BID is funded by an assessment on real property, a careful petition process must be undertaken to ensure the validity of the district and the legality of the assessment. Obtaining sufficient buy-in from area property owners is critical to the success of the petition process. Often, property owners will pass the assessments along to their tenants in the form of increased rents. Therefore, although not eligible to sign the petition, the consultant should engage tenants of the district as well.

KCDC considers the neighborhood around the intersection of Lorain Avenue and Rocky River Drive as the primary business district in the area. Covering approximately 73 acres, the district includes Fairview Hospital, Kamm's Plaza, the historic Oswald Kamm General Store, and the Kamm's "retail strip."

This project's timeline, from the consultant's acceptance of the project to the successful acceptance of the BID petition, is 10 months.

Description of Services Required

The City of Cleveland, Cleveland Neighborhood Development Coalition, and the Downtown Cleveland Partnership created a manual to assist community development corporations in their efforts to establish BIDs. The manual contains a timeline of the steps to be taken by the CDC, the City, and the BID itself. This timeline is reproduced in Appendix 1. To summarize the timeline, the selected consultant must be able and willing to perform the following services:

Phase I: Planning and Outreach

- Create with KCDC a BID Steering Committee
- Develop definitive BID scope of services and budget including sources and uses statement.
- Analyze and report on various assessment formulas and develop templates for those services
- With Steering Committee and KCDC, develop boundary map of district
- Obtain tax map/records of properties within BID borders
- Develop marketing plan to create BID support
- Contact property owners
- Hold three stakeholder meetings
- Design final boundary map and list of property owners for submission to City
- Design, edit, and produce public relations/marketing piece (at least one double-sided full-color page) for the duration of the BID establishment process

Phase II: Petition

- Prepare legally binding petition for establishment of BID and boundary approval
- Prepare Articles of Incorporation
- Prepare final assessment methodology, services plan, and budget
- Petition property owners

Phase III

- Advise on collection of assessment and cash flow issues

The consultant must submit a complete and acceptable Scope of Services to KCDC by January 1st, 2009. The BID petitioning process must be completed by October 1st, 2009.

Type of Contract

A fixed price contract will be awarded to the most responsive bidder within our budgeted range. Please provide milestones and associated progress payments in your proposal.

Qualifications

The consultant must include detailed information on his/her qualifications in order to be considered for this project.

Evaluation Criteria

KCDC staff and City Planning Commission staff will evaluate submitted proposals for the following criteria (in descending order of relevance): cost, relevant experience, qualifications of the project team, logistical capabilities, and familiarity with the geographic area. KCDC reserves the right to reject all bidders.

Directions for Submission

Prepare five copies of your proposal and deliver them to:

Kamm's Corners Development Corporation
17407 Lorain Avenue, Suite 200
Cleveland, OH 44111

All submissions must be received by 5:00 PM on November 14, 2008. Questions regarding the RFP may be directed to Steve Lorenz, Executive Director, at 216-252-6559, extension 1100.