

Marquette Downtown Development Authority

Request for Qualifications (RFQ)

Greater Downtown Identity Enhancement Program

March 9, 2018



**Marquette Downtown Development Authority
203 South Front Street, Suite 1-B
Marquette, MI 49855
downtownmarquette.org
mlang@downtownmarquette.org**

Overview

The Marquette Downtown Development Authority (DDA) is requesting proposals from interested firms or parties for the development and implementation of a Greater Downtown Identity Enhancement Program.

Submittal Due: Interested parties should submit a proposal by April 16, 2018 for consideration. Proposals received after the date and time specified will not be considered.

Withdrawal of Proposals: Proposals may be withdrawn by written notice received at any time prior to the award. Proposals may be withdrawn in person by an officer or authorized representative of the firm.

Submit and Contact: Mona Lang, Executive Director
Marquette Downtown Development Authority (DDA)
203 S. Front Street, Suite 1-B
Marquette, MI 49855

Submittal shall include two (2) copies of the proposal and one electronic copy. Proposals shall be in a sealed envelope. Project title shall be identified on the exterior of the envelope.

About the DDA

Downtown Development Authorities were created by the State of Michigan as a tool to counteract central city decline and ensure that the heart of our cities and regions receive careful stewardship and long-term consideration. The Marquette Downtown Development Authority (DDA) is a public entity created in 1976 by the Marquette City Commission with the purpose of undertaking public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments.

The DDA takes on infrastructure projects and events that impact downtown, manages the daily operations of the downtown district including public facility maintenance, parking management, holiday displays, events and placemaking activities, and the weekly Farmers Market. The DDA also coordinates the activities of the Eastside Independent Restaurant Association. The work of the DDA is done by a small staff and guided by a volunteer Board of Directors comprised of eight citizens, appointed by the Mayor and City Council and the City Manager. The majority of the Board are downtown property owners, business owners, or residents.

The DDA annual budget is approximately \$1 million with the primary sources of funds coming from a tax increment financing district which covers the original DDA District, parking revenues, and a property millage.

Background

The City of Marquette is situated along Lake Superior's southern shore. It embodies all the attributes of a great community – history, arts and cultural opportunities, recreation, a vibrant downtown, and a diversified economy. Home to Northern Michigan University (student population 9,000) and nearly 22,000 residents Marquette is the largest community in Michigan's

Upper Peninsula and serves as a regional center of a metro area of approximately 100,000. Historically industrial and resource based, the city has shifted its economic focus primarily to service industries including education, health care, and tourism. Over the last two decades Marquette's core downtown has experienced considerable revitalization. Good planning efforts, strategic public projects, and private investment has successfully transitioned the downtown from a declining core to a vibrant walkable district that embraces its former industrial Lake Superior Waterfront. Marquette's residents value their downtown and continued revitalization of its downtown is repeatedly a priority during city planning initiatives.

The DDA District consists of roughly 18 blocks and includes 6.6 miles of sidewalk. The original district was expanded in 1992 and again in 2011. The downtown Tax Increment Financing and Development Plan No. 3 was adopted in 2011 and extends through 2036. (See Attachment A for a map of the DDA boundaries). The district contains 320 parcels of property, over 400 individual businesses, and approximately 3,000 people are employed within the district. Three different zoning codes apply to the different areas of the downtown: Central Business District Zoning, Community Business District Zoning (soon to be revised to the Third Street Form Based Code), and the Downtown Waterfront Form Based Code.

Marquette's downtown encompasses more than the "historic" core and includes differing areas with varied character and needs. As the downtown has flourished and grown, four distinct business neighborhoods or sub-districts have evolved. Each of these sub-districts can be delineated by its geography, quality and character of its streets and buildings, and the activities that occur within each distinct environment. The areas tend to feel disconnected from the downtown core and each other. Clarification of a cohesive downtown identity and each sub-district will help provide for a better understanding of the unique needs and opportunities, market destinations and features, and help focus business development and recruiting strategies for each area within Marquette's overall downtown district.

Scope of Work

Intent

The intent of this project is to create a Greater Downtown Identity that will provide for a distinct identity for each subdistrict based on its unique characteristics, develop an overarching downtown district theme and identity that connects the unique downtown areas, provide appropriate transitions between the subareas, and create cohesive downtown experience. Further, the plan shall identify subdistrict priorities, strengthen both physical and intangible characteristics, and identify business opportunities within each area. The outcome shall include a well-developed and feasible implementation program.

Scope of Services

For the plan to be effective, input from and involvement by downtown businesses and stakeholders, DDA staff and Board, City Staff, and the public will be necessary. The approach shall elicit meaningful public input and result in a workplan that can be implemented realistically and in a short time frame. The consultant shall provide a workplan that includes stakeholder meetings, one-on-one interviews, and focus groups. The consultant is expected to coordinate, consult, and work closely with DDA staff throughout the project to help achieve plan goals.

The project shall:

- 1) Clarify the definition of the overall downtown district, designate and provide a description, and name its subdistricts to help focus and market destinations and features.
- 2) Develop and provide a unifying logo, subdistrict identities including unique logos and branding that coordinate with overall unifying logo.
- 3) Recommend and develop a Style Guide for all marketing materials.
- 4) Develop ways to use banners, signs, and other elements to identify and connect each subdistrict and make recommendations for locations.
- 5) Develop a plan for gateways at major entrance points.
- 6) Identify opportunities and priorities within each area and feed subdistrict priorities into larger downtown development activities.
- 7) Identify and detail pedestrian and quality of place elements in each area and make recommendations for additions, installations, placement, and spacing including but not necessarily limited to:
 - Landscaping (e.g., street trees, plantings, and planter beds)
 - Street furnishings (bike parking, outdoor seating, paving materials, and trash containers, tree grates)
 - Utilities, particularly those that are visible in the public ROW (e.g., public and private surface-mounted utility boxes, utility vaults, and poles)
 - Private uses (e.g., sidewalk cafes, retail displays)
- 8) Integrate elements of prior planning projects that have focused on subareas of downtown and help develop a workplan for implementation of applicable elements. Those plans include:

Marquette Smart Growth Implementation Assistance & Waterfront Form Based Code; 2008
City of Marquette Downtown Development and Tax Increment Financing Plan #3; 2011
Third Street Corridor Sustainable Development Plan; 2013
Marquette Baraga Avenue Place Plan; 2014

Work Plan

- 1) The consultant shall meet with the project team (to be established) to determine clear project goals.
- 2) The consultant should hold a sufficient number focus sessions and meetings with stakeholders such as property owners, business owners, residents, university and hospital representatives and the public to gather input.
- 3) The proposal should include a significant number of meetings throughout the project with key staff and identified personnel.
- 4) The proposal shall include public presentations to share elements, recommendations, priorities, and proposed activities.

Proposal Content

To simplify the evaluation process and obtain maximum comparability, The DDA requires that all responses to the RFP be organized in the manner and format described below:

A. Firm(s) Identification

State the full name, address, telephone number, and web site address of the (lead) firm and the address of any local branches or offices whose staff will be used in the

project.

Indicate whether you operate as an individual, partnership or corporation. If a joint venture is contemplated, state the names and addresses of the other firms involved. If subcontractors are to be used, they must be identified in the same way.

Provide the name, title, address, email, and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process.

B. Statement of Understanding (15 points)

Describe your understanding of the work to be performed and your firm's ability to perform and expected timeline of completion.

C. Professional Qualifications (10 points)

Include the names and positions of all staff proposed and sub-consultants. Designate who will be the Principal, who will be the Project Manager in charge of the project, who will be the DDA's contact throughout the project, and who will meet with stakeholders, facilitate focus groups, and other public meetings.

Provide the qualifications, experience, and project responsibilities of the team members assigned to this project. Resumes and qualifications are required for all proposed project personnel. Qualifications and capabilities of any sub-consultants must also be included. State history of the firm, in terms of length of existence, types of services provided, identify the technical details which make the firm qualified for this work.

D. Previous Experience with Similar Projects (30 points)

The DDA is interested in the experience of the firm(s), but more explicitly, the experience of specific staff assigned to the project. Include a list of specific experiences by the proposed project team members within the past three (3) years with similar projects.

E. Approach/Proposed Work Plan (30)

Describe how your firm will approach the proposed services, including development and implementation of program. Experience with community outreach and engagement, and a proven ability to effectively communicate material.

F. Fees (15)

Please provide a firm cost for the services to be provided.

G. References

Include a list of professional references whom we may contact.

Proposal Evaluation

The Selection Committee will evaluate each proposal by the above-described criteria and point system. The DDA reserves the right to accept or reject any proposal which it determines to be unresponsive and deficient in any of the information requested for evaluation.

Selected firms may be given an opportunity to discuss in more detail their qualifications, experience, and proposed work plan. The interview will be conducted electronically and must include project team members expected to complete a majority of work on the project. The interview may consist of a presentation of up to twenty (20) minutes by the proposer, followed by approximately thirty (30) minutes of questions and answers.

Proposal Timetable

RFP distributed	03/09/2018
Proposal submission deadline: 2 hard copies, 1 electronic copy	04/09/2018
Shortlist candidate interviews	04/19-04/20/2018
Firm selected and notified	04/25/2018
Final Deliverables and Project Completion	09/14/2018

Proposals submitted shall further define an appropriate project schedule in accordance with the requirements of the project. The final schedule will be negotiated based on the final scope of work and work plan agreed to by the DDA and the selected firm. Consultant will be expected to conduct public presentations on the final project elements and recommendations.

Insurance (required for contract execution)

Selected firm shall provide evidence of the following insurance:

- A. Workmen’s Compensation – in compliance with the Worker’s Compensation Act
- B. Comprehensive General Liability (including coverage for completed operations)
- C. Comprehensive Automobile Liability (including non-ownership and hired car)
- D. Professional Liability (errors and omissions, including contractual liability)

Intellectual Rights

The Marquette Downtown Development Authority retains all rights to the final work delivered by the contractor as part of this project, including, but not limited to, copyrights. The contractor shall relinquish all personal, professional, or ownership rights to any product and/or designs developed as part of this project.