

**Title: Impact Assessment of Façade Masterplan
Addendum 1
Questions and Answers, March 6, 2018**

The IEDA has received the following questions to the “Integrated Design Consultation Service” Informal RFP. Each question is posted first then followed by IEDA’s response in **in Bold type**.

Question 1:

Does IEDA provide guidelines to communities in the preparation of their façade masterplans? If so can one be sent to me for review?

Answer 1:

See the Community Development Block Grant Downtown Revitalization program description online for program guidelines, <https://www.iowagrants.gov/getOpportunity.do?documentPk=1350318970894>.

Question 2:

Can IEDA share a sample Façade Masterplan from a community to give a sense of what is typically included in such plans?

Answer 2:

A sample application and project building design concepts is available on the RFP website, <https://www.iowaeconomicdevelopment.com/our-agency-detail-resources/6508>. Not all attachments noted at the end of the application are provided, but IEDA believes enough information is provided to give potential respondents a sense as to the information contained in a façade masterplan grant application. Each plan typically includes a slum and blight survey of the project area, description of how the project fits into the community’s downtown revitalization plans, photos of the target buildings, letter of commitment from the building owners, project budget, and renderings of proposed scope of work per building.

Question 3:

Can you send a summary table of all façade improvement grants that were made out to communities in the assessment period (ideally including year of award, time it took to complete the project, location of award, type of building (one-story or multistory), building use, length of operation of business, rental or owner-occupied building, and whatever other information may be useful?

Answer 3:

No. The Iowa Economic Development Authority (IEDA) will assist the selected contractor in querying requested information from IEDA records. All projects are required to take place in the community’s historic business district. Projects are typically 2-3 years in length and involve a variety of 1-3 story buildings. The length of operation of business and rental or owner-occupied information is not collected.

Question 4:

What is the matching fund requirement from local governments for a façade grant?

Answer 4:

The program does not require a minimum amount of matching dollars. All projects do include local match with match amounts ranging from 15~50 percent of the total project cost. Matching funds most often come from the local government and building owners.

Question 5:

Can a community receive more than one façade grant? If so have any received multiple grants?

Answer 5:

Yes, a community can receive more than one façade grant. The city of Ottumwa has received two façade grants, but only one façade grant within the time frame of this proposed assessment. Ottumwa's second façade masterplan project is currently underway.

Question 6:

Is there a deadline for completion of façade improvements once an award is made?

Answer 6:

3 years

Question 7:

Is baseline information about the state of a property provided? For example, assessed value of property, sales volume of business, number of employees, etc.?

Answer 7:

The only information readily available is county assessor information for the property along with the slum and blight survey completed for the application.

Question 8:

Are award recipients required to provide annual updates about their projects and the state of their business or properties?

Answer 8:

Yes, they do provide updates on project progress while under the 3-year contract. They do not provide business updates as this is not the goal of the program.

Question 9:

Ottumwa and West Union are mentioned twice in the list of communities. Is that accurate and if so, could you share why their names appear twice.

Answer 9:

Both West Union and Ottumwa should have only appeared once.

Question 10:

Does the 10-page limit include resumes and references?

Answer 10:

No. However, resumes and references should be brief and concise. We are looking for enough background information to allow us to determine vendor experience and qualifications.

Question 11:

On page 2, just to confirm, Ottumwa and West Union received funding for 2 separate sets of projects during the impact study timeframe? And that 5 of the communities listed are not designated Main Street Iowa local programs?

Answer 11:

Listing Ottumwa and West Union twice in the RFP was an error. West Union received façade masterplan funding only once. Ottumwa recently received a second façade masterplan funding award, outside this study's time frame. Renovation work under Ottumwa's second façade masterplan project is taking place at this time. The communities of Adel, Emmetsburg, and Fayette currently are not in the Main Street Iowa program.

Question 12:

Will all building survey data included in the original funding applications be available for review?

Answer 12:

Yes

Question 13:

Will state sales tax data be available, even if confidential, for the defined project areas? For certain business categories within a community? For individual tenants?

Answer 13:

Yes. The intent at this time is to provide Iowa Department of Revenue sales tax data aggregated for a defined project area or community level depending on study methodology.

Question 14:

Are all the improvements in all communities of a similar quality? If not, is that a factor to be considered?

Answer 14:

Not all the improvements in all communities are of a similar quality. The quality of the improvements made is a factor that should be considered.

Question 15:

What kinds of reporting and/or metrics have been provided to IEDA by local communities, Main Street organizations, or business/property owners?

Answer 15:

No reporting or metrics have been provided to the IEDA by local communities.

Question 16:

What data is available through the Iowa Economic Development Authority? For example, would the IEDA be able to provide historical property tax data by municipality, downtown/main street? Would any other data suggested for the impact matrices, such as sales tax, be available via the IEDA?

Answer 16:

The Iowa Economic Development Authority (IEDA) has each community's original façade project funding application. Property tax information is available from the county assessor for the county in which each community is located. It is the intent of IEDA to make available aggregate sales tax data as provided by the Iowa Department of Revenue at the downtown level or other level appropriate to the proposed methodology.

Question 17:

Is there an identified project budget?

Answer 17:

There is not an identified project budget due to the uncertainty of proposed study scopes of work and proposed methodologies. Respondents may want to consider providing two or three differing levels of scope of work and study methodologies to provide IEDA reviewers scope and budget flexibility.

Question 18:

Can you clarify usage of the term "impact" in the RFP? For economic impact modelers, a true economic impact requires a net change, either positive or negative, in a region's gross domestic product (GDP). Within a given region, simply shifting retail activity from one physical location to another creates no net change in retail sector GDP. Sales gains at the new location(s) would be offset by lost sales in the old locations, and there would be no retail-related economic impacts associated with the locational shift. (There may be one-time economic impacts associated with construction activity.)

Answer 18:

For the purposes of this study, impact is defined more broadly than simply a change in gross domestic product. Some examples of the types of impacts that IEDA is interested include, but are not limited to, change in building ownership, new business starts, net new business starts, changes in building vacancy rates, sales tax activity in the project area or community, façade improvements to buildings that did not participate in the façade masterplan project, etc. One of the desired outcomes of the study is information

that may help potential façade masterplan communities understand the impacts a façade masterplan project may have in their community.

Question 19:

What is the region of interest for this study? The answer would determine the measurement approaches and data needs for quantifying economic outcomes.

Answer 19:

The region of this study is NOT statewide or regionally. The area of study is at the individual community and downtown level.

Question 20:

Would IEDA facilitate access to detailed sales tax return data from the Iowa Department of Revenue?

Answer 20:

Yes.

Question 21:

Deliverable #2 asks for the indicators of likely success. How would you define a successful Façade Masterplan project?

Answer 21:

All Downtown Revitalization projects must eliminate slum and blight, per federal CDBG regulations. Potential outcomes of a successful façade masterplan project may include number of building facades improved, reduction in building vacancy rates, increase in project area retail sales, additional financial investment in the project area, and increased assessed values in project area.