



REQUEST FOR PROPOSALS

MICHIGAN STREET CORRIDOR IMPROVEMENT AUTHORITY

CORRIDOR MANAGEMENT

I. Project Overview

1. Statement of Purpose

The Michigan Street 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 Corridor Management services to facilitate day-to-day support for the district and achieve annual project goals. The contractor will undertake neighborhood economic development activities designed to enhance small business opportunities, and sustainably create a safe, attractive, and welcoming neighborhood culture.

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 the technical wherewithal to accomplish required tasks and exhibit great interpersonal skills enabling them to work with business owners and the public, and the organizational capacity to achieve expectations set by the Michigan Street Corridor Improvement Authority Board. The project period is for the ten months of FY2025 **(Approximately September 1st, 2024 – June 30, 2025)** and may be renewable on an annual basis based on contractor performance. **All proposals must be submitted no later than 5:00 pm EST on Monday, July 22nd, 2024.** Responses should be delivered electronically to 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 [here](#).

The current budget allotted for the 10-month contract is **\$15,000**.

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

II. Scope of Work

1. Project Details

The intent of retaining a Corridor Management contractor is to provide ongoing support for community-based neighborhood development initiatives that are engaged in promoting the success of neighborhood marketing and branding projects, impactful streetscape and placemaking initiatives, and constructive business assistance tools. The contract provides funding for approximately 8 to 10 hours per week of support. Currently, Michigan Street has one active subcommittee that carries out the tasks of the Authority Board. The Corridor

Management support task list includes:

- Administrative and task support for the Design and Marketing Committee
- Internal stakeholder communication, external marketing communication/social media, and/or public messaging
- Liaison to the City of Grand Rapids Economic Development Department
- Event planning support
- Project implementation (Design, Marketing and Business Retention)
- Acting as a central point of contact/Provide day-to-day support
- Other duties in support of the Development and Tax Increment Financing Plans

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, strategic planning, business administration, management, retailing, local government, volunteer or nonprofit administration, or small business development. Practical skills include the 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 as well as

team-building skills are essential. Experience in successfully operating or assisting a small business and the ability to balance multiple projects is a must.

The Corridor Manager reports to a volunteer board of directors consisting of members of the Michigan Street business community.

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 Michigan Street Corridor Improvement Business District are encouraged to apply.

3. Work Location, Work Hours, and Physical Demands

Reasonable efforts will be made to accommodate the contractor with sufficient workspace located within the district. A significant amount of time is spent on initiatives throughout varied locations 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.

Normal working hours for this contract position will occur between Monday and Friday between the hours of 8:00 am – 5:00 pm. Certain occasions will require the contractor's ability to attend early morning meetings and after-hour 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 accommodation may be made to enable individuals with disabilities to perform essential functions.

While performing the duties in this role, the contractor is regularly required to walk, talk, and actively listen. The contractor frequently is required to sit for long periods. 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 the means to be transported to and from various locations within the City of Grand Rapids.

III. Proposed Contractor Services and Tangible Benefit to Michigan Street

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 placed on individual and organizational capacity to fulfill the task list. Michigan Street utilizes a proven grass-roots-based community development organizing model therefore special accordence will be given to 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.