



Request for Proposals

Position: Business Improvement District Formation

Project: North Broad Renaissance Business Improvement District

Date Issued: January 2, 2019

Responses Due: February 6, 2019

The North Broad Renaissance seeks proposals from consultants experienced in Business Improvement District formation, or Strategic Planning for organizations involved in economic and community development to provide advice and guidance as the organization works with stakeholders to explore forming a Business Improvement District (BID) to serve North Broad Street from Spring Garden to Germantown Avenue. The consultant will be part of a project team which includes NBR leadership.

The project team will use the document "[How to Start a Business Improvement District in Philadelphia](#)" as a guide and the Commerce Department will provide ongoing assistance throughout the process.

Background

The North Broad corridor that was considered the "Workshop of the World," with amazing infrastructures, businesses, arts and culture and a thriving community, is starting to see its share of investments and growth. The North Broad community and stakeholders are ready to re-establish one of Philadelphia's most prominent corridors as the huge economic driver it's capable of becoming. A corridor that creates clean and safe places to work and play, booming businesses, employment opportunities and innovation that inspires the entire region.

The creation of the North Broad Renaissance (NBR) was born out of a concern and desire of Council President Darrell Clarke to give more attention and support to North Broad Street. Specifically, there was a great need to support and oversee the community revitalization along the North Broad corridor. As a result, the organization was created and is currently organized as a voluntary special service district for this particular section of the city.

The NBR is a federal and state approved 501(c)3 organization located in Philadelphia, PA that was founded in 2015 in order to address the needs of the community of North Broad Street. The area that the organization covers is on North Broad Street from Germantown Avenue to City Hall.

In partnership with community stakeholders, NBR is revitalizing the community, creating opportunities, and improving the economic power and overall quality of life along one of Philadelphia's most prominent corridors - North Broad Street.

In order to ensure that the efforts to revitalize North Broad Street is sustained, it is vitally important to create a Business Improvement District to continue moving efforts forward, and that the broader North Broad community feels the area is welcoming, vibrant, clean and inviting to all who live, work, play, or commute along the corridor.

Over the last four years, The North Broad Renaissance has provided communication and information to City administrators and Council, neighborhood and community groups and others who are (or may) do business or development or other activities on North Broad, from City Hall to Germantown Avenue. In partnership with community stakeholders, we are revitalizing the community, creating opportunities, and improving the economic power and overall quality of life along North Broad by doing the following:

- Keeping North Broad Clean and Safe

- Maintaining and Improving Greenspace along North Broad
- Marketing North Broad to the Community and Visitors, and Communicating with Stakeholders
- Ensuring Innovative, Strategic and Diverse Business Attraction, Business Retention and Business Development

PROJECT ROLES

The NBR and Project Consultant will:

- Manage the overall BID process
- Conduct outreach to identify key stakeholders and ensure that business and property owners from the diverse range of ethnic backgrounds are aware of the effort
- Work with District Councilperson and his staff
- Recruit and orient BID Steering Committee (property owners, businesses, others) "Staff" the Steering Committee
- Work with the NBR leadership to develop meeting agendas
- Work with the NBR to distribute agendas and meeting minutes to all Steering Committee members
- Administer a Needs Assessment Survey to businesses & property owners in the district
- Build on the current strategic plan to include a BID services and governance plan
- Prepare and distribute information regarding the BID Plan, once developed
- Organize public meetings for all property owners and businesses where the steering committee presents the district plan/budget/amount of assessment
- Coordinate with District Councilperson's Office regarding introduction of BID legislation
- Work with Steering Committee to prepare testimony

The Commerce Department will:

- Provide the Association with a property owner database
- Provide examples of outreach material
- Provide sample Needs Assessment Survey
- Provide sample bylaws for the BID organization
- Assist the team in the legislative phase by coordinating with City Law Department and City Council Technical Staff
- Assist the team in preparing testimony for Council hearings

Requested Services

The Association seeks a consultant to provide the following services:

FEASIBILITY AND PLANNING PHASE:

- Act as an independent expert who will consult with the Project Team and participate in BID steering committee meetings, bringing knowledge of what is possible and what has been done in other similar area into the discussion to help the steering committee reach a consensus on goals.
- Manage the overall process and ensure that the project goals and deadlines are met.
- Act as an on-call expert to advise on the outreach campaign during the planning phase when the steering committee is gathering input.

- Provide advice to the steering committee on governance of the BID including options and examples of best practices concerning how the new BID organization might work cooperatively and efficiently with the community. Assist the steering committee in possible updates to the organization's current board structure and bylaws.
- Review draft of the BID 10-year plan and budget.
- Work to recognize the unique dynamics of a culturally diverse business community and adapt with creativity and flexibility to the working conditions present throughout the proposed BID.

OUTREACH PHASE:

- Assist in the formation of a comprehensive marketing and communications strategy to help guide a successful outcome.
- Act as an on-call expert during the outreach phase when the steering committee will be building support for the BID.

LEGISLATIVE PHASE:

- Be available on an on-call basis during the legislative phase.

STRATEGIC PLAN DEVELOPMENT PHASE

- If approved, the 10-year BID Plan will guide the NBR over the next 10 years and will become a part of North Broad's strategic plan.
- The consultant will assist in creating the final plan.

Proposal Requirements

In eight pages or less, the Proposer shall provide:

1. The name, resume and background of the managing professional and any other individuals or subcontractors who will be involved in providing the requested services
2. A description of the proposer's ability and capacity, and the anticipated procedures and practices to be used when managing this engagement
3. A description of past performance and references, when providing similar services; specifically:
 - a. Facilitation/strategic planning: ability to lead a group of diverse members to develop goals and strategy.
 - b. Non-profit organizational development: Familiarity with non-profit organization structure and governance, [i.e.: bylaws, how boards function, and so on.]
 - c. Neighborhood commercial corridors: Experience working with Community Development Corporations, BIDs or similar organizations to develop programming to revitalize neighborhood commercial corridors. Experience working with neighborhood businesses and commercial property owners.
 - d. Campaign marketing and messaging. Experience developing marketing materials, crafting advocacy campaigns, conducting marketing or building coalitions relevant to the campaign needed to build support for the proposed BID.
 - e. Business Improvement District formation. Knowledge of BID formation best practices from the Philadelphia area and/or other locations around the country.

4. An estimate of the man hours needed for the requested assistance, separated by phase as outlined in the Requested Services section above; and
5. A statement of billable fees for the services for each member of the proposer's team; an estimate of reimbursable expenses; and a "not to exceed" total for all fees and expenses.
 - a. Up to \$45,000 is available for the services sought through this RFP - \$25,500 for the Feasibility, Planning Phases, and \$4,500 for the Outreach and Legislative phases.
 - b. If the BID is approved, the consultant will help create the 10-year strategic plan. Up to \$15,000 is available for the creation of the strategic plan.

Submittal Requirements

Proposals must be submitted in pdf format via email to sthomas@northbroad.org, no later than 5 PM on February 6, 2019.

Questions regarding this RFP must be submitted no later than 5 PM on January 31, 2019.

If selected, consultant should be prepared to interview on February 20 or February 21, 2019 from 1 p.m. to 3 p.m.

Additional Resources

[The North Broad Renaissance Five Year Strategic Plan \(2020 Vision\)](#)

[The 2019 State of North Broad Report](#)

[The North Broad Renaissance Annual Report Fy18](#)

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