

Request for Qualifications/Proposals (RFQ/RFP) for City-owned property at 3744 Chicago Ave. (Peoples' Way)

Sept. 21, 2026

Proposals due at 4 p.m. central time, **Oct. 19, 2026**

For reasonable accommodations or alternative formats please
contact miles.mercer@minneapolismn.gov.

People who are deaf or hard of hearing can use a relay service to
call 311 at 612-673-3000.

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Overview

Introduction

The City of Minneapolis (“City”) seeks an eligible applicant to redevelop the City-owned property at 3744 Chicago Ave., commonly known as the Peoples’ Way (“Property”). The City purchased the site in 2023 and issued an initial request for qualifications (“RFQ”) in 2024 (“2024 RFQ”) after community engagement informed eligibility and property use values. The City Council rejected the recommended proposal from that process, with some Council Members providing feedback for a proposer with established real estate development experience and capacity to complete the redevelopment quickly.

This RFQ/RFP solicits applications from organizations that can meet the updated criteria to create a financially feasible development proposal for the property.

The City will review the qualifications of the applicants based on their ability to develop, own, and operate the property with a community-centered mission and focus. The eligible applicant selected through this RFQ/RFP process will be offered a period of exclusive development rights to formulate, in collaboration with the City and community, a development project that best achieves the development objectives.

Applications in response to this RFQ/RFP are due by **4 p.m. central time, Monday, Oct. 19, 2026.**

Property details

The Property is a 13,980 square foot parcel at the northwest corner of 38th St. and Chicago Ave. last commercially used as a gas station and convenience store. There is one existing 2,390 square foot structure and one existing free-standing canopy on the property. Since 2020, the community has used the site for twice-daily meetings, annual events honoring George Floyd, performances, providing mutual aid to residents, gardening, and other activities.

There are many memorial offerings, art, and community objects on the property. Moving or removing these memorials must be done in collaboration with the creators, art conservators, and City staff. In addition, legal protections under the Visual Artists Rights Act (VARA) and copyright laws may apply.

Please review each RFQ/RFP exhibit listed in the appendix of this document.

Eligible applicants and property uses

Eligible applicants to this RFQ/RFP are organizations that have commercial real estate development experience. The City will accept applications from either for-profit or non-profit developers. The organization would ultimately become the owner of the property. The lead developer can form a team with other organizations and professionals to help advance a

project.

Applicants must have the capacity to develop a site plan, business plan, and operating and capital pro formas, and secure funding sources for the redevelopment of the Property consistent with community engagement in a timely manner.

The primary uses at the site should be those that contribute a positive and hopeful presence to George Floyd Square and reflect the culture of the area. Ideas that were prioritized through the 2024 RFQ community engagement include, but are not limited to, the following (for a full list, see page 3 of Exhibit C):

- Memorial
- Racial justice and healing center
- Space for reflection and contemplation
- Museum
- Art gallery
- Community center
- Center for social services - such as health services, legal assistance, job training, youth services, or civic education

Applicants should be prepared to provide and maintain these elements accessible to the public on site:

- Covered outdoor gathering space with seating
- Some memorials
- Gardens
- A building with indoor public restrooms
- Outdoor space for community services and gathering

Background information

Community values

Through the community engagement process in the creation of the 2024 RFQ, the community created values to guide proposers.

Repair the collective harms of racism and its impact on our society. Respect the Peoples' Way significance and ensure it remains a place for hope and Black Liberation, welcoming everyone who seeks racial justice and racial healing. Create a space for reflection, mourning, pain, and spiritual and emotional healing. Create space that can provide safety and self-sufficiency for the community surrounding George Floyd Square, while transforming the collective society through community and individual wholeness.

Center the needs of the people and the community of George Floyd Square. Honor the community's deep connection with this space, where people have come together to serve one another and build a sanctuary of healing and justice. Consider the people who live here, work here, and visit from all over the world. Make sure redevelopment boosts the economic vitality of the community.

Honor the life and death of George Floyd. As a sacred space, George Floyd Square must continue to embody the spirit of the community that created it. It must reflect the movement that brought about change while remaining a place where people can be vulnerable, find love, and seek solace.

Respect George Floyd Square as an active memorial space. The Peoples' Way has met many community needs over the past six years. Modifications must be considered with respect for the hard work and dedication already invested. Allow opportunities for expression and experimentation. This is a site of ongoing protest. Continue to allow this movement.

The neighborhood

Four neighborhoods meet at the intersection of 38th St. and Chicago Ave.:

- Bancroft
- Bryant
- Central
- Powderhorn Park

While “the community” is much larger than just these four neighborhoods, it is important to note who is living closest to George Floyd Square. Please refer to the 2024 RFQ attached as Appendix F to see demographics of the residents living in these four neighborhoods. All the data is from the U.S. Census Bureau, 2018-2022 American Community Survey (ACS).

Proposal contents

Deadline

Responses to this RFQ/RFP are due **by 4 p.m. on Monday, Oct. 19, 2026**. Proposals received after the deadline will not be accepted. It is the responder's responsibility to assure that a proposal is received in a timely manner. Submissions will not be returned.

Proposers must submit their proposal via email to the department contact, Miles Mercer, miles.mercer@minneapolismn.gov.

Emails exceeding 35 megabytes (mb) in size will need to be sent in separate messages. The department contact will acknowledge received proposals with a confirmed response.

To be deemed complete and responsive, proposals must include the information requested in the Proposal Contents. Proposals deemed incomplete or non-responsive will not be considered.

Proposal contents

1. Developer's name, team and contact information

The lead organization must have commercial real estate development experience and would be the ultimate owner of the property. Include the developer's name, contact name, email, and phone number. Provide a list of your team members. Identify the

partners, subconsultants and individuals who will be involved in the project and their roles, e.g. developer, architect, general contractor, tenant, property manager, professional consultants, etc.

Additional team members may include various non-profits, businesses, architects, artists, and any others who are working closely on the project. Clarify which of these entities are formal vs informal partners, and which are consultants. (Design consultants must be licensed in the State of Minnesota and contractors licensed to work in the City of Minneapolis.)

2. Relevant experience and capacity

- a. Describe the experience of the lead developer and of each team member with developing commercial real estate projects. Include addresses and total development costs for each example.
- b. Describe the relationship with and the knowledge of the lead developer with the South Side community and the ability to serve this community's needs.
- c. Describe team member experience:
 - i. Working with communities to develop community supported designs
 - ii. Using environmentally responsible building materials and construction practices
 - iii. Leasing to small businesses
 - iv. Building public spaces
 - v. Designing developments that draw inspiration from the local character and that enhance placemaking

3. Project development, community engagement, and financial qualifications

- a. Describe the development team's proposed approach to community engagement for the project. The approach should consider engagement with a range of community stakeholders, a variety of engagement approaches, responsiveness to the needs and vision within the surrounding community, and determining the right mix of services and activities to have at the site.
- b. Describe the expected approach to the project's capital and operating funding. How would you go about securing philanthropic grants, individual donations, private financing, and/or government funding to construct and operate the project?
- c. Provide a list inclusive of the past seven years of all litigation, arbitrations, bankruptcies, foreclosures, or debarments of any team members or their affiliates.

4. Project concept and stewardship intentions

- a. Describe your concept for the Property. What are your planned uses? What is your concept for any structures, such as rehabilitating the existing building and canopy, demolishing the existing building, constructing a new building(s), or a combination of reuse and new construction?
- b. Describe how the concept anticipates whether memorial offerings may continue to exist on the Property, or if new memorials could be incorporated.
- c. Describe how the concept centers uses based on community needs, how community needs were determined, and what the community services would be.

- d. Describe what you believe is the significance of the Peoples' Way and how your proposed concept supports and advances its story.

5. Timeline

- a. Identify a proposed schedule to: 1) engage the community, 2) develop and complete the site plan and business plan, 3) complete the capital and operation pro formas, sources and uses, and financing plan, 4) complete pre-development and construction activities.
- b. Identify any milestones or conditions that must be met before the proposal can become a reality.

6. Executed consent for release of response data form

Proposals that do not include this form will not be accepted. Under the Minnesota Government Data Practices Act (MGDPA), Minnesota Statutes Ch. 13, public disclosure of responses data before execution of a contract is restricted. To meet the City's citizen participation goals, the City requires each proposer to execute and submit this form (see Form of Consent for Release of Response Data in the Appendix). Failure to submit the "Consent for Release of Response Data" will be grounds for rejection of the entire proposal as unresponsive.

7. Acknowledgement

An acknowledgement signed by the developer certifying that the developer has received and read the RFP and any addenda and agrees to be bound by their terms.

The City is not responsible for the costs incurred by proposers or their subcontractors in connection with this RFQ/RFP process.

Pre-proposal information meeting

A pre-proposal meeting will be held for interested proposers to learn more about the site and proposal process. City staff will host one (1) virtual Q&A meeting. The virtual meeting will be on Monday, Oct. 5, 2026, at 2:30 p.m. Attendance is optional. The City is not bound by any oral responses to questions at the virtual Q&A meeting.

To attend the virtual Q&A meeting, please request the link from department contact: miles.mercer@minneapolismn.gov.

Potential proposers can also direct questions via email to miles.mercer@minneapolismn.gov. All questions are due no later than Oct. 9, 2026. The City may not respond to all questions. Any responses to emailed questions and questions from the information session will be posted online as an addendum/s by Oct. 14, 2026.

Proposal review process and criteria

Evaluation criteria

The City will evaluate Proposals on the following factors:

- A. The lead organization has proven and timely commercial real estate development experiences. The City will base its evaluation on the quality of previously completed projects by the lead organization and evidence of past success planning, completing, financing and operating commercial real estate.
- B. The skills and ability of the team to implement the project and the experience of team members working on similar projects.
- C. The quality and thoroughness of the how each proposal addresses the required contents.
- D. How the project concept addresses the community values and needs and the proposers' demonstrated understanding of those needs based on data and experience.
- E. The organizational and financial capacity of the development team to successfully undertake and complete this process.
- F. History of each member of the proposal teams with meeting contractual commitments with the City.
- G. The anticipated ability of the project concept to secure necessary public and private capital financing.
- H. The financial feasibility of continued operation and maintenance of the concept.
- I. Overall quality of the submission.

The City reserves the right to reject any or all proposals or parts of proposals, negotiate modifications or proposals submitted, and negotiate specific work elements with a proposer into a project of lessor or greater magnitude than described in this RFQ/RFP or the proposers' reply.

Review/selection process

Proposal review

- A City staff evaluation team will review the submissions for completeness and responsiveness to the RFQ/RFP requirements and evaluation criteria. Some or all of the applicants may be requested to respond to follow up questions and/or present their proposals to the evaluation team.
- In weighing the evaluation criteria listed above, the evaluation team will put greater weight on the applicant's commercial development experience, quality of the proposal, quality and capacity to develop and fund the redevelopment plan, and clarity and thoroughness of responses addressing stewardship plans.
- City staff will make a recommendation on which proposal best meets the RFQ/RFP evaluation criteria that will need approval from the City Council and Mayor to award exclusive development rights to the Property.

Exclusive rights agreement

- Upon selection of a developer, that developer will need to enter into an exclusive rights agreement with the City. Standard City contracting requirements will include:
 - **Equal opportunity (nondiscrimination and affirmative action)** – Developer must obtain City approval of a written affirmative action plan in compliance with applicable provisions of Chapter 139 and 141 (Title 7, Civil Rights), Minneapolis Code of Ordinances, nondiscrimination provisions contained in Chapter 181, Minnesota Statutes, the Americans with Disabilities Act of 1990 (as amended), Section 109 of the Housing and Community Development Act of 1974 (as amended), the Age Discrimination Act of 1975 (as amended), and Executive Order 11246, as amended by Executive Order 12086. The Developer agrees not to discriminate against any employee or applicant for employment because of race, color, creed, religion, ancestry, national origin, sex, affectional preference, disability or other handicap, age (40-70), marital status, or status with regard to public assistance or any requirement of a public assistance program. Developer agrees to take affirmative action to ensure that its employment practices are free of such discrimination. These employment practices include, but are not limited to the following: hiring, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff, termination, rates of pay or other forms of compensation and selection for training, including apprenticeship. Developer agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the City setting forth the provisions of this nondiscrimination clause. Developer also will be required to, in all solicitations or advertisements for employees placed by or on behalf of developer, state that it is an equal opportunity or affirmative action employer.
 - **Hold harmless** – Developer agrees to defend, indemnify and hold the City harmless from any and all claims or lawsuits that may arise from the developer's activities under the provisions of this agreement that are attributable to the acts or omissions, including breach of specific contractual duties, of the Developer or the Developer's independent contractors, agents, employees or officers.

Subsequently, upon completion of the development plan, the developer will need to enter into a redevelopment agreement with the City. Standard land sale contract terms and conditions will apply to the subsequent redevelopment agreement (see Appendix G).

Appendix

Please review each RFQ/RFP exhibit:

- A. Property survey
- B. Environmental reports
- C. [Site plan ideas and Peoples' Way engagement summary](#)
- D. [Approved street concept layout](#)
- E. [Community engagement materials](#)
- F. 2024 RFQ (includes community demographic information)
- G. City contracting requirements for a land sale
- H. Consent for release of response data