

Date posted: April 9, 2025
Proposals due: May 7, 2025



Business District Support (BDS) - Uptown-specific Programming for 2025 (One-time funding) Notice of Funding Availability (NOFA)

Introduction

Proposals will not be considered for funding if one or more of the questions in this form are incomplete or a corresponding Budget in the form provided is not received via email as described below under *Submittal Process*.

Portions of the proposal contents and any clarification to the contents submitted by the successful applicant may become part of the contractual obligation and be incorporated by reference into the contract between the applicant and the City. The City reserves the right to reject any or all proposals and negotiate modifications to a proposal to create a contract of lesser or greater magnitude than described in the submitted proposal.

Submittal Process

Proposals must be e-mailed to Judy Moses (judy.moses@minneapolismn.gov) by **Wednesday, May 7, 2025, at 4:00 p.m.** with the following attachments:

- Completed Proposal Form.
- Completed Excel Budget, using template provided; and
- Letters of support in a single pdf document.

You will receive a courtesy email response indicating what was received within 24 hours of receipt or by 4:30 p.m. on May 7, 2025.

Application Information

Applicant Organization Information:

Name:

Federal ID number: (9-digit #)

Mailing address:



Applicant Contact Information:

Name:

Title:

Phone number:

E-mail address:



Total contract amount requested:

\$50,000 maximum contract amount

List the area(s) the proposal would serve. Activities must be located within the Uptown Small Area Plan map.

Proven Need, Clear Outcomes, & Significant Impact (15 pts max)

If you are proposing more than one activity, number each activity and use the same numbering format when answering all questions, as appropriate.

1. Describe the activities you propose. For each activity, describe what it is, why it's needed for your business district, what specific outcomes you expect and how the activity promotes, advertises, improves, or develops the economic success of the businesses and community. (Duplicate formatting for each activity.)

Activity # ____

Description Activity:

Specific Need:

Outcomes:

Economic Impact:

2. Describe how the proposed activities will address existing racial, ethnic, or economic disparities in your community. How do the proposed activities protect the racial diversity and uplift the cultural identity of your district?
3. What specific deliverables will you **email** to the City as evidence the outcomes were achieved? (Examples provided on page 5)

Capacity, Partners, & Readiness to Proceed (10 pts max)

Organizational and consultant performance under previous contracts will be considered.

4. List the individuals who will perform the activities proposed. Are they staff members, volunteers, or consultants? Include a short description of their experience achieving similar outcomes to what you are proposing in this application. If a consultant has not yet been identified, describe how they will be chosen.
5. Describe partnerships your organization has with other community and cultural organizations and how these partnerships improve your business district. If the proposed activities are in partnership with other organizations, describe how the collaboration is expected to work. *(Please include letters of support to help demonstrate the business districts support for proposed activities, email all letters as a single attachment to the submission email.)*
6. What does your organization need to do before you will be ready to implement your proposed activities? If proposing public art or activities in the City's right of way, please provide documentation regarding your organizations plans to obtain necessary permits and/or approvals.
7. How were local businesses engaged in the formulation and review of this proposal? How will they be engaged in its implementation?
8. Please provide a list of your Board of Directors members and their affiliations.

Leverage & Budget (5 pts max)

9. Are the proposed activities one-time expenditures? ☐ Yes / ☐ No *(It is not the intention of the BDS program to fund an annual line item in an organization's budget, but rather to fund activities that respond to the changing needs, economic conditions, and character of each district.)*

If no, how does the organization propose to achieve sustainable funding for the future? For example, increase member dues and/or membership numbers, charge for events or services, launch a revenue-generating activity or increase fundraising activity?
10. Please provide any additional information about your attached budget, if any. If artists are included in your answer to question #4, describe how you arrived at their compensation amount in the budget.

Authorization

Complete both sections

Submittal Authorization

Name, on behalf of Organization¹, hereby authorize the submittal of this Online Proposal Submittal Form in response to the Business District Support Program (Uptown-specific), NOFA.

Name:

Title:

Name:

Title:

Consent for Release of Response Data

Name, on behalf of Organization², hereby consents to the release of its proposal in response to the Business District Support Program (Uptown-specific), NOFA and waives any claims it may have under Minnesota Statutes Section 13.08 against the City of Minneapolis for making such information public. **The foregoing consent and waiver does not extend to financial statements submitted under separate confidential cover, which material will be treated consistent with Minnesota Statutes Section 13.08**

Name:

Title:

Name:

Title:

¹ If a partnership or team is proposing, an authorized signature is required from each entity.

² If a partnership or team is proposing, an authorized signature is required from each entity.

Examples of deliverables:

Activity Type	Outcome	Deliverable	Dollar Amount
Marketing Campaign: (1) Develop and implement strategies for sustained, ongoing , & raised awareness of a business district (2) Increase customer traffic			
Strategy Development			
	Development of a brand identity, themes, core messages, and implementation plan	Documentation of plan with action steps	\$ 8,000
	Engage businesses in the process of development of strategy	List of businesses that were involved and how	\$ 6,000
	Collect baseline data in order to measure impact of future marketing initiatives	Description of data collected	\$ 5,000
Develop Logo	Logo developed	Copy of Logo and guidelines for use	\$ 3,000
Develop radio ads	Develop and air radio ads, PSAs or underwriting announcements that promote business district	Invoice, date/time of ad, ad copy	\$500/ad or PSA
Develop print ads	Develop and run ads in print publications	Invoice, copy of ad.	\$1,000 max
Improve web presence/social media strategy	Website upgrades – e.g., search optimization, interactive map, online directory, added features, etc	Web hit analytics showing increase in website traffic	\$ 2,500
Collect business data	Collect data from businesses to demonstrate impact (e.g., increase in customers or sales, evidence of new customers)	Description of data	\$ 5,000
Increase use of social media	Education for businesses on maximizing impact of social media – Facebook, Instagram, etc.	Description of workshop – agenda, content, and attendees list	\$1000 per workshop
Business Recruitment			
Develop recruitment materials	Development of a pitch packet to use for business recruitment. Materials may include available sites, market profiles, information about local amenities, etc.	Copy of packet and description of use and impact	\$ 5,000
Market/Real Estate Analysis	Market analysis – analysis of market, demographics, property specific assessment, information and recommendations for recruitment	Copy of study and strategy for implementation or use	\$ 10,000
Active Recruitment of businesses	Prospecting/recruiting	Copy of prospecting plan and results, e.g., list of businesses called (at least 50), results, and next steps or description of broker events, tours, or other recruitment activities.	\$ 15,000
Recruit businesses	Business recruited	Documentation of new business recruited to area (e.g., lease)	\$ 5,000