

Lake Street Fund

Notice of Funding Availability

Introduction

The City of Minneapolis Department of Community Planning and Economic Development (CPED) is seeking proposals in response to this solicitation for a foundation to administer an \$8 million State of Minnesota grant for the “Lake Street Fund”

This grant will fund activities to support the economic health and vitality of the Lake Street Corridor, including support for both the individual businesses and the corridor. The enabling legislation is as follows:

Sec. 30. APPROPRIATION; CITY OF MINNEAPOLIS; GRANT.

(b) Of the amount granted to the city of Minneapolis under paragraph (a), \$8,000,000 must be used for a grant to a foundation that provides business advising, branding and marketing support, and real estate consulting to businesses located on Lake Street in Minneapolis, between 30th Avenue South and Nicollet Avenue. The organization must use the funds for direct business support or direct corridor support, including assistance with marketing, placemaking, and public relations services.

Eligible Applicants

Only foundations are eligible to apply for this funding. One foundation will be selected to administer the grant program.

Eligible Areas

Activities funded through this grant program must focus on the East Lake Street corridor, between 30th Avenue South and Nicollet Avenue. Businesses receiving direct assistance must be in a building with a Lake Street address and/or are located in a building with a frontage along Lake Street.

Grant Contract Terms

One organization will be awarded a funding agreement to administer the grant program, consistent with the legislative appropriation and following guidelines.

- Payments will be made on a cost reimbursement basis
 - There is a minimum invoice amount of \$2,500.
 - Invoices may be submitted as often as bi-weekly, monthly is preferred.
- Work may be completed by foundation staff or, if needed and subject to City approval, the foundation may contract with relevant entities.
 - Fee for service contracting is permitted
 - Sub-grants are not allowed

- All funded activities must be completed no later than June 30, 2025. Invoices for activities completed may be submitted through July 31, 2025.
- The foundation must submit quarterly reporting of the activities completed and details of the individual businesses served.
- Contract must be consistent with the terms and conditions of the grant agreement between the City and the Minnesota Department of Employment and Economic Development (DEED).

Eligible Activities

Eligible activities include the following business support and corridor support activities:

Category	Subcategory	Details	Proposed budget
Direct business support	General business advising	No-cost services across these topics to individual businesses supporting their direct operations.	No minimum
	Real estate consulting services	Consulting services for real estate projects including feasibility analysis, design, budget development.	Maximum of 150 hours per business
	Marketing and branding	Consultation and/or direct professional services to create new marking plans, business branding, updated logo and materials, online presence (<i>e.g. website development, how a business appears on web searches, online ordering and scheduling</i>), merchandising improvements.	
Direct corridor support	Placemaking	Beautification and activation of vacant spaces. Includes fencing of vacant lots, temporary art installations or community amenities in or on vacant lots or buildings.	\$1,500,000
		Public-facing murals on privately owned buildings to beautify the public realm.	\$1,200,000
		Hosting and promoting community events such as street festivals to encourage visitors to come to Lake St. to shop, dine, etc.	\$1,000,000
	Marketing and public relations	Launching a marketing campaign promoting the corridor to visitors, encouraging people to shop, dine, etc.	\$750,000

	Safety and security	Provision of a safety ambassador coordinator to support businesses in preventing and responding to safety incidents and concerns. Build relationships between businesses and relevant partners	\$250,000
		Graffiti removal on private properties throughout the corridor, available at the request of business/building owners	\$250,000
		Provision of free CPTED reviews (Crime Prevention Through Environmental Design) to businesses along the corridor	\$250,000

Ineligible Activities

- Grants to businesses for working capital, building improvements, equipment, or furnishings.
- Financing for real estate development projects, excluding consulting services
- Financing for building or property improvements, excluding murals (public art)
- Any activities outside the designated geography
- Other activities not addressed in the eligible activities table above.
- The selected grant administrator may request clarification on activity eligibility. Any changes to the list of eligible activities is subject to approval by the City of Minneapolis and DEED.

Evaluation Criteria

A committee of City staff will review proposals by considering the following criteria. The maximum score a proposal can receive is 100 points.

- **Implementation plan quality and reasonableness**
 - 30 points max
- **History and connection to the Lake Street Corridor**
 - 20 points max
- **Capacity**
 - 20 points max
- **Cultural competence**
 - 20 points max
- **Proposed administrative cost** (*maximum allowable- \$300,000*)
 - 10 points max

Proposal Submission

Applicants must email the Proposal Form to Zoe.Thiel@minneapolismn.gov by **September 13, 2024 at 4:00pm**. Proposals will not be accepted after the deadline.

NOFA Inquiries

Prospective responders should direct questions **in writing** to the department contact person Zoe Thiel at Zoe.Thiel@minneapolismn.gov. All questions are due no later than August 21, 2024. Questions will be answered in writing and posted on the “Development” tab on the [CPED RFP website](#) on August 23, 2024. The department contact cannot vary the terms of the NOFA.

Timeline

NOFA/RFP Issued	August 12, 2024
Deadline for Written Questions	August 21, 2024
Q&A Posted Online	August 23, 2024
Submission Deadline	September 13, 2024
Proposal Review and Evaluation	September, 2024
Recommendation to City Council	October, 2024 (Date TBD)
Contract Dates	October 2024- June 30, 2025

Grant Contract Requirements

The grant recipient will be required to attend a pre-grant award virtual meeting.

Additional City requirements vary. The following list **is not** exhaustive.

1. **Data Practices** – Grantee agrees to comply with the Minnesota Government Data Practices Act (the “Act”) and all other applicable state and federal laws relating to data privacy or confidentiality. The Grantee and any of Grantee’s sub-grantees or sub-contractors retained to provide services under this Agreement shall comply with the Act and be subject to penalty for non-compliance as though they were a governmental entity. The Grantee will immediately report to the City any requests from third parties for information relating to this Agreement. The City agrees to promptly respond to inquiries from the Grantee concerning data requests. Grantee agrees to hold the City, its officers, and employees harmless from any claims resulting from the Grantee’s unlawful disclosure or use of data protected under state and federal laws, regardless of the limits of insurance coverage.
2. **Intellectual Property** – Grantee must agree to provide the City with the right to royalty-free, non-exclusive license to reproduce, publish or otherwise use and to authorize others to use any intellectual property created using the grant funds. Work covered by this provision shall include inventions, improvements, discoveries, databases, computer programs, reports, notes, studies, photographs, negatives, designs, drawings, electronic files, specifications, materials, tapes or other media.
3. **Conflict of Interest/Code of Ethics** – Grantee covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this Agreement. Grantee further covenants that in the performance of this Agreement no person having such an interest shall be employed by Grantee hereunder. Grantee understands that using proceeds of the grant for the benefit of a property in which Grantee has a financial interest may be considered a conflict of interest.
4. **Hold Harmless** – Grantee shall agree to defend, indemnify and hold the City harmless from any and all claims or lawsuits that may arise from the recipient’s activities under the provisions of the Agreement, that are attributable to the negligent acts or omissions, including breach of specific contractual duties of the Grantee or the Grantee’s independent contractors, agents, employees or officers.
5. **Insurance** - Prior to starting the services described herein, Grantee shall provide evidence of and continually maintain throughout the term of this Agreement, workers’ compensation insurance in accordance with statutory requirements. Grantee shall also provide evidence of and continually maintain: (i) commercial general liability insurance which shall include contractual liability coverage, (ii) automobile insurance for any vehicles owned by the Grantee, and (iii) hired/non-owned automobile insurance (if Grantee or Grantee’s independent contractors will be driving automobiles while performing services under this Agreement) in amounts sufficient to indemnify the City, but in no event less than \$1,000,000 per occurrence with aggregate coverage of \$1,000,000. Said insurance policy(ies) shall name the City as an additional insured. Grantee shall immediately forward to the City any notices it receives of cancellation or revocation of the foregoing policies.

6. **Compliance with the Law** – Grantee agrees to abide by the requirements and regulations of The Americans with Disabilities Act of 1990 (ADA), the Minnesota Human Rights Act (Minn. Stat. C.363A), the Minneapolis Civil Rights Ordinance (Ch. 139), and Title VII of the Civil Rights Act of 1964. These laws deal with discrimination based on race, gender, disability, religion and with sexual harassment. In the event the Grantee has questions concerning these requirements, the City agrees to promptly supply all necessary clarifications. Violation of any of the above laws can lead to termination of this Agreement.
7. Affirmative Action Plan- Grantee shall have submitted to Minneapolis Department of Civil Rights and obtained its approval of an “affirmative action plan” prior to entering into this Agreement.