

Request for Qualifications (RFQ) The Peoples' Way George "Perry" Floyd Square

Issued September 23, 2024

For reasonable accommodations or alternative formats please contact (Community Planning and Economic Development, Rebecca Parrell, rebecca.parrell@minneapolismn.gov).

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INTRODUCTION

The City of Minneapolis purchased the Peoples' Way property at 3744 Chicago Ave in June 2023. The City's plan for the property is to facilitate a process for a community owner to redevelop the site with a community use. In 2021, the City started engaging community members on the future reconstruction of Chicago Ave and of 38th St. In 2024, the engagement efforts expanded to include the vision for George "Perry" Floyd Square, the Peoples' Way, and the memorial offerings.

The City issues this Request for Qualifications (RFQ) to solicit applications from organizations and teams to purchase the property. The City will review the qualifications of the applicants based on their ability to own, develop, and operate the property with a community-centered mission and focus. Upon selection and approvals by the City Council and Mayor, the City will work with the selected organization to formulate a development and operating plan for the property.

This RFQ is based on years of engagement with the community. The feedback from community members is the foundation of this document, **most notably in the Community Values on page 9 and Eligible Applicants and Property Uses on page 11.**

Applications in response to this RFQ are due by **Fri, Nov 22, 2024.**

INTRODUCTION - The Property

- The Peoples' Way is a 13,980 square foot property on the northwest corner of 38th St and Chicago Ave. The former gas station building has 2,390 interior square feet.
- For the past four years, 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/or copyright laws may apply. The City may transfer the art and memorial offerings (a) to different group(s) or individuals prior to a sale of the property or (b) to the selected applicant as part of the sale.
- Please review all the exhibits to the RFQ:
 - A. [Property Survey](#)
 - B. [Environmental Reports](#)
 - C. [Site Plan Ideas and Peoples' Way Engagement Summary](#)
 - D. [Draft Street Concepts](#) (draft as of 08-27-2024)
 - E. [Community Engagement Materials](#)

INTRODUCTION - The Community



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

- Bancroft
- Bryant
- Central
- Powderhorn Park

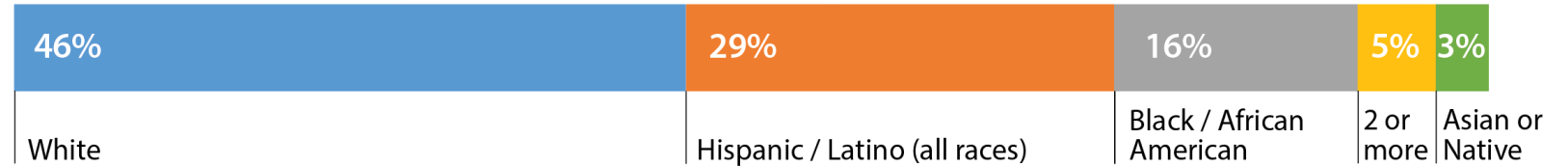
While “the community” is much larger than just these four neighborhoods, it is important to note who is living closest to George Floyd Square.

The following three pages show 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).

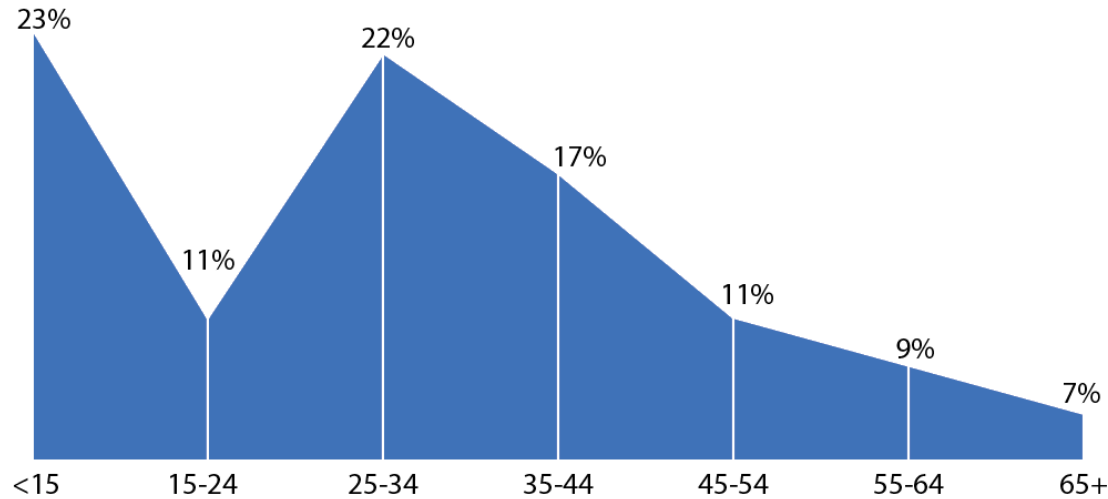
DEMOGRAPHICS*

POPULATION
22,631

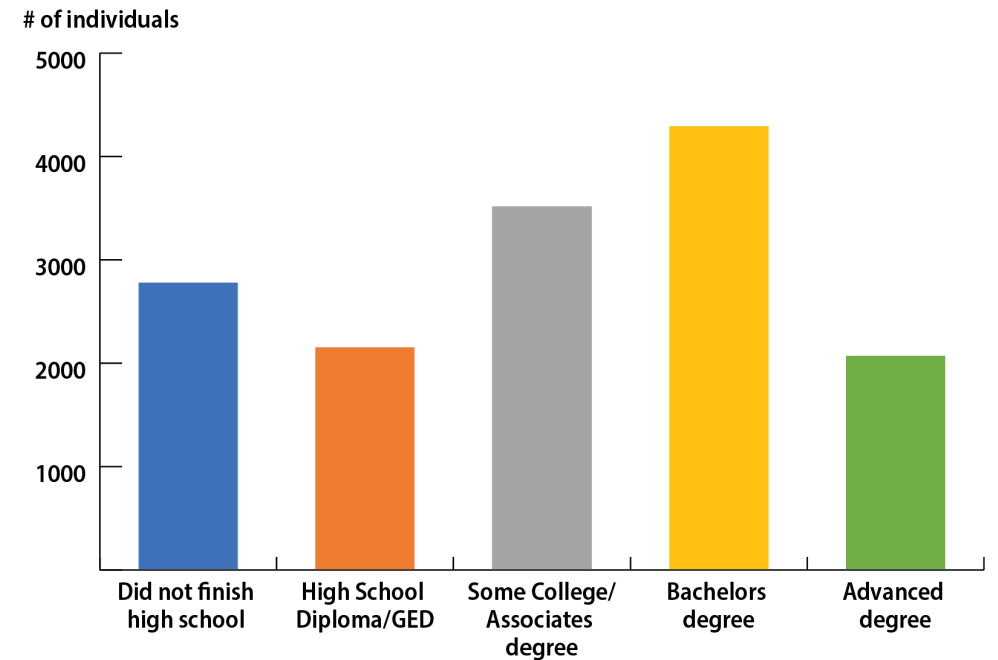
POPULATION BY RACE & ETHNICITY



POPULATION BY AGE



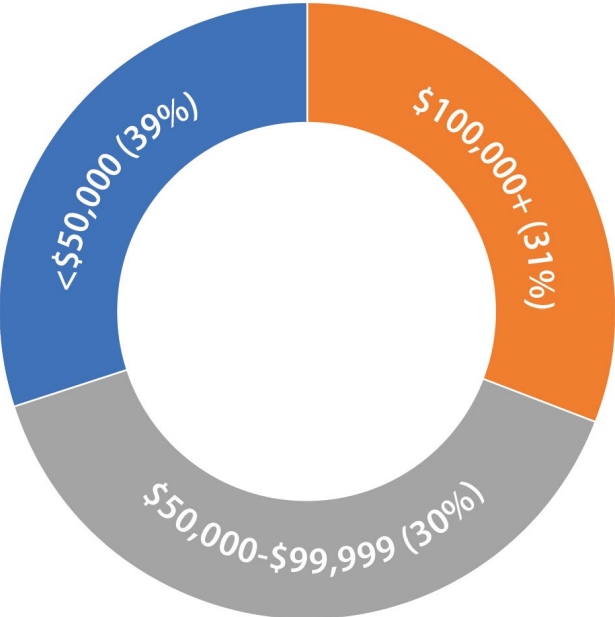
EDUCATIONAL ATTAINMENT (AGE 25+)



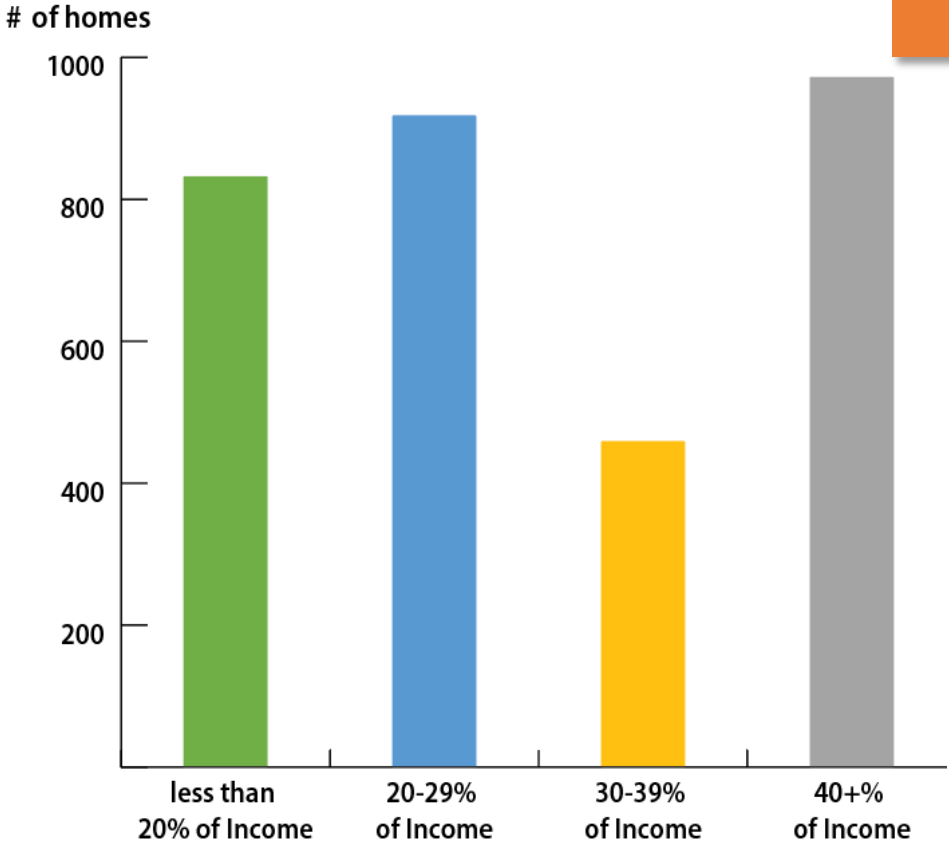
DEMOGRAPHICS*

HOUSING COSTS
\$282,530
Median home value
\$1,130
Median rental rate

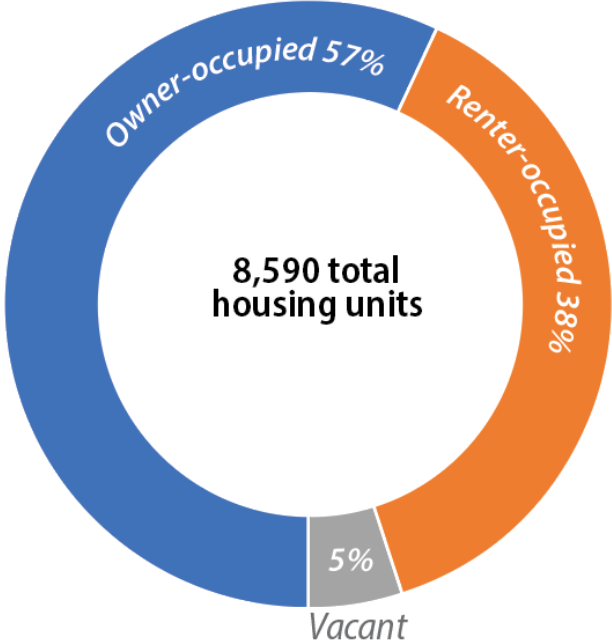
HOUSEHOLD INCOME



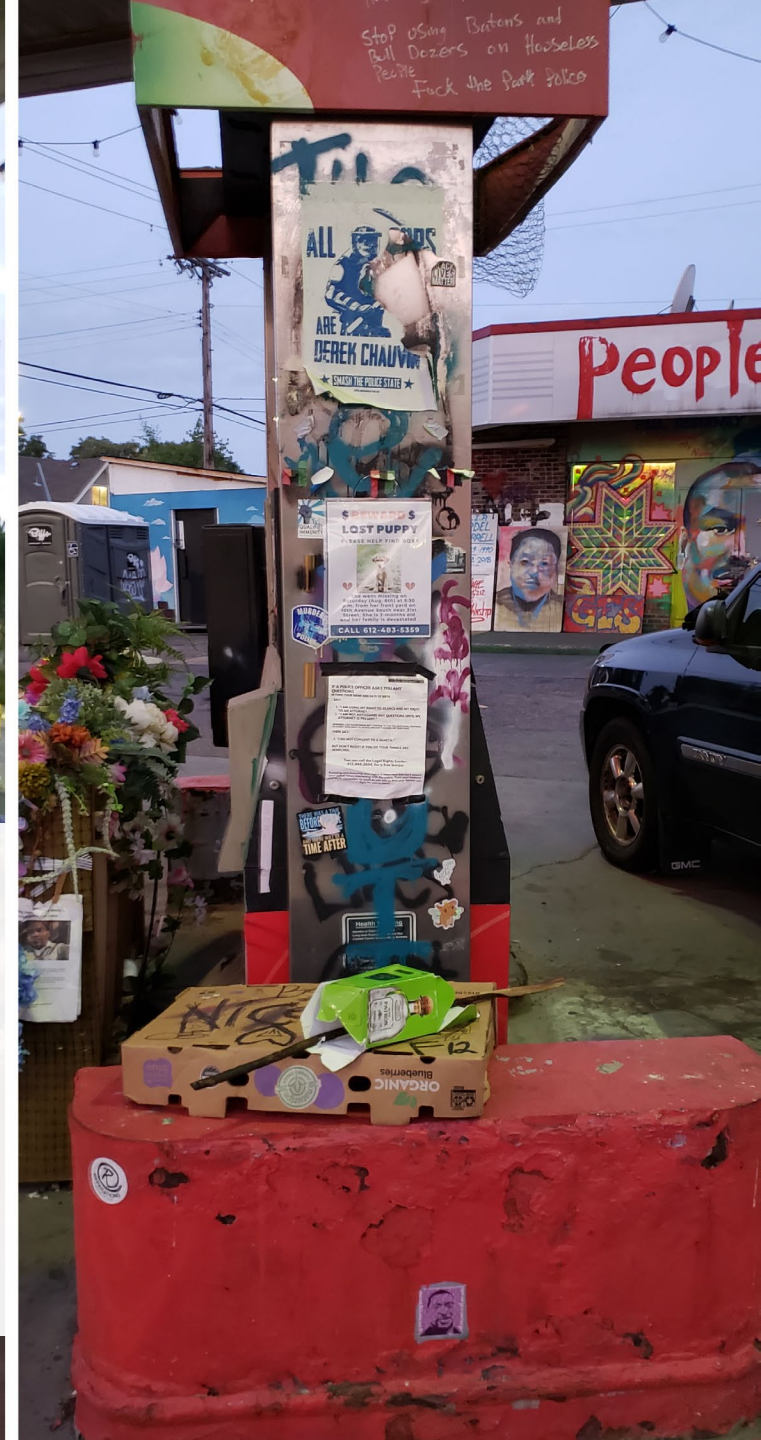
PERCENTAGE OF INCOME AS RENT



HOUSING OWNER/RENTER



* Includes Bancroft, Bryant, Central, and Powderhorn Park neighborhood residents



Community Values

COMMUNITY VALUES

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 Black people, 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 four and a half 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.



Eligible Applicants and Property Uses

ELIGIBLE APPLICANTS AND PROPERTY USES

- **Eligible applicants to this RFQ must be a not-for-profit organization.** Groups are encouraged to form partnerships or teams with other groups, a developer, and/or businesses to develop and operate the site, but the majority owner must be a not-for-profit organization.
- Applicants must have the capacity to develop improvements to the site that could range from renovating the existing building to constructing a new multi-story building.
- 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. The site is large enough to incorporate multiple uses, if desired.
- Ideas that were prioritized through 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 continue to provide and maintain these elements, **accessible to the public**, on site:
 - covered outdoor gathering space with seating
 - some memorials
 - gardens
 - indoor public restrooms
 - indoor space for community services and gathering

Timeline



TIMELINE - RFQ

Date, 2024	Action	Information
Mon, Sept 23	RFQ released	Development notices and requests for proposals
Thurs, Oct 10	Informational meeting and optional building walk-through	9:00 a.m. on site at 3744 Chicago Ave
Thurs, Oct 17	Written questions about the RFQ due	Emailed to rebecca.parrell@minneapolismn.gov by 4:00 p.m.
Mon, Oct 21	Written answers posted online	Link to RFQ documents
Fri, Nov 22	Applications due	Proposals must be emailed to rebecca.parrell@minneapolismn.gov by 4:00 p.m. Central time. Note that files larger than 10MB may not go through. Late proposals will not be accepted.

TIMELINE – POST RFQ

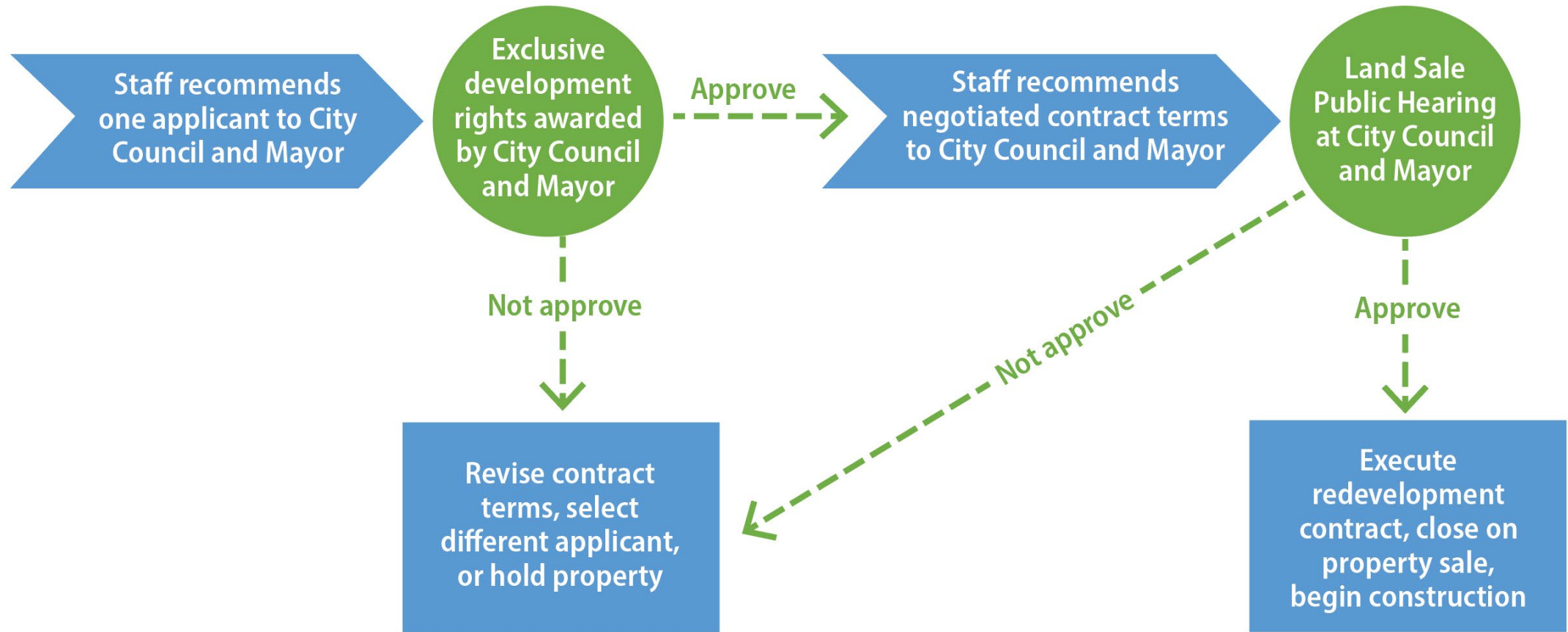
Time	Activity
Dec 2024	Internal City staff review
Jan - March 2025	Applicant presentations* and community review
April - May 2025	Recommendation to City Council and Mayor to award a period of Exclusive Development Rights to one applicant for the site
* It is possible that not all applicants will be asked to present to the community. City staff reserve the right to determine which applicants will present to the community.	

May 2025 and beyond

Following City Council and Mayoral approval of Exclusive Development Rights, the selected developer will work on the following:

- project design - in consultation with the Public Works' street reconstruction project for 38th and Chicago
- project funding
- community engagement on project design and property uses
- legal terms for a land sale contract with the City of Minneapolis
 - The terms for the land sale will go to the City Council and Mayor for approval as a public hearing, possibly in 2026. The land sale public hearing must occur before signing a contract to purchase the property and before any work on the property can begin.

TIMELINE – Sample Redevelopment Process*



Application



APPLICATION QUESTIONS

A. Relevant Experience and Capacity

- Provide a list of your team members. Include the name of the proposed not-for-profit owner and all partners. Partners could include a developer, various consultants, businesses, other not-for-profit organization(s), an architect, artists, and any others who are working closely on the project.
- For the not-for-profit applicant and each partner listed, describe (1) their role on the project and (2) their previous experience working on similar projects that were completed and are operating. Include addresses for all similar projects.

B. Financial Qualifications

- Using your team members' similar project examples, describe how the projects were funded for both construction and ongoing success.
- How would you go about receiving philanthropic grants, individual donations, private financing, and/or government funding to complete the project?
- Include information on any current litigation, recent bankruptcies, judgements, or debarment of any team members or their affiliates.

C. Stewardship Intentions

PROJECT IDEA: Would you renovate the existing former gas station building or construct a new building? What uses do you anticipate having in the building? Why are these uses important to your team? How would your proposed uses contribute a positive and hopeful presence to the area, its residents, and businesses?

MEMORIALS: What memorial offerings that are already on site would you like to keep on site, whether in the same location or a new location on the property?

COMMUNITY SERVICES: How would your project center the needs of the community? What community services would you plan to provide on the site?

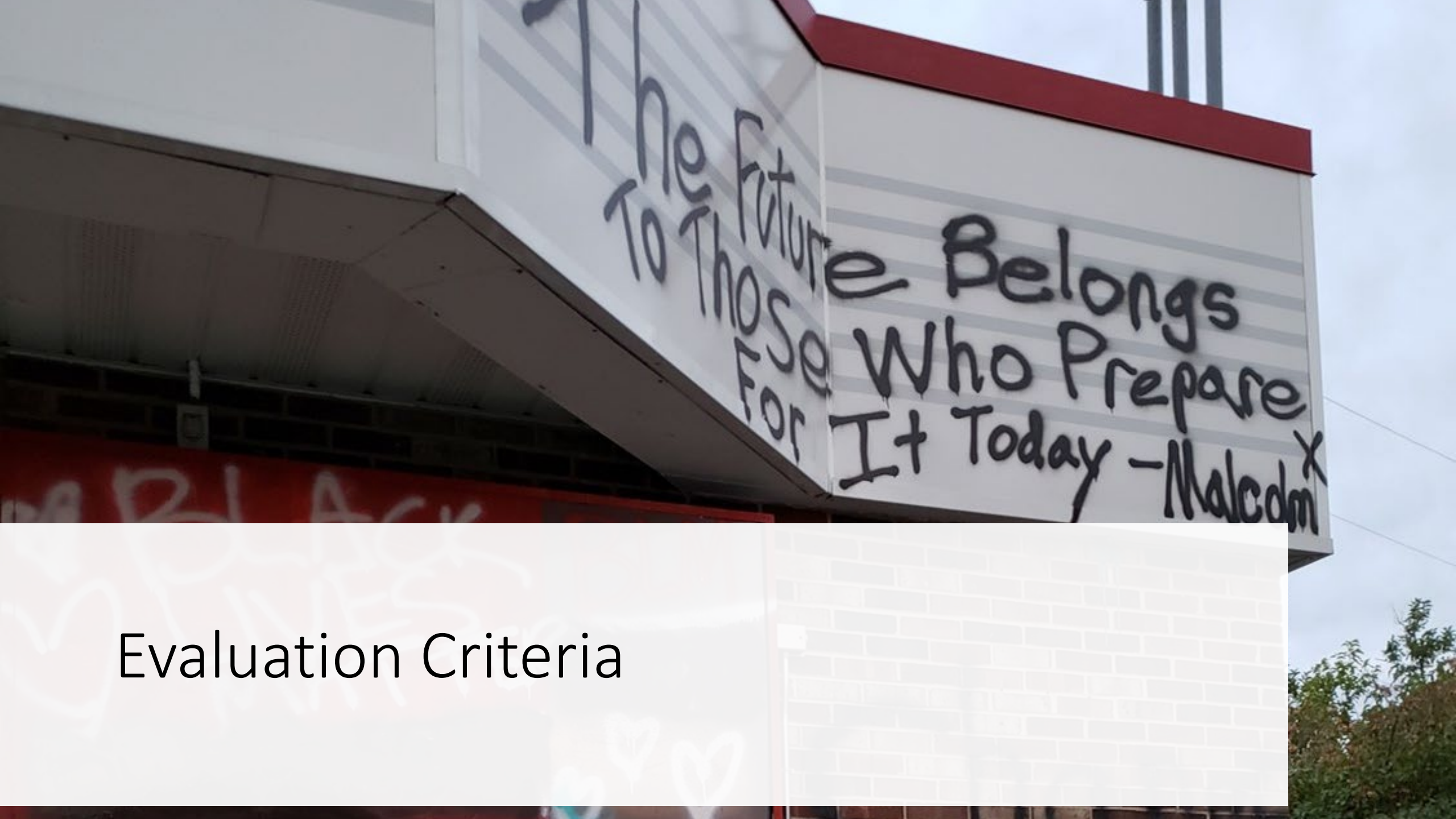
COMMUNITY EMPOWERMENT: How will you and your team work collaboratively with the nearby community to (1) empower community members to continue leading and (2) select the right mix of services and activities to have at the site? How will community members be included in the operations of the project, once open?

APPLICATION MATERIALS

1. A cover letter that describes your organization’s mission and how that mission translates into your vision for the Peoples’ Way. Include a contact name, email address, and phone number.
2. Answers to the questions listed on page 17.
3. An executed “Consent for Release of Response Data” form (Exhibit F). Proposals that do not include an executed “Consent for Release of Response Data” form shall be considered incomplete which will be grounds for rejection of the entire proposal.

Please combine all three elements of the application materials into a single document.





The Future Belongs
To Those Who Prepare
It Today - Malcolm X

BLACK

Evaluation Criteria

EVALUATION CRITERIA

- A. Relevant Experience** – The City will select a team that has completed and operated successful projects in the past. How well does the proposal provide evidence that the skills and experience of the team members can successfully plan, complete, and operate a project at the Peoples’ Way? Are the team members’ previous projects of similar type and scale? Is there sufficient evidence that this team has the right partners for a successful project on the Peoples’ Way?
- Individuals or groups interested in owning or leasing the site, but who have limited development experience are encouraged to submit a joint proposal with others who are more experienced and can assist with project development, construction, and operation.
- B. Financial Qualifications** – How well does the proposal identify similar past project(s) that were successfully planned, funded, completed, and operated? Does the team describe a feasible fundraising strategy?
- C. Stewardship Intentions** - How well do the answers to the Stewardship Intention questions achieve the Community Values (see page 9)?



Exhibits

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- B. [Environmental Reports](#)
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- D. [Draft Street Concepts](#) (draft as of 08/27/2024)
- E. [Community Engagement Materials](#)
- F. [Consent for Release of Response Data](#)