



**Request for Proposals
For
Downtown Municipal Service District
Program Management Services**

Specifications

Downtown Municipal Service District Overview

The City of Mount Airy is soliciting proposals from qualified firms to partner with city staff to provide enhanced services in the Downtown Municipal Service District (MSD). In September 2015, the NC General Assembly adopted legislation impacting the process by which cities contract with private agencies to provide services within a MSD. The legislation also outlines certain contractual requirements including specifying the purposes for which City funding is to be used in the MSD and appropriately accounting for the funding at the end of each fiscal year. The City of Mount Airy desires to partner with a non-profit that has experience managing a Downtown Municipal Service District/Main Street program in a manner that positively positions downtown Mount Airy as an attractive, vibrant destination for those who live, work, and play within the Municipal Service District through provision of services that follow and utilizes the Main Street® philosophy and Four Point Approach® of Organization, Design, Promotion, and Economic Vitality in its downtown revitalization efforts to enhance its status as a North Carolina Main Street community.

Program activities should result in a downtown that experiences increased marketing of downtown, reductions in building vacancy, increases in business activity, property values, and the number of downtown residents.

Subject to approval by the City of Mount Airy Board of Commissioners and subject to the availability of funding, the City expects to negotiate a contract for services with the selected agency during the month of June, 2016.

Scope of Work

Purpose

The purpose of the Downtown Municipal Service District management service contract is to identify a private or non-profit agency to enter into a contract to administer and manage projects within the MSD.

- Administer the City of Mount Airy’s Main Street Program and utilize the Main Street® philosophy and Four Point Approach® of Organization, Design, Promotion, and Economic Vitality in its downtown revitalization efforts. The organization would provide the following services: Marketing and Communications, Economic Development, Event Management, Planning and Development, and Public Space Management.
- Work with the NC Main Street Program, financial institution, City Staff and others to identify additional funding opportunities for downtown development.
- Serve as a conduit between the MSD and the City Board for the recommendation of appropriation and expenditure of MSD funds.

Core Program Areas and General Objectives of the Main Street Four Point Approach®

Economic Vitality

- ❖ Support existing businesses
- ❖ Recruit new businesses
- ❖ Support new development opportunities
- ❖ Develop strategies to increase business activity
- ❖ Support the planning and implementation of capital projects

Organization – Planning & Development

- ❖ Work to ensure that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively work together
- ❖ Maintain a viable 501(c)(3) structure with a governing board of directors and standing volunteer committees composed of the stakeholders for the downtown community
- ❖ Build consensus and cooperation among various groups and individuals that have a stake in the commercial district
- ❖ Identify sources of funding for revitalization activities

Promotions

- ❖ Market downtown as a destination for living, working, shopping, and entertainment
- ❖ Market and promote businesses, events, and cultural programs downtown
- ❖ Advocate on behalf of downtown stakeholders
- ❖ Educate the public on downtown opportunities and issues
- ❖ Communicate with downtown stakeholders
- ❖ Communicate with the public sector
- ❖ Support existing events with management services and/or funding support
- ❖ Support the production of new events

- ❖ Develop strategies to increase the utilization of downtown for cultural

programs and events

Design

- ❖ Support the planning and implementation of streetscape improvements
- ❖ Support the preservation of historic structures
- ❖ Provide and support improvements to the downtown aesthetics enhancing the visual quality of the district
- ❖ Provide and support place making and street activation enhancements (art installations, street furniture, decorations, signage, etc.)

Role, Scope, and Authority of Contractor

Under no circumstances may the contractor commit City funds outside of the program budget to any businesses or projects. Contractor works in a supportive role with the City to facilitate connections that may result in economic development agreements.

Annual Program Budget Allocation

Budgets shall be established annually by the City Board of Commissioners. The anticipated funding amount is subject to annual tax receipts which may fluctuate over the term of the contract.

Negotiation of Final Scope of Work

The City will negotiate the final scope of services with the selected finalist.

Discretion of the City

The City of Mount Airy Board of Commissioners reserves the right to reject any and all proposals.

Submission

All proposals should be submitted to Barbara Jones, City Manager, 300 S. Main Street, Mount Airy, NC 27030 by 5:00 pm on Friday, June 3, 2016.