

REQUEST FOR PROPOSALS
FOR
THE CITY OF WINSTON-SALEM'S
REVITALIZING URBAN COMMERCIAL AREAS
Phase II

CITY OF WINSTON-SALEM
DEVELOPMENT OFFICE
P.O. BOX 2511
WINSTON-SALEM, NC 27102

December 10, 2010

INTRODUCTION

In July of 2002, the City Council recognized the problems and issues associated with declining urban commercial areas and their economic impact on the health of our City and neighborhoods by including the revitalization of such areas in its *Strategic Plan*. The Council noted underutilized, unutilized, and blighted properties are in need of assistance to change the disinvestment trend.

In 2004, staff went into the field to look at all identified urban commercial areas and assess their condition and vacancy level. A point system was devised for the rating of each commercial area. Twelve of the commercial areas were classified as Priority 1 and 2 RUCAs in Phase I and eighteen areas in Phase II. Specific recommendations for improving each RUCA areas were developed, including such public improvements as sidewalks, street trees, additional lighting, etc. and private improvements such as reducing curb cuts, improving parking lots, screening dumpsters, improving building appearance, etc.

THE RFP PROCESS

On October, 2010 the City Council allocated \$2,500,000 to fund the second phase of improvements to RUCAs. While this commitment is substantial, it would have minimal impact if it is spread across all 18 areas. To ensure that these funds are used where they will have the greatest impact, it will be necessary to leverage additional private investment for these areas. To obtain this private investment, the City will accept responses to this Request for Proposals (RFP) from any Community Development Corporation, Community Development Organization, Neighborhood Association, Business or Merchants Association, non-profit entity, or any four businesses in an identified area willing to work together to actively seek to revitalize one of these 18 areas. A partnering agency will be eligible for a 3% administrative fee in exchange for coordinating and overseeing the project for the RUCA a area. A qualifying area must have a minimum of at least 4 businesses participating to be eligible for funding.

FUNDING

The selected areas could be eligible for assistance of up to \$500,000 each. This assistance includes:

- Public Infrastructure Improvements
- Façade/Building/Site Improvements (forgivable loans)
- Low-interest Loan Pool
- Administrative Fee (3%)

CRITERIA

The RFP response shall follow the geographic boundaries of the area as defined in the RUCA Report dated March, 2006 (available online at www.cityofws.org/planning) and subsequently identified areas (for a total of 18). Among other things proposals will be evaluated on the:

- Details of the private commitment and investment for improvements
- Description of the scope of work proposed for the area
- Degree to which the proposed work addresses the planning objectives of the RUCA program
- Development experience of the partner organization

Specific criteria that will be used to select the participating RUCAs are:

1. Percentage of participation of businesses/property owners.
2. Dollar amount of proposed private investment.
3. How well the proposed work addresses the objectives outlined in the RUCA Report dated March, 2006.
4. The relevant development experience of the organization submitting the response to the RFP.
5. Timetable for completion of proposed private improvements.
6. Other criteria deemed significant to the City of Winston-Salem.

The City of Winston-Salem, in its sole and absolute discretion, reserves the right to reject any and all responses.

SUBMISSION DEADLINE

All responses must be received by the City of Winston-Salem Development Office no later than 5:00 p.m. on Tuesday, March 1, 2010. The City of Winston-Salem reserves the right to reject any and all responses received after that date; or to consider responses received after that date, although there will be no obligation to do so. Proposals must be received in triplicate, in hard copy, to the attention of:

Ruben D. Gonzales
 Business Development Administrator
 Community & Business Development Department
 City of Winston-Salem
 101 E. First Street
 Winston-Salem, NC 27101

In the unintentional possibility that information contained in any section of this RFP differs from that of other similar information elsewhere in the RFP or in other information previously dispersed, or if any information contained herein is less than complete or totally accurate as of the date of this RFP, the City of Winston-Salem reserves the right to clarify and correct such information in its sole and absolute discretion and without liability, implied or otherwise.