

**Request for Proposals**

**Place Making in the City of Manistee's  
North Corridor**

**Art and Artists • Farmer's Market • Entertainment**

**Alliance for Economic Success  
1361 US 32 South  
Manistee, Michigan 49660  
231-723-4325**

[www.allianceforeconomicsuccess.com](http://www.allianceforeconomicsuccess.com)

**January 2012**

## Summary

On behalf of the Manistee North Corridor Leadership Team (the Team), the Alliance for Economic Success is seeking proposals from qualified contractors that will work with the Team to complete a development plan and feasibility study for the City of Manistee's North Corridor that will include:

- A feasibility study for the former "Northern Hotel," a 15,600 square foot building, built in 1882 to adapt it to become an artist live/work environment, providing artists with an affordable place to live, work and market their art.
- An assessment of physical and programming options and a recommended plan for making the Manistee Farmer's market a local, regional and state destination while serving the needs of all residents, area growers and others.
- An assessment of physical/design and programming options for the Bandshell/Amphitheatre on the north bank of the Manistee River so that people of all ages, needs and abilities can enjoy and benefit from entertainment options.
- An overarching physical site plan for the North Channel Corridor which runs along and around Washington Street north to the Northern Hotel. This plan should establish non-motorized, and others forms of connectivity between the features of the North Corridor and the features/assets of the south side of the River, including the Vogue Theatre, downtown business district and others.

## Background

The City of Manistee is in a period of transition within the vision of their City Council to be a "community of choice" along the Lake Michigan shoreline. Through the efforts of the City, the Manistee Main Street/Downtown Development Authority, the Alliance for Economic Success and other partners, signs of meaningful progress include:

- The initiative to restore and reopen the Historic Vogue Theatre, a project kicked off in February 2011 with the support of Michael Moore, Academy Award winning film maker and the personnel who led the rebirth of Traverse City's State Theatre. Thus far, nearly \$600,000 has been raised from over 300 contributors toward the restoration and over 500 individuals have donated their time and/or materials toward the initiative.
- The implementation of the City of Manistee's plan for its massive First Street Beach area, including recent grants of \$75,000 to build a new, state-of-the-art fish cleaning center and \$280,000 to build and new universally accessible beach house as well as the completion of new roads and landscaping to transport residents and visitors to the Beach.
- The development of new programming and completion of infrastructure improvements to the Historic Ramsdell Theatre.

In 2010, the Alliance for Economic Success (AES), in partnership with the Manistee Main Street/DDA (hereafter DDA) sought and ultimately received a Rural Business Enterprise Grant for this “Place Making for Manistee’s North Corridor” project from the U. S. Department of Agriculture – Rural Development.

This grant application was on the heels of another U.S. D.A. Rural Development grant to the AES that included a feasibility study for the Vogue Theatre that led to the Vogue Theatre restoration project. As with the Vogue, it is the intent of the Leadership Team for this project, that the results of this initiative lead to public and/or private investment for implementation to improve the quality of life and economic well-being of the greater Manistee community in keeping with the vision for Manistee to be a “destination of choice.”

### **Project Leadership Team**

As with all similar grants to the AES, a leadership team has been formed consisting of diverse interests in the project to:

- Finalize and oversee the dissemination of this RFP.
- Select the contractor(s) to perform the work required under this RFP.
- Guide the contractor(s) in completing the project in a manner that meets expectations.
- Assist in securing the input and participation by key stakeholders in the project.
- Provide continuity between the results and recommendations of this project and implementation.

While the representation on the Leadership Team may be expanded after the issuance of this RFP, current Team members include:

Travis Alden, Executive Director, Manistee Main Street/DDA

Jeff Reau, Private Investment Interest

Brandon Seng, Executive Director, Manistee Community Kitchen

Kevin Summers, SEEDS Coordinator

### **Alliance for Economic Success**

The AES is the economic development organization for Manistee County. The AES has a primary focus on helping communities and community interests develop and implement plans and strategies to create “places” where families want to live, people want to visit and businesses want to locate. The AES web site at [www.allianceforeconomicsuccess.com](http://www.allianceforeconomicsuccess.com) contains news releases about AES initiatives, including many that were or are grant funded where the AES serves to facilitate, coordinate and administer and manage grants. One founding premise of the AES is that there are few small, rural communities in Manistee county that have the internal capacity to explore, seek, secure and manage grants and other forms of financial assistance to develop and implement strategies to support their economic viability. In

the case of this project, the AES will coordinate the Leadership Team, assist the contractor(s) with community outreach, help keep the general public informed about the project, and manage the financial and program reporting associated with the grant.

### **Proposal and Project Schedule**

<b>Milestone</b>	<b>Date</b>
Dissemination of RFP	January 24, 2012
Proposals Due (See below)	February 17 2012
Interviews with "Finalists" by Leadership Team	February 29, 2012
Selection of Contractor	March 6, 2012
Project Beginning and End Dates	March 6 – August 31, 2012

The AES must receive proposals from respondents by 5 p.m. on February 17, 2012. Respondents to this RFP must submit one copy of their full proposal by email and ten (10) hard copies of their proposal to: Email: [jami@allianceforeconomicsuccess.com](mailto:jami@allianceforeconomicsuccess.com); By mail (or hand delivery): Alliance for Economic Success, 1361 US 31 South, Manistee, MI 49660.

Questions involving this RFP should be directed to Jami Klomp of the AES at 231-723-4325 or [jami@allianceforeconomicsuccess.com](mailto:jami@allianceforeconomicsuccess.com)

### **Funding**

A total of \$19,000 is available to complete this project. Respondents are advised to not exceed this amount in the proposals they submit.

### **Proposals**

It is recommended that respondents to this RFP may want to consult the City of Manistee's Strategic Plan, the AES web site, the web site of the City of Manistee DDA and other relevant resources in preparing their proposals in response to this RFP.

RFP's should include:

1. A cover letter that contains a statement about why the respondent is interested in and has the ideal experience and background to perform this project.

2. A work plan not more than twelve (12) one-sided pages with not less than 11 point font and 1 inch margins on all sides of the page. Attachments may be no more than 20 single-side pages.
3. The work plan should include:
  - a. The name and contact information of the respondent(s)
  - b. The qualifications and background of key personnel who will be involved with the project
  - c. A proposed scope of work for the project that includes:
    - Completion of an overall recommended development plan for the to-be-defined project area encompassing motorized and non-motorized transportation; the farmers market, the bandshell/amphitheater; universal design; options and opportunities for various forms of recreation, including opportunities involving the Mansitee River channel; the Northern Hotel; and other recommended public and private uses.
    - Completion of an adaptive reuse feasibility study for the Northern Hotel that includes analysis of the physical design, capacity requirements, costs and other considerations to convert the property into a “hub” for working artists, residency for working artists and retail space for art. This would include the feasibility of hosting various types of artists and plans for how the artist space could be adapted to accommodate these different artists. Alternative options for the space should be considered, including general retail and residential. The option for a food establishment or and any other mixed use alternatives should be explored. A structural assessment of the building should be completed. This study should also include an analysis of the market for such a facility, the anticipated revenues and an overall financial projection for consideration by private investments interests.
    - Completion of an assessment of options and a recommended plan and design for the Farmers Market to optimize the space as a destination of choice for growers/vendors and for community members, visitors and others.
    - Completion of a design for the Bandshell/Amphitheatre that will optimize the use of this space as a venue for entertainment and other uses that will be an appealing destination for users and interests of all ages, needs and abilities.
    - How the above components of the North Corridor will be integrated into an overall corridor strategy and be integrated with the Main Street, community initiatives and other programs involving the City, including the development of connections between venues and destinations.
    - Defined roles and responsibilities for implementation along with an identification of methods and sources for funding.
    - Identification of possible financial incentives for attracting artists to participate with the “work/live” concept.
    - Methods and processes for securing community participation and integration in various elements of the project as well as participation from key stakeholders outside of the community.
    - How the contractor(s) will coordinate and communicate with the Leadership Team and the contractor(s) expectations of the Leadership Team, AES and other potential

partners. Potential partners include, but are not limited to, focus groups, community organizations, etc.

- How the contractors can assist the community in implementing the results of this project, including funding development.
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4. The attachments should include:

- a. Three business reference involving projects that are relevant to work that would be performed under this RFP.
- b. Resumes or bios of key individuals who would be involved in this project.
- c. Examples of other projects and accomplishments that the respondent believes should be reviewed in considering their qualifications and experiences
- d. A proposed gant chart or other form of schedule with the anticipated steps/phases of the project.
- e. A proposed budget for the project, including an identification of personnel and nonpersonnel costs, including itemized projections for subcontracts, travel, supplies and materials, printing and other expenses.

5. Other

- a. Nothing in this RFP shall be construed to create any liability, expenses or costs beyond the limited purpose of the RFP.
- b. The AES and Leadership Team reserves the right to withdraw or otherwise cancel this RFP at any time without notice. In addition, nothing shall require the AES or Leaderships team to select a consultant based upon this RFP.
- c. Respondents to this proposal will be notified of status as follows: 1) whether or not the leadership team has selected them for an interview; and 2) whether or not they have been selected or not selected to perform the project after an interview. Respondents may not receive any other information about their proposal, the ranking or rating of their proposal or about the number or name of other respondents.