

REQUEST FOR PROPOSAL



DATE: 11.01.2024

Minnesota Main Streets by Rethos is seeking specific subject matter experts to create specified toolkits for use in Main Street communities around the state.

Background

Minnesota Main Streets Overview

Minnesota Main Streets is an asset-based economic development program that uses historic preservation as a core strategy to revitalize downtowns. As the coordinating partner in Minnesota for Main Street America, Minnesota Main Streets provides technical tools, training, and resources for communities all over the state as part of the MN Main Street Network.

Project Goals

MN Main Streets is working to grow our on-demand resources list, specifically toolkits, addressing the most needed and requested topics from our network. These toolkits will be evergreen informational pieces that provide general information, step-by-step guidance, and idea recommendation for local communities' Main Street program staff, board members, volunteers, and district leaders to readily access when facing planning and programming challenges.

These toolkits will be available in our Minnesota Main Streets Portal online, which all member Main Street communities have access to. In addition, we'll have physical copies available when requested but will be able to print these in-house as we don't expect a large number of printing requests. We anticipate these toolkits will have a 3-5-year lifespan without needing significant updates.

Project Requirements

MN Main Street is seeking contractors to develop the content of previously determined toolkits. The contractor is only responsible for content, not design.

The contract partner will be responsible for providing:

- Photos, diagrams, and charts relevant to the topic, with credits listed as required for publication.
- Complete and edited text with comprehensive language that is easily understood by local Main Street staff and volunteers. This text will be MN Main Street's to use for both the toolkit and future educational purposes.
- An educational webinar (which will be recorded) sharing the key points of the toolkit, and how to use the toolkit.

Project Details

MN Main Street expects to have 8 new toolkits available for local programs by February 2025.

Toolkit Topic	Brief Description
Streetscape Planning and Design in a Changing Climate	An introduction to streetscape updating, planning, and best practices. Highlighting efforts around materials and design to mitigate new climate concerns. Include glossary of terms, diagrams, and photos.
Main Street Construction Mitigation: Before, During and After	A how to guide for communities facing construction in their historic commercial districts. Focus on messaging, marketing, business supports between construction, business, and community organizations. Include a timeline, checklist, and graphics templates.

Toolkit Topics Continued	Brief Description
Façade Renovations 101: Best Practices and Resources	Introduction to façade renovation for historic buildings. Include basic principles of building rehabilitation and restoration, glossary of terms, best practices, and funding resources. Include diagrams and photos.
Getting Together: A guide for successful community engagement	A how-to guide for Main Street programs to form solid, steady, and useful gatherings for information sourcing and community feedback. Include timelines, templates, translation supports, ideas for making events accessible.
Accessibility Best Practices: Businesses	A how-to guide for businesses in Main Street districts to instill practices that make their business accessible for the entire community. Consider both best practices for major upgrades as well as small steps without big price tags. Focus on restaurant and retail, but ideas for any downtown building should be included.
Accessibility Best Practices: Events and Public Spaces	A how-to guide for local Main Street programs and other groups planning events in historic downtown districts. Focus on outdoors and public spaces. Include suggestions for working with city departments, best practices in signage, rentals, and communication, and considerations often missed in making public spaces accessible.
Alleyway Activation: Promotion Beyond the Storefronts	A how to guide for local Main Street staff and volunteers to work with private building owners and city offices to activate underutilized or deteriorating spaces off the Main Street. Include idea lists, funding resources, diagrams, and photos.

Toolkit Topics Continued	Brief Description
Alleyway Activation: Promotion Beyond the Storefronts	A how to guide for local Main Street staff and volunteers to work with private building owners and city offices to activate underutilized or deteriorating spaces off the Main Street. Include idea lists, funding resources, diagrams, and photos.
Event Planning Checklist: A Guide for Main Streets Programs and Partners	A step-by-step timeline for planning Main Street events, for both Main Street programs and events held in downtown by non-Main Street groups. Include timelines, checklists, diagrams, photos, and best practices in communication, volunteer practices, and post-event evaluation.

MN Main Street staff are happy to provide further explanation on any of the toolkits and their purpose. Contact information for staff at the end of this RFP.

Scope and Budget

Each toolkit will be a separate contract, but contractors may send in proposals for multiple toolkits. Contractors will receive \$1,000 for each toolkit created. This fee includes all content creation, images, and a 30-minute webinar created in tandem with Rethos staff on the toolkit. The toolkit content will not need to be designed, rather, it will be turned in as text and images which will be submitted to the project designer. MN Main Streets by Rethos will have full use and ownership of the documents.

RFP Submissions

For each toolkit, please submit the following:

- Contractor resume with relevant experience of topic area demonstrated
- Brief outline of anticipated toolkit content
- Examples of products or partnerships in similar nature to the toolkit creation
- Please send response as a pdf attachment to emily@rethos.org

Timeline

Request for Proposals, Selection, and Work

RFP Process Opens	November 1, 2024
RFP Process Closes	December 1, 20
Contractors selected	December 16, 2024
Contract work begins	Late December 2024
Contract information complete	February 7, 2024

Selection Procedure

MN Main Street Staff will select contractors based on content area knowledge and work shared in examples. Respondents will be contacted via email for any questions or future action.



For more information about this project contact:

Emily Kurash Casey | emily@rethos.org
Director of Community Programs | MN Main
Street Statewide Coordinator



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