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Request for Proposals (RFP)

Brainerd Riverfront Achievement Plan Brainerd, Minnesota

REQUESTING AGENCY:	Brainerd Housing and Redevelopment Authority (HRA) All communications and questions related to the proposed project should be directed to: Brainerd HRA Jennifer Bergman, Executive Director 324 East River Road Brainerd, MN 56401 (218) 824-3425 Jennifer@brainerdhra.org
RFP ISSUE DATE:	March 6, 2017
RFP DEADLINE:	March 23, 2017
INTERVIEWS:	April 3-5, 2017
BOARD APPROVAL:	April 26, 2017
PROJECT START:	April 27, 2017



Purpose of RFP

The Brainerd HRA is seeking proposals from an individual to assist the Brainerd Riverfront Committee and the Executive Committee by preparing and writing an achievement plan (business plan) for the purpose of accomplishing its mission. The Executive Committee has prepared an outline for the achievement plan.

Background

The City of Brainerd partnered with the University of Minnesota Center for Rural Design (CRD) to develop a riverfront design plan for a two-mile section along the Mississippi River from Washington Street to Little Buffalo Creek in Brainerd, Minnesota. The U of M CRD led a riverfront steering committee process to create design ideas based on priorities established by the steering committee, which was accepted by the City Council.

As a result of the Mississippi River Partnership Plan, the City of Brainerd applied for and was awarded a Difference Maker Grant from the Brainerd Lakes Area Community Foundation (BLACF) to begin the process of implementing some of the recommendations in the Plan. The City was awarded a \$100,000 to hire a consultant firm and asked the Brainerd HRA to administer the grant on their behalf.

The Brainerd HRA Board appointed nine members to the Brainerd Riverfront Committee (BRC) who are responsible for providing feedback and oversight of the project. The Brainerd HRA hired project consultant team Short Elliot Hendrickson (SEH) to facilitate the riverfront efforts.

The two-mile plan area includes recommendations for active and passive improvements. The vision for the riverfront includes public gatherings areas for festivals, a multipurpose bridge crossing, improved river access, a riverfront plaza, and a river education center, as well as possible redevelopment opportunities.

The project area represents an opportunity to reconnect the city and the Mississippi River and create a corridor as a place where residents and visitors can easily access and enjoy year-round natural scenery.

The two-mile project area focuses on the southern stretch of the Mississippi, which passes through the civic and cultural heart of Brainerd and extends into some of the best preserved natural and recreational areas. This area contains a large amount of public land, which could be explored for potential public and private redevelopment opportunities and connection of the river back to the cultural and recreational beauty of the Mississippi River.

The BRC spent 2016 evaluating the Partnership Plan and has identified the first project as an elevated trail that will run from the Washington Street Bridge to the North Star Apartments and continuing to College Drive with trail design to be determined.

Achievement Plan Outline

The BRC and the Brainerd HRA would like to create an achievement plan that will provide the background of the project, the mission, vision, initiatives, objectives and outcomes. Its purpose is to serve as a working document focused on accomplishing the BRC mission.

The proposed achievement plan will enable the BRC to:

- Make informed decisions regarding potential projects along the Mississippi River
- Strategically plan and prioritize projects
- Approach funding agencies to finance potential projects
- Communicate internally and externally with stakeholders and strategic partners
- Have a “road map” for accomplishment of BRC plans and initiatives
- Clearly relate BRC priorities and their impacts to the rest of the community, businesses, other groups and governmental entities

Although the BRC has identified their first project as an elevated trail, there are many other potential projects along the river. The achievement plan should include a list of other potential projects, projects that are added along the way, and an ability to add new projects as they come up.

The BRC envisions this achievement plan as both a written document, which will have some of the fixed documents, but also as an electronic product that could easily be updated as projects are added and completed.

The achievement plan will be a document that tracks all proposed and potential projects along the river. The expectation is that the consultant will interview stakeholders and organizations who can contribute to the Brainerd Riverfront project as well as identify potential projects or proposed projects along the river. These items should be included in the achievement plan with the ability to track and document.

Deliverables

The consultant will be expected to provide the following over the project:

- Detailed work plan, schedule and budget for the project
- Interim written progress reports bi-weekly
- Draft report due 90 days from the start date agreed upon by the consultant and BRC
- Final report due 30 days after the consultant receives written feedback on the draft document

Budget

The budget for this project will not exceed \$5,000. This amount must cover all professional services and administrative costs including fees, travel, telephone, postage, printing, accommodations, meals, etc.

Required Information

All proposals must include the following items: |

- **Cover Letter:** Introductory cover letter identifying your interest in the project, experience and contact information
- **Project Approach**
 - Description of your approach, methodology, budget, and timeline
- **Qualifications & Experience**
 - Background of planning, drafting and executing plans that have achieved measurable success. Include a list of other projects and/or business plans you created.
 - Examples of how you've used technology for things like writing, mapping, planning, marketing, etc.
 - Business profile and/or curricula vitae/resume and any other information that you would believe would be useful
- **References**
 - Three professional references with whom you've worked to accomplish their goals

Consideration of Qualification Submittals

All proposals will be reviewed by the Brainerd Riverfront Committee who will recommend a candidate to the Brainerd HRA Board for approval.

Format Requirements of Proposals

Pages shall be formatted in 8 ½" x 11"

Responses are due at the Brainerd HRA offices by 4:30 pm, **March 23, 2017**. Responses and their envelopes should be clearly marked with the name and address of the respondent and the project title. Submit an electronic copy (CD, jump drive, or via email) and an unbound original:

Brainerd HRA
Jennifer Bergman, Executive Director
324 East River Road
Brainerd, MN 56401
(218) 824-3425
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The HRA reserves the right to reject submittals that fail to contain all required information or fail to follow all of the instructions contained in this RFP.