

# Town of Waynesville

## Municipal Service District Private Agency Solicitation

### Request for Proposals

#### Introduction

The Town of Waynesville is accepting proposals to administer the downtown Municipal Service District (MSD). The purpose of this Request for Proposals (RFP) is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be chosen.

#### Project Description and Requested Services

The Town of Waynesville has a Municipal Service District (MSD) as an overlay of its downtown or part thereof. Pursuant to State of North Carolina General Statute 160A Article 23, the Town may collect an additional tax on property within this district with the proceeds being used exclusively on projects, programs and additional services within this district. The Town is therefore seeking a private or non-profit agency to enter into a contract to administer and manage the projects, programs and services within this MSD.

Subject to approval by Waynesville Board of Aldermen and subject to the availability of funding, the Town expects to negotiate a contract for services with the selected agency during the spring of 2016.

#### Proposal Guidelines and Requirements

This is an open and competitive process. Proposals received after 4:00pm, Thursday, July 14, 2016, will not be considered and will be returned unopened. The proposal must contain the signature of a duly authorized officer or agent of the agency submitting the proposal. Three (3) bound copies and one electronic copy (PDF format) of the Proposal shall be sent or hand delivered to:

Town Manager  
Town of Waynesville  
PO Box 100  
Waynesville, NC 28786

Packages should be clearly marked as Response to Town Municipal Service District RFP.

#### Contact Information

Questions concerning this application process should be addressed to Waynesville Interim Town Manager at [MMorgan@WaynesvilleNC.gov](mailto:MMorgan@WaynesvilleNC.gov) or [AOWens@WaynesvilleNC.gov](mailto:AOWens@WaynesvilleNC.gov).

#### Scope of Work

The private or non-profit agency selected to administer the MSD shall be responsible for the following:

- Administer the City's/Town's Downtown Program (or Main Street Program if so designated)
- Develop and manage business retention and recruitment efforts downtown

- Establish partnerships with town staff, county staff, area non-profits and others as needed to advance downtown plans
- Work with property owners to identify development opportunities including upper floor use
- Work with the NC Main Street Program, financial institutions, town staff and others to identify additional funding opportunities for downtown development
- Oversee (or plan, manage, organize) downtown promotions
- Prepare and present to Board of Aldermen an annual report of needs of the service district, completed projects, and pending projects
- Carry out any other activities that may be determined during the contract negotiations between the city/town and the private/non-profit agency

The Town of Waynesville is a designated North Carolina Main Street community, the following requirements also shall apply:

- Participate in all services provided to the local community by the N.C. Main Street Center.
- Employ a full-time - 40 hours/week paid professional Main Street Manager as required, that is dedicated to downtown and that will coordinate and facilitate the work of the program. Communities with a population of 5,001- 9,999 MAY employ two or more persons that equal one or more full-time equivalent position(s), as long as one position is a designated manager. Communities with a population of 5,000 or less MAY employ a part-time - 20+ hours/week position paid professional Main Street Manager.
- Obtain a 501(c) 3, 4, or 6 nonprofit designation OR be designated as a department of the local municipal government.
- Establish broad-based support for the commercial district revitalization process, with strong support from both the public and private sectors.
- Establish and maintain an active Board of Directors and Committees using the Main Street Four-Point Approach® and develop a comprehensive Main Street Work Plan using the Main Street Four-Point Approach®.
- Establish an annual work plan/planning process for downtown.
- Adopt and exhibit a Historic Preservation Ethic and design management program.
- Demonstrate an established vision for downtown and a mission that defines the role of the organization that will manage the downtown initiative.
- Have the Main Street Manager attend New Main Street Manager Orientation, held each month in Raleigh, within three months of start date (if not previously attended).
- Have the Main Street Manager attend Main Street Basic Training each time there is a change in management (if not previously attended).
- Fund the local Main Street program through both public and private partnerships at a level allowing for full implementation of the program based on the Four-Point Approach® and the adopted annual work plan.
- Have the Main Street Manager attend Main Street Managers' Meetings held once a year in August.
- Have the Main Street Manager attend Two of Three Tri-annual Regional Meetings each year. (Held in January, July and October.)
- Have the Main Street Manager and a minimum of one volunteer attend the annual N.C. Main Street Conference - (NCMS provides each designated MS community with two complimentary registrations).

- Submit annual Statistical data in July and Budget & Salary information and Program Assessment Survey in January as requested to the NCMS Center.
- Maintain an annual membership with the National Main Street Center at a \$350 designated level.
- Reimburse the NCMS Center's staff travel expenses when they are traveling to the local community at the IRS state rate plus meals at the state per diem rate and lodging.

### **Selection Criteria**

Selection of a private/non-profit agency will be made after thorough review of the Proposal by the Town of Waynesville staff. Interviews of qualified applicants may be conducted if desired by the Town staff.

The primary considerations for selection are:

1. The agency's recent experience, knowledge, and familiarity with downtown development generally and the Town of Waynesville specifically.
2. Qualifications to perform the work.
3. Past record of performance.
4. Ability and expertise of the agency's personnel.
5. Proposed approach to administering/managing the MSD.
6. Quality and completeness of the proposal.

This request does not create any obligation on the part of the Town to award any contract or to proceed with the project. In addition, the Town, if it determines it necessary to achieve the objectives of the Town of Waynesville, may waive requirements of the RFP, refine the criteria for selection of an agency, seek additional information from responders, and reject any or all proposals submitted.

### **Submission Requirements**

Interested private/non-profit agencies shall submit the following information:

- A cover letter, signed by a manager or director in the agency, including his or her title that he or she has authority to submit the proposal on behalf of the agency;
- Agency's contact information;
- Narrative explaining the agency's qualifications for the project;
- Summary of the agency's recent experience in similar projects;
- Name and experience of key personnel;
- A description of the agency's organizational structure;
- Narrative explaining the proposed approach to completing the proposed scope of work;
- References: names and contact information of at least three people who can speak to the agency's qualifications to carry out this scope of work;
- Proposed budget for single year or if a multi-year contract will be requested, proposed budgets for multiple years.

**Contract Terms**

The Town of Waynesville will negotiate contract terms upon selection. All contracts are subject to review by Town of Waynesville legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.