

Request for Proposals

Business Improvement District, Uptown Butte

Introduction

The Butte Local Development Corporation, in partnership with the Uptown Master Plan Association, are seeking proposals for the creation of a Business Improvement District (BID) in Uptown Butte, Montana. The BID is expected to enhance the overall economic, social, and physical conditions in the district. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified firms, organizations or individuals that can provide comprehensive services to establish a BID.

Background

Uptown Butte is a historic district with a vibrant area that includes a mix of commercial, residential, and cultural amenities. However, as the area has grown, so too have its challenges. The district needs a coordinated effort to improve the physical and social environment, ensure that businesses are supported and thriving, and continue to attract visitors to the area. The community has received a Big Sky Trust Fund grant for \$25,000, the URA has pledged \$20,000 and the Uptown Butte Master Plan Association is contributing \$5,000 for a total project budget of \$50,000.00. The final contract will be between the RFP awardee, Big Sky Trust Fund and Headwaters Resource Conservation and Development, Inc.

Scope of Services

Your proposal should include the following services:

1. BID Formation Plan: Create a comprehensive plan to create a BID in Uptown Butte. This includes identifying stakeholders, financial analysis, BID boundary, and creating a work plan for the BID.
2. BID Formation: Develop and implement a strategic plan to establish the BID, including legal and governance structure, boundaries, and assessments.
3. BID Formation Assessment Methodology: A petition will need to be created and presented to the local governing body (Butte-Silver Bow Council of Commissioners) bearing the signatures of property owners representing more than 60 percent of the area to be included in the BID, which will include the following:
 - A boundary description (The proposed BID must be contiguous, unless it is a BID created for hotels [TBID], which we already have in Butte-Silver Bow).
 - Evidence that the area complies with local zoning regulations (areas zoned primarily as residential cannot be included).

- If passed by BSB Commissioners, a Resolution of Intent to Create a BID; a Notice of Intent will then be created and mailed to every property owner in the proposed BID and published as provided in Montana statute (twice, at least six days apart). The mailing must go out the same day as the first publication and both the letter and the notice include:

- The general purpose of the district
- The time and place where the Council of Commissioners will hear and rule on the protests
- Reference to the Resolution of Intent on file with the County Clerk and Recorder
- Official BID Ordinance
- A governing board of the BID, appointed by Butte-Silver Bow Chief Executive and confirmed by the Butte-Silver Bow Council of Commissioners
- An annual work plan and budget and the method of assessment to the Butte-Silver Bow Council of Commissioners, which the Council (after a public hearing) adopts by Resolution

4. Management and Operations: Develop a comprehensive management plan including staffing, budgeting, and ongoing operations of the BID.
5. Advocacy and Engagement: Develop and implement strategies to advocate for and engage with stakeholders, including businesses, residents, property owners, and other community groups.
6. As part of the Big Sky Trust Fund grant award, quarterly progress reporting will be required of the successful candidate. A template will be provided.
7. Per the Big Sky Trust Fund grant contract, all grant activities must be completed by December 14, 2023.

A draft scope of service has been included as Attachment A to this RFP. However, firms are encouraged to suggest changes to the scope as they see fit.

Proposal Requirements

Proposals should include the following:

1. Executive Summary: A brief summary of the firm or organization and its experience in creating BID's, or other forms of community outreach that may be applicable.
2. Approach: A detailed description of the approach to be taken to address each of the scope of services outlined above, specifically tailored to Uptown Butte's needs.
3. Team: The names and qualifications of the team members who will be involved in the project, including their experience with BID formation and management.
4. References: At least three references from previous clients for whom similar services have been provided.

5. Cost: A detailed breakdown of costs, including fees for each phase of the project, and a proposed timeline for completion.
6. Proposal to be limited to ten pages, excluding cover page, resumes, and references.

Submission Deadline and Contact Information

Proposals should be submitted by Friday, June 30th at 5:00 pm local time (MST) to Samantha Motzko at Butte Local Development Corporation, Fifth Floor, Thornton Building, 65 E Broadway St, Butte, MT 59701.

Any questions regarding this RFP should be directed to Samantha Motzko at smotzko@headwatersrcd.org.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Understanding of the project and scope of services, including Uptown Butte's unique challenges and opportunities. Offerors are encouraged to read the Uptown Butte Master Plan (uptownbuttemasterplan.com). (25%)
2. Experience and qualifications of the team, including relevant experience working in Montana or similar regions. (25%)
3. Approach to communication, including a plan for engaging with diverse stakeholders and local officials. (35%)
4. Cost and overall value. (15%)

We look forward to receiving your proposals and working with a qualified firm organization to establish a successful Business Improvement District in Uptown Butte, Montana.

Attachment A: Draft Scope of Services

Overview

A Business Improvement District is a geographic area created to promote the safety, prosperity, security, and general welfare of the inhabitants of the district. Assessments are made on all properties within the district and the funds are used for the betterment of the district. In Montana there are Business Improvement Districts in Billings, Missoula, Great Falls, Helena, Bozeman, Livingston, Kalispell, and Hamilton, among others. Each district is governed by a board and each district creates an annual work plan and budget approved by the board. These work plans vary, but they often include such things as street sweeping, snow removal, planters, downtown ambassadors, public art, bike racks, trees, extra trash removal, extra police patrols, holiday festivals, parklets or pedlets, banners, holiday décor, graffiti removal, weed removal, pressure washing, homeless outreach programs, marketing, and more. It should be noted that BIDs do not take over City/County provided services but provide additional or enhanced services.

Butte is the last major city in Montana without a Business Improvement District. The purpose of this scope of work is to complete the tasks outlined below for the purpose of creating a BID.

Task 100 – Project Management

This task includes all efforts necessary to plan and execute this project including preparing a detailed schedule, scope, and budget, conducting regular project coordination meetings, project accounting, and resource allocation.

Task 200 – BID Formation Plan

The purpose of this task is to form a steering committee and develop a plan for the BID creation process. The steering committee should include key property owners, business owners, and others committed to the economic well-being of the district and should represent the various interests within the district. This task would include preparing an overall BID formation plan in conjunction with the steering committee.

Task 300 – BID Boundary

This task includes gathering the current tax data and property information for the C-3 zoning area in Uptown Butte. This is the starting point for determining the BID boundary because the boundary should generally include the central business district of Uptown Butte. However, the boundary may vary from the C-3 zoning area. This task may include early discussions with property owners on the edges of the proposed boundary to gauge their desire to be included in the BID, as well as identifying properties that will benefit from BID services. The purpose of this task is to evaluate the potential boundaries and make a recommendation.

Task 400 - BID Assessment Method

The BID assessment is the amount that each property owner pays in support of the BID. Montana law allows for several different assessment methods or a combination of methods. This task includes an analysis of the allowable methods, pros and cons of each method, and a recommendation for the assessment. This analysis will include the total estimated annual assessment based on the various methods and combinations of methods. The goal is to determine an equitable assessment method that will be preferable to the proposed BID members, including Butte-Silver Bow County (a major property owner in the area). This task includes using the property information and mapping collected in Task 300 to evaluate the alternatives.

Task 500 – BID Formation Outreach

It will be critical to formulate an outreach plan that builds consensus among property owners and creates a feeling of participation. To successfully form the BID, 60% of the property owners must sign a petition. In addition, there are provisions for protests that can delay the formation of a BID. The consultant will work with the steering committee on draft boundaries, draft assessments, and a draft work plan and budget. The draft work plan will clearly communicate the BID's plans, according to the desires of the proposed members of the BID. The outreach may include small meetings, large area-wide meetings, and one on one conversations with property owners and tenants. Outreach materials may include presentations, newsletters, videos, and brochures.

Task 600 – BID Petition and Formation

If the petition is successful, it will be submitted to the County Commissioners for adoption. This task includes preparing for and attending the County Commissioner meeting.