

EAST VILLAGE ASSOCIATION, INC. REQUEST FOR PROPOSAL
for Management of the East Village Association Business Improvement District
Released Date: May 19,2022
DUE: June 17, 2022

Background and RFP Requirements: East Village Association, Inc.

The East Village Association, Inc. is a nonprofit corporation, public benefit corporation (509a2) that manages the East Village Business Improvement District (EVABID). EVA's mission is to support and promote East Village businesses by establishing the community as San Diego's livable urban village. It's vision statement: East Village will be recognized as San Diego's vibrant, diverse, urban community where residents and the entrepreneurial spirit thrive—a distinct mix of arts, culture, education, and entertainment.

EVA is seeking written proposals from qualified district management companies. Desired experience is outlined below. Business Investment District (BID) management companies, or other management entities or partnerships with appropriate experience are encouraged to submit a response to this RFP. The District will enter into an independent contractor relationship or employment agreement with the selected company. The main point of contact for the selected company shall be the Executive Committee of the EVABID.

Please submit your proposal electronically EVA's Board Treasurer: david.miles@usbank.com, by 4:00 p.m. on June 17, 2022
No phone calls please. Proposals shall include the following, at a minimum

1. Scope of Work: Proposals should include agencies scope of work, with description of services and value added.
2. Fees:
 - a. Provide rates for monthly staffing efforts in hours. What is required to perform the expert services in the recommended scope of work. Include any staff fee rates schedule in US dollars/hour (\$/hr). Rates shall be total rates per hour. No additional costs or fees will be permitted for additional benefits, or employee taxes.
 - b. In addition to the rate schedule, provide an estimated expenses rate per month, to perform recommended scope of work. Clearly outline expenses included in this assumption.
 - c. Staff fees and expenses shall be totaled for an assumed total monthly value.
3. References: Provide at least 3 references, as well as three letters of recommendation related to similar work with your response to the RFP and contact information for related work.

Proposals will be reviewed by an EVA ad hoc committee. Selected proposals will be invited to provide a presentation and will be interviewed by the EVA ad hoc committee.

The EVABID reserves the right to accept, negotiate, reject or propose amendment to any and all proposals submitted. The selection process will be determined based upon district management experience, knowledge of the law, experience in working with non-profit Boards and knowledge of the City of San Diego. We reserve the right to reject all applicants as well as to determine that we will not fill this position. For any questions regarding this RFP, please contact EVA's Board Treasurer david.miles@usbank.com

If necessary, the EVA will modify the RFP prior to the date set for submission of the final proposals by issuance of an addendum to all parties who have furnished notice of the RFP for bidding purposes.

This selected management company agreement shall commence in or around July 18, 2022 and will remain in force until determined by the EVABID Board of Directors that the employment contract is ended, or the management contract is no longer necessary. The Board shall retain the sole right to terminate the employment agreement or management agreement with or without cause upon 60-days written notice.

The East Village Association, Inc. is committed to equal opportunity in the solicitation of professional service consultants. The East Village Business Improvement District is an Equal Opportunity employer and does not discriminate against employees or applicants because of race, religion, creed, color, national origin, ancestry, physical disabilities, mental disability, medical condition, genetic information, marital status, sex gender, gender

identity, gender expression, age, or sexual orientation, or any other characteristics protected by State and Federal law.

It is the policy of the EVA not to solicit proposals unless there is a bona fide intention to award a contract. However, the EVA reserves the right to reject any or all proposals or to cancel the RFP at any time during the process.

Desired Skills and Experience:

- ▶ Working with a public benefit, non-profit corporation Board of Directors.
- ▶ Experience in public space development and activation.
- ▶ Working independently and efficiently without direct supervision.
- ▶ Ability to effectively communicate with stakeholders (business owners, residents, the San Diego City Manager's office, and City Council).
- ▶ Ability to write, maintain and post records of the Association on its website in a timely manner, as policy by the City of San Diego.
- ▶ Demonstrated experience in business attraction to commercial districts.
- ▶ District Planning and Visioning experience, with set goals and timetables for achieving those goals.
- ▶ Understanding of nonprofit management and fiscal stewardship.
- ▶ Demonstrated experience in fundraising to achieve goals.
- ▶ Knowledge of basic accounting principles.
- ▶ Knowledge of basic property management.
- ▶ Knowledge of maintenance of the public rights of way.
- ▶ Proficient computer and business e-mail skills.
- ▶ Proficient understanding of the public records and public notice requirements of the Brown Act.
- ▶ Identify and pursue successful funding sources outside of the Districts standard ordinary income

Potential Scope of Work

Scope objectives include but are not limited to the following:

- ▶ Identify ideal locations for public space development and design and improvements.
- ▶ Propose sustainable strategies to fund and manage those public spaces.
- ▶ Seek contributions for new developments to create a dynamic sense of place in East Village.
- ▶ Review current systems of public right of way maintenance.
- ▶ Identify and implement new ways to fund capital Improvements.
- ▶ Maintain security, cleanliness, and order in the public rights of way.
- ▶ Improve district identity, and advance district marketing.
- ▶ Create, and maintain the district website, coordinate social media and all district events.
- ▶ Serve the district's administrative needs.
- ▶ Advocate on behalf of the area's property owners, business owners and residents.
- ▶ Provide a preliminary annual report by Sept 30th 2022, that gives a realistic timeline for the growth of new public spaces, and neighborhood events in East Village and provides ideas on how to fund and manage those public spaces and events.
- ▶ Integrate current EVA staff into management company's activities. EVA currently has one full time employee.

Expectations of the Selected Candidate or Company, additional items that may be included in the Scope of Work:

I. IMPLEMENTATION OF SERVICES:

- ▶ Be available to interact with district property owners, residents, businesses, visitors, and City officials as necessary in response to the delivery of services.
- ▶ Ensure that the maintenance employees or contractor provider reports to the City immediately on all hazardous conditions in the public rights of way.
- ▶ Monitor daily the level of problematic issues in the public rights of way and report them to the appropriate department

in the San Diego City Manager's office.

- ▶ Respond to constituent concerns in a timely manner.
- ▶ Respond to e-mails or inquiries by Board members or constituents with all due speed.
- ▶ Coordinate all special events.
- ▶ Prepare event status reports of vendors, payments, budget concerns, etc., leading up to the event.
- ▶ Have demonstrated experience in business attraction to some of the vacant storefronts in the area.
- ▶ Maintain and update the property database, based upon changes in land use and improvements.

II. **CORPORATE ORGANIZATIONAL SUPPORT**

- *EVABID Board meeting clerical, administrative and organizational support*
 - a. Attend all EVABID Board and Executive Committee meetings.
 - b. Prepare all EVABID Board packets, post consistent with the Brown Act and City of San Diego City Ordinance.
 - c. Distribute EVABID Board packets prior to the meetings.
 - d. Prepare and distribute all committee and task force packets prior to the meeting.
 - e. Work closely with President and Committee Chairs in the preparation of agendas and packets for the meetings.
 - f. Attend all EVABID Board Standing Committee and Task Force meetings.
 - g. Help direct and manage EVABID Board discussions.
 - h. Review and correct all minutes for accuracy.
 - i. Maintain all corporate meeting records consistent with the Brown Act provisions.
 - j. Oversee and monitor the annual election of EVABID Board members.
 - k. Keep a roster of attendance for all EVABID Board members to ensure compliance with the bylaw's attendance requirements.
 - l. Prepare all reports, including the annual report to the EVABID Board and the City.
 - m. Work with CPA or accountant on annual reviews and tax filings.

Oversee insurance requirements that include Directors and Officers insurance as well as General Liability insurance

GENERAL ADMINISTRATION

- *Fiscal*
 - a. Monitor Committee budgets to make sure they are in line with projections.
 - b. Monitor assessment compliance reports with the City.
 - c. Prepare monthly financial reports to the Board of Directors, and the Committees of the Board.
 - d. Prepare and monitor annual budgets for the City Annual reports.
 - e. Work with auditor for annual reports and audits to the City.
 - f. Work with accountant or CPA for compliance with federal and state tax filings.
- *Supervisory*
 - a. Oversee maintenance and other service providers
 - b. Oversee administrative staff.
 - c. Oversee and direct any student interns.
- *Office*
 - a. Ensure public accessibility to records and minutes and finances of the corporation.

III. **Other:**

- a. Other duties as assigned by the EVABID Executive Committee and/or Board.

Protests

Any protest must be filed in writing with the EVA, 1041 Market Street, San Diego, CA 92101, within five (5) working days of the notification. Within five (5) working days after filing the protest, the protesting bidder shall file with the EVA a full and complete written statement specifying the grounds for the protest. Such grounds for protest shall be limited to assertions of procedural discrepancy. EVA officials will evaluate the protest and shall furnish a decision in writing within thirty (30) calendar days.

Confidentiality of Proposals

The EVA will be holding the contents of all proposals until issuance of the award. If a protest is filed, the materials may be used by the EVA to justify an award or decision not to award. All proposers must identify at the time of the submittal all the specific information or materials that are proprietary or otherwise legally protected to retain the claim of confidentiality. The EVA will employ its best efforts to prevent the release of said materials; however, the EVA will not be held negligent for the inadvertent release of any proprietary or confidential information or materials.

Modification or Withdrawal of Proposals

Any proposal that is received by the EVA before the time and date set for receipt of proposals may be withdrawn or modified by written request by the proposer. However, to be considered, the modified proposal must be received by the original time and date as previously set forth in this RFP.