

REQUEST FOR QUALIFICATIONS CALIFORNIA MAIN STREET ALLIANCE CONSULTING SERVICES

SUBMITTAL DEADLINE: Qualification submittals shall be received (either in-person, by mail or by email) no later than **5 p.m. on Monday, December 1, 2008** to Emily Low, CAMSA President, 1000 Texas Street, Suite D, Fairfield, CA 94533. Submittals received after the deadline or are determined incomplete will not be considered.

FOR QUESTIONS OR INQUIRIES, PLEASE CONTACT: EMILY LOW, CAMSA PRESIDENT AT (707) 422-0103. FOR AN ELECTRONIC COPY OF THIS RFQ, PLEASE EMAIL EMILY@FAIRFIELDDOWNTOWN.COM

The California Main Street Alliance (CAMSA) is pleased to issue this *Request for Qualifications* (RFQ) for interested Main Street managers, downtown executive directors and consultants to assist communities with training and strategic planning for local Main Street Programs. A pool of qualified candidates is needed to provide hands on training, facilitation and materials in the field of the Main Street Four-Point Approach™ to Revitalization.

CAMSA is hoping to identify candidates that have previous experience with the Main Street Four-Point Approach™ to Revitalization. Candidates who have managed a Main Street Program and are well versed in the Main Street Four-Point Approach™ to Revitalization or have received their Certified Main Street Manager certification are preferred.

1. BACKGROUND

CAMSA, a nonprofit 501c3 organization, in conjunction with the Office of Historic Preservation, California State Parks, provides state level leadership on revitalization developed by the National Trust for Historic Preservation's National Main Street Center. The Main Street Approach organizes a comprehensive revitalization effort into a four-point framework: organization, promotion, design and economic restructuring. This framework ensures a place as a vital economic, social and cultural center for the community.

CAMSA is implementing a Fee for Service Program for their existing certified communities, as well as communities interested in learning about Main Street methodology and/or who wish to become a designated or certified California Main Street community. This program is expected to begin by February 1, 2009.

It is CAMSA's wish to have a qualified pool of individuals or companies who are well-versed in the Main Street Four-Point Approach™ to Revitalization to serve as trainers and consultants on behalf of CAMSA for the existing communities and for those communities who are interested in learning about Main Street methodology and/or who wish to become a designated or certified California Main Street community.

Qualified candidates will be able to participate as a paid consultant through

CAMSA for their newly developed Fee for Service Program.

CAMSA has designed a number of workshops and educational programs for the existing communities and those communities who are interested in learning about Main Street methodology and/or who wish to become a designated or certified California Main Street community as follows:

Basic Management Orientation Workshop

The management orientation workshop is for new Main Street program managers and board members. The one-day workshop, to be held twice a year – once in Northern California and once in Southern California, will focus on the instruction and discussion of roles and responsibilities of managers and board members. This session also provides an excellent opportunity for those communities participating to share ideas, discuss common challenges, and to offer advice to others.

Work Plan Development

A customized workshop for board and committee members of a local program to plan the direction of the Main Street program and to develop a program of work that lists the activities that must take place in order to accomplish larger objectives and assigns deadlines and responsibilities to each project. The development of a work plan serves several purposes: to manage the wide range of activities for revitalization to take place, to develop a timetable and budget for activities, to explain the organization's purpose, and to help measure the program's successes. Each of the four committees of the local program will discuss and draft goals, objectives, tasks, and responsibilities for each desired project and for the organization as a whole.

Main Street 101 Basic Training

A two-day workshop designed for program managers, board members and committee members of local programs focusing on a thorough review and understanding of the Four Point Approach™ to downtown revitalization. Each session will address the basic components of design, economic restructuring, organization and promotion, explore these topics through interactive exercises and offer applicable information through examples and case studies.

Site Evaluation Visit for Becoming a Designated or Certified Community

A comprehensive site evaluation visit to the community at the program's designation commencement will publicize and highlight the start of the Main Street initiative, provide local business owners and community leaders with additional information on the comprehensive nature of the Main Street program, gather information on the strengths and challenges of the district to monitor change and success over time and assist in the development of a suitable organizational structure for the program in that community and/or neighborhood.

A comprehensive written report comprised of observations/findings and recommendations will be prepared and submitted to the local program following

the evaluation. The program will review the “action-plan” recommendations and place those recommendations in their committees’ workplans.

For communities wishing to become a certified community, the 10-point National Main Street Center’s evaluation criteria for certification will be used, which includes the establishment or existence of: broad-based community support; vision and mission statements; a comprehensive Main Street work plan; historic preservation ethic; an active board of directors and committees; an adequate operating budget; a paid, professional program manager focused on district issues; a training program for staff and volunteers; the reporting of key reinvestment statistics to OHP and maintaining active membership in NMSC and CAMSA.

Main Street Advanced Training

A two-day advanced training workshop designed for communities wishing to become a California Main Street Certified Program. Program managers, board members and committee members of the aspiring program will focus on advanced understanding of the Four Point Approach[™] to downtown revitalization and the 10-point National Main Street Center’s evaluation criteria. Each session will address advanced components of design, economic restructuring, organization and promotion in great detail, explore these topics through interactive exercises and offer applicable information through examples and case studies. A minimum number of board/committee members (to be determined for each community) will be required for this training. The prerequisite for this training is **Main Street 101 Basic Training**, taken by the majority of participants.

Site Visit

Each certified community shall have a site visit from a CAMSA member or consultant with a checklist of items for their program review. These site visits shall take place every third year to maintain status as a “certified community.”

Quarterly Training Workshops

These one-day workshops provide program managers and board members from several local programs with a variety of information sessions related to their Main Street position and common challenges. Each quarterly workshop would focus on a topic under one of the Four Points of the Main Street Program.

Workshops could focus on the following:

Organization: Volunteer recruitment and development, Myers Briggs Type Indicators, fund raising, strategic planning, membership development.

Economic Restructuring: Business recruitment practices, market analysis training, visual merchandising, changing retail environment.

Promotion: Developing a marketing plan for downtowns, advertising layout and design, tourism, image development.

Design: Design basics and management, window and interior displays, historic tax credits, National Register process.

Technical Assistance Visits (On-Site)

A visit/workshop designed to assist the local program in addressing a revitalization specific need or issue. For a new program, the visit is designed to set priorities and provide the consensus necessary for taking significant steps in establishing solid business management to the downtown or neighborhood commercial district. It will serve as an introduction to the basic building blocks of a comprehensive long-term program. For the community that already has an existing program, the visit may bring in experienced revitalization professionals from around the state to assess the program's and district's strengths and weaknesses and to focus specifically on designing solutions for problems or projects within the commercial district. The visit is typically one day in duration, organized according to the identified local needs, the topic covered, and the consultant(s) participating.

Design Training and Assistance

This service ranges from a design consultant working one-on-one with individual building owners on façade rehabilitations to one-day workshops for program managers, board members and committee members to train in the integration of good design principles and design management in commercial districts. The design consultant, experienced in architecture and historic preservation, provides the building owner with an on-site assessment of the property, followed with conceptual drawings and written recommendations for façade renovations, building rehabilitations and other structural/aesthetic issues. The workshops focus on the following: understanding the elements of traditional commercial structures, the evolution of commercial districts, common problems of remodeling, appropriate changes and materials, financial incentives available for rehabilitation and ways to research and record older buildings.

Market Analysis Training

This training provides the basics of economic restructuring, including a discussion of why downtowns have suffered economically, how downtown market analysis works, the types of economic decisions that need to be made, the interrelationship of real estate and commercial development and the role of economic restructuring in the overall revitalization process. The training also includes an overview of, and instruction in, Main Street market analysis.

Vision Development Training

Providing assistance to the local program participants with the planning and implementation of the steps involved in creating and developing a successful Main Street program. The discussions and recommendations will address the importance of strategic planning, work plans and mission development, while focusing on the development of a vision for the commercial district.

First Impressions

This program is used to gather insight to assist ongoing downtown planning and goal setting efforts. It is also used to assess a visitor's reaction to previous planning efforts. Information gained through the process will help to: evaluate the success of the program's development initiatives, identify how to strengthen community services, create an enhanced image to the outside world, and focus

development efforts. The program works by pairing up communities with similar characteristics. The visitation teams are formed and trained in each community. Then, they visit each other anonymously and record their impressions of the community on survey forms.

Speakers Bureau

Experienced Main Street executive directors, CAMSA staff, OHP staff or consultants would be available when a community needed a speaker regarding downtowns/Main Street, etc. These kinds of visits would probably be managed by local/ regional managers to minimize speaker, travel and housing expense, however, for more technical or specialized subjects, a consultant may be brought in to assist.

2. GENERAL REQUIREMENTS

Candidates shall have experience and expertise assisting organizations and local municipalities in one or more of the following areas:

- Organizational Management and Finance
- Main Street Four Point Approach™
- Business Development
- Economic Development
- Volunteerism
- Membership Organizations
- Volunteer Committee Structures
- Strategic Planning and Implementation Plans
- Architecture/Design
- Historic Preservation

3. SPECIFIC REQUIREMENTS

The candidate will perform, but is not limited to performing, the following primary services:

- Assist in the creation of a revitalization strategy / work plan for the local Main Street program.
- Deliver training for the local Main Street board, committees and Main Street Program Managers.
- Provide technical and information assistance with respect to available National, State and Local resources.
- Facilitate workshops and submit report summary to the organization and the state program within 15 working days of the session.
- Conduct planning sessions and develop short and long-range action plans that have an implementation element.
- Conduct research on various topics when requested by the coordinator and present findings.
- Participate in on site community visit. Contribute recommendations, based on research and observation consistent with the Main Street Four Point Approach. Present recommendations at a public meeting and provide a written report within 15 working days to CAMSA and the

- program.
- Work with CAMSA to customize documents and materials for the State Main Street Program.

4. QUALIFICATION PROPOSAL CONTENT AND FORMAT

CONTENT: Qualification proposals shall be submitted in the following format to facilitate evaluation of their comparative merits. Proposals shall be typed.

- **Part 1** Cover letter
- **Part 2** Candidate resume, including specific experience. Particular emphasis shall be placed on current and past projects of a similar nature.
- **Part 3** No more than five (5) work references that include the name, address and telephone number of contracting agency and a contact person who may be contacted for verification of all data submitted. Provide an explanation of responsibilities on each project.

CAMSA shall not be liable for any costs incurred by a candidate in preparing or submitting a proposal. Proposals should be prepared simply and economically, providing a straightforward, concise description of the candidate's qualifications and capabilities to satisfy the requirements.

Submitted materials become the property of CAMSA, and will not be returned.

FORMAT: One (1) original and Four (4) copies of each proposal OR submit a PDF of the document to emily@fairfielddowntown.com.

5. QUALIFICATION PROPOSAL EVALUATION / SELECTION PROCESS

EVALUATION: Evaluation criteria will include but not be limited to:

1. Completeness in responding to the information submittal requirements in this RFQ and the criteria that is listed. Incomplete proposals will not be considered.
2. Qualifications and prior experience of the candidate on similar projects.
3. Reference check.

SELECTION PROCESS: CAMSA will review each qualification submittal and may request that the candidate clarify, supplement, or provide additional background on certain aspects of the information. CAMSA **may** conduct interviews with candidates.

CAMSA reserves the right to reject any and all qualification proposals.

Once a qualified candidate has been identified by CAMSA, CAMSA will notify said candidate regarding additional details of future opportunities for that candidate with CAMSA's Fee for Service Program. This includes, but is not limited to rate and payment of candidate's services, reasonable expenses

including meals, lodging and travel, and liability insurance. Contracts for qualified candidates will be on an “as needed” basis.

It is noted that this Request for Qualifications is not a job offering. Chosen candidates may become an independent contractor with CAMSA. Neither party to this Request for Qualifications shall be deemed to be the employee or agent of the other party. In order to receive payment under any resulting contract, said candidate must have a current IRS W9 Form on file with CAMSA.