



Helena Business Improvement District (HBID)

REQUEST FOR QUALIFICATIONS (RFQ)
TO PROVIDE
Marlow Market Feasibility Study

March 22nd, 2017

Renee Bauer, Executive Director
Helena Business Improvement District (HBID)
318 Fuller Avenue
Helena, MT 59601
www.downtownhelena.com

THE OPPORTUNITY:

The Helena Business Improvement district, (HBID) Helena, Montana is requesting Statements of Qualifications from qualified firms or individuals to complete a feasibility study on the potential to develop a public market/mixed use incubator within the downtown district (see detailed Master plan). The HBID undertook a community process to create a Downtown Master Plan to guide future policy decisions in the downtown district. The implementation strategy will rely on recommendations regarding the creation of a year round downtown public market facility as an anchor for the downtown district. The public market recommendation/strategy has been met with considerable community enthusiasm. The HBID wants to study the feasibility of the public market concept further by exploring the overall need for an entrepreneurial business incubator that could include a public market, commercial kitchen, shared work space and more.

THE PROJECT:

The primary goal of this effort is to determine the feasibility of establishing a permanent, year-round, downtown market place that will offer goods and services to consumers of Helena and the surrounding region. Initially, those goods and services will have a food related focus and be sourced from local/regional producers. The market place would be a year round in-door market place, however, there could be an outdoor component during the warm months. There are various opportunities in the downtown area to repurpose existing underutilized structures, land-only locations, or a combination of both.

The main objective is to determine the feasibility of creating and operating a public market, with incubator space, and community space in the downtown area of Helena as prescribed in the [Downtown Helena Master Plan](#) guiding principles. The guiding principles are to show that downtown is:

- Walkable
- Connected to the community
- Desirable place
- Alive
- Convenient

These principles coincide with creating a dynamic experience in the heart of downtown Helena that attracts individuals to the downtown area and to emphasize the downtown as an economic driver in Helena. The history of the downtown area should be leveraged to strengthen the attraction potential of a public market/community space and create a unique sense of place making. Ancillary objectives are to identify how a public market (with incubator space) will create jobs via vendor and/or entrepreneur attraction, increase consumer spending in the downtown area, and other economic impact related categories.

BACKGROUND INFORMATION:

The downtown area of Helena traces its roots back to the 19th century when gold was discovered in Prickly Pear Canyon. The finding of gold created a ripple effect that brought many individuals

to what is now the downtown area. Originally a tent camp in 1864, the area quickly turned in to a hub for retail, thriving business, and entertainment. Since then, the downtown area has seen many changes such as growth, new buildings, fire damage, new businesses, and the loss of business to urban renewal. Downtown remains a vital part of Helena and the Downtown Master Plan is the guideline for this project.

The Marlow Market, named after the former Marlow Theater in downtown Helena, would act as a commercial anchor feeding off of the patronage already present while providing incentive for additional patronage and a center of social activity and vitality.

TASKS & DELIVERABLES:

The final feasibility study will include:

- A business plan to implement/launch the public market;
 - Recruit Vendors; and
 - Identify Entrepreneurship Possibilities
- Entrepreneur/ Farmer/Food Maker/ Outreach and Cultivation;
- Community Outreach and Public Market/Mixed Use Incubator Assessment;
- Conceptual Building Program and Design;
- Recommend Operating Structure;
- Financial Plan and Funding;
- Site Selection Assistance, Create a development and/or redevelopment plan for a physical location;
- Projected Economic Impacts and Benefits

CONTRACT DETAILS:

- Period of Performance – The length of the contract shall not exceed nine (9) months of the signed contract date by all parties.
- Payment, Incentives, and Penalties – The fee for this project shall not exceed \$50,000 U.S. Dollars. Payments terms shall be discussed after an award announcement and listed in the contract agreement prior to signatures by both parties.
- Contractual Terms and Conditions – Will be discussed between BID and the awardee once an announcement has been made.

PROPOSAL SUBMISSION:

Please submit the following no later than April 14th, 2017 at 5:00 pm. to Renee Bauer, Helena Business Improvement District, 318 Fuller Ave, Helena, MT 59601; rbauer@helenabid.com electronic versions welcome.

1. A technical approach, which describes how you will carry out the tasks, deliverables, and Scope of Work.

2. A summary of your recent and relevant projects and general familiarity with similar projects.
3. A firm estimate of the fees to be charged and an estimate of expenses that would be incurred.
4. A statement of your firm's qualifications as it relates to each part of the overall study including general information regarding the firm's qualifications,
 - years in business
 - key personnel
 - Responsibilities and professional backgrounds.
5. List of clients and references relevant to this activity.
6. A plan outlining your proposed approach to each element of the study.
7. Other pertinent information related to this study.