



Minneapolis Park & Recreation Board

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Call for MPRB Graco Park Building Tenants and Programs and Graco Park Vendor Operations

June 7, 2021

The Minneapolis Park & Recreation Board is soliciting letters of interest (LOI) from interested parties, organizations, businesses, or proprietors that are interested in being a tenant, hosting programs, or both in a new proposed MPRB building in Graco Park. As part of the new Graco Park design process, there is also an opportunity for a future separate commercial space to be developed on the site adjacent to the Park Board building with the intention of the building to support operations of a park-supportive vendor. This call for letters of interest is for both opportunities. Interested parties should review the following submission guidelines and submit a letter of interest **by July 23, 2021.**

The new project, called Graco Park, will include design and construction for a portion of the former Parcel D site (now referred to as Lot 2) and a new park, as well as connections to Boom Island and Hall's Island, based on the MPRB Board approved schematic design and an agreement resulting from settlement of litigation. For more information on Graco Park, visit the project [webpage](#).

The new park owned and operated building will be approximately 4000 square feet comprised of a combination of shared or independent office space, community meeting rooms, public restrooms, and an open programmable gallery-like hall. The design and configuration of the future commercial building may change as a result of the design process.

1.1. Criteria for Tenants and Programs

Potential tenants and programs will be considered for Graco Park Board building should meet the following criteria:

- 1) demonstrated connections to or mission alignment with parks;
- 2) demonstrated connections to nearby community;
- 3) interest and ability to activate the shared community space with programs, events or similar intermittent activities; and
- 4) compatible uses, activities, and operational methods with other potential tenants.

1.2. Criteria for Vendor Operations

Potential future commercial tenants will be considered as a tenant on Lot 2 next to the MPRB owned building (or, depending on design and configuration needs, an addition to the MPRB owned building) should meet the following criteria:

- 1) demonstrated ability to operate within a park;
- 2) demonstrated connections to nearby community;

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- 3) interest in and ability to activate the park through programming or patron attraction;
- 4) ability to fund development, partially or wholly, depending on term of an operating or lease agreement;
- 5) capacity to generate revenues allowing rent to be directed to park operations and support; and not conflict or compete with the MPRB's relationship with existing vendors, concessionaires, program providers, or other entities with which the MPRB has entered into agreements for services, programs, or uses, none of which have been defined for the Graco Park project.

The MPRB believes the core differential between the two requests relates to the profit orientation of the entity, with those entities pursuing a Tenant and Program relationship to be, most likely, a non-profit and those entities pursuing a Vendor Operations relationship to be, most likely, a for-profit entity.

The MPRB reserves the right to specify additional goals related to proposals to ensure alignment with broader mission of the MPRB. Submittal of a response is not a guarantee of acceptance of the proposal for park use.

1.3 Equity

The MPRB strives for equity in its decision processes, and in the ways it frames and delivers programs and park assets to park users across the city. Responses shall be required to demonstrate alignment with the MPRB's [equity initiatives and policies](#).

1.4 Format of responses

Letter of Interest (2-pages max)

- 1) Identification of the lead entity, address and telephone number for the lead entity, and a brief statement of the role of the lead entity
- 2) Description of tenant and program or vendor operations concept, as appropriate, including an estimated square footage accommodating the entity's activity (not including restrooms, mechanical spaces or other spaces typically considered common to a building's occupants).
- 3) How does the tenant and program or vendor operation building concept meet the criteria outlined in 1.1?
- 4) Describe any obligations for the MPRB that would result from pursuit of the proposal for park use.
- 5) Why is this proposal important for the responding entity, the MPRB, park users, and the residents of Minneapolis?
- 6) What specific experience does the lead entity offer in support of the proposal for park use?
- 7) What makes the lead entity's experience substantively different than other potential providers of the proposed activity, use, or program?
- 8) What is the proposed schedule for activities related to the proposal for park use?

Facilities Concept (1-page max)

- 1) What facilities are necessary to support the proposed activity, use, or program? Provide any diagrams, photographs, drawings, or other illustrations that aid in fully describing the proposal.
- 2) Are there any timeline or schedule considerations or requirements?
- 3) What term would be proposed, at least initially, for the duration of the proposal?
- 4) What commitments would be limiting in terms of entering into an agreement with the Park Board relative to the proposal?
- 5) What metrics might be considered, at least initially, in terms of the proposal's activities related to park activation and use?

Financial Overview (1-page max)

- 1) Provide an estimate of the cost of the features or facilities proposed based on:
 - a. Unusual or entity specific occupancy needs, if submitting for a tenant and program relationship; or
 - b. General estimates of cost and square footage accommodating public and private elements of a response related to vendor operations;
- 2) An indication of the ability of the lead entity to financially support the proposal for park use;
- 3) Proposed lease terms for vendor operation relationship or in-kind programming tenant and program relationship;
- 4) Estimated annual income from the vendor operation for years 1, 3, and 5 of the proposal

Reference

Who may be contacted as a reference for detailed questions about the project identified as relevant similar experience?

1.5 Schedule

The MPRB will pursue the following schedule related to this request:

Release of solicitation for proposals	June 7, 2021
Questions or requests for clarifications due	July 7, 2021
Responses to questions or requests for clarifications posted	July 10, 2021
Proposals due	5 pm CST, July 23
Interviews, if required	early August 2021

Updates to the schedule will occur only via an addendum to this Request for Proposals.

1.6 Questions and Submission

Questions regarding this request shall be directed VIA EMAIL ONLY to:

Carrie Christensen, Senior Planner

cchristensen@minneapolisparks.org

Submission for this request shall be directed VIA EMAIL ONLY to:

Cindy Anderson

CAnderson@minneapolisparks.org

1.7 Review of responses

Responses will be reviewed by representatives of the MPRB including, but not limited to, the Graco Park Project Advisory Committee that includes MPRB staff from Planning, Recreation, Police, Asset Management, and Customer Service.

1.8 Community Engagement

Acceptable proposals may require community engagement prior to implementation. This engagement would be the responsibility of the proposer and would need to meet the [MPRB's community engagement policy](#). MPRB staff will assist in defining proper and necessary engagement thresholds and activities and may participate directly in engagement activities.

1.8 Agreement

Once a proposal is deemed acceptable, MPRB staff will negotiate an agreement with the proposer. This agreement would establish terms of the use of park land, including financial responsibilities to the MPRB, performance metrics. Full acceptance of a proposal for park and the agreement will require consideration and approval by the Board of Commissioners.

2. Other Provisions

In support of a proposal for park building tenant and program or future non-MPRB building tenant, the MPRB expects a responder to demonstrate clear experience in the delivery of the activity, use, or program described in a response. The MPRB, at its sole discretion, will determine the responder's capacity to deliver the activity, use, or program. The MPRB may determine the need for the responder to provide additional information in support of a proposal based on responses submitted. All materials submitted to the MPRB shall be considered public information.

2.1 Board Rights

The Board may reject any or all proposals or parts of proposals, to accept part or all of and to create a project of lesser or greater scope than described in this Request for Proposal, or the respondent's reply based on the financial components submitted. The Board also reserves the right to cancel the contract without penalty if circumstances arise which prevent the Board from completing the project.

2.2 Interest of Members of Board

The Proposer agrees that no member of the governing body, officer, employee or agent of the Board shall have any interest, financial or otherwise, direct or indirect, in the contract.

2.3 Employee Involvement/ Covenant Against Contingent Fees

Proposer hereby certifies that, to the best of its knowledge and belief, no individual employed by the Proposer or subcontracted by the Proposer has an immediate relationship to any employee of the Board who was directly or indirectly involved in any way in the procurement of the contract, if any, resulting from this solicitation or goods or services thereunder. Violation of this section by Proposer shall be grounds for cancellation of such contract. The Proposer also warrants that no person or selling agency has been employed, engaged or retained to solicit or secure any contract resulting from this solicitation or any advantage hereunder upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, or in exchange for any substantial consideration bargained for, excepting that which is provided to

the Proposer's bona fide employees or to bona fide professional commercial or selling agencies or in the exercise of reasonable diligence should have been known by the Board to be maintained by the Proposer for the purpose of securing business for Proposer. In the event of the Proposer's breach or violation of this warranty, the Board shall, subject to Proposer's rights, have the right, at its option, to annul any contract resulting from this solicitation without liability, to deduct from the charges otherwise payable by the Board under such contract the full amount of such commission, percentage, brokerage, or contingent fee, and to pursue any other remedy available to the Board under such contract, at law or in equity.

2.4 Data Practices

The Proposer agrees to comply with the Minnesota Government Data Practices Act and all other applicable state and federal laws relating to data privacy or confidentiality. The Proposer shall immediately report to the contract monitor any requests from third parties for information relating to this agreement. The Board agrees to promptly respond to inquiries from the Proposer concerning data requests. The Partner agrees to hold the Board, its officers, department heads and employees harmless from any claims resulting from the Proposer's unlawful disclosure or use of data protected under state and federal laws.

2.5 Processes and Plans

This solicitation process is not intended for requests to amend master plans or to pursue other items that have separate established processes. This solicitation process is not intended as a substitute for requesting permits for events and activities.