



RiNo Art District

REQUEST FOR QUALIFICATIONS

RiNo BID Renewal Process – Community Engagement & Facilitation

**Funded by the RiNo Art District's:  
Business Improvement District (BID)**

RFQ Issue Date: Monday, March 11, 2024

RFQ Amendment #1 Date: Thursday, March 21, 2024

Amendment changes are in **red text**

RFQ Response Deadline: **Monday, April 1, 2024, 12:00pm**

Interview Date: **To be coordinated with selected candidate(s)**

Please send proposals to [sarah@rinoartdistrict.org](mailto:sarah@rinoartdistrict.org)



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## BACKGROUND

### Purpose

The RiNo Art District is seeking proposals from highly qualified consultants to provide robust and effective community engagement, outreach, and facilitation to support the RiNo BID Renewal process.

The RiNo BID was created in 2015 and must be renewed after ten years. The BID renewal process will involve working closely with the RiNo community to: spread awareness of the BID; create a shared understanding of the BID's role in the community; engage the community to get feedback on the impacts of the BID, and to reach a consensus on the BID's priorities for the next ten years if it were renewed; and share a summary of community feedback and priorities with the BID Board so they may make an informed vote on whether to renew the BID.

### About the RiNo Art District

Located just northeast of downtown Denver, RiNo includes a remarkable concentration of creative businesses, including architects, art galleries, designers, furniture makers, illustrators, painters, media artists, photographers, sculptors, and an array of studio spaces. RiNo is "Where Art Is Made" in Denver. As a former industrial hub, the RiNo Art District is part of the four historic neighborhoods of Five Points, Cole, Globeville, and Elyria-Swansea. During the turn of the last century, the area was home to foundries, pattern shops and industrial uses that helped drive the economic success of Denver. As industry moved out of the city's core in the late 80s and 90s, the corridor was left with several vacant warehouses and failing infrastructure. During this time, artists began to populate the area as prices were very affordable and the area was a fertile ground for arts, artists, and creatives. In 2004, local neighborhood leaders and the City and County of Denver began work on the River North Plan to consider ways to revitalize the area. In 2005, local artists Tracy Weil and Jill Hadley-Hooper joined forces and created the River North (RiNo) Art District, with the desire to form a creative community that would connect the artists that made the area their home.

Over the last decade, the Business Improvement District, General Improvement District, and the Keep RiNo Wild nonprofit 501(c)(3) were formed. The RiNo Art District nonprofit 501(c)(6) ensures cohesion across all entities and the delivery of initiatives in an equitable and community-driven manner. Together, the RiNo Art District family of organizations fund and support our community through advocacy, public realm and infrastructure improvements, artist support, community programming, business support, and events.



## About the RiNo BID

A Business Improvement District (BID) is a quasi-municipal corporation and political subdivision of the state, in which commercially assessed property owners elect to make a collective contribution to ensure shared objectives are achieved and greater services are provided. The contributions create a steady and reliable funding source for enhanced services and programs, which are supplemental to those already provided by the City and County of Denver.

The RiNo BID was created in 2015 with the purpose of preserving the character, promoting economic strength of the creatives, entrepreneurs, and properties located within, and ensuring appropriate growth that promotes walkability, bikeability, sustainability, and a cohesive community fabric. The BID's goals are to:

- Create a collective voice to accomplish the long-term goals of the art district.
- Purposefully improve and advance RiNo while keeping it affordable for creatives, entrepreneurs, and small businesses.
- Be an advocate for RiNo to influence and direct policy, develop strategic partnerships, and leverage its budget by attracting grants and additional funding, thereby providing financial sustainability.
- Retain RiNo's unique urban and industrial character and keep the creative entrepreneurial spirit at the heart of RiNo.
- Create an accessible, desirable area where people want to visit, engage, and invest.

Additionally, the RiNo BID's services include:

- **RiNo Advocacy:** The unified voice of RiNo on all matters related to preserving and advancing the district's unique character through representation, promotion of planning and development, policy, and partnerships.
- **RiNo Branding, Marketing, Activation:** The BID shall facilitate the development of the RiNo brand, as well as creating and delivering an experience that encourages locals and visitors to explore RiNo through marketing, events, and programming.
- **RiNo Placemaking:** The BID shall work to retain the unique urban and industrial character of RiNo, integrating culture and creativity into the environment, delivering appropriate enhancements to the public realm, adding pedestrian amenities, and activating the area.
- **Business Support for RiNo Creatives and Entrepreneurs:** The BID shall take a leadership role in keeping RiNo affordable and promoting its local talent, creatives and entrepreneurs through advocacy, programming, and direct support, amplifying the creative and cultural offer in the district and promoting economy vitality.

## About the RiNo BID Board

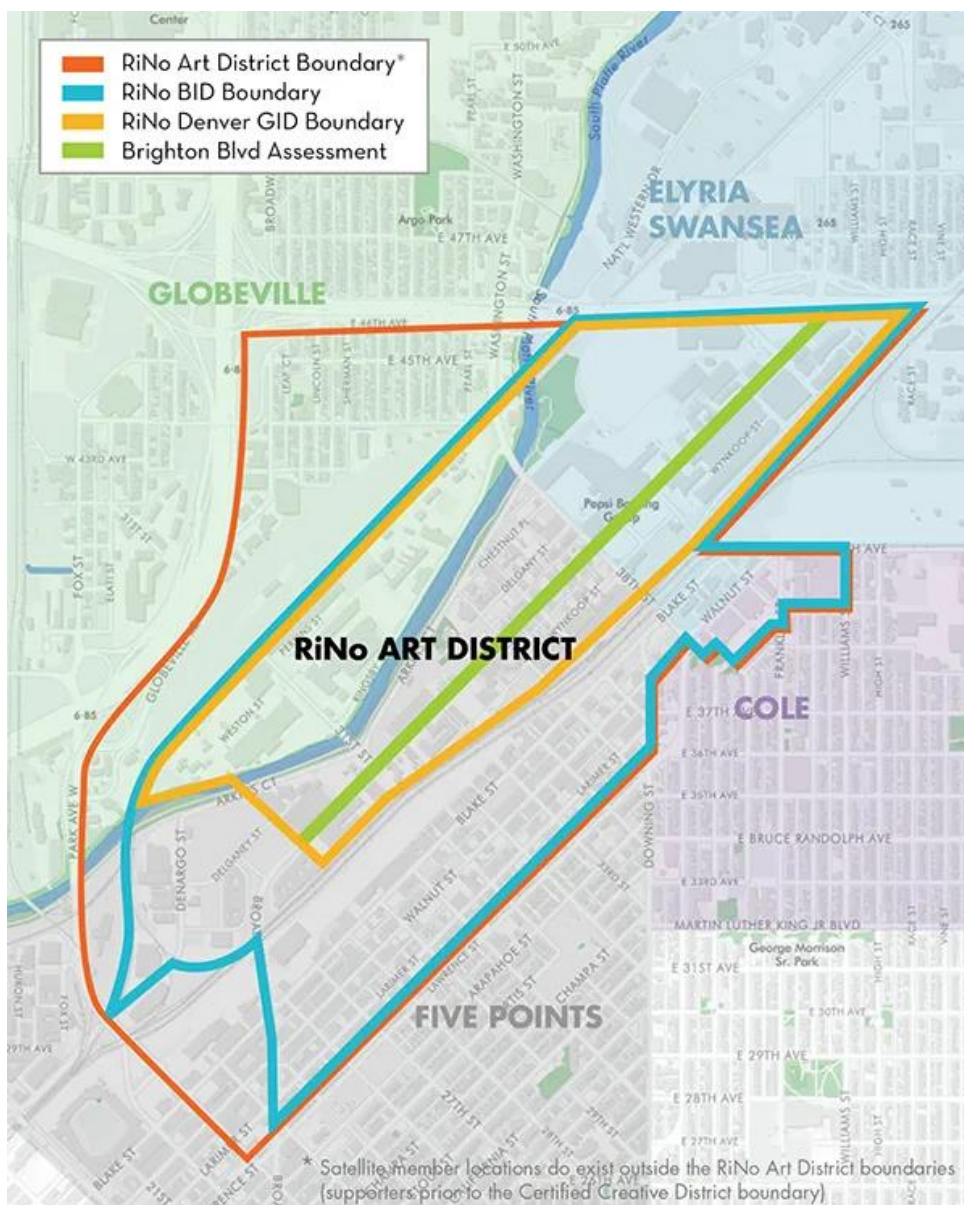
The RiNo BID is controlled by its Board of Directors, which consists of board members from the RiNo BID area that are a mix of artists, creatives, property owners, and business owners. Members are the representatives of the constituents of the BID and it's the board's role to ensure the organization adheres to its mission and strategic plan, its interests are protected, and decisions benefit its constituents. While the board delegates tasks to the BID's employees, RiNo staff, board members are ultimately responsible for the BID's actions. The BID Board meets monthly to discuss and vote on matters.



## About the RiNo BID Renewal Process

The RiNo BID Renewal Process requires the RiNo BID Board to hold a public hearing at a board meeting in 2024 (the public hearing is anticipated to be held during the board meeting in September). After the public hearing, the board will vote whether to renew the BID. If they vote to renew it, then a bill requesting to renew the BID will be presented to Denver City Council for their vote. Although no public engagement is required for the renewal process, RiNo will engage the community to receive feedback that will be presented to the RiNo BID Board so they may make an informed vote that is representative of their constituents' needs.

Image 1: RiNo's Organizational Boundaries





## SCOPE OF WORK

RiNo anticipates co-creating a detailed scope of work with the selected consultant that will include a more specific timeline of events, tasks, and deliverables. The framework for the scope of work may include, but not be limited to, the following:

### Project Management

Support RiNo staff to effectively manage the project through to completion on time, within budget, and at a high level of quality. Tasks and deliverables may include:

- Developing a detailed project management plan that organizes and integrates roles and responsibilities for the consultant, RiNo staff, board members, and broader community.
- Attending and/or conducting meetings.
- Creating content for meetings and producing post-meeting summaries.
- Tracking progress to ensure the project stays on schedule.
- Coordinating with staff, board members, community navigators, and community members.

### Project Schedule & Tasks

Below is a summary of the main potential project tasks, when they are anticipated to occur, and the anticipated detailed tasks and deliverables expected to be achieved by the end of each task. The schedule and tasks are subject to change dependent on the co-created detailed scope of work.

#### **Task 1 (April – May): Create a shared understanding of RiNo’s organizations, especially the RiNo BID, and collect feedback about the BID.**

During this task, the consultant will be expected to become familiar with: RiNo’s history; RiNo’s organizational structure, including staff and Board of Directors’ roles and responsibilities; RiNo’s Strategic Plan; the BID’s objectives, services, and funding structure; and RiNo’s past and current projects, initiatives, and programs. A community engagement and outreach strategy will be developed that should include innovative in-person and digital engagement tools and methods, and equitable approaches to outreach and engagement. Initial community engagement and outreach will include informing the community about RiNo and the BID to create a shared understanding of the BID’s role, mission, and goals, and to collect feedback about how the BID has impacted the community. Detailed tasks and deliverables may include:

- Creating a comprehensive community engagement and outreach strategy that includes a language access plan. Community engagement may range from one-on-one meetings to large-format community meetings, online questionnaires, etc.
- Reviewing a variety of documents and information to become familiar with RiNo.
- Community engagement, outreach, and facilitation for various events/meetings.
- Collecting and evaluating community feedback.
- Producing content for community engagement and outreach, which may include graphics and text to communicate background information about RiNo and the BID.

#### **Task 2 (June – August): Develop and reach consensus on priorities for the BID’s goals and services if it were renewed for the next ten years.**

During this task, community feedback from the previous task will be used to inform the framework for priorities. Priorities will continue to be developed and refined through engagement, and the result should



be community consensus around priorities that will define the direction of the BID if it were renewed for the next ten years. High-level short-term and long-term solutions may be discussed to confirm priorities and the budget needs for them, and if applicable, some solutions may be incorporated into the BID's 2025 budgeting process. Detailed tasks and deliverables may include:

- Community engagement, outreach, and facilitation for various events/meetings.
- Collecting and evaluating community feedback.
- Producing content for community engagement and outreach, which may include graphics and text to communicate the potential priorities for the BID if it were renewed.
- Producing a summary of areas of consensus and top priorities.

**Task 3 (September): Communicate feedback and priorities to the community and the RiNo BID Board.**

During this task, community feedback from the previous tasks will be consolidated into a public report. This report will assist with educating and informing the community and the BID board about the impact of the BID and the community's priorities for the BID if it were renewed for the next ten years. By the end of September, the BID Board is anticipated to hold a public hearing and vote whether to renew the BID. Detailed tasks and deliverables may include:

- Creating a comprehensive report that includes a summary of community feedback and priorities, as well as an appendix with raw data and comments.
- Producing content for community outreach, which may include graphics and text to communicate the results of community feedback and priorities that's outlined in the report.
- Using innovative approaches to communicate the report and outcomes of the BID Renewal Process through presentations, dynamic digital tools, etc.

**Term**

The length of the contract is anticipated to be seven (7) months, with primary work responsibilities to be undertaken from when the contract is approved until September 30, 2024. However, the term of the contract may be negotiated with the selected consultant.

**Budget**

The estimated budget is \$60,000. The budget is inclusive of all consultant work and necessary items needed to support innovative and successful community engagement. RFQ responses should confirm that the anticipated scope of services can be achieved within the budget. RiNo anticipates paying for the below services separate from this contract and budget:

- Translation of materials and interpretation at meetings/events.
- Community navigators.
- Printing costs.



## PROPOSAL GUIDELINES

### Instructions and Requirements for Proposals

Please provide a written response to this request that includes the following within five (5) pages or less:

- **Company Name**
- **Contact Information** – address, phone number, email addresses.
- **Firm Description**
- **Firm Qualifications & Experience** – please include reference names and contact information related to work experience.
- **Staffing** – include anticipated staff and their hourly rates.

### Selection Criteria

Proposals will be evaluated based on, but not limited to, the following criteria:

- Proven experience in community engagement, outreach, and facilitation.
- Use of innovative and effective engagement, outreach, and communication strategies to collect and analyze community feedback, and to communicate information back out to the community.
- Ability to successfully navigate complex processes and balancing varying community interests and needs.
- Ability to begin work within a quick timeframe after contract approval, and to complete the work on-time and within budget.

### Disclaimer

On its sole discretion, the district reserves the right to (1) withdraw or modify this RFQ without prior notice; (2) accept or reject any or all proposals; and (3) accept proposals that deviate from the RFQ, as the district deems appropriate and in its best interests. The information in this RFQ is for guidance only and does not constitute any part or all an agreement. The district reserves the right to negotiate with any, all, or none of the applicants responding to the RFQ. Following the submission of a proposal, the applicant agrees to deliver such further details, information, and assurances relating to the purpose and the applicant. All costs and expenses associated with the preparation of any report or statement in response to the RFQ shall be the applicant's responsibility. Neither the district nor its board members shall have any obligation or liability with respect to this RFQ and this selection and award process or whether any award will be made. The district has the right to interview, or not interview, any or all the applicants. Any recipient of this RFQ who responds hereto fully acknowledges all the provisions of this disclaimer and agrees to be bound by the terms hereof.





## RFQ Process

All dates below are proposed dates and may be subject to change with appropriate notice.

### RFQ Issue Date & Amendments

- Monday, March 11, 2024
- Thursday, March 21, 2024 (Amendment #1)

### Applicant Questions

- All applicant questions are due by Tuesday, March 26, 2024

### RFQ Response Deadline

- Applicants are asked to respond to the information in this request on or before 12:00pm on Monday, April 1, 2024, by email to [sarah@rinoartdistrict.org](mailto:sarah@rinoartdistrict.org). All information shall be in written form.

### Interview Date

- If RiNo deems necessary, they may conduct interviews to assist with the selection process. Interviews will be coordinated with the selected candidate(s) and have the option to be in-person or virtual.