Destination Medical Center

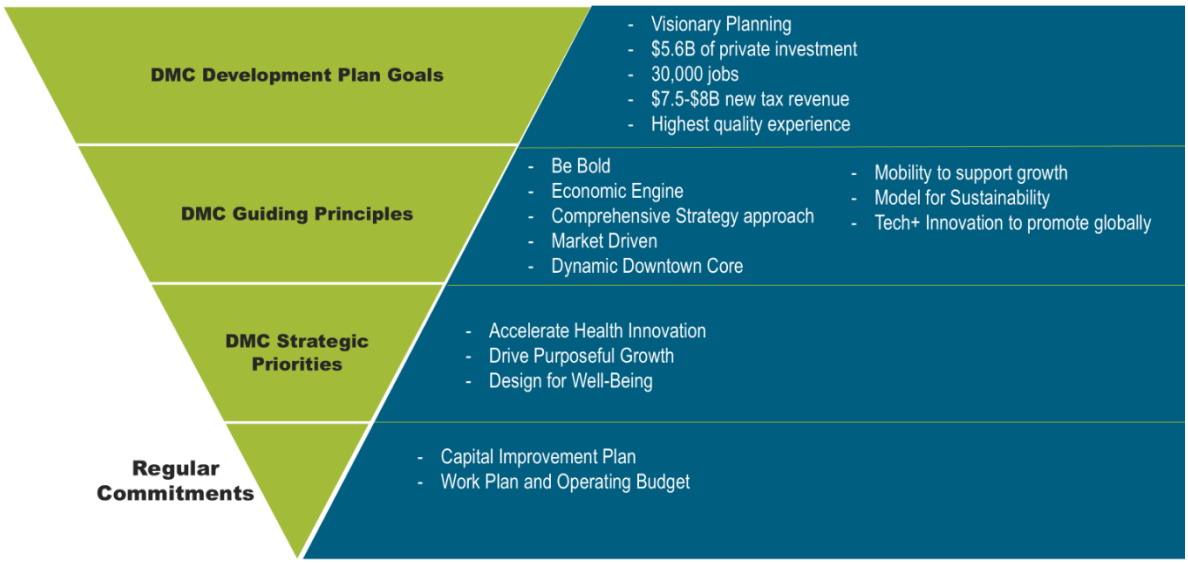
Downtown Commerical Historic District Investment Program Evaluation

RFP Questions and Answers

We received a few questions regarding the Downtown Historic District Investment Program Evaluation RFP. Sharing our responses with potentially interested applicants. I look forward to seeing your proposals!

1. Is there any flexibility in the submission deadline?
    - Unfortunately, no. We are aiming to have a contract signed and the work started before the end of the year. Thank you for working with this short turnaround.
2. Does DMC have an existing theory of change, logic model, strategic plan, or other framework that the evaluation should be aligned with or build upon?
    - DMC has several foundational documents that will help guide this evaluation. On our resources page, the Five-Year Update to the DMC Development Plan is a wealth of information. Our overall model is below. Additionally, the City of Rochester has a working draft of a logic model specific to the Downtown Commercial Historic District which is also included below. If you would like to see the full Year 1 report, please contact brookecarlson@dmceda.org.
3. The RFP references an "equity-centered evaluation." Could you share how DMC defines this approach and what it would look like in practice? Are there particular principles, populations, or evaluation methods you would like the consultant to prioritize?
    - DMC works to center equity in our planning and design through equitable engagement methods such as Community Co-Design. However, we have only now begun a more intentional approach to evaluating the impact of our investments and want to ensure we center equity in our approach to evaluation design, methods, and analysis. We do have goals and report on targeted business/workforce that are relevant to the Historic District Investment Program projects. A recent example is available upon request.
4. Given the anticipated scope and budget, does DMC have the capacity to provide or secure in-kind contributions to support participant engagement, such as gift cards or other incentives?
    - We will be providing in-kind staff support on this project, however, we do have restrictions on how our funding can be used as it is public funding. Gift cards are not an eligible use of funds.
5. For any in-person stakeholder or community engagement activities, would DMC be able to provide meeting space and/or refreshments outside of the project budget?
    - Yes.

EVALUATING DMC PROJECT AND PROGRAM OPPORTUNITIES
PROCESS FOR DEVELOPING RECOMMENDATIONS TO DMCC



DRAFT Downtown Commercial Historic District Logic Model

Input	Activities	Outputs	Outcomes	Impacts
City Investment • Pre-renovation Grant (City • Revolving Loan DMC Investment: Infrastructure Investment Fund Private Investment	• Inform property and business owners about funding opportunities. • Review applications and recommend eligible projects for funding. • Fund building projects that stabilize structures; adapt structures for new or on-going uses; beautify (historically) exteriors; and provide economic and environmental sustainability. • Support funded properties during projects.	• Information shared quarterly about available funding programs for downtown businesses and property owners. • Funding distributed to historic properties. • Report provided annually on progress toward program metrics.	• Funded projects completed. • Improved quality of environment in district with strong historic integrity. • Safeguarded properties with historic value. • New uses of historic buildings. • Enhanced appeal of city and downtown to residents and visitors.	• Increased civic pride (residents). • Increased visitors and new residents in DMC district. • Increased money spent in district and downtown. • Decreased demolition to landfill and carbon footprint from new construction.