Request for Proposals (RFP)

Downtown Historic District Investment Program Midpoint Evaluation and Economic Impact Analysis

I. INTRODUCTION AND PROCUREMENT PROCESS

The Destination Medical Center Economic Development Agency ("DMC EDA") is seeking a qualified professional firm or team (the "Consultant" or "Respondent") to conduct a comprehensive evaluation and economic impact analysis of the DMC-funded Downtown Historic District Investment Program.

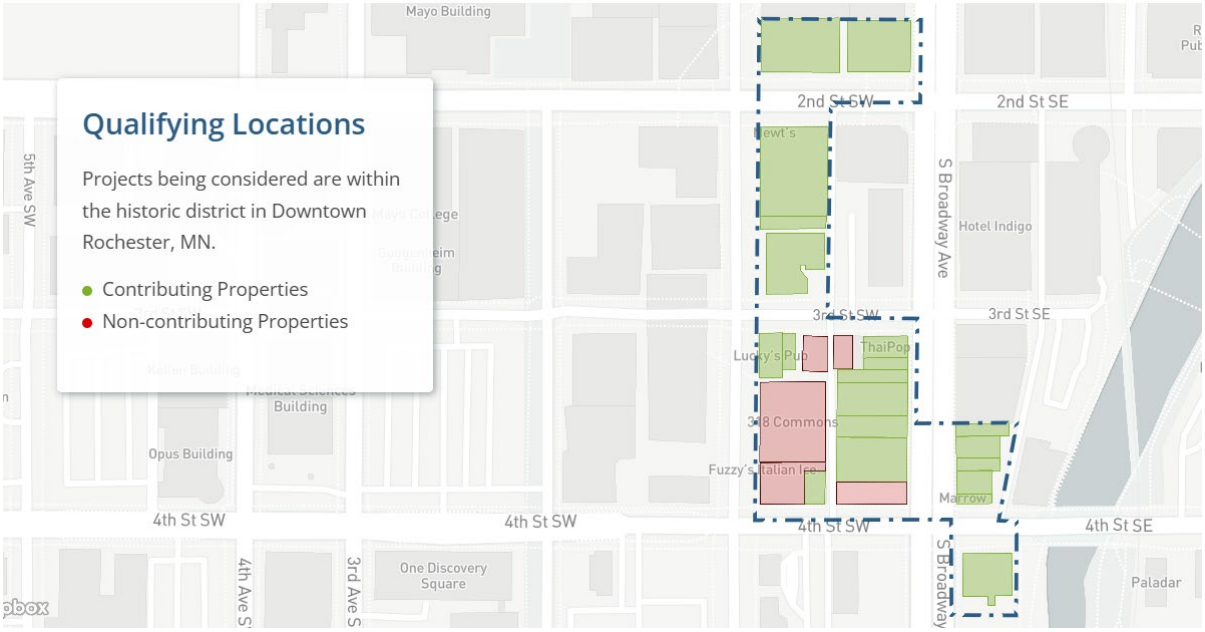
The issuance of this Request for Proposals ("RFP") constitutes an invitation to submit proposals to DMC EDA. DMC EDA reserves the right, in its sole discretion, to accept or reject any or all proposals, to waive irregularities, to request additional information, and to negotiate contract terms with any Respondent.

This RFP does not commit DMC EDA to award a contract or to pay any costs incurred in the preparation of a proposal.

II. PROJECT BACKGROUND

Rochester's Downtown Commercial Historic District is a unique corridor within the Destination Medical Center (DMC) development area that celebrates the city's architectural heritage, small-scale urban fabric, and the layered stories of its growth. The district includes a rich collection of early- to mid-20th-century commercial buildings and upper-story spaces, many of which are ripe for adaptive reuse.

In 2024, the City of Rochester, Minnesota designated the Downtown Commercial Historic District as a local historic landmark. This decision followed a public hearing and an updated study that highlighted the area's historical significance. The district includes about three city blocks, bounded roughly by South Broadway Avenue on the east, 1st Avenue Southwest on the west, 2nd Street Southwest to the north, and 4th Street Southwest to the south. Within this area, there are 31 properties, 27 of which contribute to the historic character of the district (Figure 1).



The City's local designation was enabled by the Heritage Preservation Overlay District in the Unified Development Code (UDC). The designation is **intended to identify and safeguard properties that have historic value to the community** and to:

- Encourage the preservation of properties and districts that reflect elements of the City's cultural, social, economic, political, visual, or architectural history;
- Enhance the City's appeal and attraction to residents, visitors, and tourists while promoting its economic viability through the protection and promotion of its unique character as related to its history and heritage;
- Enhance the visual and aesthetic character, diversity, and interest in the City through attention to historic properties;
- Foster civic pride in the beauty and notable accomplishments of the past;
- Promote the preservation and continued use of historic properties for the education and general welfare of the people of the City; and
- Promote the environmental benefits of adapting and reusing buildings.

As the Rochester City Council considered designating the area as a historic landmark district, policymakers acknowledged the need for public support to achieve the goals outlined in the UDC. City Council requested that staff from DMC and the City research best practices and engage historic district building owners and tenants to develop a multi-pronged approach for public investment. Based on this robust process, staff recommended creating the Historic Preservation District Initiative including the creation of a City Historic District Loan Program and a Pre-Renovation Grant, as well as a DMC-funded Downtown Historic District Investment

Program. The City Council adopted the initiative in 2024.

The Downtown Historic District Investment Program is designed to catalyze high-impact adaptive re-use, façade improvements, and other improvements to the "core and shell" of buildings comprising the Historic District. Details are as follows:
Allocation: $5,000,000

- Project Funding: Up to $500,000 per contributing property.
- Match: Matching funds of at least 50% by other non-DMC funds.
- Approval: By the DMCC Board and Rochester City Council.
- Timeline: Available until 12/31/2029 or until funds are exhausted or re-allocated.

Eligibility: Permanent physical improvements to the building that meet DMC definition of "public infrastructure project" divided into four categories:

- Building System Upgrades: HVAC, electrical, plumbing, etc.
- Building Safety and Preservation: Exterior envelope sealing, accessibility improvements, etc.
- Code Modernization: Improvements made to legacy properties in relation to ADA or other regulatory compliance, preparation of reuse, future reinvestment, sale, etc.
- Adaptive Reuse

When approving the Downtown Historic District Investment Program, the DMC EDA committed to evaluating progress towards DMC goals using the following metrics:

- Business activity: Decrease in property vacancies in supported properties.
- Private investment: Increase in annual private investment in and near supported properties.
- Employment: Increase in employment at supported properties.
- Tax revenue generation: Increase in taxable property value at supported properties.
- DMC district experience: Increase in visitor traffic near supported properties.

As the program reaches its midpoint of a five-year funding allocation period with 14 projects awarded approximately $2,000,000 in funding (including four complete), DMC EDA seeks to evaluate program outcomes, implementation, and alignment with DMC priorities and metrics.

III. SCOPE OF SERVICES AND DELIVERABLES

The Consultant shall propose an approach to evaluate the program consistent with the

scope outlined below. DMC EDA recognizes that Respondents may offer varied methodologies to best meet these objectives.

Core Evaluation Questions

- What is the program's progress towards the goals identified by the City of Rochester and DMC?
- What is the current and projected economic impact of this investment program?
- What may not have happened without the program?
- What do these findings indicate for future program design and administration? What improvements to the program administration are needed? What should be continued and, if anything, discontinued?

Scope of Services

- Program Assessment: Review program design and delivery.
- Equity Analysis: Evaluate access, distribution of funds, and barriers to participation.
- Implementation Review: Identify gaps between program intent and execution.
- Outcomes and Impact: Evaluate outcomes related to the City and DMC EDA's goals.
- Strategic Recommendations: Provide clear, actionable recommendations for future programming.

IV. DELIVERABLES

Deliverables shall be clear, concise, and structured to support multiple audiences:

- Draft and final evaluation report
- Executive summary
- Presentation (PowerPoint using DMC EDA template)
- Supporting data files
- Appendix (program data provided by DMC EDA)

V. TIMELINE

- RFP Issued: November 6, 2026
- Questions Due: November 18, 2026
- Proposals Due: November 25, 2026

- Selection and Project Kickoff: Early December 2026
- Final Deliverables Due: June 30, 2027

VI. BUDGET

The not-to-exceed budget for this project is $40,000 and must be inclusive of all travel, incidentals, or other proposed reimbursable expenses.

Proposals should include a detailed cost breakdown aligned with the proposed scope of work.

VII. CONTENT OF RESPONSE

Responses should be prepared in a clear and concise manner and include:

- Firm overview and qualifications
- Proposed approach and methodology
- Workplan and timeline
- Project team and roles
- Relevant experience
- Budget

Proposal Length:

The core proposal shall not exceed 10 pages, excluding resumes, appendices, and supporting materials. Responses should demonstrate the Respondent's ability to complete the scope of work and communicate findings effectively to a range of stakeholders.

VIII. DATA PROVIDED BY DMC EDA

DMC EDA will provide available program data to support the assessment, which may include:

- Application and data intake
- Award amounts and project details
- Reporting and reimbursement data
- Contact lists for applicants and recipients
- Additional program documentation as available

Respondents should account for this data in their proposed scope and identify any

additional data needs.

IX. SELECTION OF QUALIFIED FIRM(S)

Evaluation of proposals will be based on, but not limited to, the following:

- Relevant experience and expertise
- Proposed approach and methodology
- Ability to analyze and communicate findings clearly
- Experience with equity-centered evaluation and community engagement
- Clarity and alignment of budget with scope

DMC EDA reserves the right to request additional information, conduct interviews, and negotiate with one or more Respondents. DMC EDA may elect not to award a contract.

X. SUBMISSION INFORMATION

Questions shall be submitted by email and proposals shall be submitted electronically as a PDF attachment or link to: brookecarlson@dmceda.org

- Deadline for questions: November 18, 2026
- Proposal deadline: November 25, 2026

XI. GENERAL CONDITIONS

- All materials submitted become the property of DMC EDA and may be subject to public disclosure in accordance with the Minnesota Government Data Practices Act.
- The selected Consultant will be required to comply with all applicable federal, state, and local laws.
- The Consultant shall perform services as an independent contractor.