



REQUEST FOR PROPOSAL (RFP) Five Year Strategic Organization Plan

Park Central Development Corporation (PCDC) is seeking proposals from qualified agencies to provide a five-year strategic organization plan. The agency must provide and facilitate a strategy plan for PCDC staff and board of directors. The RFP establishes the minimum requirements a bidder must meet to be eligible for consideration as well as information to be included in the Agency's bid response. The selection of the successful agency will be made based on evaluation and determination of the relative ability of each agency to deliver quality service in a cost-effective manner.

PCDC's Board of Directors is not obligated to accept the lowest bid and reserves the right to reject any and all bids or amend the scope of the project. All Bidders must be duly licensed or otherwise have the ability to perform work in accordance with all governing local authorities and to the satisfaction of those authorities.

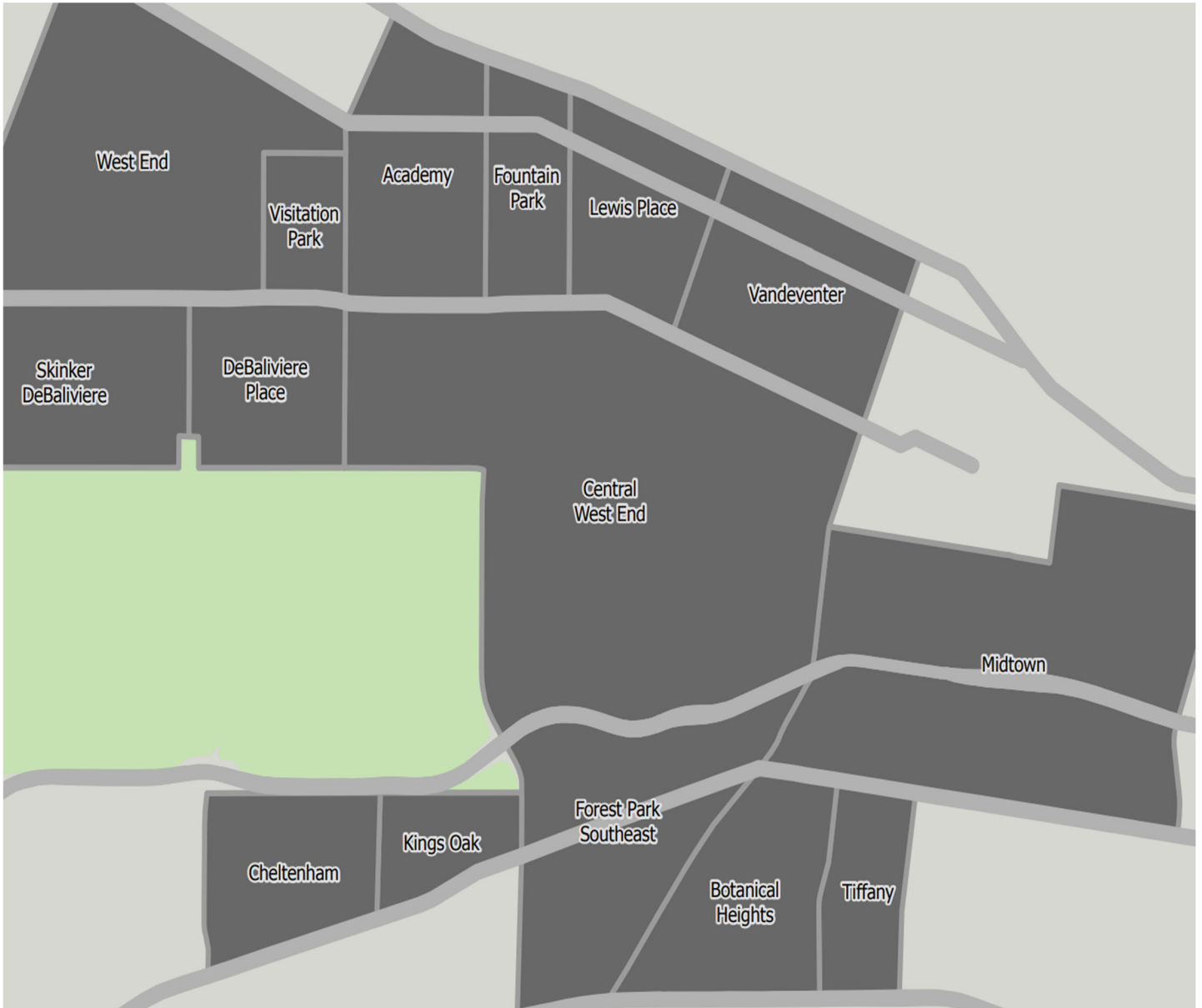
Proposals must be submitted by no later than 5:00 P.M. December 31 , 2022. Proposals must include all requested materials to be considered (bid, previous experience, references, etc.). Proposals must be emailed to annette@pcd-stl.org mailed or hand delivered to the following address: 4512 Manchester Avenue, Suite 100 St. Louis, MO 63110. If you have any questions, please contact Abdul Abdullah at 314-239-1400.



Background

Park Central Development Corporation (PCDC) is a 501 c3 community development corporation that works to strengthen and attract investment that creates and maintains equitable vibrant urban neighborhoods and commercial districts where people want to live, work and play. We do this by, community engagement, administration of commercial, business, and special taxing districts, anti-displacement and neighborhood services, planning, neighborhood branding and special events and finally technical assistance to the investment community to facilitate private investment in the community. The mission of Park Central is to create stable mixed-use, mixed income, vibrant neighborhoods in our service area that create opportunity for all. Park Central Development's board of directors is represented by residents, business owners, and partnering institutions. Each contributing institution receives a board seat. Currently, CORTEX, St. Louis University, SSM SLU Hospital and Washington University Medical Center all have standing seats on the board. At Park Central Development, we provide services throughout the St. Louis region. Our current service area includes the following neighborhoods: Forest Park Southeast, Central West End, Fountain Park, Lewis Place, Academy, Sherman Park, Botanical Heights, Tiffany, Midtown, Vandeventer, King Oak, Cheltenham Visitation Park, DeBalivier Place, Skinker-DeBalivere. We touch over 75,000 individuals through our special events, services, and commercial districts we manage annually. Park Central Development currently administer four special taxing districts: The Grove Entertainment District, Euclid South Community Improvement District, Central West End Southeast Special Business District, and The DeBaliviere Place Special Business District. We currently manage two commercial districts that generates an economic impact of over \$100,000,000 in sales.

PCDC Service Area & Neighborhoods





Goals

Park Central Community Development Corporation has had a very successful 15-year history of supporting the development of vibrant, urban mixed-use and mixed-race communities that create opportunity for all. At present we support 15 neighborhoods in the City of St Louis. Our service area includes the largest and most attractive neighborhood in the city and areas that have been historically the victim of deep disinvestment. We are seeking a consultant to help us develop a strategic plan that will guide the organization for the next five to seven years. Completing this plan will involve deep consultation with the Board of Directors of PCDC and community leaders. Neighborhood resident input is required. The strategic plan and responses from firms should address a process to identify the following key questions in the plan:

1. What services should PCDC offer as a CDC?
2. How should those services differ in the various neighborhoods we serve?
3. How should PCDC best partner with other community agencies, anchor institutions, residents, and the City of St Louis in our service area?
4. Which stakeholders should be engaged locally, regionally, and nationally to inform this internal strategic plan that will impact the community?
5. How will PCDC be staffed and funded to carry out the services it will offer?
6. How will the Board of Directors be constructed to provide governance, technical assistance for growth, new funding opportunities, and equity across PCD's service area and stakeholders?



SCOPE OF SERVICES

Proposals should address a process to achieve the mission of creating stable mixed-use, mixed income vibrant neighborhoods in our service area that create opportunity for all. In addition to identifying the process to achieve the above-mentioned goals, included in the response to this RFP should be the following for each firm:

1. Company History and Organization
2. Strategic Planning Objective and Understanding
3. Qualifications and Experience
4. Pricing Structure
5. Community Development Technical Assistance Services
6. Client List
7. References

Deliverables and Out Comes

Proposals should also include deliverables for:

8. Success Factors: What constitutes success for this plan based on the information present in the RFP?
9. The Proposed Methodology/Approach
 - a. To completing the plan
 - b. Approach to outreach for conduct interviews with the following stakeholders:
 1. Staff, Board Members
 2. Community Leaders
 3. City Officials
 4. Economic Development Officials
 5. Residents
 6. Business Owners
 7. Institutional Partners
 8. Clients



10. Organization Financial Model

- a. Analysis on the current funding model of the organization
- b. Proposed funding model for future activities based on current strengths and weakness of the organization.

11. Data Analysis and Geographic Information Systems Consulting

- a. Analysis of conversation and outreach from:
 - 1. Business Clients & Program Clients of Needs
 - 2. Neighborhood Needs
 - 3. Neighborhood Profiles for each neighborhood within the PCD Service area
- b. Analysis of neighborhood needs and recommendations to meet those needs

12. Real Estate Development Consulting Services: What technical assistance in Real Estate Development does the firm provide in this area?

13. A copy of a work sample(s) from past relatable projects as a part of your response.