STATE COLLEGE
DOWNTOWN IMPROVEMENT DISTRICT

REQUEST FOR QUALIFICATIONS FOR NEIGHBORHOOD IMPROVEMENT DISTRICT RE-AUTHORIZATION SERVICES

127 South Fraser Street
State College, Pennsylvania 16801
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814-238-7004
REQUEST FOR QUALIFICATIONS FOR NEIGHBORHOOD IMPROVEMENT DISTRICT RE-AUTHORIZATION SERVICES

SUMMARY

The Downtown State College Improvement District (DSCID) is requesting qualifications for a consultant to assist the DSCID with reauthorizing a downtown improvement district (DID) in Downtown State College.

The eventual project will consist of assessing the feasibility and implementing the reauthorization of the DID. This will include, but not be limited to, preparing a scope of work, budget, schedule, management plan and evaluation of revenue components. The consultant will assist and guide a community-based effort to reauthorize the DID. This may include facilitating stakeholder education and consensus building, refining the DID management plan and budget, preparing a property owner petition drive, and overall project coordination and management.

BACKGROUND

State College
State College is a municipality in central Pennsylvania in the heart of Centre County. It is home to the Pennsylvania State University’s flagship campus. Downtown State College is a vibrant area that includes retail, dining, housing, commercial, and entertainment. Nearly 2 million visitors per year visit the area.

Downtown State College Improvement District
The DID was created in 2002 to collectively enhance the core of downtown. The District is a municipal authority organized under the 2000 Neighborhood Improvement Act. The district was reauthorized in 2007, with the current reauthorization expiring on December 31, 2021.

SCOPE OF SERVICES

The DID provides resources to manage and fund vital business district programs such as beautification and cleanliness of the downtown, special events, promotional marketing, maintenance, image and branding enhancement, and operational management. As the project progresses, we anticipate the consultant to be included in a combination of zoom meetings, phone calls, and in town research to move this project forward efficiently and thoroughly.
**RESPONSE REQUIREMENTS:**

Interested parties should submit responses by **February 12, 2021.** Submittals should include the following information:

**STATEMENT OF QUALIFICATIONS:**

The statement of qualifications shall include, and is not limited to:

**Section A: General Approach** to Business Improvement District (DID) reauthorization and working in a collaborative role with the Downtown State College Improvement District (District/staff) and the DID Steering Committee.

**Section B: Firm and Project Manager Qualifications** with DID formation and downtown management strategies, including general narrative, key staff resumes, and links to 2-4 firm representative projects as well as at least one project led by the anticipated project manager.

**Section C: Schedule** comprised of a Statement of Ability to work quickly and efficiently due to a demanding timeline. The re-authorization date is 31st December 2021; however, due to municipal schedules the approval deadline will likely be earlier. A broad timeline regarding local deadlines is included below.

Section D: **Work Samples** comprised of 1) one (1) DID Management Plan prepared by the firm within the past three (3) years. Please include the adoption date for the sample submitted. (2) A second work product, which may be a second DID Management Plan, that reflects collaborative work with multiple stakeholders is also required.

**SELECTION PROCESS**

Responses that are received will be reviewed for completeness, consultant experience with DID formation, reauthorization, and proposed scope of services. The most highly qualified consultants will be invited to a virtual interview. The interview panel may include DSCID Board members, staff, and representatives from DSCID stakeholders. Selection of the consultant will be made by the DSCID Board. The recommended consultant may be asked to make a public presentation before the DSCID Board.
GENERAL SCHEDULE OVERVIEW

- January 18, 2021 - Request for qualifications released
- February 12, 2021, 4:30pm - RFQs DUE to DSCID
- February 15-29, 2021 - Review of qualifications and scheduled interviews

- Week of March 1, 2021 – Selection of consultant narrowed or chosen
- Week of March 8, 2021 – Scope of Work/Proposal Finalization
- Week of March 15, 2021 – Anticipate Notice to Proceed
- August 2021 – Plan submitted to State College Borough Council
- September/October 2021 – Public objections period
- November 2021 – Re-authorization Vote

SUBMITTAL

Electronic responses must be received by **4:30 p.m., on February 12, 2021.**

Please forward responses to:

Jonathan Friedman  
Vice-Chairman  
Downtown State College Improvement District  
127 South Fraser Street,  
State College, Pa, 16801  
**Downtown@downtownstatecollege.com**  
814-238-7004

Questions Please contact: Vice Chairman Jonathan Friedman at 814-238-7004,  
[downown@downtownstatecollege.com](mailto:downtown@downtownstatecollege.com)