

## Table of Contents

- I. Invitation and Project Overview
- II. Background on Bring Back 6th
- III. Requested Deliverables
- IV. Key Dates
- V. Questions
- VI. Proposal Format and Submission Deadlines
- VII. Proposal Review Process
- VIII. Contract

## I. INVITATION AND PROJECT OVERVIEW:

Our Streets is releasing a request for proposals (RFP) for a partner to coordinate stage logistics and performances for the 2025 Imagine 6th Avenue North events as part of the campaign to Bring Back 6th. The Bring Back 6th initiative aims to transform Olson Memorial Highway into a restored walkable main street that reconnects the neighborhood, repurposes right-of-way for new uses determined by surrounding community members, increases multimodal transportation access, and implements proactive policies to prevent displacement, preserve neighborhood affordability, and prioritize economic benefits for existing residents, particularly those who are Black, Indigenous and/or People of Color.

### The relevant activities and goals for the events are:

- Engage community members who live, work, play, or worship near Olson Memorial Highway in co-creating a vision for the future of the corridor.
- Celebrate the art and culture of the communities near the Olson Memorial Highway corridor, recognizing connections between historic 6th Avenue North and the creative work that persists near the highway today.
- Educate community members about the processes, timelines, and possibilities associated with the Rethinking Olson Memorial Highway project.
- Support artists and musicians from the neighborhoods near Olson Memorial Highway.

Two Imagine 6th Avenue North events will take place in 2025:

- **Imagine 6th Avenue North: Heritage Park**  
Saturday, July 12, 2025  
11:00 AM - 5:00 PM  
Sumner Field Park (901 Aldrich Ave, N, Minneapolis, MN 55411)
- **Imagine 6th Avenue North: Harrison**  
Saturday, August 9, 2025  
11:00 AM - 5:00 PM  
Harrison Park (503 N Irving Ave, Minneapolis, MN 55405)

## II. BACKGROUND ON BRING BACK 6TH



*An image of 6th Avenue N in the 1930's*

Once called the “Beale Street of Minneapolis,” [6th Avenue North](#) through the old Near-Northside was a predominantly African American and Jewish community that was destroyed in 1939 for the construction of Olson Memorial Highway, a low-trafficked highway that has been polluting the neighborhood ever since.

Black and Jewish residents lived in the neighborhoods surrounding 6th Avenue North in large part because of legally enforced segregation and systematic devaluation of their communities. Racially restrictive property deeds, or covenants, prevented the sale of housing to people deemed non-white. These tools allowed bankers and the government to prevent African American, and in many cases, Jewish residents, from living anywhere but certain neighborhoods. (For more information on racial covenants in Minnesota, visit [Mapping Prejudice](#)).

Olson Memorial Highway was purposefully routed through the Near North neighborhood to displace a community that white City officials deemed “blighted.” Just seven years after construction was completed, Olson Memorial Highway was “one of the least used express thoroughfares in the city,” according to a City of Minneapolis traffic engineer. Aside from Sumner Library, every home, music club, and business on 6th Avenue was destroyed.



Today, the highway continues to pollute and divide the neighborhood. Olson Memorial Highway has been a highway injury street, with dozens of crash deaths and severe injuries over the years. Despite these issues and repeated community calls for action, the roadway design was left largely unchanged until 2023, when some modest improvements were made.

### Bring Back 6th Campaign Goals

The Bring Back 6th campaign was launched with community partners to address the historic and ongoing harms of the highway and reconnect the neighborhood with a new walkable main street.

Our Streets and community partners are seeking a reimagining corridor, replacing the highway with a restored walkable main street with bus rapid transit, separated bike lanes and wide sidewalks and green space. Our intention is for the remaining land to be returned to the community for new truly affordable housing, green space, business development, and other uses co-created by community members.

We are also organizing for a commitment by project partners to broader policies to proactively prevent displacement, repair historic harms and ensure that existing community members benefit from this major infrastructure investment. Our goal is for each step of this process to be co-created by those who live, work and go to school near the highway, prioritizing the voices and experiences of African American residents and descendants of those who were most impacted.

### **III. REQUESTED DELIVERABLES**

Our Streets seeks an organization or individual experienced in producing music events with deep roots in North Minneapolis to lead stage coordination and programming at the Imagine: 6th Avenue North events in Summer 2025.

#### **Scope of Work:**

##### **1. Logistics**

- Provide, purchase, or rent a portable stage and manage all aspects of setting up and tearing down the stage for the event.
- Provide, purchase, or rent all necessary technical and audio equipment for the function of the stage.
- Hire an audio technician and/or other stage technicians as needed.
- Identify and secure a power source to utilize for the stage.

##### **2. Artist Booking & Management**

- Curate a line-up of Northside artists and/or speakers for the duration of each Imagine 6th Avenue North event.
- Manage all booking details with artists.
- Remit payment to artists.
- Collect photo and video assets from artists and artist bios that may be utilized for promotional purposes.
- Facilitate artist promotions and social sharing of the event
- Collect contact information for each artist and share with Our Streets

##### **3. Invoicing, Receipts, and post-event Report**

- Provide timely, detailed invoices that meet Federal Highway Administration reporting requirements (to be shared by Our Streets upon execution of contract).
- Submit any relevant receipts with supporting documentation.
- Complete a post-event report, due no later than September 30, 2025.

#### 4. Creative Direction & Event Support

- Lead creative vision for event stages.
- Incorporate elements and objectives of the Bring Back 6th campaign into event programs.
- Support Our Streets in creative programming for event.

#### Meetings and Coordination

The selected organization or individual is expected to be available for meetings and respond in a timely manner to correspondence in order to support the successful planning and execution of the Imagine: 6th Avenue North events in 2025.

#### Deliverables

- Stage programming schedule and technical details
- Documentation of expenses and invoicing
- Two high-quality, hyper-local stage performances
- Post-event report

#### IV. KEY DATES

<b>RFP released</b>	Tuesday, April 1, 2025
<b>RFP response period</b>	April 1, 2025 - April 7, 2025
<b>RFP responses due</b>	5pm CST on Monday, April 7, 2025
<b>Estimated project partner selections announced</b>	Friday, April 11, 2025
<b>Estimated project start date</b>	April 2025
<b>Estimated services completion date</b>	September 2025
<b>Estimated duration of contract</b>	6 months

#### V. Contract Amount

The contract value will be a total of \$17,000 over 6 months, to be disbursed on a reimbursement basis.



## VI. QUESTIONS

Questions about this request for proposals (RFP) can be submitted via email to [admin@ourstreetsmn.org](mailto:admin@ourstreetsmn.org) with “Bring Back 6th RFP” noted in the subject line.

## VII. PROPOSAL FORMAT AND SUBMISSION INSTRUCTIONS

Completed applications are due by 5 p.m (Central Standard Time) on February 14, 2025. All proposals must be submitted electronically via email to [admin@ourstreetsmn.org](mailto:admin@ourstreetsmn.org). Please submit documents via pdf. Late or partial submittals will be considered as failure of compliance with submission requirements rendering the proposal ineligible for consideration.

To allow for easier comparison of proposals during evaluation, proposals should contain the following sections and appendices and be arranged in consecutive order (see detailed outlines below).

1. **Submission Document #1: Applicant Information**
2. **Submission Document #2: Qualifications and Experience**
  - Respond to specific evaluation criteria
  - Describe the respondent’s ability to perform the outlined deliverables
3. **Appendices (if any)**

### **Submission Document #1: Application Information**

Please include the following:

1. Organization name (if applicable)
2. Email
3. Phone number
4. Address
5. Web address
6. Name and title(s) of the project lead & participating team members
7. A brief description of your organization’s mission and focus (suggested word limit: 200)

### **Submission Document #2: Qualifications and Experience**

Please include the following:

1. A brief description of your connection to the Heritage Park and Harrison neighborhoods. (suggested word limit: 200)
2. A brief description of why you are interested in participating in the Imagine 6th Avenue North events in 2025. (suggested word limit: 200)
3. A brief description of your capacity to successfully produce the outlined deliverables (suggested word limit: 200)
4. Any other information deemed relevant for communicating your capability for performing the outlined tasks

## VIII. PROPOSAL REVIEW PROCESS

### Evaluation Criteria:

Keeping in mind the requested deliverables, all consultant proposals received will be evaluated by Our Streets staff on the following criteria:

<b>Evaluation Metric</b>	<b>Scoring (100 possible points total)</b>
Experience leading community engagement events in and around the Harrison and/or Heritage Park neighborhoods in North Minneapolis	25 points maximum
Experience programming stages and music events	50 points maximum
Experience working collaboratively with other Minneapolis organizations and community stakeholders	25 points maximum

**Our Streets will also evaluate proposals on the degree to which this RFP fits the capabilities and strengths of the consultant:**

- Has existing staff capacity to begin the project in April 2025
- Has capacity and ability to complete the project according to the proposed timeline
- Quality, thoroughness, and clarity of proposal
- How well the experience/expertise of the consultant meets the project needs





Our office is located at      Call 612 568 6227  
701 N 3rd St, Suite 001A      Email info@ourstreetsmn.org  
Minneapolis, MN 55401      Web ourstreetsmn.org

At any time during the process, Our Streets may elect to contact the consultant with requests for clarification, an interview with staff, or a presentation on the proposed project to aid in the selection process, or other items or information.

## IX. CONTRACT

The contracting parties will be Our Streets and the Consultant(s) selected to provide the services as described herein. The selected proposal(s), along with the RFP and any counter proposal(s) will be incorporated into a formal agreement(s) after negotiations. The consultant will be required to abide by all of the requirements in Our Streets' executed grant agreement with the United States Department of Transportation and the [Federal Highway Administration's General Terms and Conditions document for the Reconnecting Communities Program](#), fiscal year 2023.

It is the intent of Our Streets to award a contract(s) for a term ending 6 months after it commences. The contract for services with the consultant selected under this RFP may not be extended.