

One West Florissant Initiative Request for Qualifications

Issued by the
One West Florissant Initiative Working Group, in association with the St. Louis Economic
Development Partnership

Background

The [One West Florissant](#) steering committee is composed of residents, business owners, educational leaders, and city representatives from Dellwood, Ferguson, and Jennings. The steering committee carried out a series of community engagement events with support from the St. Louis Economic Development Partnership, Rise, Urban Strategies, and the Community Builders Network. Conversations were held within Dellwood, Ferguson, and Jennings from July 2018 through January 2019 to develop a community improvement organization focused on the West Florissant corridor and surrounding communities.

Stakeholders in the three municipalities recommended that the steering committee explore existing organizations that could become a place-based community improvement organization to fulfill this need before creating a new organization. The One West Florissant steering committee formed a working group to lead a request for qualifications process to identify an organization to carry forward community economic development in the focus footprint. Below is a request for qualifications that describes expectations of applicants and the mission, vision, values, and goals the community would like to see an organization incorporate into their existing organizational commitments. For further background information on the One West Florissant initiative, visit onewestflorissant.com.

Expectations of Applicants

The One West Florissant initiative working group seeks an organization that will:

- Adopt the community's mission, vision, values, and goals that emerged from stakeholder engagement in 2018 and 2019
- Add community and economic development activities along and around the West Florissant Corridor to their organizational purpose, by-laws, and strategic path
- Commit to be the lead catalyst and community champion for the footprint for up to three consecutive years
- Work with the One West Florissant initiative working group to develop a six month work plan
- Involve stakeholders (residents, business owners, and other leaders) in governance and direction setting for community improvement initiatives

Community Mission, Vision, Values, and Goals

Mission: To lead and facilitate community improvement along the West Florissant corridor and its surrounding communities of Ferguson, Dellwood, and Jennings.

Vision: Dellwood, Ferguson, and Jennings are beautiful, safe, inclusive and engaged communities located around a thriving corridor that serves the community and is a destination for the region.

Values: Integrity: Honesty, Transparency, Accountability, and Authenticity

Equity: Inclusion and Diversity

Engagement and Empowerment: Community Involvement, Collaboration, Cooperation, and Communication

Effectiveness: Sustainable Success of the Community and its Businesses

Goals: Community stakeholders are seeking to develop a community improvement organization to lead, facilitate, and engage stakeholders in community improvement along the West Florissant Corridor and surrounding communities of Dellwood, Ferguson, and Jennings. Through previous engagement efforts residents indicated an interest in seeing early action taken on the following:

- Beautification and Clean-Up
- Safety
- Youth Engagement and Development
- Event Promotion
- Entrepreneurship Development
- Community and Economic Development

Community input also indicated that there should be a place-based organization to help pursue resources to support continuous community improvement work. The issues listed above are meant as a starting place for work to take place while ongoing engagement will be needed to make sure the community's priorities are implemented and community actors are able to participate in ongoing improvement efforts.

Funding Opportunities

The One West Florissant Working Group has engaged several potential funders for initial start-up cost for this project. Also, the municipalities are currently updating the zoning and land-use regulations for West Florissant Avenue that is comprehensive and unified. As part of that work, the municipalities are exploring other economic development incentives, such as a community improvement district, transportation development district, etc.

Other Initiatives

See attached infographic of other current and proposed projects along West Florissant Avenue.

Requested Information from Applicants

If your organization is interested in responding to this RFQ, please respond to the following prompts in a written application:

- 1) Describe your organization and its historical and current community work.
- 2) How is your organization aligned, and how can your organization further align, with the community's mission, vision, values, and goals?
- 3) How would your organization involve residents and other community stakeholders in governance and direction setting for community improvement initiatives and activities?
- 4) How will your organization strategically implement a plan to accomplish the early action items listed above from residents?
- 5) Given your organization's experience and current staffing, what resources would be needed to assist your organization in fulfilling the role of a community based organization for the focus geography of this initiative?
- 6) What collaborative partnerships or relationships do you currently have that could add value to the community initiatives?
- 7) Please include a copy of your organization's IRS Form, 990 and previous year's budget

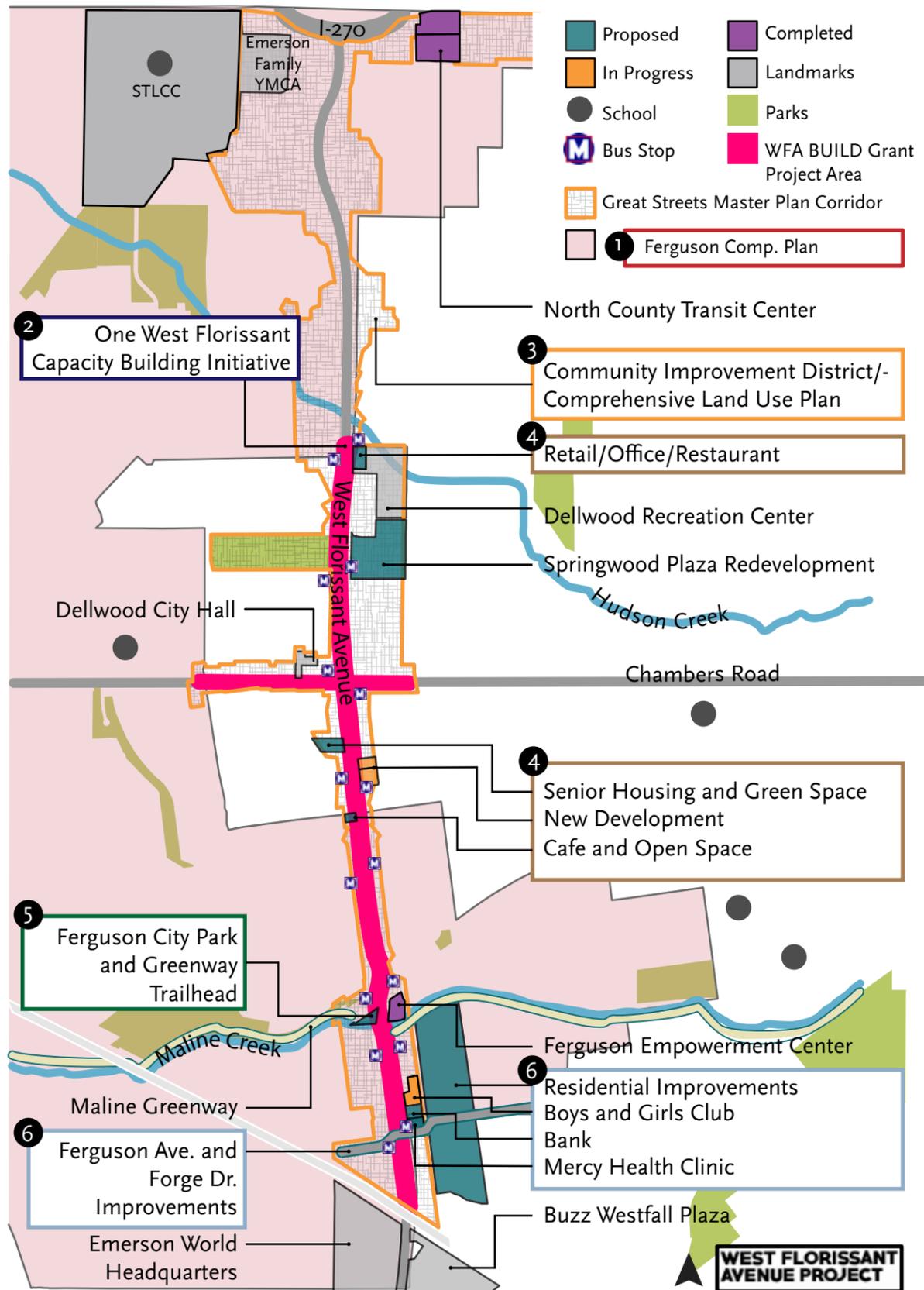
Send application, materials, hard copy or email to Cordaryl "Pat" Patrick at the St. Louis Economic Development Partnership by 5:00 PM on **Friday** October 4, 2019.

Cordaryl "Pat" Patrick
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Community Investment/Real Estate/Promise Zone
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Process: Timeline and Transition Plan

The selection process includes a review of qualifications, interviews of select applicants, identification of an organization, and development of work plan for the selected organization. The desired timeline for this process is:

September 20 – Request for Qualifications is released
October 4 – Applications due
October 11 – One West Florissant Working Group reviews applications and identifies applicants to interview
Week of October 14 - Conduct interviews and make selection of organization
Week of October 28 – Selected organization and One West Florissant Working Group develop work plan



1 Ferguson Comprehensive Plan
To be completed in 2019, the plan will engage with WFA partners by addressing issues such as housing quality and community growth, defining a holistic vision for Ferguson.

2 One West Florissant
The Capacity Building Initiative is providing support to the project, representing the voice of local residents. They are working to identify an existing community based organization which will take on the priorities of beautification, public safety, and youth development.

3 Community Improvement District (CID) and Comprehensive Land Use Plan
In cooperation with the Cities of Ferguson, Dellwood, Jennings and St. Louis County, planners have proposed a comprehensive land use plan to improve the defined West Florissant Avenue corridor via a CID; a direct outcome of the Great Streets Master Plan.



4 EPA Brownfield Studies
As a direct result of the WFA Master Plan, the EPA assessed five brownfield sites along the corridor. Phase I and II conceptual redevelopment plans were drawn for each site with the help of the MO DNR and private developers are moving forward on 3 of the 5 sites. For a true impact to be made the infrastructure which binds them must bring access, safety, and value to resuscitate this vital corridor.



5 Great Rivers Greenway (GRG) Trailhead
A trailhead and new gathering space for the community. In coordination with GRG, Ferguson is planning to develop a park plaza in conjunction with the trailhead.



6 Health +Homes STL
A non-profit organization aiming to improve the lifestyle and well-being of St. Louis residents. With this project they plan to revitalize a portion of residential neighborhoods, realign Ferguson Ave. at WFA for safe access, support growth inducing redevelopment through the creation of a health clinic, Boys and Girls Club, and a bank, among other contributions.