



Saginaw Street Corridor Improvement Authority Board of Directors Meeting

Monday, November 25th, 2024 – 11:15 AM

M3 Group

221 W. Saginaw St.

Lansing, Mi 48933

AGENDA

1. Call to Order/ Roll Call
2. Approval of the SSCIA October Meeting Minutes (October 24, 2024)-
Action
3. Approval of Marketing RFP- **Action**
4. Discussion on Landscaping Maintenance
5. Update on BWL Bill
6. Update on Board Membership
7. Other Business
8. Public Comment
9. Adjournment



Andy Schor, Mayor

Saginaw St. Corridor Improvement Authority

Board of Directors Monthly Meeting

Thursday, October 24th, 2024 @ 3 pm

M3 Group

221 W. Saginaw St. Lansing, MI 48933

Members Present:

Tiffany Dowling, Laura Stoken, Diane Sanborn,
Peter Morman

Members Absent:

Benjamin Brewer

Facilitator Present:

Alex Watkins (Lansing EDC)

Guests Present:

Public:

Recorded by:

Alex Watkins (Lansing EDC)

Call to Order/ Roll Call

Dowling called Saginaw St CIA meeting to order at 3:05 pm, Enough members for quorum.

Approval of Meeting Minutes - Action

MOTION: Stoken motioned the board to approve the September board meeting minutes with revisions of adding Morman to the present member roll count; seconded by Sanborn.

YEAS: Unanimous vote

Approval of Landscaping Maintenance Estimate - Action

The board discussed the proposal for the Pointe landscaping project.

There was discussion about the size of the boulders being installed, when and why the updated maintenance would need to be done and the cost of labor being a major part of the cost.

Update on BWL Bill- Action

Dowling has been working with the Lansing Board of Water and Light (BWL) on the cost of installing lights at the LANSING sign location and was able to get BWL to sponsor the lighting and bringing down the cost to around \$660 for the light installation. BWL is determining the estimated monthly utility cost before finalizing the electric plan. It was determined that the lighting is going to be installed as in-ground lighting under each letter.

Approval of Marketing RFP – Action

Board Chair Dowling recused herself from the meeting. The Saginaw St. meeting continued with board Secretary Sanborn over-seeing the meeting.

The board discussed re-opening the Saginaw St. RFP which had been talked about at earlier meetings. This will allow the board to form a new marketing committee and hire a firm to lead Saginaw St. marketing efforts.

MOTION: Stoken motioned the board to reopen the SSCIA Marketing RFP; seconded by Morman.

YEAS: Unanimous vote

Other Business

Stoken questioned when the updated language to the RPFs was going to be completed by the administration. Watkins stated that he would research that answer.

Public Comment

N/A

Adjournment

MOTION: Stoken motioned to adjourn meeting at 3:25 pm, Morman seconded

X

Tiffany Dowling
Chairperson, Saginaw St. Corridor Improvement Authority

Lansing, Michigan

Saginaw Street Corridor Improvement Authority

Request for Proposal (RFP) — Marketing and Communications Work

Submission Deadline: 5 p.m. Friday, January 17th, 2025

The Saginaw Street Corridor Improvement Authority (SSCIA) is seeking proposals from qualified marketing firms or experts to confirm, improve and execute our comprehensive marketing plan for the year 2025. The primary objective of this plan is to enhance awareness and visibility of the SSCIA among businesses and residents in the Saginaw Street Corridor community. The chosen firm or expert will be responsible for implementing strategies and tactics outlined in this document, with a focus on branding, messaging development, media outreach and community engagement.

Project Description:

The overarching goals of this project encompass positioning the Saginaw Street Corridor as a vibrant community and sought-after destination for businesses, aiming to create a positive and attractive image. Simultaneously, the initiative seeks to foster education among local businesses and residents about the diverse range of SSCIA or City of Lansing programs, projects, available grants and funding opportunities. Through this educational effort, the project aims to contribute to economic growth and enhance community engagement. Additionally, the project aims to attract new businesses to the Saginaw Street Corridor by actively promoting revitalization efforts and showcasing the various opportunities facilitated by the SSCIA. To effectively achieve these objectives, the project emphasizes the implementation phase, calling for the hiring of a marketing firm and/or other experts. This strategic move is intended to ensure the seamless execution of the identified strategies and tactics outlined in the marketing plan, thereby maximizing the impact of the initiative.

Background:

The Saginaw Street Corridor stands as a vital hub within the community, and its potential for growth and revitalization is substantial. However, the need for a comprehensive marketing plan has emerged from a recognition that the corridor's true essence and the opportunities it offers are not fully realized by businesses, residents and potential stakeholders. The lack of awareness and understanding about SSCIA programs, projects, grants and funding opportunities hinders the corridor's ability to thrive economically and engage the community effectively. The envisioned marketing efforts are essential to bridge this gap, aiming to position the Saginaw Street Corridor as a vibrant and attractive community for businesses, residents and investors alike. By fostering education, attracting new businesses and implementing targeted strategies, the project seeks to unleash the corridor's full potential, contributing to its revitalization and establishing it as a dynamic and desirable destination within the Greater Lansing community.

Project Objectives:

The City of Lansing awarded the Saginaw Street Corridor Improvement Authority Board with American Rescue Plan Act of 2021 funds, in part aimed at supporting the board's efforts to:

1. Increase positive perceptions of the SSCIA as the go-to community partner and resource.
2. Increase awareness of and participation in SSCIA activities and events.
3. Raise awareness of the SSCIA and Saginaw Street Corridor brand and mission among target audiences.
4. Engage experts to confirm, improve and execute a sustainable marketing plan with identified individuals to execute.
5. Collaborate with the SSCIA to finalize the timeline and content for the awareness campaign, ensuring alignment with the campaign conclusion date of Friday, January 17th, 2025

Eligibility:

The RFP is open to all professional marketing firms and/or marketing- and communication-led teams with priority to City of Lansing-based businesses.

According to City of Lansing's Code of Ordinances Section 206.16, "Lansing-based business means the physical and economic relationship to Lansing determined evidenced by a building or office physically located in the City and the payment of (1) City income taxes on the contractor's net profits, and (2) City property taxes on a plant or office and equipment such as is ordinarily required for the performance of the contract bid."

Interested firms or teams will have demonstrated the capacity to execute innovative marketing and communications efforts for other organizations.

Special consideration shall also be given to marketing firms and individuals closest to the Saginaw Street Corridor.

Project Budget:

The budget is up to a total of \$40,000 USD.

Proposal Submission Timeline (subject to change):

Interested parties are invited to submit their detailed proposals by Friday, January 17th, 2025. Proposals should include an outline of your approach to achieving the project objectives, clear breakdown of costs, a timeline for implementation and examples of previous relevant work. All proposals must be sent to kahleea@lansingcdc.com.

The SSCIA looks forward to reviewing the proposals and selecting a partner to assist in achieving its marketing objectives for 2025

Materials for Submission:

One PDF must include:

- Name/mailling address/phone number/email address/brief bio.
- A resume and/or CV that includes relevant creative or professional work.
- A list of three professional references.
- A statement of interest, 500 words or less, that discusses your unique qualifications, reason for interest in this project and statement regarding concept of the proposal.
- A proposal of how you will complete the work, including a timeline of each stage.
- Project budget, including itemized breakdown of costs, e.g., fee, printing and installation.
- Estimated time necessary for completion.

Deadline: All application materials must be submitted electronically 5 p.m. Friday January 17th, 2025

The Saginaw Street CIA reserves the right to reject any or all applications, to reissue the call for