Request for Proposals (RFP):

Commercial Development Action Plan

The Opportunity

The Southwest Partnership (SWP) is a coalition of seven neighborhoods and six anchor institutions improving the quality of life for residents in Central Southwest Baltimore. In 2015, the City of Baltimore adopted SWP's comprehensive vision plan done in collaboration with seven neighborhoods. The Vision Plan's commercial goal is to "retain and strengthen the economic viability of existing businesses while attracting outside institutional, commercial, small business, and individual investment." Building on the strategies outlined in various planning efforts, SWP seeks a comprehensive, actionable, phased and time-bound implementation plan that builds from commercial and residential market strength to attract and support business and property development between the 1000 and 1600 blocks of W. Baltimore Street and the mixed-use properties around Hollins Market. This plan will guide SWP's and community stakeholder's redevelopment efforts over the next 5-10 years to improve a corridor that suffers from high vacancy, high redevelopment costs, declining population, relatively low incomes, and modest retail rents.

The consultant(s) selected will carry out a scope that includes:

- Quickly synthesize existing plans, reports and studies listed below that already identify core issues and set short- and mid-term objectives. These plans include, but are not limited to: the SWP Vision Plan, the Housing Action Plan, West Baltimore Street Retail Market Study and Action Plan, the SWP Commercial Development Committee's Action Plan & Dashboard.

- Gain a comprehensive understanding of primary partners, existing initiatives, and available assets. Key collaborators include, but are not limited to: Baltimore City Public Markets (Public Markets), Baltimore Development Corporation (BDC), University of Maryland Baltimore (UMB), University of Maryland BioPark (BioPark), State and City Departments of Housing & Community Development (DHCD), and Grace Medical Center.

- Work with SWP and stakeholders to understand existing strategic clusters and blocks of residential and commercial market strength, and then craft an actionable, time-bound prioritization for addressing and positioning each, taking into account the balance between revitalizing Hollins Market and drawing new commerce to West Baltimore Street.

- Develop an acquisition and redevelopment framework to secure site control of, reuse priorities for (whether residential, commercial, or mixed-use), and financing for critical vacant properties, mirroring successful strategies implemented in other comparable communities in Baltimore and nationally.

- Identify and quantify capital needs for property owners and businesses, and identify existing funding sources that could meet those needs *or recommend programs that should be created based on gaps.*
- Utilize site control to manage the commercial mix and assist nascent businesses, drawing on regional best practices and expert counsel from across Maryland and the United States.
- Engage anchor institutions like BioPark and Grace Medical as reliable demand drivers and financial supporters.
- Integrate marketing and community programming once structural fundamentals are established, providing recommended budgetary and strategic plans for these efforts.
- Serve as a force multiplier by providing active implementation support, potentially alongside retail specialists, to augment SWP and partner capacity with practical expertise and established industry ties. Provide a separate fee for this item.
- Upon completion, Consultant will deliver an actionable plan that incorporates and expands upon existing work, providing prioritized recommendations, timelines, and implementation steps.
- Establish robust data tracking and performance evaluation framework to monitor the consultant's plan, evaluate project impact, and guide programmatic choices.

Proposal Requirements

Interested consultants should submit a written response to this Request for Proposals that includes the following components:

a. Approach: What values, principles and techniques will guide your team's approach to this project;
b. Scope of Services: How you plan to carry out the Scope of Services presented above;
c. Your Team: Who will be involved, how much time will each key party contribute, and what are their individual and collective qualifications;
d. Experience: Demonstrated experience in real estate acquisition/redevelopment finance and retail market strategy.
e. Cultural Competency: Show us examples of projects where you've worked with diverse constituents and describe how you engage with diverse groups.
f. Fee Proposal: Provide details on your itemized fee structure and timeline, including

    a. how much consulting time and cost is expected for each deliverable,

    b. when payment is required and how much,

    c. and whether the proposal is based on an hourly contract or a fixed not-to-exceed amount.

Proposal Submission Requirements

- **All proposals must be submitted electronically by noon (12pm) Eastern Daylight Time, Friday, October 2, 2026.** Submit questions or proposals to Southwest Partnership, development@swpbal.org, with the title, "Commercial Development Action Plan RFP." You will receive confirmation via email that your proposal has been received within two (2) business days.
- If applicable, interviews with top candidates will be conducted in early October, with final selection expected by October 16, 2026.