



IN PARTNERSHIP WITH PROGRAM SPONSORS



**REQUEST FOR PROPOSAL (“RFP”) FOR  
OPPORTUNITY APPALACHIA  
OZ PROJECT TECHNICAL ASSISTANCE**

**Release Date: April 8, 2020**

**Proposal Due Date: April 30, 2020 (extended thru May 8)**

**Selection Date: May 15, 2020**

**Contract Period: May 15, 2020 – January 30, 2021**

## **Request for Proposals:**

### ***Technical Assistance for Opportunity Appalachia OZ Projects***

#### **I. Overview of Request for Proposals**

Appalachian Community Capital (ACC) seeks contractual support for specified Technical Assistance for Opportunity Zone project development.

The Technical Assistance contractor will report to the Project Director of Opportunity Appalachia. The requested Scope of Services is noted in Attachment A, and may involve:

- development of investment prospectus, preparation of pro forma financial projections, structuring of projecting financing,
- market research
- demand assessment, operations planning, identification of project developers / business operators
- architectural and design
- outreach to OZ investors / public and private project finance
- other types of assistance.

Entities interested in providing Technical Assistance must complete the Request for Qualifications RFQ, as noted on the [Opportunity Appalachia](#) web page.

Proposals will be evaluated on contractors' qualifications (per the RFQ), expertise, track record, Scope of Work, budget/timeline, and OZ project requests.

#### **II. Background**

##### **About Opportunity Zones**

Opportunity Zones (OZ) were established by the U S Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income communities. The tax incentive provides relief to individuals and businesses that have significant capital gains if they elect to invest into Opportunity Funds or Qualified Opportunity Zone businesses.

Federal Opportunity Zones present the Appalachian Region with a unique opportunity to bring investment to areas that have historically struggled to attract investment and resulting development. To maximize this opportunity, the Region must deploy a holistic approach to marketing, business support services, alignment of state laws and local incentives, capital investment and attraction strategies, as well as engagement of community-based development and service partners.

## **About the Appalachian Region**

The Appalachian Region, as defined in ARC's authorizing legislation, is a 205,000 square-mile region that follows the spine of the Appalachian Mountains from southern New York to northern Mississippi. It includes all of West Virginia and parts of 12 other states: Alabama, Georgia, Kentucky, Maryland, Mississippi, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, and Virginia. Forty-two percent of the Region's population is rural, compared with 20 percent of the national population.

The Appalachian Region's economy, which was once highly dependent on extractive industries, has become more diversified in recent times and now includes larger shares of manufacturing and professional services, among other industries. Appalachia has made significant progress over the past five decades: its poverty rate, which was 31 percent in 1960, had fallen to 16.3 percent over the 2013–2017 period. The number of high-poverty counties in the Region (those with poverty rates more than 1.5 times the U.S. average) declined from 295 in 1960 to 98 over the 2013–2017 period.

These gains have transformed the Region from one of widespread poverty to one of economic contrasts: some communities have successfully diversified their economies, while others still require basic infrastructure such as roads, clinics, and water and wastewater systems. The contrasts are not surprising considering the Region's size and diversity—the Region extends more than 1,000 miles from southern New York to northeastern Mississippi, and it is home to more than 25 million people.

## **About Opportunity Appalachia**

[Opportunity Appalachia](#) will provide technical assistance to develop and structure investable transactions, and it will create investment prospectuses and pitch decks that will be used to bring Opportunity Fund investment to rural coal communities. Investment priorities include projects focusing on downtown development, manufacturing, IT, healthcare, education, food systems, clean energy, tourism, and recreation.

The initiative recently announced selection of 16 projects to participate in the program to bring jobs, business support, and investment to Central Appalachia. The selected projects propose to create over 1,800 jobs and attract over \$365M in financing to develop manufacturing facilities, downtown development, tech business, agricultural facilities, hotels, broadband deployment, and retail enterprises in federally designated Opportunity Zones.

These proposed projects are particularly important at this challenging time as local economies look to restart once public health concerns resolve. Opportunity Appalachia will work closely with both private investors and Federal agencies that have prioritized support for Opportunity Zone (OZ) communities, an essential component of our national economic recovery.

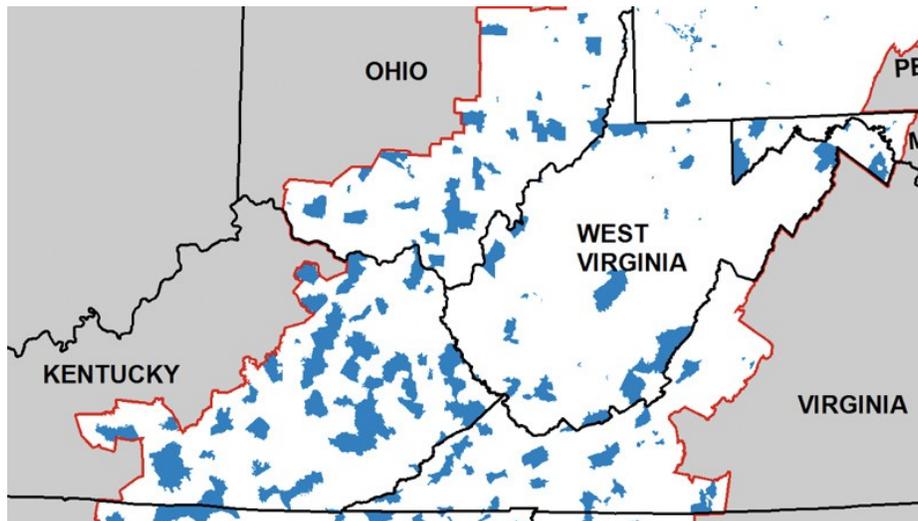
Once project technical assistance is completed, a highly visible OZ Investor Convening event will be held in late 2020 that will target both local and pre-vetted national investors, as well as

federal and state funders. A curated web-based platform hosting prospectus / pitch decks will also be made available to facilitate investor due diligence.

Opportunity Appalachia is a [Forbes Opportunity Zone 20 Catalyst](#), which designates the Opportunity Appalachia program as a top national example of community-focused efforts to revitalize distressed communities using the new Opportunity Zone (OZ) investment tool.

The program is supported by a POWER grant from the [Appalachian Regional Commission](#) with additional support from the [Benedum Foundation](#).

### *Central Appalachian Opportunity Zones – Ohio, Virginia, West Virginia*



*158 OZs in Central Appalachian coal-impacted communities in WV, OH and VA.*

### **III. Project Timeline**

It is anticipated that the contractor will be selected by May 15, 2020 for an estimated contract start date of May 15, 2020 through January 30, 2021.

### **IV. Instructions to Submit a Proposal**

Contractors seeking to provide these services should submit the following:

- Scope of Work (max 3 pages) describing proposed activities to be undertaken as requested in Attachment A, with identified staffing (lead and support) for each work element.
- Budget that defines deliverables, rates and proposed payment schedule including indirect costs. **A Not to Exceed cost for the full engagement must be provided. Costs not to exceed \$75,000.**
- Timeline for Scope of Work, with deliverable milestones

- Biography/resume for all staff noted in proposal (or provided in RFQ)
- References from current or prior clients, including name, title, organization, contact information, and a brief description of the relevant work performed (or provided in RFQ).

Please submit responses via email in one pdf attachment by Proposal Due Date to Ray Daffner [oa@accl.org](mailto:oa@accl.org).

## **V. Proposal Evaluation**

ACC will select contractors through a competitive process based on the following criteria.

- Qualifications (per the RFQ), expertise, track record, and staff bios.
- Scope of Work and Timeline
- Budget
- Requests from OZ project sponsors

**Attachment A**  
**Requested Scope of Services**

**Project Sponsor:** Unleash Tygart

**Project Name:** Cohen Building Project

Project Summary provided under separate cover.

**TA Requested:**

- Financial pro forma development
- Financial structuring of transaction
- Architectural Drawings
- Survey
- HTC and 106 application

## Opportunity Appalachia Application Form

### LEAD CONTACT:

Heather Hudson

### APPLICANT ORGANIZATION:

Unleash Tygart, Inc

### ADDRESS

2 West Main Street  
Grafton, WV 26354

### WORK PHONE

(304) 439-1997

### MOBILE PHONE

(304) 439-1997

### EMAIL

[Heather@unleashtygart.org](mailto:Heather@unleashtygart.org)

## Narrative Responses

Note: Narrative responses to each question are limited to 2,500 characters unless otherwise noted.

### 1. OZ COMMUNITIES TARGETED BY THIS APPLICATION (MUNICIPALITY(IES), COUNTY(IES) AND OZ CENSUS TRACT(S):

The Cohen building project is located in the Historic District of downtown Grafton, West Virginia in OZ census tract 9646. Communities targeted by this project include the City of Grafton as well as the outlying communities throughout Taylor County.

### 2. SERVICE AREA OF APPLICANT (NOTE IF DIFFERENT THEN ABOVE, OR NOTE SAME):

The service area is the same as the targeted communities; see answer to question 1.

### 3. COMMUNITY DEVELOPMENT STRATEGY(IES):

The completed Cohen project will be a mixed-use facility that provides space for both nonprofit and for-profit entities seeking to start or expand services to Taylor County. Many community development strategies will be employed through the success of this program including downtown development, historic property revitalization, healthcare, education, clean energy, and heritage tourism. Further, the space will offer collaborative work and meeting space; an existing deficit in our community that has been identified but not directly addressed.

Downtown Development/Historic Preservation/Heritage Tourism:

- The Cohen building is located within the downtown Historic District in Grafton. Many of the buildings throughout Main Street are vacant and in great disrepair. Successfully revitalizing one

**Opportunity Appalachia Application Form**

historic property will instill hope into others while also providing a road map to success that can be duplicated throughout the region. Further, by making the building a public facility, the community will be invited in to be a part of Grafton's living history.

**Healthcare:**

-The completed space will be home to several service organizations actively looking for space, including a WV based hospice agency as well as a dentist that currently serves our area, but is looking to expand the practice.

**Education:**

-Taylor County greatly lacks in youth programming outside of school hours. Unleash Tygart recognizes this need, and the prospect of the Cohen space being completed has allowed us to source organizations that are not currently serving our community to expand into Taylor County to address this need.

**Clean Energy:**

-Unleash Tygart is working with a WV based solar provider to include a solar energy system on the Cohen building. Once completed, the building would be the only commercial structure in Taylor County boasting clean energy solutions.

**Community Empowerment:**

-Grafton has a core group of dedicated individuals that work tirelessly to lift up our community, resources, and facilities. Seeing a project of such a large scale come to fruition will reignite the desire and actions it takes to see true change in a community.

The complete Cohen project has the potential to act as a catalyst to community re-development in a down-trodden Appalachian town.

**4. Proposed OZ Projects (list up to 3):**

**I. NAME OF PROJECT, ADDRESS, OZ CENSUS TRACT**

The Cohen Building Project  
 Address: 2 West Main Street Grafton, WV 26354  
 OZ Census Tract: 9646

SIZE	TOTAL ANTICIPATED FINANCING NEEDED:	FINANCING ALREADY IDENTIFIED
33,000	\$9,300,00.00	Federal HTC: \$1,220,736.00; WV HTC: \$1,525,920.00; NMTC: \$2,974,140.00

**PROJECT DESCRIPTION:**

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The Cohen Building is located at 2 West Main Street in the Downtown Historic District of Grafton, West Virginia. Currently vacant and in a state of disrepair, the building boasts 33,000 square feet over 3 stories, each totaling 11,000 sq. ft. Built in the early 1900's, the building has been through many uses, from a speakeasy during the prohibition era, to retail stores, and community building, to most recently a church and outreach center; this building has always been a staple to the downtown area, being just 2 blocks away from the historic B&O and directly cross the street from the city building.

Unleash Tygart strives to reinvigorate this property with life by utilizing the space to meet identified needs in our community. Ultimately, the building will be transformed into a mixed-use facility boasting limited retail storefronts, with co-working space ranging from daily use passes to long term lease agreements with service providers looking to expand their services into Taylor County. Specifically geared toward the deficits in the community, we are diligently working on recruiting small businesses and nonprofits into the space, as well as skilled practitioners such as therapists in order to meet the needs of the growing number of families and children in the foster care system.

Further, a major part of our project is the recruitment of entrepreneurs into our community by offering affordable office space to newly formed companies from which to run their new business. Unleash Tygart is working closely with the SBDC to create a one-stop-shop for residents to create and run their small business within Taylor County, thereby reaching beyond our own county's borders to actively welcome newcomers who may be looking to relocate to a community that will support a small start up.

At the successful completion of the project, the Cohen will be a cornerstone project that markets not only itself, but Taylor County as a whole.

### **COMMUNITY IMPACT (QUANTIFY / PROVIDE ESTIMATES):**

The Cohen project will have lasting community and economic impact that is not reflected in the numbers below. Based on early projections and projected Letters of Intent, the project will:

Create 8 positions with an existing company; 6 Full time pay range: \$35,000-\$95,000 w/benefits. 2 Part time: \$12.50/hour. Part time available to unemployed/underemployed  
Create 2 positions with a nonprofit organization: 1 Full time \$30,000 w/benefits. 1 Part time pay \$12.50/hour. Part time available to unemployed/underemployed  
Create 1 full time position with new small business: 1 Full Time \$50,000 with commission and full benefits  
Create 3 positions with a new retail company: 3 Full time, \$45,000 w/benefits  
Create 6 positions with a new small business: 2 Full time \$11.00/hour; 4 Part time \$10.00/hour. Part time available to unemployed/underemployed  
Maintain 2 nonprofit organizations within Taylor County keeping 10+ jobs in our community.

**Opportunity Appalachia Application Form**

Available to unemployed/underemployed

This project is also a catalyst to follow-on investment as new businesses and service providers continue to expand into Taylor County thereby employing current community members and/or recruiting new employees to relocate for increased job opportunities.

**NAME(S) OF PROJECT SPONSORS, DEVELOPER, AND/OR BUSINESS OWNER, IF IDENTIFIED:**

Project Sponsor: Unleash Tygart, Inc.

**TECHNICAL ASSISTANCE NEEDED:**

Financial pro forma development  
Financial structuring of transaction  
Architectural Drawings, Survey, 106 and HTC application

**Proposed OZ Project:**

**II. NAME OF PROJECT, ADDRESS, OZ CENSUS TRACT**

<b>SIZE</b>	<b>TOTAL ANTICIPATED FINANCING NEEDED:</b>	<b>FINANCING ALREADY IDENTIFIED</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**PROJECT DESCRIPTION:**

**COMMUNITY IMPACT (QUANTIFY / PROVIDE ESTIMATES):**

**NAME(S) OF PROJECT SPONSORS, DEVELOPER, AND/OR BUSINESS OWNER, IF IDENTIFIED:**

**TECHNICAL ASSISTANCE NEEDED:**

**Proposed OZ Project:**

**III. NAME OF PROJECT, ADDRESS, OZ CENSUS TRACT**

<b>SIZE</b>	<b>TOTAL ANTICIPATED FINANCING NEEDED:</b>	<b>FINANCING ALREADY IDENTIFIED</b>
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**Opportunity Appalachia Application Form**

**PROJECT DESCRIPTION:**

**COMMUNITY IMPACT (QUANTIFY / PROVIDE ESTIMATES):**

**NAME(S) OF PROJECT SPONSORS, DEVELOPER, AND/OR BUSINESS OWNER, IF IDENTIFIED:**

**TECHNICAL ASSISTANCE NEEDED:**

**5. APPLICANT CAPACITY:**

Unleash Tygart, Inc is a nonprofit organization located in downtown Grafton, WV. The Executive Director and Board Chairperson are both Taylor County residents who are closely tied to the community and regularly attend community meetings and are involved in community projects. We have worked diligently with City and County administrators throughout the conception of this project to gauge interest, need, and community support of the program, all of which has been received with great enthusiasm. Further, we have worked with regional contacts, such as the HUB, to discuss our project and other like projects they have seen in other communities, as well as gauge their perception of our project goals. All entities are thoroughly in support of this project and have issued support letters stating as such.

Unleash Tygart is more than capable of overseeing this project and bringing it so successful completion. The Executive Director, Heather Hudson, has over ten years of experience in nonprofit development and management. The Board Chairperson is a successful entrepreneur in Taylor County, building a multi-million dollar tech company that services clients across the United State and UK.

**6. Provision of Technical Assistance:**

The types of technical support to be provided by the Opportunity Appalachia program include: development of investment prospectus, preparation of pro forma financial projections, structuring of projecting financing, market research / demand assessment, identification of project developers and business operators, feasibility assessment, outreach for project finance / OZ investors, and other types of support. This support will be provided on contract by experienced business and development partners. It is anticipated that support of \$30,000 - \$75,000 will be provided for each OZ applicant, averaging \$50,000 per applicant. The Scope of Work timeline for provision of technical support is anticipated to be 6 - 12 months, from March 2020 to March 2021, with capital raise activities beginning in Q3 2020 - Q1 2021.

**Opportunity Appalachia Application Form**

Applicants may choose to use technical assistance providers offered by Opportunity Appalachia or may work with technical assistance providers they have identified.

**AMOUNT IN \$ OF TECHNICAL ASSISTANCE SUPPORT REQUESTED / ANTICIPATED FROM OPPORTUNITY APPALACHIA, OR STATE 'UNKNOWN \$'.**

\$

Please complete either b) or c), below. No preference is given in the Opportunity Appalachia selection process to either 6(b) or 6(c).

**b) If known, please provide name(s) and contact information of Technical Assistance provider(s) you prefer to support the above project activities.**

Note: Each TA provider must complete the Request for Qualifications, see Appendix III, to be eligible to provide TA for this program. If your OZ project is selected to participate in Opportunity Appalachia, proposals from Technical Assistance providers will be required, which will be reviewed for adequacy.

**NAME 1: CONTACT NAME**

**COMPANY NAME**

**ADDRESS**

**EMAIL**

**PHONE**

**URL**

**NAME 2: CONTACT NAME**

**COMPANY NAME**

**ADDRESS**

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**EMAIL**

**PHONE**

**URL**

**NAME 3: CONTACT NAME**

**COMPANY NAME**

**ADDRESS**

**EMAIL**

**PHONE**

**URL**

**C) TECHNICAL ASSISTANCE PROVIDERS HAVE NOT YET BEEN IDENTIFIED.**

**7. MATCH REQUIREMENT:**

**8. ATTESTATION:**