



IN PARTNERSHIP WITH PROGRAM SPONSORS



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

**Release Date: May 7, 2020**

**Proposal Due Date: May 28, 2020**

**Selection Date: June 12, 2020**

**Contract Period: June 12, 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.

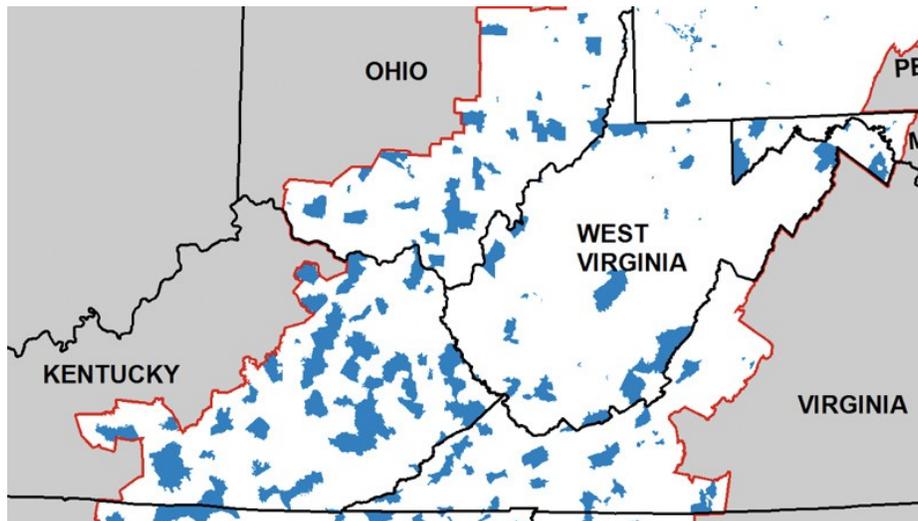
Once project technical assistance is completed, a highly visible OZ Investor Convening event will be held in late 2020 that will target both local and pre-vetted national investors, as well as

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:** City of Youngstown

**Project Name:** 20 Federal Place

Project Summary provided below.

**TA Requested:**

The city of Youngstown seeks assistance analyzing the mixed-use development opportunities this unique property offers, preparing necessary documentation and marketing materials, and soliciting interest within the regional and national development communities. Specific TA activities include:

- Architectural drawings,
- Market analysis,
- Investment strategy / financial structuring,
- Identification of suitable developers,
- Development of an investment prospectus, and
- OZ investor identification.

## Opportunity Appalachia Application Form

### LEAD CONTACT:

Hunter Morrison, Rachel McCartney

### APPLICANT ORGANIZATION:

City of Youngstown, Ohio

### ADDRESS

26 S. Phelps Street  
Youngstown, ohio 444503

### WORK PHONE

RM- 330-314-7331 HM - (216) 410-7698

### MOBILE PHONE

### EMAIL

[rlmccartney@ysu.edu](mailto:rlmccartney@ysu.edu) [h.morrison@youngstownohio.gov](mailto:h.morrison@youngstownohio.gov)

## 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 targeted community is the City of Youngstown, which is in Mahoning County, Ohio. The OZ census tract affected is 8137

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

The applicant is the City of Youngstown.

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

The development strategy for the 20 Federal Place project is downtown revitalization through mixed-use of a city-owned office building in the heart of downtown Youngstown.

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

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

Name: 20 Federal Place

**Opportunity Appalachia Application Form**

Address: 20 Federal Street, Youngstown, Ohio  
Census tract: 8137

<b>SIZE</b>	<b>TOTAL ANTICIPATED FINANCING NEEDED:</b>	<b>FINANCING ALREADY IDENTIFIED</b>
283,124	\$50 million	None

**PROJECT DESCRIPTION:**

<https://drive.google.com/open?id=10GebyYCzSn5W2jXfQOwUNTVcenrEQUEj>

Please access the project description for the city of Youngstown's 20 Federal Place project at the above link. The PDF includes a narrative and multiple graphics, including GIS-generated data maps and pictures which are critical in understanding the historic nature of the building as well as the reach of the building's footprint.

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

This project will greatly increase the commercial potential for existing and new businesses in the central city, as well as increase visibility and viability of 20 Federal Place for new residential tenants interested in living in a vibrant mixed-use urban district. Investment in these underutilized spaces will strengthen the Phelps Street pedestrian retail district and will create new jobs and a stronger tax base for the city.

Redevelopment projects in the Central Business District over the past ten years have totaled over \$600 million, yet more remains to be done. Without continued investments in economic development projects such as 20 Federal Place, momentum may stall. It is critical for planners to look forward and seek game-changing investments in the city to build layers of development and business investment, employment, and workforce development opportunities.

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

This building is owned by the City of Youngstown which allows flexibility in transferring ownership as needed--whether to a private investor, the Port Authority, or another identified entity to ensure private investors realize the full potential of incentives available and allowing for the easiest scenario for redevelopment.

**TECHNICAL ASSISTANCE NEEDED:**

The city of Youngstown seeks the guidance and assistance of the Appalachian Regional Commission in analyzing the mixed-use development opportunities this unique property offers, preparing necessary documentation and marketing materials, and soliciting interest within the regional and national development communities

Architectural drawings, market analysis, investment strategy, and structuring, Opportunity Zone

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investor identification.

The city will allow Opportunity Appalachia to determine the appropriate TA provider.

**Proposed OZ Project:**

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

**SIZE**

0

**TOTAL ANTICIPATED  
FINANCING NEEDED:**

**FINANCING ALREADY  
IDENTIFIED**

none

**PROJECT DESCRIPTION:**

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

**Opportunity Appalachia Application Form**

**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>

**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:**

The applicant is the City of Youngstown. With current city-sponsored projects in the ten's of millions of dollars, the applicant's capacity for overseeing the activities requested in this grant opportunity is strong. In addition, Youngstown city administration has contracted with YSU to work with grant writing and grant administration of awarded projects; if the city needs help in

## Opportunity Appalachia Application Form

oversight with this project a contract is in place to provide that additional support. Support of each of the projects is displayed in plans including YSU's Strategic Plan (currently being updated) which will recognize the need for residential development close to campus-- and commercial development to support the residential developments-- to Eastgate Regional Council of Government's CEDS. The CEDS lists relevant objectives such as the need to encourage the support of mixed-use developments, and to encourage investments in downtown cores. The narrative for mixed-use, central city redevelopment projects is strong in local (CEDS, Youngstown 2010, YSU Strategic Plan) and regional (Northeast Ohio Sustainable Communities Consortium Initiative) planning documents. Mixed-use projects are proven game-changing agents for central city redevelopment.

### **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.

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 \$'.**

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.

**Opportunity Appalachia Application Form**

**NAME 1: CONTACT NAME**

**COMPANY NAME**

**ADDRESS**

**EMAIL**

**PHONE**

**URL**

**NAME 2: CONTACT NAME**

**COMPANY NAME**

**ADDRESS**

**EMAIL**

**PHONE**

**URL**

**NAME 3: CONTACT NAME**

**COMPANY NAME**

**ADDRESS**

**EMAIL**

**PHONE**

**URL**

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

- The Applicant requests Opportunity Appalachia identify / recommend suitable technical support organizations.

**7. MATCH REQUIREMENT:**

**Opportunity Appalachia Application Form**

HM

**8. ATTESTATION:**

03/02/2020

Hunter Morrison

Community Planning and Economic Development Consultant

City of Youngstown