

Opportunity Appalachia

Request for Qualifications RFQ - Summary

Bringing Opportunity Zone investment to Central Appalachian coal-impacted communities, creating new jobs and businesses that support sustainable growth.

Program Partners:



Opportunity Appalachia will help bring Opportunity Zone investment into Central Appalachian communities in Ohio, Virginia, and West Virginia. The effort is designed to strengthen investable transactions in target rural communities, attracting Opportunity Zone investors to back small businesses and real estate development, leading to more local jobs. Opportunity Appalachia is led by a six-member consortium comprised of regional and national organizations with expertise in financing and community development that will support local projects to prepare sophisticated investment packets geared toward prospective OZ investors. Opportunity Appalachia partners include: [Appalachian Community Capital](#), [Appalachian Partnership for Economic Growth](#) (Ohio), [Opportunity Southwest Virginia / UVA – Wise](#), [West Virginia Community Development Hub](#), [Main Street America](#), and [Coastal Enterprises – CCML](#).

Please respond to this RFQ if:

- ✓ You would like to provide Technical Assistance to OZ projects that are selected by Opportunity Appalachia.
- ✓ You have read the Opportunity Appalachia Application for Participation for selection of OZ projects.
- ✓ You have expertise and background relevant to OZ project development that includes: development of investment prospectus, preparation of pro forma financial projections, structuring of project financing, market research / demand assessment, design support, operations planning, identification of project developers / business operators, or outreach for project financing / OZ investors.

Timeline for OZ Project Submission:

- January 13 – Application for OZ project participation open for entry / submission.
- March 2, 5pm ET – Application for OZ project participation, submission deadline.
- March 31/April 2 – Selected OZ projects announced.
- TA providers selected.

For questions:

OA@acc1.org

Opportunity Appalachia

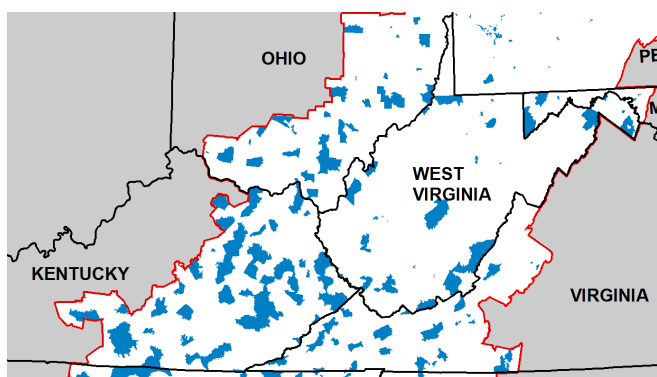
Request for Qualifications - Overview

Background: The new Opportunity Zone (OZ) tax program is anticipated to provide billions of dollars of new investment to low income communities throughout the nation. Knowledgeable observers anticipate that much Opportunity Fund capital will be invested in gentrifying communities in growing urban areas. In addition, smaller cities such as Louisville KY, Cincinnati OH, and Erie PA have already developed robust strategies to attract Opportunity Fund capital. Rural OZs are at a distinct disadvantage in attracting this financing as they 1) have fewer resources to enable them to develop community strategies and package transactions to potential investors, and 2) have investment opportunities that often provide lower rates of financial return than do faster growing cities.

Opportunity Appalachia Program: For a group of fifteen to twenty OZ communities in Central Appalachia, provide technical assistance to both develop community strategies and structure investable transactions, creating prospectus and pitch decks targeting Opportunity Fund (QOF) Investors. Once these prospectus are complete, outreach to Opportunity Fund investors - including the hosting of a highly visible investment event - to review a portfolio of OZ investments in Central Appalachia that provide both robust social and sufficient financial return.

Opportunity Appalachia is projected to bring \$7.5M of new Opportunity Fund capital to 15 targeted OZ communities (many of which are [ARC distressed counties](#) and areas), structuring investments in 15 businesses and real estate projects that support strategies for economic restructuring and diversification, which will create 720 new jobs -- 10% of which (70 jobs) are projected to be for persons in recovery from substance abuse. Investment priorities include projects focusing on downtown development, manufacturing, IT, healthcare, education, food systems, clean energy, heritage tourism and recreation.

Target geography
Central Appalachian Opportunity Zones – Ohio, Virginia, West Virginia



*158 OZs in Central Appalachian coal-impacted communities in WV, OH and VA.
See Appendix I for a listing of eligible counties.*

Program Participation:

To participate in Opportunity Appalachia and receive technical assistance for project prospectus development and support for OZ capital raising, communities and project sponsors must apply. To learn more about the Opportunity Appalachia program and the application process, we encourage you to attend one of the State outreach meetings to be held:

- West Virginia Outreach Meeting, January 13, Bridgeport.
- Ohio Outreach Meeting, January 14, Marietta.
- Virginia Outreach Meeting, January 27, Abingdon.

For registration visit: <http://appalachiancommunitycapitalcdfi.org/oa-program/>

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 project financing, market research / demand assessment, operations planning, identification of project developers / business operators, outreach for project finance / OZ investors.

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 applicant, averaging \$50,000 per applicant. The Scope of Work timeline for provision of technical support is anticipated to be 6 – 12 months, from April 2020 to Q1 2021, with capital raise activities beginning in Q3 – Q4 2020.

Technical Assistance providers (TA) are required to submit the Request for Qualifications (RFQ), Appendix III, below. Appalachian Community Capital will notify TA providers if they have been accepted as eligible TA providers for this program.

Applicants may request technical assistance from specific providers. If no specific technical support organizations have been identified by an applicant, Opportunity Appalachia will recommend / provide organizations for consideration. No preference is given in the Opportunity Appalachia selection process to either of these approaches for identifying and selecting technical assistance providers. *

** In each community / state there are capable partners that can be engaged to support OZ activities at the local level. Local OZ communities may select these local partner organizations to provide technical assistance for their OZ efforts, may select other capable and vetted regional or national organizations, may select the Lead State Partners or National Technical Assistance Providers for this support (see below), or some combination thereof.*

Program Management & Steering Committee:

The Opportunity Appalachia program Steering Committee is comprised of the following six regional and national organizations:

Program Manager

- [Appalachian Community Capital](#) (ACC), a 20-member CDFI intermediary whose members and their affiliates manage over \$1 billion in assets supporting economic development in Appalachia.

Lead State Partners – lead community development state partners:

- [Appalachian Partnership for Economic Growth \(APEG\)](#) – The lead regional economic development organization in Eastern and Southern Ohio working in a 25 county area, supported by Jobs Ohio.
- [Opportunity Southwest Virginia / UVA – Wise](#) – Pilots the way for 19 counties and scores of communities in Southwest Virginia to support economic and community development efforts to create thriving entrepreneurial communities that accelerate progress for both new and established ventures.
- [West Virginia Community Development Hub](#) – the leading community development organization in West Virginia, has worked with over 40 small communities across the state.

National Technical Assistance Providers

- [Main Street America](#) With a network of more than 1,600 neighborhoods and communities, MSA works to successfully transform communities and revitalize local economies.
- [Coastal Enterprises – CCML](#) This leading national rural CDFI has deployed over \$1.3 billion in financings directly and through CEI Capital Management (CCML) its New Markets Tax Credit CDE affiliate.

This program is supported by



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Opportunity Appalachia
RFQ – Request for Qualifications

All Technical Assistance providers (TA) are required to submit this information to Appalachian Community Capital. ACC will notify TA providers if they have been accepted as eligible TA providers for this program.

RFQ responses should include:

1. Cover Page: Contact Name, Company Name, Address, contact information including phone and email.
2. Description of organization and summary of expertise, including relevant web links (business web site, LinkedIn, ...) . Recommended length 1 – 2 pages.
3. Description of relevant expertise proposed to be provided through the Opportunity Appalachia program to projects in OZ communities. For example: market assessment, financial structuring, prospectus development, ... Recommended length 1 – 2 pages.
4. Bios of individuals providing technical assistance.
5. Sample client listing of entities receiving similar assistance. Please include dates for provision of service.
6. References of clients receiving similar services. Please provide at least three references, with contact information to include email and phone.

Please **submit as one PDF** with section headers for each RFQ question, #2 - #6.

Please upload the response on the Opportunity Appalachia RFQ webpage.

For questions: OA@acc1.org