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**REQUEST FOR PROPOSAL (“RFP”) FOR
OPPORTUNITY APPALACHIA:
Conference Management for OZ Investor Convening Event**

Release Date: June 26, 2020

Proposal Due Date: July 10, 2020

Selection Date: Aug 1, 2020 or earlier

Contract Period: Aug 1, 2020 – March 31, 2021

Request for Proposals:

Conference Management for Investor Convening Event Q4 2020 / Q1 2021

I. Overview of Request for Proposals

Appalachian Community Capital (ACC) seeks contractual support for conference management for an Investor Convening Event, to be held Q4 2020 or Q1 2021. The contractor will report to the Project Director of Opportunity Appalachia (OA). The requested Scope of Services is noted in Attachment A, and a conference discussion draft / outline is provided in Attachment B.

Some of the requested Scope of Services include:

- Recommendations for in-person program, virtual program, or blended program.
- Logistics – contract with venue, meals, AV, on site coordination, break out rooms, registration.
- Structure and manage virtual portals / platforms.
- Registration, name tags, collection of reg fees, online reg, site tours, electronic attendee list.
- Layout / design of conference materials, agenda, printing.
- Support for agenda development and speaker invitations.
- Support for sponsor development.
- Support for media / PR.

Proposals will be evaluated on contractor qualifications, expertise, track record, Scope of Work, budget/timeline.

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.

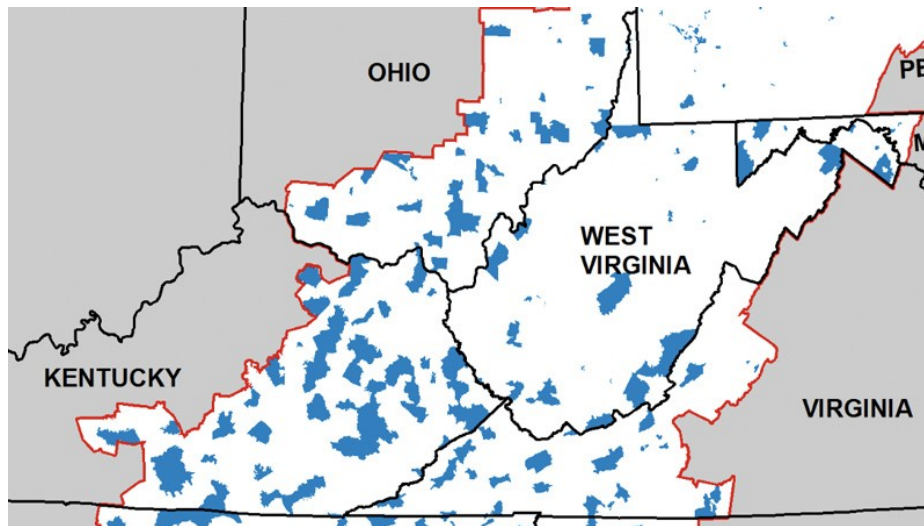
Once project technical assistance is completed, a highly visible OZ Investor Convening event

will be held in late 2020 / early 2021 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 (Opportunity Exchange) 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 August 1, 2020 for an estimated contract start date of August 1, 2020 through March 31, 2021.

IV. Instructions to Submit a Proposal

Contractors seeking to provide these services should submit the following:

- Scope of Services (max 3 pages) describing proposed activities to be undertaken as requested in the Scope of Services, with identified staffing (lead and support) for each work element.
- Budget that defines deliverables, rates and proposed payment schedule including indirect

costs.

- Total conference budget is anticipated to be \$75,000 to \$150,000 inclusive of registration fees and sponsorships, and will vary based on conference format.
- **A Not to Exceed cost for the conference management engagement must be provided in response. Cost not to exceed \$30,000.** This does not include pass through costs such as meals, venue, etc.
- Opportunity Appalachia is willing to consider to a base fee for conference management, with net revenue sharing.
- Timeline for Scope of Services, with deliverable milestones
- Organizational capabilities. Biography/resume for staff noted in proposal.
- References from relevant current or prior clients, including name, title, organization, contact information, and a brief description of the relevant work performed.

Please submit responses via email in one pdf attachment by Proposal Due Date to Ray Daffner oa@acc1.org.

V. Proposal Evaluation

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

- Qualifications, expertise, track record, and staff bios. **Please highlight expertise with Opportunity Zone program development.**
- Scope of Services and Timeline
- Budget

Attachment A

Conference Management - OZ Investor Convening Event

Contractor Scope of Services:

- Recommendations for in-person or virtual program, or blended program.
- Logistics – contract with venue, meals, AV, on site coordination.
 - Note 1: Opportunity Appalachia (OA) will secure local staffing for reg table.
 - Note 2: would prefer locally sourced foods, if possible.
- Structure and manage virtual portals / platforms.
- Conference will require both breakout sessions and private meeting rooms for investors.
- Registration, name tags, collection of reg fees, online reg, tours. Electronic attendee list, sortable, to facilitate discussion pre and post.
- Layout / design of conference materials, agenda, printing materials.
- Site Visits / tour logistics. Local OA partners will coordinate site visits. May require transportation to be organized.
- Reception? If occurs, local OA partners can coordinate reception; music etc. Will require support from contractor.
- Support for agenda development, speaker invitations. OA Steering Committee & ACC to be lead agenda development and speaker invitations.
- Support for sponsor development. OA Steering Committee & ACC to lead sponsor development.
- Support for media / PR. OA Steering Committee & ACC to be engaged in media / PR.
- Other activities as determined.

Attachment B

Investor Convening Event Outline - draft

Opportunity Appalachia investor outreach will occur through both an OZ Investor Convening event, and outreach and support from the Steering Committee and Technical Assistance providers. A highly visible Investor Convening will be held in Appalachia to highlight OZ communities and related investable transactions. Pre-vetted National Impact investors and Opportunity Funds (QOFs) with compatible interests will be invited to attend, as will local OZ investors in target communities. A curated web-based platform hosting prospectus / pitch decks (Opportunity Exchange) will be available to assist investors pre-event. The event will include pitches from investment-ready OZ communities as well as site visits to nearby projects. High quality vetted OZ transactions from Region that are not part of Opportunity Appalachia can participate. Investor education from leading national service providers will be included in the program.

Considerations -

Location: West Virginia

- Charleston easiest for flying.
- Will most folks drive? Driving more likely w/ Covid. Maybe east side of WV at resort location, closer to DC, drivable from Dulles?

Target Audience:

- 150 – 250 ppl. Smaller if virtual.
- National Impact QOFs, regional QOFs, local QOF investors, local attorneys, accountants
- Project Sponsors: developers, business owners, community leaders, economic development organizations
- Bank and CDFI lenders, NMTC Fund, other equity investors (Angel investors, SBICs)
- Public (EDA, USDA, ARC, CDBG) and foundation funders

Sponsors:

- Federal Reserve Banks of Richmond and Cleveland, US Dept of Treasury, FDIC
- Forbes, Sorenson Impact, SOCAP
- Investors / Banks
- CDFA, Economic Innovation Group, LISC, Enterprise, Opportunity Exchange
- Appalachian Regional Commission, SBA, EDA, USDA
- Benedum Foundation, Appalachian Funders Network
- West Virginia Development Office, other WV organizations
- Opportunity Appalachia Steering Committee members
- Other: LOCUS, Opportunity Virginia, People Incorporated Financial Services,

Logistics

1 day event?

- Reception evening before (optional), then start program at 9am next day?

- Start at 10am go to 5, then evening reception (optional)?
- Many will drive from VA and OH. And drive within WV can be 3 – 5 hrs. Site Visits to projects in Charleston and Huntington. Either pre or post event.

Registration Fee:

\$75? \$125?

Cover cost of meals and venue.

Draft Agenda

Open:

- US Senator(s)
- Federal Co-Chair ARC
- Federal Reserve Board of Governors

Open OZ speaker:

- Economic Innovation Group - State of Industry

Investor Education:

- National leaders: Accounting, Legal

Project Presentations – A Group

- 5 projects, 5 min each. Moderated

QOF Investor Perspectives. Panel of 3

- What types of projects they are looking for, examples of closed deals. Take apart with IRR, capital structure ...

Project Presentations – B Group

- 5 projects, 5 min each. Moderated

Lunch – no speaker?

Other Investors and Lenders:

How can they support OZ deals. Examples if they have them.

- Equity, Banks, CDFIs, NMTC CDEs

Project Presentations – C Group

- 5 projects, 5 min each. Moderated

Public Investors, Lenders, and philanthropy: How can they support OZ projects.

- CDBG, EDA, SBA, Foundation, ...

Outstanding Questions:

- Timing Q4 2020? / Q1 2021?
 - Driven by OZ project readiness, tbd.

- Virtual / In Person / Blended?
 - Will people attend in person? In rural Appalachia, likely yes. Will national investors travel?
 - Challenges of making appropriate connections virtually
 - Location for in-person: WV
 - Do both: allow both in-person and virtual participation?
- Structure
 - If in-person: pre conf reception, panels of investors, pitches by OZ projects, investor education
 - If virtual: multiple zoom rooms? How to do Q&A?