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

Release Date: November 24, 2020

Proposal Due Date: December 4, 2020

Selection Date: December 9, 2020

Contract Period: December 9, 2020 – February 25, 2021

Request for Proposals:

Video Production for OZ Investor Convening Q4 2020 / Q1 2021

I. Overview of Request for Proposals

Appalachian Community Capital (ACC) seeks contractual support for production of 16 videos, each 3 minutes long, of the 16 participating projects in the Opportunity Appalachia program. The videos will be shot on-site in Ohio, Virginia, and West Virginia. Each local project will develop their content, with the support and guidance of a General Framework to be developed by contractor. Contractor will complete editing and the videos will be presented on February 23 – 24, 2021 at the OZ Investor Convening conference.

The contractor will report to the Project Director of Opportunity Appalachia (OA). The requested Scope of Services is noted in Attachment A.

Some of the requested Scope of Services include:

- Develop general Framework for videos to ensure consistent stylistic approach and content, to be shared with 16 local projects.
- Assist each community to fill in the Framework for their project. Note: each project is responsible for developing their own content.
- Schedule travel to each site (December, January, early February), complete filming, initial edit.
- Draft videos sent to local projects for review.
- Final edit and videos completed prior to February 23 -24 conference.

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

Please note: This solicitation does not commit Opportunity Appalachia to issue a contract for this activity. Opportunity Appalachia is still raising funds for video production.

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

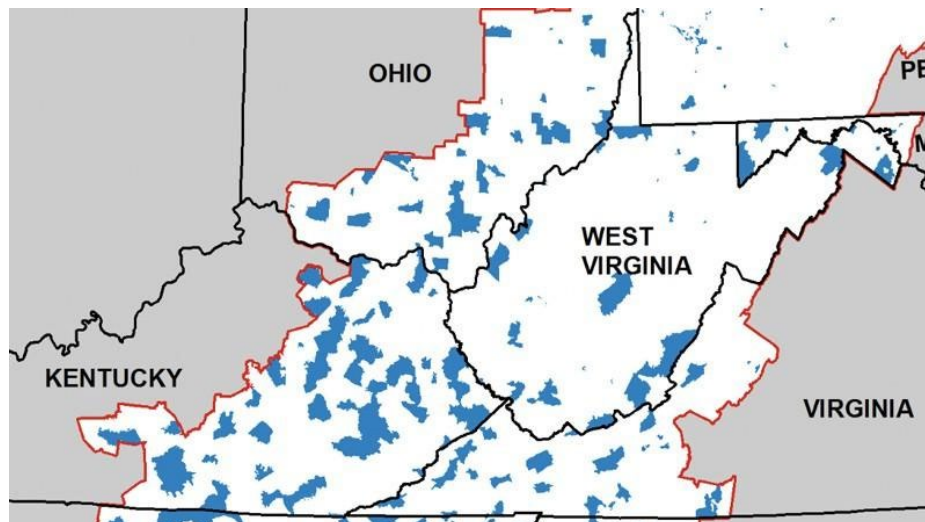
look to restart once public health concerns resolve. Opportunity Appalachia will work closely with both private investors and Federal agencies that have prioritized support for Opportunity Zone (OZ) communities, an essential component of our national economic recovery.

Once project technical assistance is completed, a highly visible OZ Investor Convening will be held February 23-24, 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 December 3, 2020 for an estimated contract start date of December 3, 2020 through February 25, 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 travel and indirect costs.
- Timeline for Scope of Services, with deliverable milestones. Videos should be scheduled for shooting in late December, January, and early February.
- 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@accl.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 video production, community development, and Appalachian communities.**
- Scope of Services and Timeline
- Budget

Attachment A

Video Production for OZ Investor Convening

Contractor Scope of Services:

- Develop general Framework for videos to ensure consistent stylistic approach and content, to be shared with 16 local projects. Framework to include suggestions for shot location, content outline, ... To be developed in conjunction with Opportunity Appalachia.
- Assist each project (Project Sponsor and local TA Team) to fill in the Framework for their project, including develop verbal content, select speakers and sites. Note: each project is responsible for developing their own content.
- Schedule travel to each site for video shoot, to include 6 sites in Ohio, 5 in Virginia, 5 in West Virginia. See project list in Attachment B.
- Once on site, review the shoot outline, verbal content, speakers and sites. Make revisions to improve as needed.
- Complete filming.
- Initial edit.
- After the initial edit, draft videos to be sent to each local project for their review.
- Final edit completed with input from local project.
- Send the finished three-minute videos in digital format to Opportunity Appalachia and local projects.
- Videos to be presented February 23 – 24 at Opportunity Appalachia Investor Convening.
- Other activities as determined.

Attachment B

Opportunity Appalachia projects

- 20 Federal Place, Youngstown, OH. \$50M redevelopment of 300,000 SF historic downtown retail site. Project Sponsor: City of Youngstown. TA Team: Steadfast City, Scarlett Oak Capital.
- Blue Ridge Plateau Initiative, Fries, VA. Pathogen Free Sheep Production / farming for Animal Derived Materials research and medical products markets. TA Team: Matson Consulting, Merrik & Company, Advanced Regenerative Manufacturing Institute.
- Bristol Sports and Events Complex, Bristol, VA. \$9.5M new multi-use sports facility. TA Team: People Incorporated Financial Services, Thrasher Engineering, Sports Facility Advisors.
- Canal Warehouse Restoration, Chillicothe, OH. \$4M redevelopment of 25,000 SF historic downtown Ohio & Erie Canal Warehouse to mixed-use retail/live-work spaces. National Register of Historic Places. Project Sponsor: City of Chillicothe. TA Team: Sunday Creek Horizons, Thomas P Miller & Assoc.
- Cohen Building, Grafton, WV. \$9.3M redevelopment of historic downtown building for use by identified for-profit and non-profit tenants. Project Sponsor: Unleash Tygart, Inc. TA Team: People Incorporated Financial Services, Thrasher Engineering, CohnReznick.
- Green Industrial Manufacturing Ecosystem Inc. (GIME), Struthers, OH. \$10M redevelopment of 60,000 SF former manufacturing facility, with three identified 'green' businesses as tenants. TA Team: Sunday Creek Horizons, Thomas P Miller & Assoc.
- Hotel Swisher, Somerset, OH. \$1.65M historic boutique hotel, 13 rooms in downtown, locally owned, supporting tourism and outdoor recreation in drivable 'gateway' community adjacent to metros. Project Sponsor: Village of Somerset. TA Team: The Clay Christensen Group, LOCUS, Schooley Caldwell, HVS.
- Micronic Technologies, Bristol, VA. \$7M investment in high growth award-winning water technology company. TA Team: Genedge, Bear Technologies, PSP.
- Morgan County Improvement Corporation, McConnelsville, OH. Two projects: 1) Hotel project with anchor corporate user, and 2) expansion of existing regional grocer. TA Team: Sunday Creek Horizons, Thomas P Miller & Assoc.
- mount TERRA LLC, Bluefield, VA. Two projects: Virginia Ave Warehouse redevelopment and Virginia Ave Boutique Hotel. \$8M in downtown projects that supporting new anchor Fortune 50 tech business in Bluefield. TA Team: tbd.
- Prichard Revitalization, Huntington, WV. \$36M redevelopment of historic downtown property, 50,000 SF of tenants identified including healthcare provider, regional university, and includes 100 units of affordable/workforce housing. Project Sponsor: City of Huntington. TA Team: National Development Council.
- Staats Building, Charleston, WV. \$7.5M redevelopment to 31,000 SF of mixed-use retail/housing for the 5-story historic structure, to include local foods / farmers market and artisan crafts. TA Team: National Development Council, ZMM Architects, Terrell Ellis & Assc.
- Thundercloud, Inc, Fiber Network and Data Center, Huntington, WV. \$9M fiber network and data center operated by local non-profit with support of leading community institutions. TA Team: Blue Ridge Advisory Services Group, Center for Business and Economic Research - Marshall University Research Corporation.

- Tygart Hotel, Elkins, WV. \$13M historic hotel redevelopment supporting tourism and outdoor recreation in drivable 'gateway' community adjacent to metros, for this 64-room hotel. Project Sponsor: Woodlands Development Group, local CDC. TA Team: The Mills Group, Steptoe Johnson, HVS.
- Vaughan Furniture Building, Galax, VA. \$40M redevelopment of historic downtown anchor building, to include 220,000 SF of residential, and 220,000 SF of retail, commercial, business incubator, and event space. Project Sponsor: City of Galax. TA Team: Summit Design and Engineering, Opportunity Virginia / LOCUS, National Main Street Center
- Zanesville Gateway Project 9118, Zanesville, OH. Project Sponsor: City of Zanesville. TA Team: Sunday Creek Horizons, Thomas P Miller & Assoc, MKSK Studios.