

# APPALACHIAN COMMUNITY CAPITAL

IN PARTNERSHIP WITH PROGRAM SPONSORS



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

**Project Sponsor:** Black Diamond Development Company LLC, Dublin, OH

**Project Name:** Shawnee Renaissance (Project Summary provided in Attachment B.)

**Release Date:** June 17, 2022  
**Proposal Due Date:** July 15, 2022  
**Selection Date:** July 22, 2022  
**Contract Period:** July 22, 2022 – February 28, 2023 (or later)

## REQUEST FOR PROPOSALS

### *Technical Assistance for Opportunity Appalachia Projects*

#### I. Overview of Request for Proposals

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

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

- Architectural and engineering,
- Market research/demand assessment,
- Development of investment prospectus, preparation of pro forma financial projections, structuring of projecting financing,
- Feasibility assessment,
- Identification of project developers and/or business operators,
- Investor outreach for project finance/investment,
- And other types of support.

Entities interested in providing Technical Assistance must complete the Request for Qualifications RFQ, as noted on the [Opportunity Appalachia](#) webpage and found [here](#). Proposals will be evaluated on contractors' qualifications (per the RFQ), expertise, track record, Scope of Work, budget/timeline, and other project requests.

#### II. 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 investment to rural and downtown communities. Investment priorities include projects focusing on downtown development, manufacturing, IT, healthcare, education, food systems, clean energy, heritage tourism, and recreation.

The program recently announced selection of 34 projects to participate in the program to bring jobs, business support, and investment to Central Appalachia. The selected projects propose to create over 1,600 permanent and 190 construction jobs and attract over \$177M in financing to develop textile manufacturing facilities; downtown development; community centers; health, wellness, and childcare centers; food and agricultural facilities; hotels; and retail enterprises in downtown and rural areas across Central Appalachia.

These proposed projects are signals of the growing investment potential in our rural and downtown communities in Central Appalachia. Opportunity Appalachia will work closely with private investors, banks, Community Development Financial Institutions, New Markets Tax Credits investors, Historic Tax Credit Investors, and Federal agencies to highlight participating communities and access financing for transactions.

Once project technical assistance is completed, a highly visible Investor Convening event will be held in early 2023 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.

The program is supported by the Appalachian Regional Commission, the US Department of Treasury CDFI Fund, Truist, Goldman Sachs, and the Dogwood Health Trust.

### III. 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.

#### Target geography

Central Appalachia – North Carolina, Ohio, Tennessee, Virginia, West Virginia



### IV. Project Timeline

It is anticipated that the contractor will be selected by July 15, 2022 for an estimated contract start date of July 15, 2022 through February 28, 2023.

## V. Instructions to Submit a Proposal

Contractors seeking to provide the full suite of TA services should submit the items listed below. It is expected that one proposal should include all requested services, which may mean that multiple entities are providing services, with one identified lead contractor.

- 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. Payment Schedule to be based on deliverables / outcome milestones.
- Timeline for Scope of Work, with deliverable milestones.
- Biography/resume for all staff noted in proposal (or provided in RFQ response).
- 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 response).

Please submit responses via email in one pdf attachment by Proposal Due Date to Kathryn Coulter Rhodes [oa@acc1.org](mailto:oa@acc1.org).

## VI. Proposal Evaluation

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

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

# Attachment A

Requested Scope of Services

**Project Sponsor:** Black Diamond Development Company LLC

**Project Name:** Shawnee Renaissance

Project Summary provided in Attachment B.

## TA Requested

- Architectural and engineering services and drawings, in compliance with historic preservation requirements
- Assistance with and submission of Part 2 for Historic Preservation Certification application
- Preparation of financial projections for bank financing package

# Attachment B

## Summary Information

**Lead Contact:** Bret Adams

**Applicant Organization:** Black Diamond Development Company LLC

**Address:** 7155 Corazon Drive, Dublin, OHIO 43016

**Phone:** (614) 206-5898

**Email:** badams@adamspartnersltd.com

## Community Information

1. **Communities targeted by this application (municipality(ies), county(ies), and census tract(s)):**

Note: See Appendix I for a list of eligible counties.

Our project is located in Shawnee, Ohio, Perry County. Shawnee is an historic coal mining town once boasting over 6,000 residents

2. **Service area of applicant** (note if different than above, or note same): Same

3. **Community Development Strategy(ies):** Our company discovered Shawnee in the summer of 2020. The Village holds architecture not found in the region and to date we have stabilized historic structures and removed non-salvageable neglected buildings, and opened a Tavern restaurant inside of a building constructed in 1877. Shawnee literally is surrounded by the Wayne National Forest and with the positive press we have brought to the region, Shawnee is now the focus of tourism in southeast Ohio. The historic Tecumseh Theater anchors the Village and with a recent Federal Grant award of nearly 4m the Theater will finally be completed and fully operational soon. Black Diamond is developing and rehabbing 5 core existing downtown buildings as well as building new structures. We are proud that we have created 14 jobs in the Tavern and additional related jobs to manage and service the first of 6 planned vacation rentals. With current construction underway of the Black Diamond Tiny Home Village and the Black Diamond Campground, we feel we can actually create the seasonal population necessary to support the Tavern and the Black Diamond Brewery which will be housed in a 112 year old structure. The unfortunate reality is that the market will not support the re-construction of these historic properties without some element of grant support as a developer cannot commit to a 400k rehab with rental income that cannot be secured to justify the capital expense. However, programs like this allow us to move forward as all of our current projects require significant architectural & engineering fees. This downtown development will make Shawnee a destination for the region, creating tourism centric jobs that simply do not exist in Southern Perry County.

## Project Information

4. Proposed Projects (list up to 3):

I. **Name of Project, address:** Shawnee Renaissance,

106 W. Main, 116 W. Main, 118 W. Main, 120 W. Main, 126 W. Main, 101 Walnut Street

- **Size in Sq Ft.:** 20,000
- **Total anticipated financing need \$:**2,000,000
- **Financing identified/anticipated, list source and dollar amount or note 'None':** Self Funded & North Valley Bank
- **Project description (include url link if available):**

We will be rehabbing 6 total structures including the 120 year old Shawnee Jail. One building will house the Black Diamond Brewery with vacation rentals located on the second floor. Additional buildings will house the Black Diamond Regional Visitors Bureau with a planned winery in the adjoining property. The Jail and the upstairs of all buildings will be converted to some form of housing, residential or vacation rentals.

<https://www.blackdiamonddev.com>

- **Community Impact (quantify / provide estimates):**

Job creation will be significant to service the retail establishments currently operating and those in the planning stage. Construction and trade employment is significant with nearly 5m invested in the downtown rehabilitation, the Tiny Home Village, and the large campground. The campground will also provide permanent employment for management of the campground and to operate the camp store.

Service employment for the Tavern, Brewery & Winery could approach 50 part and full time positions

Construction trade would employ a minimum of 20 positions

The Tiny Home Village and campground could provide up to 20 positions

Rental management and cleaning could employ 5 positions

- **Name(s) of project sponsors, developer, and/or business owner, if identified:**

Black Diamond Development Company LLC

- **Technical Assistance Needed:**

All of the above except capital raise but primarily engineering and architectural assistance.

- **Describe the connection to other proposed projects listed on this form (if applicable):**

N/A

5. **Clean Energy Focus:** The Black Diamond companies are actively working with Rural Action to evaluate all solar opportunities available in Shawnee. We research and install the most efficient windows & doors and install the most advanced HVAC systems.
6. **Applicant Capacity:** What is the relationship of the applicant to the community? How has the community demonstrated its support of the project(s)? Describe the applicant's role and capacity for completing or overseeing project activities: The principles and employees of the Black Diamond companies are actively involved in the community supplying financial contributions to numerous local organizations. We have great communications and relationships with the Mayor, Council, and Perry County officials. Local government and Black Diamond have an exemplary public private relationship.