

# APPALACHIAN COMMUNITY CAPITAL

IN PARTNERSHIP WITH PROGRAM SPONSORS



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

**Project Sponsor:** Fairmont Community Development Partnership, Inc., Fairmont, WV

**Project Name:** Fairmont Regional Tech Hub (Project Summary provided in Attachment B.)

**Release Date:** June 27, 2022  
**Proposal Due Date:** July 27, 2022  
**Selection Date:** August 3, 2022  
**Contract Period:** August 3, 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:

- Review and finalize existing construction estimates, pro forma, and investment prospectus
- Financial structure with expertise in New Market Tax Credits and Historic Tax Credits
- Capital raise and investor outreach
- Capital campaign development and implementation
- Federal grant identification, grant writing, and submission
- 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 [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 27, 2022 for an estimated contract start date of August 3, 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:** Fairmont Community Development Partnership, Inc.

**Project Name:** Fairmont Regional Tech Hub

Project Summary provided in Attachment B.

## TA Requested

- Prospectus preparation to include review of current draft financial pro formas and business plan
- Federal grant writer with expertise in EDA applications. The grant writer will analyze the best fits for this project and facilitate the writing and submission of one or more federal grants.
- Develop and implement a capital fundraising campaign, to be managed by the project sponsor.
- Structure the capital stack/financing, experience with New-Market Tax Credit (NMTC) and Historic Tax Credits (HTC) required.
- Support for capital raise, including NMTCs and leverage debt.

## Attachment B

### Summary Information

**Lead Contact:** Kayleigh Kyle

**Applicant Organization:** Fairmont Community Development Partnership, Inc.

**Address:** 517 Fairmont Ave., Ste. 2, Fairmont, WV 26554

**Phone:** (304) 366-7600

**Email:** kayleigh.kyle@fcdpartnership.org

### 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.

City of Fairmont, Marion County, WV - Census Tract 201

2. Service area of applicant (note if different than above, or note same): Marion County, WV
3. Community Development Strategy(ies): FCDP was created thirty years ago to address a gap in community development services for Marion County. Our service model has largely been focused on the development of affordable housing to revitalize distressed neighborhoods, but we've realized a need for additional economic development programming. South Side Fairmont became one of the first WV Hub Blueprint Communities, a community initiative concentrating efforts on growth and revitalization. In the early 2000s, FCDP began to focus on downtown revitalization with the purchase of three mixed-use focal points of Fairmont's South Side. Two of the historic buildings have been revitalized and now house three thriving businesses (examples: The Rambling Root (craft brew pub), Uncle Ronnie's Sandwich Shop (local favorite lunch spot)) and 16 mixed-income housing units. The third and final installment of this multi-phase approach is revitalizing the historic YMCA building into the Fairmont Regional Tech Hub (FRTH). The FRTH is an ~\$8 million, 40,000 square foot planned mixed-use development that includes a tech workforce training program, entrepreneurship education for students in pre-K through high school, a co-working space, and mixed-income residential units. This project contributes to the economic future of Fairmont and is designed to connect with many broader development plans: the City's existing Comprehensive Plan (2018), Feasibility Study (2018), the Region VI Community and Economic Development Strategy (CEDS 2021) and the Region VI Workforce Development Business Plan Program (2020). It is specifically addressed and listed within the comprehensive plan as an objective to achieve vitality for the community. The 2018 feasibility study concluded that this was a viable development with office and co-working space and market-rate housing being the most recommended uses. Regionally, this project addresses the needs identified by both the Region VI Workforce Development Board and the 2021 CEDS: identifying and matching potential workers with necessary training and employers (specifically in STEM areas) to meet the demand of 100,000 new workers over the next ten years, preservation and restoration of significant areas, and investment in livable communities and quality experiences. This strategy and specific project have gained support from both local and statewide institutions across the nonprofit sector, governmental agencies, and technical assistance providers.

### Project Information

4. Proposed Projects (list up to 3):

- I. **Name of Project, address:** Fairmont Regional Tech Hub, 100 Fairmont Avenue, Fairmont WV, 26554
- **Size in Sq Ft.:** 10,000
  - **Total anticipated financing need \$:** 8,000,000
  - **Financing identified/anticipated, list source and dollar amount or note 'None':**  
 \$1,500,000 - NMTC \$1,250,000 - State & Federal HTC (application under review) \$1,000,000 - 2022 Congressionally Directed Spending (confirmed) \$2,000,000 - EDA Grant (application in progress) \$600,000 - Federal Home Loan Bank AHP (application in progress) \$750,000 - City of Fairmont (under review) \$500,000 - Community Support (capital fundraising campaign with OA funds) \$500,000 - FCDP debt-service to be used as matching funds
  - **Project description (include url link if available):**  
 The FRTH is a project that's been in development for nearly a decade. It was purchased in an effort to revitalize the most prominent block of Fairmont's South Side. Located at the corner of Fairmont Avenue and First Street, this block is the entryway to the commercial downtown city-center of Fairmont, West Virginia. The adjacent property on the north side was purchased by a private developer and is now a successful mixed-use building (~10,000 sqft) with commercial space and market-rate housing. On the south side are two vacant properties, one of which is a historic government building that was purchased recently by a private developer. Across the street are the two buildings referenced above, which make up Traction Square: FCDP's long-term revitalization focus area.

Over the past few years, this project has gained significant momentum. Not only have numerous feasibility studies been completed for market analysis and environmental impact, but the project has gained support, technical assistance, and funding from multiple agencies across the state. Through this funding, local architects Omni & Associates have completed design development, with construction estimates produced by contractors familiar with historic revitalization. The State Historic Preservation Office has endorsed this project and the Historic Tax Credit application is currently under review.

Locally driven by the FCDP, the proposed programming for this project includes:

First Floor:

Tech workforce training + job placement program

Real-world STEM and Entrepreneurship Learning

Co-working Space for Remote Working / Startups

Entrepreneur + Startup Incubation Services

Second - Fourth Floors:

Mixed-income housing (60% Market-Rate, 40% Affordable)

The market-supported and needs-based reuse of this historic property in downtown Fairmont will leverage the technology assets of north central WV in partnership with the WV High Technology Foundation and existing educational resources, while meeting the growing post-COVID need for remote working systems. Now we are seeking funding to finalize the predevelopment stage, secure the required capital investment, and begin construction.

- **Community Impact (quantify / provide estimates):**  
 This project will create significant community impact and increase a variety of community capital for Marion County. It will increase adjacent property values, attract sizable private

investment, and promote downtown economic development. As estimated by the WVU Bureau of Business and Economic Research, the anticipated economic impact of this project includes:

- 3 supporting businesses created
- 2 downtown properties redeveloped
- 140+ direct and indirect jobs created (including construction)
- \$2MM indirect private investment (this and neighboring properties)
- \$8MM direct investment to the downtown city center

The community impact from the residential development includes:

- 16 housing units - 7 at 60-80% AMI, 9 at market-rate
- 597 resident families within the census-tract, residents directly exposed to workforce training opportunities.

The FRTH is located in one of the city’s most distressed census tracts with a poverty rate of 46.5%. The innate inclusivity and accessibility of this project offers unique geographic potential for healing and connection as well as a path to mobility out of poverty. The FRTH strikes a dynamic balance among critical community capitals and reinvestment to create a sustainable strategy for social and economic impact in NCWV. The complementary nature of the workforce and entrepreneurship component parts is intended to spark collaborative engagement, network building, and innovation. The overlap among this multidisciplinary programming will seamlessly integrate with fruitful efforts in Marion County’s High Tech Consortium and bridge the gap between its successful growth with Downtown’s needs. The increase in skills, abilities, and capacity will lead to a built talent pool that will fill existing vacancies while attracting employers to the area. This investment will build a critical pipeline of innovators and small business owners in NCWV, transforming lives and creating generational impacts.

The mixed-income housing component is designed to capitalize on highly-sought market-rate units, as well as address the need for affordable units (waitlists contain 500+ families). It strengthens social networks through proximity to diverse incomes, broadening access to economic, political, and social opportunities, and bridges divisions of class, race, gender, and other identities. With these combinations, we are able to create highly-sought experiences of downtown living and simultaneously address regional economic concerns.

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

- Owner/Developer & Property Management:  
Fairmont Community Development Partnership (NPO)
- Technical Assistance:  
Atlas Community Studios  
Northern WV Brownfields Assistance Center (NBAC)
- Sponsorship PLUS  
West Virginia Community Development Hub (The Hub)  
Sandra Scaffidi, Historic Tax Credit Consultant  
WVU Bureau of Business and Economic Research (BBER)  
Region VI Planning and Development Council (PDC)

Architect:  
Omni + Associates



Anchor Tenants\*:

West Virginia University's LaunchLab

This model will put WVU's LaunchLab in the heart of West Virginia communities, representing a direct impact on quality of life through the investment in critical downtown infrastructure, the accessibility of educational resources, and the wealth generation triggered by their institutional commitment to revitalizing city centers.

Knight Moves

Knight Moves is a limited profit company with the mission of addressing strategic advancement for social equity in rural and underserved communities. Knight Moves recruits high school students into the local community college, then provides them with robust technology skills training and ultimately helps secure jobs for graduates with employers who encourage remote work or as services workers for Knight Moves' clients.

Supporters:

Marion County Commission

City of Fairmont

Main Street Fairmont

Marion County Chamber of Commerce

Fairmont-Morgantown Housing Authority

WV Development Office

WV High Tech Foundation

\*Note: While the exact mix of commercial tenancy is currently being negotiated, these organizations are committed to participating and providing programmatic features in some way. We anticipate the entire first floor to be leased to one anchor tenant who will work with these and similar entities focused on education and workforce development.

▪ **Technical Assistance Needed:**

This project will cost roughly \$8 million. These costs include construction (\$5 million), overhead, fees, bonds, etc (\$1 million), financing costs (\$78,000), soft costs (\$550,000), reserve funds (\$20,000) and developer fee ( \$350,000). We are asking for \$55,000 to fund a financial pro forma and prospectus review (\$10,000), enlisting a federal grant writer (\$15,000), consultants to develop and implement a capital fundraising campaign (\$10,000), and a New-Market Tax Credit (NMTC) consultant (\$20,000) to assist in finalizing the capital stack. We have been provided with a construction estimate and a draft financial pro forma, but request a third party review to ensure accuracy. This project is a viable contender for multiple federal grants, but the current capacity of FCDP is limited. We would use a portion of this funding to support a federal grant writer to analyze the best fits for this project and facilitate the writing and submission of at least one federal grant in coordination with the WV Region VI PDC. OA funds will also allow us to hire an experienced fundraising team to create a designated capital campaign to raise a portion of the required capital required for construction. FCDP has the capacity to facilitate campaign management, but its staff does not have the experience in the type of fundraising that is required for this type of project. The community at large is passionate about this project and is willing to provide financial support. FCDP has experience working with both SponsorshipPLUS and Social Bee Media and they both of these companies have understanding and enthusiasm for this project and FCDP's mission. Parker Harrington of SponsorshipPLUS has trained for the WV Nonprofit Association and Social Bee Media is highly accomplished, focusing on digital marketing for WV organizations. Finally, hiring a NMTC

consultant to assist in finalizing the capital stack will be the last puzzle piece to making this redevelopment project successful. Having access to professionals that specialize in this industry will gain the project access to investors and a legal team that are proficient and effective in seeing these projects through to completion. Ultimately, we look forward to working with OA and utilizing this \$55,000 to determine and assemble the optimum team to bring this project into reality.

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

5. **Clean Energy Focus:** FCDP is committed to incorporating green technology in all redevelopment projects wherever feasible. Possible considerations that have been discussed for the FRTH include mechanical upgrades to include high-efficiency split systems, increased insulation and occupancy sensor room controls, solar powered electrical systems and plumbing upgrades such as low flow fixtures/motion sensors and gas instant hot water heating.
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: FCDP was formed in 1992 to give Fairmont, WV access to economic development funding. Since then, FCDP has increased Marion County's access to affordable housing, eliminated dilapidated and blighted properties, and revitalized significant portions of Fairmont's downtown. Over the past 15 years, FCDP has been awarded nearly \$6 million in federal and non-federal funds to continue this work. In addition to facilitating downtown revitalization and economic impact programming, FCDP handles the property management of 50+ rental units. Over the past year, the FRTH project has gained significant momentum and garnered support from local and statewide entities. The project continues to receive technical assistance and other forms of support from the NBAC, Downtown Appalachia, the Hub, WVU BBER, the Region VI PDC and more. The FCDP successfully completes projects by assigning a Project Manager (PM) to coordinate a project team and keep the project on time and within budget. In this case, the PM will be the FCDP Executive Director (ED), Kayleigh Kyle, Kate Greene will serve as Project Consultant (PC) and Michele Bowen as Project Assistant (PA). All three have extensive experience in project and property management and community development. The PM leads reporting efforts by setting up the report in the agency format, compiling content from the team, and submitting to the agency. The FCDP Board of Directors (BOD) consists of seven experienced community members to serve an oversight role. The ED provides monthly reports to the BOD on financial updates, progress reports and general administrative updates. If a problem occurs, it and possible solutions are discussed at the monthly BOD meetings. Kayleigh Kyle, ED of FCDP has a degree in landscape architecture and has over a decade of experience in project management and facilitation. She has been responsible for managing and facilitating nearly \$6 million federal and non-federal grant-funded projects. Michele Bowen, at FCDP has 10+ years' experience in project management with the last five specifically related to property management and real estate. She has experience in managing federally regulated housing projects, creating and implementing budgets, and coordinating teams of subcontractors. Kate Greene, volunteers as the PC and is the Redevelopment Director for Atlas Community Studios. She brings over a decade of experience in redevelopment and has successfully completed multiple downtown rehabilitation projects.