

APPALACHIAN COMMUNITY CAPITAL

IN PARTNERSHIP WITH PROGRAM SPONSORS



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

Project Sponsor: Downtown PKB, Parkersburg, WV

Project Name: 820 Market Street (Project Summary provided in Attachment B.)

Release Date: July 6, 2022

Proposal Due Date: August 3, 2022

Selection Date: August 8, 2022

Contract Period: August 8, 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.

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: Downtown PKB

Project Name: 820 Market Street

Project Summary provided in Attachment B.

TA Requested

Preliminary Architectural and Engineering drawings/plans.

Assistance with preparation of Part I & II application for Historic Tax Credit certification with the National Park Service.

Financial pro forma development.

Financial Structuring of transaction, to include public grant support. Expertise with Historic Tax Credits required.

Capital Raise assistance, including support for Historic Tax Credit syndication.

Note: a building assessment by a historic preservation consultant has been completed, which include use case recommendations.

Attachment B

Summary Information

Lead Contact: Amanda Stevens

Applicant Organization: Downtown PKB

Address: 610 Market St., Parkersburg, WV 26101

Phone: (304) 865-0522

Email: amanda@downtownpkb.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.

Wood County, the fourth largest county in West Virginia, is located in the northwest West Virginia region, along the Ohio River. The metropolitan area is frequently called (and known as) the Mid - Ohio Valley. Parkersburg is the county seat and largest city of Wood County, WV. Parkersburg and Wood County serve as the focal point for the Mid-Ohio Valley. Parkersburg is the largest city in the region with a population of 30,021, and Wood County has an estimated population of 83,518 residents. The Parkersburg metro area has an estimated population of 92,082. The Central Business District (CBD) serves as the public face of the city to visitors, regional commuters, and many local residents. The CBD is the major employment center in the Mid-Ohio Valley and encompasses most of the existing downtown urban core and Riverfront District. 820 Market Street Parkersburg, WV is located in Census Tract 110, in Wood County, West Virginia, is designated as a distressed area in the fiscal year 2022 because it has a median family income of \$40,608 (52.6% of U.S. avg.), a poverty rate of 27.2% (202.9% of U.S. avg.), and is located in a transitional county. Furthermore, Census Tract 101 is located in a qualified Opportunity Zone. Downtown PKB (A Main Street Organization) is a catalyst to bring together like-minded, passionate people who are invested in the improvement of the downtown. Downtown PKB is the place for you and your family to get involved, celebrate community, get inspired, savor the flavors, and live an active life.

2. Service area of applicant (note if different than above, or note same): Parkersburg's Downtown Central Business District. Downtown Parkersburg is thriving and vibrant, recognized across the region for its livability, business-friendly infrastructure, organizations and amenities; and quality of life. Downtown PKB is seeking to continue to aid in the development and redevelopment of the Central Business District.
3. Community Development Strategy(ies): The Mission of Downtown PKB is functionally enhancing, revitalizing, and aesthetically improving downtown Parkersburg so as to better support existing commercial establishments, foster investment and entrepreneurial activities, create downtown living opportunities and promote tourism. In accomplishing these things through Main Street's Four-Point Approach (organization, design, promotion, and economic restructuring), Downtown PKB will seek to preserve, grow and diversify Parkersburg's central business district.

Project Information

4. Proposed Projects (list up to 3):

- I. **Name of Project, address:** 820 Market Street, Parkersburg, WV 26101; Tax Map 5-80-102
 - **Size in Sq Ft.:** 40,000

- **Total anticipated financing need \$:** 8,000,000

- **Financing identified/anticipated, list source and dollar amount or note 'None':**

Privately funded over multiple phases. OWNers may also seek Historic Tax Credits and private investment.

- **Project description (include url link if available):**

Located at the confluence of the Ohio and Little Kanawha Rivers, Parkersburg is a city with a rich history that seeks innovation and progress built around our strengths of location, community, environment, and culture. We enhance employment, housing, transportation, and recreation opportunities for current and future residents through long-term planning and strategic investments.

The City of Parkersburg and Downtown PKB seek to partner with a local property owner to aid in the redevelopment of a downtown property, and the downtown. To keep downtown redevelopment vital and interesting, The redevelopment team is considering a mixed-use development project, where apartments and condos would be rehabbed/developed on the second, third, fourth, and fifth floors while retail is planned for two units on the first floor. 820 Market Street, in Parkersburg, WV was built in 1912 and comprises approximately 40,000 square feet. Much of the exterior is in sound condition and remains architecturally intact. The downtown central business district is primed for redevelopment and reinvestment. This includes employment-supporting development, as well as neighborhood revitalization in the city. The Downtown Central Business District (DCBD) is one of the best locations to intensify and redevelop the city's economic base while improving existing housing conditions to offer an array of housing options for existing and future residents. Redevelopment in this area should aim to meet the demand for housing variety, specifically for mixed-use housing

Several goals identified in the City of Parkersburg's 2030 Comprehensive Plan relate directly and/or indirectly to the proposed project. They include

- Promote, protect, enhance, and capitalize on our local assets
- take a new and active approach to economic development for a prosperous future
- provide strategic investment and support for the development of diverse housing products to improve the housing stock and living environments for our current and future residents.
- strategically invest in infrastructure and redevelopment to create great places and catalyze positive change in the community

820 Market St. is located adjacent to the Discovery World Children's Museum. This regional STEAM destination will provide children and their families with one-of-a-kind hands-on experiences that are accessible to all.

This soon-to-open facility will have ripple developments as the #1 tourist attraction in the City.

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

Improving Parkersburg's existing housing stock continues to be a critical component of Parkersburg's revitalization process. However, recent market conditions in West Virginia and Appalachia, particularly an extremely tight market, (land and construction costs are high and rising, coupled with significant supply and labor shortages, and economic uncertainty) have hindered efforts to entice developers to build new housing or to rehab housing within the city. There are many indications there is a demand for housing in the city of Parkersburg, particularly for young adults looking for something other than a single-family house, as well as seniors and "empty nesters" looking to downsize.

Parkersburg's existing housing stock does not offer a wide range of housing types and prices options. Not all of the city's residents want or can afford to buy a single-family home, in fact, there is already a pent-up demand for condominiums, apartments, and townhomes, as evidenced by the waiting lists for those that do exist. Creating a greater diversity of affordable modern housing will be very important if the city is to keep residents from moving out, as well as attract new residents, particularly higher-income households looking to "move up" and young, entry-level employees, who can't afford to purchase a home or simply don't want the financial responsibility associated with being a homeowner.

820 Market Street seeks a modern mixed-use development. Downtown PKB proposes to rejuvenate the CBD by creating spaces where a cross-section of a community gathers to work, live and shop. The benefits of mixed-use development extend far beyond enhancing the social good. Research suggests that mixed-use developments encourage further economic growth in local communities. This project would promote walkability, which further promotes further business and housing investments. With proximity to nearby amenities like restaurants, parks, shops, and attractions, employers can showcase their convenient location to potential employees, like Camden Clark Hospital or The Bureau of Fiscal service, two of the largest employers, located in downtown Parkersburg. Finally mixed-use developments strengthen a city's social and mental health. Urban, mixed-use neighborhoods foster a sense of community and provide a variety of recreational activities to keep residents and employees happy, social, and productive by creating retail and employment opportunities on the lower floor of this building.

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

Washington Valley Holdings, LLC. is the property (business) owner of 820 Market St. Parkersburg WV. Downtown PKB is the primary point of contact and project sponsor.
The City of Parkersburg is acting as a secondary point of contact.

- **Technical Assistance Needed:**

- 1) Architectural and Engineering drawings/plans
- 2) Financial pro forma development

820 Market St. seeks to redevelop into a thriving mixed-use facility with retail on the first floor and residential on floors two through five. There is the ability to create sixteen (16) 2-bedroom units on the property as well as at least two businesses on the first floors. On March 25, 2022, this property was visited by Mr. Michael Gioulis, a historic preservation consultant providing an assessment of the property. Additionally, his written assessment shall provide recommendations for the building's highest and best use as well as a series of redevelopment action items. Mr. Gioulis was accompanied by representatives from Washington Valley Holdings, LLC. (Property owners) The Executive Director of Downtown PKB, the Development Director for The City of Parkersburg, and the Executive Director for the Wood County Economic Development. WCED is dedicated to recruiting new businesses to the Wood County area as well as working with existing businesses to ensure that West Virginia remains their home base. Finally, the Executive Director of the Ross Foundation also attended which is a local and regional philanthropic organization. The Ross Foundation works to build a strong and healthy local community by supporting organizations in the Mid-Ohio Valley Region. Their initiatives focus on addressing issues in the areas of Animals, Arts, Community Development, Disabilities, and Education. This strong showing of local support from various stakeholders indicated a willingness and commitment

to aid property owners to locate available resources to grow and facilitate a thriving economy. Each organization that attended has invested its time, effort, and energy in seeing this project become a success. Its stakeholder is able to offer its unique skills to aid in the redevelopment of this property. Downtown Redevelopment, Tax incentives, vision, permitting, business plans, etc.

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

5. **Clean Energy Focus:** Parkersburg is committed to resource and energy conservation and should continue to help inform city residents about things they can do to support and manage our natural resources. The City of Parkersburg has an active curbside recycling program and has been successful in getting funding to maintain and update facilities, making the city's municipal recycling facility the largest in the Mid-Ohio Valley. WVUP is integrating alternative energy programs into its curriculum, which could be a catalyst for setting Parkersburg apart in the region as a leader in this area.
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: Downtown PKB is an official WV Main Street community. Its number one priority is the revitalization of downtown Parkersburg. We follow the Main Street program's four-point approach of economic development, downtown design, historic designation, and events and promotions. We bring awareness of grant opportunities, tax credit opportunities, and other helpful initiatives to downtown property owners. We want them to succeed and thrive, so we get involved when we recognize a chance to help business owners who have already shown great ambition and initiative to build on their success. Zak Huffman is the owner of the property located at 820 Market Street in Parkersburg. Mr. Huffman was named the 2021 Mid-Ohio Valley Entrepreneur of the Year by Clutch MOV. Each year they receive dozens of nominations for innovative, forward-thinking, community-building entrepreneurs from the Mid-Ohio Valley, but Zak Huffman's impact through his work stood out to the panel of judges. He is the owner of six successful businesses in and around Parkersburg, including White Oak Property Research, The Cocktail Bar, Warrior Fitness Facility, Huffman Company, a music studio, and Nancy Huffman Stables, named in memory of his grandmother. Huffman plans to use the property at 820 Market Street for apartments and office space. Of his entrepreneurial pursuits, he says he is most passionate about his restaurant, The Cocktail Bar, also located on Market Street in downtown Parkersburg. To quote Huffman, "being an entrepreneur is not about knowing everything, it's about learning and growing."