

# APPALACHIAN COMMUNITY CAPITAL

IN PARTNERSHIP WITH PROGRAM SPONSORS



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

**Project Sponsor:** Town of Wise, VA

**Project Name:** Food Truck Incubator and RV Park (Project Summary provided in Attachment B)

**Release Date:** January 13, 2023  
**Proposal Due Date:** February 10, 2023  
**Selection Date:** February 24, 2023  
**Contract Period:** February 24, 2023 – September 30, 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. 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 8 projects to participate in the program to bring jobs, business support, and investment to Central Appalachia. The selected projects propose to create over 280 jobs and attract over \$27M in financing to develop and expand food business hubs; outdoor recreation; childcare centers; regional airport facilities; and hotels; in downtown and rural areas across East Tennessee and Southwest Virginia.

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.

As project technical assistance is completed, investor connections will be made between projects and 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 March 2023 for an estimated contract start date of March 15, 2023 through September 15, 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:** Town of Wise, VA

**Project Name:** Food Truck Incubator and RV Park

Project Summary provided in Attachment B.

## TA Requested

- Architectural drawings and site plans for two properties described in Attachment B (Project I & II), to include electrical and plumbing where necessary for hookups and bathroom facilities. Note: properties lie in floodplain, prohibiting any use of paving; other property guidelines noted in the deeds can be provided.
- Cost estimates for the two sites/projects
- Pro forma financial projections and preparation of bank loan package
- Feasibility assessment for projects I & II, below, to include a Food truck 'incubator' to include offering entrepreneurship/business development to food truck operators, potentially in partnership with UVA Wise.

# Attachment B

## Summary Information

**Lead Contact:** Laura Roberts

**Applicant Organization:** Town of Wise, VA

**Address:**

501 W. Main Street/P. O. Box 1100  
Wise, VA 24293

**Phone:** (276) 328-6013

**Email:** mgr@townofwise.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.**

Town of Wise, Virginia; Wise County, Virginia; Census Tract 5119593090

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

Same

- 3. Community Development Strategy(ies):**

This project extends the downtown development strategy toward UVA Wise by potentially providing additional eating opportunities, temporary lodging for tourists, and additional recreational opportunities for the East end community in the Town of Wise, Virginia. It further utilizes vacant properties purchased under the FEMA/VDEM Hazard Mitigation acquisition and demolition program. The end goal is to redevelop and revitalize the Park Avenue/Darden Drive/Vanover Avenue corridor and strengthen the physical links between UVA Wise and the Town of Wise. This project is in keeping with survey results that were obtained during the development of the Town of Wise Comprehensive Plan 2022, during the development of the Town of Wise Economic Development Strategic Plan, and during the development of the blueprint for the Town of Wise Opportunity Zone Prospectus.

## Project Information

- 4. Proposed Projects (list up to 3):**

- I. **Name of Project, address:** Vacant lot at the corner of Vanover Avenue and Darden Drive - Food Truck Incubator Site
- **Size in Sq Ft.:** 13,329 sf
  - **Total anticipated financing need \$:** \$150,000
  - **Financing identified/anticipated, list source and dollar amount or note 'None':** None
  - **Project description (include url link if available):** Site preparation and layout for food trucks to set up temporarily on vacant lot. Electrical connections and parking design and construction. Restroom facilities design and construction. This project will allow food truck operators to set up temporarily to establish and grow their business such that they can move to a bricks and mortar restaurant building. By allowing them to lease a site and use the restroom facility, start up costs are reduced. This location is very close to the UVA Wise stadium entrance and has sidewalks to access the site

from UVA Wise. This project will also use vacant property in accordance with the FEMA/VDEM restrictions.

- **Community Impact (quantify / provide estimates):** This project will allow food truck operators to hire employees (potentially students) to work the food trucks at minimum wage plus tips. The jobs will provide training and could be internships for students enrolled in the food service and hospitality degree that UVA Wise plans to offer. Additionally, once established, food truck operators can develop a plan and save capital necessary to open bricks and mortar restaurants which employ full kitchen staff and both wait and hospitality staff. This project further offers opportunities to develop partnerships with UVA Wise and to provide jobs for students. The project could potentially spark additional development or redevelopment along the project corridor.
- **Name(s) of project sponsors, developer, and/or business owner, if identified:** Town of Wise
- **Technical Assistance Needed:** See attachment A

II. **Name of Project 2, address:** Vacant property bound by Old Coeburn Road, Vanover Avenue, Miller Avenue - RV Park

- **Size in Sq Ft.:** 30,000 sf
- **Total anticipated financing need \$:** \$250,000
- **Financing identified/anticipated, list source and dollar amount or note 'None':** None
- **Project description (include url link if available):** This project will provide for RV camping for tourists who come to the area. Site preparation and layout, parking layout, and electrical hookup installation will be necessary. This project will provide additional lodging space for those who are involved in recreational sports competitions, or for those tourists who come to our area for the multitude of outdoor recreational opportunities. The location is within walking distance to UVA Wise and to downtown Wise. It is central to most outdoor recreation opportunities in Wise County.
- **Community Impact (quantify / provide estimates):** The project would require two - three additional municipal maintenance positions to be created (or additional job creation if the Town were to lease the property to a private company to run the RV park). Hourly wages for additional municipal employees could be at least \$16.42 per hour with full benefits (health insurance, VRS retirement, vacation and sick leave). This project could also spark additional development or redevelopment along the project corridor.
- **Name(s) of project sponsors, developer, and/or business owner, if identified:** Town of Wise
- **Technical Assistance Needed:** See attachment A

**Name of Project 3, address:** Vacant lots along Miller Avenue, Linkous Drive and Vanover Avenue - Playground/Recreation Area. This project would provide a recreation area and playground equipment for residents of the East end community of Wise as well as for the RV park. It would allow the Town to use the vacant property within the guidelines of the FEMA/VDEM Hazard Mitigation acquisition and demolition program.

- **Size in Sq Ft.:** 30,000 sf

- **Total anticipated financing need \$:** \$250,000
- **Financing identified/anticipated, list source and dollar amount or note 'None':** None
- **Project description (include url link if available):** This project would provide covered picnic areas, a playground and open space for outdoor recreation and would put to use vacant property purchased by the Town with FEMA/VDEM monies. The project would serve residents of the surrounding area, visitors in the RV park, and college students, as well as others wishing to enjoy outdoor recreational opportunities.
  
- **Community Impact (quantify / provide estimates):** This project would require the addition of at least two municipal employees at an hourly payrate of at least \$16.42 per hour plus full time benefits (health insurance, VRS retirement, vacation and sick time). It could potentially spark additional redevelopment and development within the project area which could have additional economic impact.
  
- **Name(s) of project sponsors, developer, and/or business owner, if identified:** Town of Wise
  
- **Technical Assistance Needed:** See attachment A

**Clean Energy Focus:** Outdoor Lighting for the three projects could be solar powered. It is unknown at this time the lighting requirements for each of the three sites so cost savings is not yet quantifiable; however, solar powered lighting would most likely provide a cost savings as opposed to electrical outdoor lighting.

5. **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 Town of Wise council has provided a resolution of support and the community has demonstrated support for the project as mentioned elsewhere in this application. The applicant has overseen many projects as well as administered its own grants from VDOT, Rural Development, Virginia Energy, Virginia Department of Health, Virginia Department of Housing and Community Development to name a few.