



**APPALACHIAN**  
COMMUNITY CAPITAL

IN PARTNERSHIP WITH PROGRAM SPONSORS



Coastal Enterprises



**Ohio  
Southeast**  
ECONOMIC DEVELOPMENT



**OPPORTUNITY  
SWVA**



THE UNIVERSITY OF  
TENNESSEE  
SYSTEM



**fahe**  
Strength in Numbers

**mountain  
bizworks**

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

**Project Sponsor:** Ataraxia Properties, Inc. Marietta, OH

**Project Name:** Glass Press Buildings I & II (Project Summary provided in Attachment B.)

**Release Date:** July 2, 2024

**Proposal Due Date:** July 30, 2024

**Selection Date:** August 13, 2024

**Contract Period:** August 13, 2024 – February 28, 2025 (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](#) TA provider 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, Dogwood Health Trust, Claude Worthington Benedum Foundation, US Bank, and M&T Bank.

### 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 – Kentucky, North Carolina, Ohio, Tennessee, Virginia, West Virginia



### IV. Project Timeline

It is anticipated that the contractor will be selected by August 13, 2024 for an estimated contract start date of August 13, 2024 through February 28, 2025.

## 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 \$155,000**. Payment Schedule to be based on deliverables / outcome milestones.
  - *Please note:* to reduce administrative burdens and management costs, OA requires a maximum of 3 invoices per contract (the first may be a retainer/deposit totaling no more than ~20% of the contracted amount. Payments are made based upon satisfactory completion of deliverables and approval by the project sponsor.
- 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 with anticipated deliverable and associated invoicing schedule
- Requests from project sponsors

# Attachment A

## Requested Scope of Services

**Project Sponsor:** Ataraxia Properties, Inc.

**Project Name:** Glass Press Buildings I & II

**Project Description:** Development of commercial retail and small events venue on the ground level with office space and market-rate housing on the floors above. Total costs estimated at \$8 MM with creation of 60 permanent jobs.

Full project summary provided in Attachment B.

### TA Requested

- Completion of a market study for the defined uses, including events venue, office space, and market-rate housing
- Advance the schematic designs already in hand to Design Development drawings showing the size, character, and specs for the architectural, structural, mechanical, electrical systems, and others as appropriate.
- Assistance with preparing the project's financial projections and financing structure. Review potential use of Historic Tax Credits and New Markets Tax Credits, however, these financing options seem unlikely to fit the project at this time.
- General contractor/project manager solicitation and identification

### Note:

- A complete physical feasibility assessment was performed on Building I, including completion of schematic-design-level architectural and renderings. The Project Sponsor is awaiting a different pending grant to undertake the equivalent for Building II.

# Attachment B

## Summary Information

**Lead Contact:** Grant Schneider

**Applicant Organization:** Ataraxia Properties, Inc.

**Address:** 2464 Canterbury Rd, Columbus, Ohio 43221

**Phone:** (740) 350-7712

**Email:** [gschneidz@gmail.com](mailto:gschneidz@gmail.com)

## Community Information

1. **Communities targeted by this application (municipality(ies), county(ies), and census tract(s)):**  
Marietta, Ohio, Washington County, Census Tract 205
2. **Service area of applicant (note if different than above, or note same):** Same
3. **Community Development Strategy(ies):** We aim to help revitalize downtown Marietta. We will begin with a single building, then eventually restore 3 defunct buildings totaling more than 60,000 square feet in the heart of downtown. Our intent is to develop mixed-use properties that provide attractive space for local small businesses and modern apartments for residents. These investments will positively impact Marietta's robust arts, culinary, and tourism sectors.

The community has been incredibly supportive, both in the private and public sectors. We attribute this support to our past involvement in the community and our hard-earned reputation from our existing portfolio. Jesse Roush, Executive Director of The Southeastern Ohio Port Authority, commented: "Ataraxia Properties has infused a positive energy into our historic downtown through their strategic investments in some of Marietta's most iconic buildings. Their willingness to embrace the most complex redevelopment opportunities in our community is certain to be the rising tide that lifts all boats."

## Project Information

### 4. Proposed Projects (list up to 3):

- I. **Name of Project, address:** Glass Press Building I  
212 Putnam Street  
Marietta, Ohio 45750
  - **Size in Sq Ft.:** 18,500 sq. ftf
  - **Total anticipated Project Cost \$:** \$3,500,000
  - **Financing identified/anticipated, list source and dollar amount or note 'None':** None, other than personal funds
  - **Project description:** Based on our feasibility study with Revival Design, an EDGE certified business, aiming to introduce a tenant mix which will contribute to downtown Marietta's economic stability and diversity, we have the following plan for development:
    - First Floor - Commercial retail and small events venue. Retail fronting Putnam will create foot traffic and energy up and down the street. Retail tenant options include a coffee shop, bath/body store, clothing or home goods boutique, or ice cream shop. A centrally located lobby includes an entrance off the alley for upper floor tenants, an elevator, and potential for shared

first floor restrooms. A small events venue at the rear opens to Union and would accommodate farm stands, pop up shops, and small private gatherings.

- Second Floor - Commercial office space. Rooms can be leased individually or as larger corporate suites. A first floor coffee shop and the second floor offices would be mutually beneficial.
- Third and Fourth Floors - Due to the proximity of the building to Marietta College, medical facilities, and large local employers, as well as the size and location of units within the building, we recommend corporate/professional apartments for the Glass Press Building.
- **Community Impact (quantify/provide estimates):** The project will aid in the creation of approximately 30 jobs with an average wage above the median wage. (This assumes 370 square feet per retail employee and 185 square feet per office employee.)

The addition of 7,400 square feet of living space downtown will support the attraction of new talent to the area for major employers Peoples Bank and Memorial Health Systems.

The addition of 3,700 square feet of office space will assist in the creation and retention of high wage employment opportunities with comprehensive training programs and upward mobility.

The restoration and redevelopment of this iconic building in historic downtown Marietta has the potential to catalyze additional development in downtown.

- **Name(s) of project sponsors, developer, and/or business owner, if identified:**
- **Technical Assistance Needed (refer to Attachment A, page 5, for TA requested in this RFP):** We have just completed the feasibility study, so assistance would be most useful in the areas of developer identification, architectural drawings, and capital raise.

II. **Name of Project 2, address:** Glass Press Building II  
217 Union Street  
Marietta, Ohio 45750

- **Size in Sq Ft.:** 23,680 sq. ftf
- **Total anticipated Project Cost \$:** \$4,500,000
- **Financing identified/anticipated, list source and dollar amount or note 'None':** None, other than personal funds
- **Project description:** This building is adjacent to the building in the first project and is connected by a walkway. We would take a similar approach as with Building I and would aim to have the buildings complement each other.
- **Community Impact (quantify / provide estimates):** We expect this impact to be similar to Glass Press Building I but on a slightly larger scale since the building is larger. We will have more detailed estimates of the impact once this feasibility study is completed.
- **Name(s) of project sponsors, developer, and/or business owner, if identified:**
- **Technical Assistance Needed (refer to Attachment A, page 5, for TA requested in this RFP):** We will begin the feasibility study in the coming months, so assistance would be most useful in the areas of developer identification, architectural drawings, and capital raise.

5. **Clean Energy Focus:** As we will need to install all new systems throughout the buildings, we will be focusing on energy efficiency, including LED lighting and high-efficiency HVAC systems. We are eager to explore

additional opportunities for incorporating energy efficiency measures and sustainable practices as we move further into the development phase of the project

6. **Applicant Capacity:** We are first and foremost members of the community, who care deeply about its revitalization. All five of us at the company grew up in Newport, Ohio, just 15 minutes up the road from the property. As Marietta was the closest "city" to us growing up, we have many childhood memories of what downtown Marietta was and are excited to play a part in what it can become in the future. Through our experience in the commercial and residential real estate business, we have also built many business relationships within the community of Marietta. The community has demonstrated its support through engagement in planning meetings and positive feedback on the proposed revitalization. We are fairly new to development, and will need support in multiple areas of the project, but we have extensive experience owning and managing real estate, as our current portfolio includes nearly 100 units in Ohio and West Virginia.