



REQUEST FOR PROPOSALS

Technical Assistance Pertaining to
Opportunity Zone Marketing &
Development Strategies

Wellsville, OH – Opportunity Zone
#39029951800

July 8, 2022

Ohio Mid-Eastern Governments Association
326 Highland Avenue, Suite B
Cambridge, Ohio 43725
Phone: (740) 439-4471
Email: escurti@omegadistrict.org
Website: www.omegadistrict.org

SECTION 1: Basics of the Request for Proposals

1.1 INTRODUCTION

The Ohio Mid-Eastern Governments Association (OMEGA) is requesting proposals for a CONSULTANT to provide Opportunity Zone marketing and development strategy recommendations to local government and economic development professionals representing Wellsville, OH. The CONSULTANT will interface with the recently-formed Wellsville Community Foundation, which owns the primary redevelopment opportunity (a recently-acquired former bank building at 601 Main Street), as well as with local government and economic development leaders. The final work product should address two primary goals: 1) specific market research and recommendations regarding the Community Foundation’s approximate 8,000 square feet of leasable space; and 2) recommendations regarding opportunities for community-led acquisition and redevelopment of sites and buildings throughout the Opportunity Zone. OMEGA will consider submissions from firms, persons, or any combination thereof (i.e. groups) to serve as the CONSULTANT.

1.2 PROCURING AND CONTRACTING AGENCY

This Request for Proposals (RFP) is being issued by OMEGA, which is the sole point of contact during the selection process. The person(s) responsible for managing the procurement process is Evan Scurti, Senior Development Specialist for OMEGA.

1.3 SCOPE OF WORK

Proposals will need to include the CONSULTANT’s approach and general ability to perform the following core tasks:

- **Real Estate Market Research and Positioning – 601 Main St. (former CF Bank Building)–** The selected CONSULTANT should provide an in-depth analysis of the surrounding regional market, including traffic trends along State Route 7 and demographic trends in nearby larger communities like Youngstown. Specific guidance regarding reasonable tenancy prospects (with local job creation as an over-arching goal) should be offered to the Community Foundation’s Board of Directors and their real estate listing agent. 601 Main St. represents the cornerstone of downtown redevelopment efforts and attention should be paid toward providing the Foundation and local government with specific guidance on attracting transformative tenants and development concepts.
- **Enhanced Marketing Materials for 601 Main St. –** The market research should result in high-quality marketing materials that highlight the value of the historic bank building. A marketing strategy, including suggested tenant prospect lists for a mail and/or social media campaign, should be included along with the marketing materials.

- **General Opportunity Zone Development Strategies** – The Wellsville Opportunity Zone contains many available properties, including several blighted areas along key corridors. The selected CONSULTANT should research the entire zone, paying particular attention to foreclosure, tax lien, and public nuisance situations that might merit immediate attention from local governments. Recommendations should include, but not be limited to:
 - Specific parcels and/or buildings recommended for acquisition and redevelopment. The CONSULTANT should offer strategies to accomplish the redevelopment vision – State and Federal programs; unique public financing strategies, etc.
 - Suggestions for assembling contiguous or adjacent parcels into innovative redevelopment districts.
 - Highest and Best Land Use Analysis (and the corresponding general marketing strategies) for the highlighted redevelopment areas.

Note that the Opportunity Zone contains the only public river port in the OMEGA region, the Wellsville Intermodal Port. While the Port is a major component of the Ohio Valley's economy, providing unique water, rail, and highway logistics services, this Technical Assistance project will not include an analysis of the Port. Rather, the consulting project should focus on the downtown core, which makes up the balance of the Opportunity Zone. Recommendations regarding how Port operations might be a catalyst for unique downtown land uses (satellite offices, restaurants, etc.) are welcome.

- **Stakeholder Meetings** – A minimum of two stakeholder in person meetings shall be conducted. The first meeting shall be to provide an overview of the scope of services and schedule as well as to solicit input from stakeholders on the vision for development of this zone. The second meeting shall be to present the results of this study and to incorporate stakeholder comments into the final work product. Additional meetings (virtual or in-person) may be conducted at the CONSULTANT's discretion.
- **Monthly Progress Reports** – CONSULTANT shall e-mail monthly progress reports to OMEGA's Project Manager and participate in monthly status meetings (virtual or in-person) with the Project Manager and local partners.

1.4 QUESTIONS AND CLARIFICATIONS

Any questions concerning this RFP may be submitted by email on or before **July 25, 2022** as follows:

Evan Scurti
Senior Development Specialist
Ohio Mid-Eastern Governments Association
escurti@omegadistrict.org

Entities are expected to raise any questions, exceptions, or additions they have concerning the RFP document or its requirements at this point in the RFP process. If an entity discovers any significant ambiguity, error, conflict, discrepancy, omission or other deficiency in this RFP, the entity should immediately notify OMEGA.

1.5 SUBMISSION REQUIREMENTS

Proposals should be limited to no more than 20 pages including references and qualifications and should include the following:

- General Approach to Meeting the Objectives within the Scope of Work
 - Schedule with Milestones
 - Total cost to complete the Scope of Work to include labor, expenses such as travel, supplies, and other miscellaneous costs needed to complete the Scope of Work.
 - Point of contact
 - Qualifications
 - Minimum of five references with contact name, phone number, e-mail address and brief description of work performed
- A. Qualifications, Experience, and Capabilities.** Describe the qualifications and capabilities of implementing the scope of services. Include qualifications associated with rural and/or Appalachian economic development project-level planning and consulting. Include knowledge and familiarity with the people and socio-economic conditions of the Appalachian Ohio region. Include project summaries of relevant projects completed.
- B. Key Staff Assigned to Project.** Include resumes of key staff assigned to this project and provide an organizational chart identifying personnel assigned to this proposal, including their roles and anticipated level of involvement. Personnel identified in the proposal must be the principal staff that will work with OMEGA and represent the majority of hours billed.
- C. Company History (if applicable).** Provide overview of company including but not limited to:
- Legal name of business
 - Identification of parent companies, subsidiaries, and affiliates
 - Years in business
 - Names, addresses, position of all persons having a financial interest in the company
 - State of formation
 - Number of employees
 - Licenses and certifications relevant to the described work

All proposals are due by **4:00 PM** on **August 1, 2022** by **e-mail only** to:

Evan Scurti
Senior Development Specialist
Ohio Mid-Eastern Governments Association
escurti@omegadistrict.org

Late proposals will **not** be accepted.

1.6 SELECTION SCHEDULE

<u>DATE</u>	<u>EVENT</u>
July 8, 2022	Issuance of the RFP
July 25, 2022	Last day for submitting inquiries
August 1, 2022	Proposals due
August 19, 2022	Notification of Selected Consultant

SECTION 2: Proposal Procedure & Entity Information

2.1 GENERAL INSTRUCTIONS AND INFORMATION

The evaluation and selection of the CONSULTANT will be based on the information submitted in the entity's proposal including relevant experience and creative approach to the scope of work. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response. Entities should respond clearly and completely in regard to all requirements. Entities must be as concise as possible with respect to presenting a clear and complete proposal.

2.2 DEVIATION AND EXCEPTIONS

Deviations and exceptions from terms, conditions, or specifications from this RFP shall be described fully on the entity's letterhead, signed, and attached to the response. In the absence of such statement, the proposal shall be accepted as in strict compliance with all terms, conditions, and specifications and the entity shall be held liable.

2.3 AFFECTIVITY OF OTHER MEDIA

This RFP is the official media governing proposal procedures. No other documents, letters, or oral instructions shall have any influence whatsoever, unless incorporated by reference herein, or unless an official AMENDMENT is made to this document by OMEGA.

SECTION 3: Non-Discrimination

No person in the United States must, on the ground of race, color, national origin, handicap, age, religion, or sex, be excluded from participation in, be denied the benefits of, or be subject to discrimination under, any program or activity receiving Federal financial assistance.

To effectuate compliance with Title VI of the Civil Rights Act of 1964 (42 U.S.C. Section 2000d *et seq.*); as amended, OMEGA is required to include the following in any solicitation or contract and these provisions will be incorporated into the contract between OMEGA and the selected consultant (CONSULTANT). The CONSULTANT will need to abide by these provisions:

1. Title VI of the Civil Rights Act of 1964 (42 U.S.C. §§ 2000d *et seq.*) and DOC implementing regulations published at 15 C.F.R. Part 8 prohibiting discrimination on the grounds of race, color, or national origin under programs or activities receiving Federal financial assistance.
2. Title IX of the Education Amendments of 1972 (20 U.S.C. §§ 1681 *et seq.*) prohibiting discrimination on the basis of sex under Federally assisted education programs or activities.
3. The Americans with Disabilities Act of 1990 (42 U.S.C. §§ 12101 *et seq.*) prohibiting discrimination on the basis of disability under programs, activities, and services provided or made available by State and local governments or instrumentalities or agencies thereto, as well as public or private entities that provide public transportation.
4. Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), and DOC implementing regulations published at 15 C.F.R. Part 8b prohibiting discrimination on the basis of handicap under any program or activity receiving or benefiting from Federal assistance. For purposes of complying with the accessibility standards set forth in 15 C.F.R. § 8b.18(c), non-federal entities must adhere to the regulations, published by the U.S. Department of Justice, implementing Title II of the Americans with Disabilities Act (ADA) (28 C.F.R. part 35; 75 FR 56164, as amended by 76 FR 13285) and Title III of the ADA (28 C.F.R. part 36; 75 FR 56164, as amended by 76 FR 13286). The revised regulations adopted new enforceable accessibility standards called the “2010 ADA Standards for Accessible Design” (2010 Standards), which replace and supersede the former Uniform Federal Accessibility Standards for new construction and alteration projects.
5. The Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101 *et seq.*), and DOC implementing regulations published at 15 C.F.R. Part 20 prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance.
6. Any other applicable non-discrimination law(s).

SECTION 4: Proposal Evaluation & Acceptance

4.1 EVALUATION AND SELECTION

All qualified proposals submitted in accordance with the terms of the RFP will be evaluated to determine the most responsive entity. A uniform selection process will be used to evaluate all proposals.

OMEGA staff will review and evaluate all proposals received in response to this Request for Proposal. OMEGA will reserve the right to include local public officials and economic development professionals in the review and interview processes. Based upon this evaluation, OMEGA staff will make a recommendation to the OMEGA Executive Board for review and approval.

4.2 SELECTION CRITERIA

Proposals will be evaluated and ranked based on the selection criteria outlined below. OMEGA may ask the top ranked firms, groups, or persons to interview as part of the evaluation process. After the conclusion of the evaluation process, the firms, groups, or persons will be ranked in priority order with the highest-ranking firm, group, or person being selected to negotiate a contract and scope of services with OMEGA. If a contract satisfactory to both parties cannot be negotiated, OMEGA will then enter into negotiations with the next highest ranked firm, group, or person and so on until an agreement is reached.

In the event OMEGA elects to negotiate a contract with a selected firm, group, or person, OMEGA reserves the right to negotiate such terms and conditions of the contract, including, but not limited to scope, role, price, and staffing which may be in the best interests of OMEGA. The selected firm, group, or person shall provide written proof of insurance coverage for personal injury and property damage, including comprehensive general and automobile liability and contractual liability.

OMEGA will evaluate proposals based upon the following criteria:

- Experience and ability to successfully complete the scope of work
- Demonstrated experience with local economic development projects, especially the facilitation of innovative development concepts in distressed Appalachian downtowns.
- Familiarity with, and work experience in, Ohio's Appalachian counties
- Ability to complete Scope of Work within a six-month period and within the proposed budget (\$50,000 maximum).

4.3 RIGHTS RESERVED

OMEGA reserves the right, in its sole discretion, to reject all submissions, reissue a subsequent RFP, terminate, restructure, or amend this procurement process at any time. Evaluation criteria contained herein shall be used in evaluating interested firms, groups, or persons for selection. OMEGA may contact any RFP respondent after receiving its submittal to seek clarification on any portion thereof. OMEGA reserves the right to request additional information from any RFP respondent if OMEGA deems such information necessary to complete an evaluation. OMEGA reserves the right to select several consultants to perform tasks under the contract. All RFP material submitted to OMEGA becomes property of OMEGA and will not be returned to the RFP respondents.