

# REQUEST FOR PROPOSAL

For the creation of a prospectus and marketing materials  
to promote specific federally recognized Opportunity Zones within  
the Lonesome Pine Regional Industrial Facilities Authority Region

Presented by:

Scott County  
and the  
Lonesome Pine Regional Industrial Facilities Authority

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## **1. INTRODUCTION**

### **1.1. Purpose of RFP Solicitation**

This Request for Proposal (RFP) solicits proposals from qualified firms for professional services for the development of an Opportunity Zone marketing prospectus. The prospectus is to be supported by associated marketing materials etc. to create a “pitch deck” for the Lonesome Pine Regional Industrial Facilities Authority region for five of its federally designated Opportunity Zones. The “pitch deck” and associated materials will be used to market the 5 specific zones and to target business and industry investors that are favorable and compatible to each of those zones based on evaluation and review of each opportunity zone by the firm. Project deliverables may include but will not be limited to; site assessment and identification of marketing/promotional opportunities, prioritization of sites based on assessments, development of a prospectus, graphic design, photography, print materials, webpage design, social media, and marketing strategies.

Scott County and the LPRIFA are Affirmative Action/Equal Opportunity Employers and Providers. Minority and Women (MBE/WBE) owned firms are encouraged to submit proposals.

Selection of firm will be performed in accordance with the Virginia Public Procurement Act.

Proposals shall be open to public inspection only after award of the contract.

### **1.2. Background**

The federally enacted Tax Cuts and Jobs Act of 2017 provided a new incentive for investors by creating areas in each state designated as Opportunity Zones. Investors may defer, reduce and eliminate capital gains taxes by investing in qualified economic development projects in these federally designated zones. Of the 8,700 Opportunity Zones designated nationally, Virginia has 212 with a total of 8 zones within the footprint of the Lonesome Pine Regional Industrial Facilities Authority (LPRIFA) which is located in far Southwestern Virginia. The Lonesome Pine Regional Industrial Facilities Authority was established under the authority of the Code of Virginia 15.2-6400 in 2019 and its member localities include of the counties of Dickenson, Lee, Scott, and Wise and the City of Norton. The strength of the LPRIFA lays within its five multi-jurisdictional members, which by authority of the code, can work together to diversify the economy of the region and create new jobs. The member localities are then able to choose to engage in a revenue sharing program from the results of their combined successes.

Scott County, in partnership with the LPRIFA, has been awarded a Community Development Block Planning Grant from the Virginia Department of Housing and Community Development to assist with planning and strategy development for the promotion of its Opportunity Zones. The scope of this RFP will focus on 5 of the 8 Opportunity Zones within the LPRIFA region selected by the respective localities.

The overall goal of this Request for Proposal is to obtain consulting services to create marketing tools and a plan to create a “pitch deck” and associated materials to market the 5 specific zones and to target business and industry investors that are favorable and compatible to each of those zones based on evaluation of each zone. The LPRIFA seeks to continue its support and pursuit of the goals mentioned in the 2019 GO VA Region I Growth and Diversification Plan in regard to utilizing regional collaboration to create jobs, diversify the economy, and target potential advanced manufacturing, food and beverage manufacturing, energy and minerals, and information technology investors. The LPRIFA region is making significant improvements within its infrastructure of transportation, broadband, water, and sewer as well as other services. Throughout the Lonesome Pine Regional Industrial Facilities Authority area, there exists a willing and capable workforce. Through partnerships with the University of Virginia College at Wise and Mountain Empire Community College, the development and training of a new workforce is underway. The region also boasts a rural, scenic, and sparsely populated setting and possesses significant cultural, historical, and natural resources that provide endless recreational and quality of life opportunities for the workforce. Through a variety of initiatives, there is also shared office space available for potential investors. All of these components combine to provide attractive and beneficial attributes within present day business climate. The need for fresh, new capital to fund potential projects is great and the Opportunity Zone initiative creates the potential for localities to sell and promote themselves to outside investors, as well as those in the region who wish to not only reduce their tax liability, but gain a return on their investment. With this goal in mind, the Lonesome Pine Regional Industrial Facilities Authority seeks a contractor who can assist with providing the tools needed to market the LPRIFA region, and specifically our Opportunity Zones, to potential investors and businesses seeking to diversify the region’s economy. The selected contractor will be expected to familiarize themselves with the existing local business and real estate climate and assist with determining the most feasible target investor group for the LPRIFA region.

## **2. SCOPE OF WORK**

### **2.1. Project Deliverables**

The contractor will work with the member localities of the LPRIFA to:

- Research, familiarize, inventory, and compile data and information on five Opportunity Zones sites within the LPRIFA region.
- Coordinate and work with the LPRIFA member localities through an initial stakeholder meeting and relevant follow-up communications.
- Develop and create a marketing prospectus focusing on five specific opportunity zones within the LPRIFA region.
- Research and identify specific and potential business and industry investment opportunities and develop a replicable process to focus recruitment efforts towards these target investors.
- Develop a “pitch deck” using information gathered from research, stakeholder meetings, and review/inventory of specific Opportunity Zones within the LPRIFA region to use in targeting niche business and industrial potential investors that tailors their strengths and

interests to the zones. These materials may include but not limited to print, digital, web, and social media venues. The promotion and marketing program should be designed to be used as a resource by LPRIFA members and the general public.

- Conduct a formal presentation of findings and materials to the LPRIFA board on the completed package.

All final deliverables will be presented in a written report (including digital copy) supplemented by a management team presentation at project completion. All work papers, work products and tangible deliverables will be the property of the Lonesome Pine Regional Industrial Facilities Authority/Scott County and any applicable funding/regulatory agency as directed.

## 2.2. Project Schedule

Date	Activity
October 19th, 2020	Issuance of RFP
November 19th, 2020	Proposals Due by 4:00pm EST
November 20th, 2020	Selected Consultants Notified for Interview
December 1 <sup>st</sup> , 2020	Consultant Interviews
December 7th, 2020	Consultant Negotiations and Selection
December 14th, 2020	Project Kick-off
April 1st, 2020	Target Date for Presentation & Project Completion

Proposals will be evaluated based on the evaluative criteria outlined in Section 5 of this RFP. After complete review of each proposal, the LPRIFA/Scott County will select the best qualified firm(s) to meet its needs.

## 2.3. Respondents

If your firm intends to respond to this RFP, please contact Mr. Craig Seaver, Lonesome Pine Regional Industrial Facilities Authority Project Coordinator to indicate your firm's intention to respond to the RFP with a proposal. Please provide your complete contact information. This information is important to provide you any revisions to the RFP.

Craig Seaver  
Project Coordinator  
Lonesome Pine Regional Industrial Facilities Authority  
372 Technology Trail Lane Suite 101  
Duffield, Virginia 24244  
276-431-2206  
cseaver@lenowisco.org

## 2.4. Proposal Due Date and Delivery Instructions

Proposals shall be signed by an authorized representative of the offeror. One (1) original and two (2) copies of the proposal must be submitted to the LPRIFA office. Each copy of the proposal should be bound as a single volume as practical.

All proposals received in the LPRIFA office on time shall be accepted.

All late proposals shall be returned by the LPRIFA, unopened, to the sender.

All parties responding to this RFP must deliver a copy of their proposal before 4:00 p.m. Eastern Time on Thursday November 19th, 2020. Proposals should be submitted in a single Portable Document File with no additional files.

The Lonesome Pine Regional Industrial Facilities Authority and Scott County reserves the right not to consider proposals received after the deadline of 4:00 p.m. Thursday, November 19th, 2020.

### **3. PROPOSAL REQUIREMENTS**

Your proposal should address the following items thoroughly and completely.

#### **3.1. Identification of Respondent**

- Identify your firm, form of legal entity, EIN, licenses to conduct business in Virginia, detailed breakdown of firm ownership and any holding companies.
- Complete contact information of the specific individuals who will be the principal interface with the locality and those authorized to negotiate on behalf of respondents.

#### **3.2. Approach**

- Describe your proposed approach and methodology to carry out the project.
- Describe the level of involvement and amount of time that will be required from the localities in support of the effort.

#### **3.3. Project Schedule**

- Provide a preliminary schedule describing the major activities and elapsed time to complete the project, from the time the award is received to the presentation of completed document.

#### **3.4. Resources**

- Provide the resumes of the professionals who will be assigned to the project with a complete description of similar projects completed by the individuals.

#### **3.5. Firm Experiences and References**

- Provide a description of similar projects (at least 3) your firm has undertaken. Include a description of project outcomes, schedule and budget performance, and the complete contact information for the project reference. Provide a description of any previous DHCD planning grants you have participated in, or were a sub-contractor.
- Provide a description of work your firm has performed in Southwest Virginia, similar type marketing plans and projects in any state, coordination with any applicable communities or investors, Virginia projects, and DHCD planning grants that have been successful in marketing and attracting potential investors to an Opportunity Zone.

### **4. AGREEMENT CONSIDERATIONS**

**4.1. Project Constraints**

- Please indicate any outstanding commitments or other project constraints that are, or could, impede your firm's project schedule performance.

**4.2. Agreement Terms**

- Provide your firm's proposed form of agreement and sample terms and conditions.
- Please specify any current partnerships/subcontractors from which you will obtain certain services, if any. We may later request copies of any relevant agreements with respect to such services.

**4.3 Compensation**

- The Contractor shall be required to submit a complete itemized invoice upon deliver or service which they may perform under the contract.
- Payment will be rendered to the Contractor for satisfactory compliance with the contract as determined by County in its sole and exclusive discretion within thirty (30) days after the receipt of the proper invoice and approval by the LPRIFA and the grantor, the Virginia Department of Housing and Community Development.

**4.4 General Conditions**

- Contractor shall comply with the Virginia Procurement Act and all applicable laws of the Commonwealth of Virginia.

**5. EVALUATIVE CRITERIA**

The following criteria, not listed in order of significance, will be used by the selection team to rate the proposals

- *Project approach and schedule*
- *Applicability and creativity of concept in relation to goals for marketing/promotion of LPRIFA Opportunity Zones to investors*
- *References*
- *Project team*
- *Relevant knowledge and experience*