



City of Galax

Request for Proposals: Opportunity Zone/Enterprise Zone Consulting and Marketing

Released: 12 February 2021

Due: 18 March 2021, 2:00 p.m. EST

General Information

Request for Proposals (RFP)

The City of Galax is seeking proposals from qualified individuals or firms for the creation of marketing tools specific to marketing several projects in a federally-recognized Opportunity Zone and state-recognized Enterprise Zone within Galax. Project deliverables may include, but will not be limited to, webpage design, graphic design, photography, print materials, and marketing schemes. The purpose of the proposal is to obtain consulting services to create marketing tools and schemes for Galax, Virginia as an Opportunity Zone/Enterprise Zone to appeal to potential investors from both inside and outside the region.

All proposals must be emailed to the address listed below. Please send one (1) digital PDF file to:

Brian J. Reed, Deputy Director
Mount Rogers Planning District Commission
breed@mrpdc.org

ALL PROPOSALS MUST BE SUBMITTED BY 2:00 P.M. EST Thursday March 18th, 2021

It is the sole responsibility of the Offeror to ensure that its proposal reaches the designated address by the designated date and time.

All Offerors shall abide by all applicable State and Federal laws.

This public body does not discriminate against faith-based organizations, in accordance with the Code of Virginia, §2.2-4343.1 or against a Bidder or Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by law relating to discrimination in employment.

Inquiries Concerning Request for Proposals

Additional information about the City of Galax is available at <https://www.galaxva.com/>.

Any questions or comments concerning this RFP can be directed to James Moss, City Project Manager, at jmoss@galaxva.com and/or Brian J. Reed, Mount Rogers PDC
breed@mrpdc.org.

I. Introduction

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. The entire City of Galax is one of the 212 Opportunity Zones designated in Virginia. The City was awarded a Community Development Block Grant (CDBG) through the Virginia Department of Housing and Community Development (DHCD) to assist with the planning and strategy development for its Opportunity Zone. The grant program is managed by City of Galax staff, Mount Rogers Planning District Commission and a grant management team of community stakeholders.

With the creation of Opportunity Zones, investors have a strong incentive to reinvest capital gains into new economic development projects that have often been overshadowed and neglected. The need for fresh, new capital to fund potential projects is a great need and this legislation creates the potential for localities to sell themselves to outside investors as well as those in the region who wish to not only reduce their tax liability and gain a return on their investment but to also help rural areas build an economic base with which to pull themselves up and out of a historical cycle of higher than state and national poverty levels. With this goal in mind, Galax seeks a consultant who can assist with building the tools needed to market the City as an Opportunity Zone to potential investors and businesses seeking to establish, grow and/or expand in today's economy.

The Virginia Enterprise Zone (VEZ) program is a partnership between state and local government that encourages job creation and private investment. VEZ accomplishes this by designating Enterprise Zones throughout the state and providing two grant-based incentives, the Job Creation Grant (JCG) and the Real Property Investment Grant (RPIG), to qualified investors and job creators within those zones, while the locality provides local incentives.

The selected consultant 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 City. While the City understands that local/regional investors or those with strong social value backgrounds may be the resulting targeted group, the City is open to a nationwide investor campaign if deemed appropriate. The consultant will assist in identifying potential state, federal and foundation/charitable funding partners for possible public/private investment ventures; assist with developing a strategy for future investment and marketing for the City; assist with developing the City's "story"; and will present their resulting product to the City's grant management team for review and approval.

II. TASKS

A. Opportunity Zone/Enterprise Zone investment and development strategy

In coordination with City staff and the grant management team, consultant will develop an overall strategy for identifying and prioritizing real estate and business investments within the City within the Opportunity Zone/Enterprise Zone framework. This strategy will guide the process of promoting Opportunity Zone/Enterprise Zone investment from both inside and outside the City.

Specific requirements:

- Replicable process for identifying candidate investments

- List of specific properties identified as good candidates for promotion
- Opportunity Zone/Enterprise Zone informational resources for City staff and the general public

B. Opportunity Zone/Enterprise Zone Promotion and Marketing

In coordination with City staff and the grant management team, consultant will develop and execute a promotion and marketing program for potential Opportunity Zone/Enterprise Zone investments.

Specific promotion and marketing activities will depend on the strategy developed under Task A and may include, but are not limited to, print, web, and social media venues. The promotion and marketing program must address the Opportunity Virginia web platform.

III. GENERAL REQUIREMENTS

Proposals should be as thorough and detailed as possible so that City of Galax may properly evaluate the capabilities of respective firms to provide the required services. **At the same time, proposals should be concise and supply information based on the following criteria:**

A. Firm History and Organization

B. Personnel

1. Identify and provide resumes (may be abbreviated), including references, for key project personnel.
2. List outside firms, if any, that may be part of the services team.

C. Experience

Provide a description of the firm’s background in similar projects. In particular, please indicate any previous experience with local government contracts. This information should include:

1. Project name and address,
2. Description of services provided, and
3. Contact person, telephone number, and email address.

D. Creative Portfolio

Provide details of up to three examples of innovative campaigns completed for a recent client(s) that were based on research, had specific goals, and how those goals were measured, leveraged resources, and demonstrates your creativity and leveraging of funds. Examples should include visuals where applicable.

E. Approach to Providing Services

Please outline your firm’s proposed approach to providing services referenced in Section II (Tasks).

F. Fee Schedule

Please be as specific as possible with a breakdown of fees by service where possible.

G. Availability

The City of Galax would like to begin work as soon as a contract for services is

completed. Please address the availability of your firm and key personnel to meet this requirement.

IV. REVIEW AND AWARD

To be considered for selection, offerors must submit a complete response to the Request for Proposals (RFP). Failure to submit all information requested may result in the rejection of the incomplete proposal.

Proposals shall be signed by an authorized representative of the offeror. One (1) digital (PDF) copy of the proposal must be submitted to Brian Reed at breed@mrpdc.org. Please avoid sending hard copies of the proposal, as they will not be accepted.

The following criteria* will be used in evaluating the responses to this RFP:

- a) Previous experience (10 points)
- b) References (i.e. satisfaction of former clients) (10 points)
- c) Credentials of project team proposed to perform work (10 points)
- d) Economic development consulting experience (20 points)
- e) Creative Portfolio (20 points)
- f) Project Approach (15 points)
- g) Fees (value of services provided in comparison to cost) (15 points)

**This weighting has been determined at the sole discretion of the City of Galax.*