



**City of Buena Vista**  
**RFP: Opportunity Zone Consulting and Marketing**  
**Released 17 March 2020**  
**Due 10 April 2020**

**General Information**

**Proposal**

The City of Buena Vista Department of Community & Economic Development is seeking proposals from qualified individuals or firms for the creation of marketing tools specific to marketing a federally recognized Opportunity Zone within Buena Vista. 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 Buena Vista, Virginia as an Opportunity Zone to appeal to potential investors from both inside and outside the region.

All proposals must be mailed to the address listed below. Please send one (1) original, two (2) copies and one (1) digital file.

Mail to:

Thomas Roberts  
Director of Community & Economic Development  
City of Buena Vista  
2039 Sycamore Avenue  
Buena Vista VA 24416  
(540) 261-8607  
[troberts@bvcity.org](mailto:troberts@bvcity.org)

**ALL PROPOSALS MUST BE SUBMITTED BY 2:00 P.M. FRIDAY, APRIL 10<sup>TH</sup> 2020**

The City of Buena Vista is not responsible for delays in the delivery of the mail by the U.S. Postal Service or private couriers. It is the sole responsibility of the Offeror to ensure that its proposal reaches the City by the designated date and time. Email submittals are not acceptable on their own and must be accompanied by hard copies.

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 RFP**

Additional information about the City of Buena Vista is available at [www.bvcity.org](http://www.bvcity.org). Any questions or comments concerning this RFP should be directed to Thomas Roberts, Director of Community & Economic Development, at [troberts@bvcity.org](mailto:troberts@bvcity.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 Buena Vista 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 Buena Vista staff 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, Buena Vista 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 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 County 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 investment and development strategy**

In coordination with City staff and the grant management team, Contractor will develop an overall strategy for identifying and prioritizing real estate and business investments within the City within the Opportunity Zone framework. This strategy will guide the process of promoting Opportunity 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 informational resources for City staff and the general public

## B. Opportunity Zone promotion and marketing

In coordination with City staff and the grant management team, Contractor will develop and execute a promotion and marketing program for potential Opportunity 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 Buena Vista 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 and 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 (Specific Requirements).

**F. Fee Schedule:** Please be as specific as possible with a breakdown of fees by service where possible. Please provide an estimate of anticipated costs on an annual basis.

**G. Availability:** The City of Buena Vista 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. 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) original and two (2) copies of the proposal must be submitted to the City. Each copy of the proposal should be bound as a single volume as practical. Please avoid any unnecessary packaging such as binders

The following criteria will be used in evaluating the responses to this RFP. This weighting has been determined at the sole discretion of the City of Buena Vista.

- 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)