



**Request for Proposals (RFP) for**

**Small Scale Manufacturing/Business Incubator/Accelerator Feasibility Study**

**501 Main Street, Danville VA**

**Issued: April 13, 2022**

**Proposals Due: May 15<sup>th</sup>, 2022, by 5:00PM EST**

**I. Summary of Request:**

The River District Association (RDA) is accepting proposals from qualified professional(s) (“Consultant(s)”) who will produce a study of the feasibility of developing a small-scale manufacturing/business incubator/accelerator/maker space in the two-story commercial building located at 501 Main Street in Danville, Va. Please see the timeline below for important deadlines and review the following pages for complete information on the request for proposal process.

**II. Timeline of Activities and Proposal Format: An electronic proposal shall be submitted by the deadline per the RFP.**

RDA will receive proposals in response to this RFP until the deadline stated on the cover page of this Request for Proposal (RFP). Proposals received after that time will not be reviewed. Proposals shall be submitted via email to [diana@riverdistrictassociation.com](mailto:diana@riverdistrictassociation.com) with email subject line: “Feasibility Study: 501 Main Street, Danville, VA”

**III. Background and Overview:**

**About the River District Association:**

The River District Association (RDA) is an independent 501(c)(3) corporation, registered as the Downtown Danville Association, and was established in 1999 to promote the businesses, attractions and history of Danville’s downtown community, which is now called the River District. RDA believes that a thriving downtown is critical to enhancing the quality of life and the economic well-being of Danville and the surrounding region. The River District Association’s innovative approach strengthens the regional economy, allowing all to experience Danville’s high quality of life.

To support this work, RDA works closely with the City of Danville to maintain accreditation with the Virginia Main Street and National Main Street Center Programs, which are recognized nationally as the most successful formula for downtown revitalization.

RDA also has adopted Main Street America's Guiding Principles for best practices, which set the Main Street methodology apart from other redevelopment strategies. To these eight principles, RDA adds inclusivity, recognizing that the work should benefit all residents, employees and visitors to the River District.

RDA seeks, through this feasibility study, to provide a way forward for the historic restoration of 501 Main Street, and further opportunities to support entrepreneurship activities in Danville’s historic downtown, the River District for the betterment of the region at-large.

To learn more about RDA and the City of Danville, visit:

<https://www.riverdistrictassociation.com/>

### **About the proposed project:**

501 Main Street (the former Woolworth's building) was designed by Danville Architect Bryant Heard in 1937 and is in the Art Deco style. The building originally housed Diana Shops for women but was acquired and remodeled by Woolworth's in the late 1940's. Before the Civil Rights movement, Woolworth's had separate lunch counters for white and black patrons, and the store was the scene of sit-ins. Woolworth's closed in 1992. The building has since been vacant, and with 18,177 SF of space, has become one of the largest vacant buildings on Main Street.

The building recently received a new roof; however, the continued vacancy of this property will lead to further deterioration making revitalization more costly and difficult. The appearance of the building also adds to the perception that downtown is not a vibrant place. The building's revitalization would provide significant benefit to the district. The building holds tremendous value to the history of Danville and would be a great loss if not preserved and revitalized.

There is a potential opportunity to create a small-scale manufacturing or makers incubator/accelerator in the River District, which could also be utilized as an entrepreneurship center with additional programming and activities to support local entrepreneurship and economic gardening.

If it is feasible and sustainable for this project to be located at 501 Main Street, it would create an appropriate and beneficial use of a major vacant and blighted property along Main Street, and It would allow the possibility of a public/private partnership between RDA and the City of Danville.

### **IV. Scope of Work/Service Expectations:**

RDA anticipates the following services to be provided by the consultant(s). The selected firm or individual(s) will be viewed as an active partner in assuring RDA's high-level satisfaction during the process, the outcome and the cost associated with developing its programs.

#### **A. Feasibility analysis including:**

1. Preliminary design concepts and basic rendering sketches
2. Assessment of all available incentives
3. History tax credit assessment and entity structure
4. Professional market demand study for proposed new building use
5. Draft business plan and pro forma cash flow for operation of new facility

#### **B. Final reporting including:**

1. Executive Summary Report, including:
  - a. Overview of the building and planned additions

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[Diana@riverdistrictassociation.com](mailto:Diana@riverdistrictassociation.com)

- i. Stat Sheet
    - ii. Historic Uses
    - iii. Current Use
  - b. Potential new use
  - c. Importance of building to community's economic restructuring strategy
  - d. Case studies of comparable projects
- 2. Accurate estimates for construction/demolition/rehab costs and timeline
  - a. Construction budget
  - b. Sources and uses budget
- 3. Potential Sources of grant/tax credit funding and potential funding gaps
  - a. Historic Tax Credits
  - b. Industrial Revitalization Fund
  - c. Enterprise Zone Real Property Grant
  - d. CDBG
  - e. New Market Tax Credits
  - f. VHDA Mixed-Use, Mixed-Income (or other program)
  - g. Local Government
- 4. Market study for potential reuse
  - a. Business Plan
  - b. Business Pro Forma/Cash Flow
- 5. Recommendations
  - a. Financing/Investment structure
  - b. Management/Implementation plan
  - c. Marketing/Tenant Recruitment materials

**V. Qualifications of Proposer(s):**

Previous experience having conducted research, design, and feasibility studies on historic buildings, and for small-scale manufacturing, co-working and business incubator projects.

**VI. Standard Terms and Conditions:**

When preparing the proposal for submission to RDA in response to this RFP, Proposers should be aware of the following terms and conditions:

- A. RDA reserves the right to reject any and all proposals, to consider alternatives, to waive any informalities and irregularities, and to re-solicit proposals.
- B. RDA reserves the right to conduct reviews of and discussions with those who have submitted proposals or other entities as it deems necessary or appropriate to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.
- C. All proposals submitted must be valid for a period of ninety (90) days after the date of the proposal deadline.

- D. RDA assumes no responsibility for payment of any expenses incurred by any individual or firm as part of the RFP process.

**VII. Proposal Evaluation:**

RDA will select the proposer whose offer will provide the most favorable mix of credentials and cost, thereby ensuring overall best value procurement. RDA reserves the right to award the contract to a successful proposer who may not necessarily be the lowest bidder based upon cost comparison.

The following evaluation criteria, using a 100-point scoring system, will be utilized to evaluate the proposals:

- A. General organization and completeness of the proposal (10 points)
- B. Background and experience as demonstrated by resumes by consultant(s) to be assigned to the project (25 points)
- C. Past performance as demonstrated by work samples and verifiable reference testimonials (25 points)
- D. Thoroughly defined approach and methodology determined reasonably capable of completing the total project within a six (6) month period, from start to finish (25 points)
- E. Cost reasonableness and competitiveness (15 points)

**VIII. Proposal Submittal:**

Firms or individuals who are interested in providing services as outlined in this RFP will be responsible for ensuring that their proposal is appropriately delivered prior to the deadline for submission

**A. The proposal should include:**

- a. The firm or individual's name and mailing address, with a description of your business entity type (corporation, general partnership, Limited Liability Company, Sole Proprietor, etc.) as well as identification of the state and year in which the business entity was incorporated or formed;
- b. A brief history of your business, including years of operation, general business description, number of clients serviced, types of services generally offered, and statement of philosophy of customer service levels;
- c. Identification of the key personnel who will be assigned to perform services for RDA throughout the term of the contract. Proposals should include resumes stating qualifications for each, as well as a stated description and commitment of their availability and accessibility as relates to other projects that they may be assigned to during the term of the contract;
- d. A description of experience in providing similar services to organizations similar to RDA in terms of size, mission and vision, clearly identifying any participating in National Main Street program initiatives;

- e. A list three (3) or more current or recent clients willing to serve as references for your work. Provide contact names, organization names, telephone numbers, email addresses for each reference; and
- f. A description of how the project will incorporate technology (Zoom, etc.) if needed to facilitate meetings in ways that maximize the benefits of social distancing as they relate to the COVID-19 pandemic as applicable
- g. Provide detailed specific costs (and narrative if necessary) for services to be rendered.

**B. In general, the proposal is expected to contain the following elements:**

- a. Executive Summary;
- b. Background and Experience;
- c. Approach and Methodology;
- d. Proposed Staff Qualifications; and
- e. Cost Proposal
- f. Deliverables

**IX. Confidentiality:**

Any and all information and data provided with or related to this RFP are proprietary to RDA and should be treated as confidential information. It is for your exclusive use in preparing a proposal and must not be shared, where written or oral, with any other firm or used for any other purpose. The use of the River District Association's name is strictly prohibited.

In addition, if anything submitted in your proposal is confidential to your organization, it should be clearly marked as such.

**X. Anticipated Timeline:**

The RFP process is expected to proceed according to the following anticipated schedule. Please note that RDA recognizes this timeline is aggressive and spans time that may conflict with holidays, etc. Proposers should carefully reflect on the schedule and include any anticipated barriers that would impact the project's ability to successfully meet the timeline's demands.

- A. 04/15/2022: RFP Issued
- B. 05/15/2022: Proposals due (Responses received after 5PM EST on this date will not be considered.)
- C. 05/15-06/03/2022: Proposal review and proposer interviews (if deemed necessary by RDA)
- D. 06/06/2022: Consultant Selection
- E. 12/01/2022: Deadline for Study Completion
- F. 12/31/2022: Final Deliverables Due: Strategic Plan and Fund Development Plan