



**REQUEST FOR PROPOSAL
FOR THE PURCHASE & DEVELOPMENT
OF CITY-OWNED REAL ESTATE LOCATED AT
203 Gilmer Street**



City of Reidsville, North Carolina
Department of Economic Development
230 West Morehead Street
Reidsville, NC 27320

I. STATEMENT OF PURPOSE

In order to promote commercial activity downtown, the City of Reidsville is requesting proposals for the purchase and development of city-owned property at 203 Gilmer Street.

This RFP contains a description of the property, description of the goals for the project, criteria set by the City of Reidsville for the ranking of proposals, and additional information about the site.

II. THE PROPERTY

The Property consists of one parcel (Rockingham County Parcel Number 154869) of approximately 2,537 square feet. The building on this parcel has a footprint of approximately 2,478 square feet (with a 26' wide storefront on Gilmer Street).

The current zoning of the Property is Central Business District, or CBD. Proposers should obtain additional zoning and development regulation information from the City of Reidsville. (*Exhibit A: Rockingham County Property Card for Parcel 154869*)

The city is accepting only project proposals requiring renovation of the existing structure (not demolition).

Built in 1900, for many years this building housed the Reidsville Camera Shop, with about 7,500 square feet of commercial space over three stories. It had fallen into disrepair and was on the verge of collapse. In 2012, the City of Reidsville obtained the property and stabilized the structure with steel beams and a new roof. None of the interior of the building was able to be preserved. (*Exhibit B: Exterior and Interior Photos*)

This building is listed in the record of Reidsville's National Historic District as a contributing structure. It is in the "heart of downtown" – adjacent to Mural Park, which hosts many downtown events, and next door to the nostalgic Rockingham Theatre.

The Lucky City Co-Op Brewery is being developed on the opposite side of Gilmer. The three story building at 228 Gilmer Street will house a microbrewery on the first floor, with local nonprofit arts organizations leasing the upper two floors.

III. CENTRAL BUSINESS DISTRICT

The Property is located within the Central Business District (CBD), at the corner of Gilmer and South Scales streets in the center of Reidsville's downtown. (*Exhibit C: Map of Reidsville's Central Business District*)

The CBD encompasses approximately 29 acres. The northern border is West Morehead Street, and Williams Street is the southern border. The district runs from Southwest

Market on the east to Main Street on the west. Some 130 commercial and residential buildings are included in the Central Business District.

The City of Reidsville is a Main Street Affiliate Community. The Main Street Program is an economic development program which comprehensively improves traditional business districts through a joint partnership between the city and community volunteers. The Main Street Approach targets economic revitalization, design, promotions and organization components. The NC Main Street & Rural Planning Center, within the NC Department of Commerce, is structured around this Main Street Approach, a revitalization strategy developed by the National Trust for Historic Preservation. The North Carolina Main Street Program seeks to successfully combine historic preservation and economic development in local revitalization initiatives. This preservation-based approach builds on the community's inherent assets: architecture, small businesses, a connection with the past, and a sense of place, to physically and economically revitalize business districts.

Reidsville's Main Street Program is managed by the Reidsville Downtown Corporation ("RDC"), a non-profit group organized in 1976 with the mission of preserving and promoting the district. The RDC is governed by a board of 12 community volunteers, one City Council representative, and one City of Reidsville staff member. This group also oversees the city's Downtown Rehabilitation Grant. All MSD property owners and tenants are eligible to apply for grant funding (up to \$15,000) as an economic incentive for rehabilitation and improvement of properties in the MSD.

IV. GOALS FOR DEVELOPING THE SITE

Development of this property shall accomplish the following city goals:

Create Downtown Activity: The project should increase activity in the city's downtown commercial core.

Ensure Design Quality and Compatibility: The site occupies a prominent location in downtown Reidsville. Appropriate design techniques and materials should be employed to ensure that the development produces a high-quality, attractive building that further enhances the appearance of the area.

Enhance the Tax Base: Enhancing the tax base of the City of Reidsville will help grow and sustain a more vibrant commercial district downtown.

Fill a Gap in the Business Community: Projects which bring a new or enhanced business type or model to the city are encouraged.

Proposed projects should include one or more of the following:

- Full-service restaurants and/or breweries
(A full service restaurant is the current City Council's desired use for this property)
- Retail uses complimentary to existing businesses and a good fit for the surrounding community
- Tourism-related businesses or activities
- Businesses or activities related to cultural arts
- Corporate headquarters
- Research and development activities
- Technology-related businesses
- Other uses as may be determined by the City of Reidsville

V. INCENTIVES

Downtown Building Rehabilitation Grants assist with façade improvements and other interior/exterior renovation costs. Grants are a 50% reimbursement for the first \$10,000 of improvements and 20% reimbursement for \$10,001-\$60,000 spent (maximum grant award of \$15,000).

Local Tax Incentives: The City of Reidsville and Rockingham County work closely together to craft individualized incentives for new and expanding businesses.

State of North Carolina Incentives: The State of North Carolina offers a variety of loans, grants, and other incentives for new and expanding businesses.

Building Reuse Program: The NC Department of Commerce provides funding for job creation taking place in vacant buildings. Buildings must have been vacant for at least three months prior to application deadlines. Mixed-use or adaptive reuse projects that include housing may be eligible, provided the building will be occupied by at least one private company committed to creating new jobs. Priority will be given to projects that create five (5) or more new full-time jobs. The renovation project must begin within six months of the grant award and should be completed within 18 months.

<https://www.nccommerce.com/ruraldevelopment/rural-grants-programs/building-reuse>

Recruitment/Expansion Incentives: The Reidsville Economic Development Department manages various incentive programs, along with the Rockingham County Center for Economic Development, Tourism and Small Business. Projects involving job creation and tax base expansion may be eligible for local, state and utility provider incentives.

Small Business Loans: The City of Reidsville has a small business revolving loan program to assist small businesses with the necessary startup capital to help businesses succeed and grow.

North Carolina Rural Center Microloan Program offers several loan options for new and expanding businesses. The N.C. Small Businesses Credit Initiative helps make capital available for business startups and expansions across the state. The Microenterprise Loan Program works with individuals who have sound ideas for starting or expanding a small business but may not qualify for bank loans.

www.ncruralcenter.org

VI. SELECTION

Proposals for the purchase and development of the property will be evaluated according to the following criteria:

- The extent to which the proposed development satisfies a desired or unique niche in the marketplace and helps diversify the economy of the city
- The increase in tax/fee revenues that may result from the development
- The contribution that the development will make toward increased employment and earnings within the city, including the number and quality of jobs created
- The degree to which the development may potentially stimulate other desirable economic development and/or redevelopment activity
- The beneficial economic impact the development may have on the area immediately surrounding the project
- The demonstrated capacity of the developer to finance, market, manage and complete similar previous projects, including the ability to secure successful tenants
- The developer's demonstrated readiness and ability to proceed on the project including reasonable time schedules and attainable benchmarks

While the amount paid by the developer to the city for the purchase of the property may be considered, it will not be the deciding factor. The city views this project as a long-term investment in our community, not as a real estate transaction designed to generate the highest sale price possible.

VII.GENERAL TERMS AND CONDITIONS

Proprietary/Confidential Information

The offerors are asked for any restrictions on the use of data contained in their responses and told that proprietary information will be handled in accordance with applicable law, regulations and policy of the city. All proprietary/confidential information must be clearly marked as "Proprietary/Confidential." Otherwise, all documents and information contained in the responses will be considered subject to the North Carolina Freedom of Information Act.

Background Check

The city reserves the right to conduct a background inquiry of each developer which may include the collection of appropriate criminal history information, contractual business associates and practices, employment histories and reputation in the business community. By submitting qualifications to the city, the developer consents to such an inquiry and agrees to make available to the city such books and records as the city deems necessary to conduct the inquiry

Determination of Responsibility

The city may make such investigation as it deems necessary to determine the ability of a developer to provide full performance as outlined in the qualifications. The developer will furnish to the city all such information and data for this purpose as the city may request. The city reserves the right to reject any developer if the evidence submitted by or investigation of such developer fails to satisfy the city that such developer is properly qualified to carry out the obligations of a contract.

Rights Reserved by City

The city reserves the right to amend its evaluation criteria as the city, in its sole discretion, shall determine appropriate, and to utilize, as needed, an independent review team. A review and evaluation of the responses contained in the previous section will serve as a basis of selection of the developer or developers judged best suited to meet the city's goals for the site.

Those deemed best suited then may be asked to submit a more detailed proposal.

The city reserves the right to reject any or all submittals; to waive any informality or irregularity not affected by law; to evaluate, in its absolute discretion, the qualifications submitted. The city may, at its option, interview developers as part of this selection process. However, selection may take place without such interviews. Therefore, proposals should be complete as initially submitted.

VIII.SUBMITTAL REQUIREMENTS

Responses to this RFP shall include the following:

1. **Letter of Interest**

Include a letter stating the proposer's interest in the project, including a purchase offer for the property and an identified use. Purchase offers should include the and price, the assumptions made to justify the price, and the time needed for closing.

2. **Project Summary and Timeline**

Provide a written description of the proposed development. Additional graphics, such as initial site plans, may be included as visual aids. The project summary should describe in sufficient detail the concept of the ideal development for the site, overall scope of the project, timeframe within which the proposed project would be started and completed, and any other relevant information. The timeframe should demonstrate the developer's readiness and ability to proceed on the project with time schedules reasonably described.

3. **Qualifications and Experience**

Provide a list of developers involved in the project and an overview of their experience, including a list of previously completed projects comparable in size and scope.

4. **Financial Responsibility**

Demonstrate the capacity of the developer to finance the purchase and development of property including the ability to secure tenants, if needed.

The City will receive and review applicants until the property is sold.

IX. PROPERTY TOUR

To tour the property or schedule an appointment, contact:

Jeff Garstka
Economic Development Director
jgarstka@ci.reidsville.nc.us
336.347.2307

Missy Matthews
Main Street Manager
mmatthews@ci.reidsville.nc.us
336.349.1111

X. INQUIRIES AND QUESTIONS

All inquiries, questions, requests for interpretation, correction, or clarification must be submitted in writing, either by e-mail or by facsimile to the City. All responses from the City shall be returned in writing via the same method, either email or facsimile.

CITY CONTACT:

Jeff Garstka, Economic Development Director

336.347.2307

336.342.3649 facsimile

jgarstka@ci.reidsville.nc.us (Note: Email is subject to public records law)

XI. SELECTION

All qualified proposals that are determined to be in the public interest for uses in accordance with the Intent of this RFP, will be presented to the City Manager for his consideration and for recommendation to the City Council of the City of Reidsville for approval.

XII. AWARD WITHOUT DISCUSSION

The City may accept a proposal without discussion if, in its sole discretion, it is determined to be in the public interest for the intended use.

XIII. AGREEMENT

Subsequent to the selection, a finalized agreement ("Agreement") between the City and the selected Proposer must be approved by the Reidsville City Council.

XIV. PUBLIC RECORDS

All proposals submitted to the City are subject to public disclosure pursuant to North Carolina Statutes.

XV. OUTSTANDING OBLIGATIONS TO THE CITY

City shall not accept a Proposal from any person, entity, or principal of an entity, that currently has any outstanding indebtedness to City or unresolved claims with or by City, unless the indebtedness or unresolved claims have been satisfied prior to the submission of a proposal.

