

# **REQUEST FOR PROPOSALS (RFP)**

## **Downtown Planning and Development Consultant**

*Virginia Main Street's Downtown Survey and Property Inventory in the Southern  
Virginia Tobacco Region*

**Proposal Release Date: Monday, August 25, 2025, Rereleased Monday,  
September 8<sup>th</sup> with terms.**

**Proposal Due: Friday, September 26, 2025 at 5:00 pm Eastern Standard Time**

*Responses received after this time shall not be considered and will not be opened.*

### **PROJECT OVERVIEW**

Commonwealth Regional Council, in partnership with the Tobacco Region Revitalization Commission, Virginia Main Street, Virginia Housing, and Virginia Enterprise Zones, is launching a project to advance economic development across the Southern Virginia tobacco region. We are seeking a consultant to conduct a comprehensive Downtown Survey and Property Inventory of fifteen Virginia Main Street (VMS) communities within the region.

The Downtown Survey and Property Inventory will provide a detailed inventory of available downtown properties, offering both new and experienced developers critical insights that reduce investment risks and accelerate development. This effort is designed to identify areas of strength, opportunities, and gaps within the small developer and development ecosystems. The findings will serve as a foundation for fostering a new generation of real estate developers and investors, addressing the region's housing and economic growth needs.

By aligning with broader regional planning efforts, this project will contribute significantly to the economic revitalization and growth of the Southern Virginia tobacco region, supporting sustainable development and long-term prosperity.

## **PROJECT TIMELINE**

- **RFP Open Date:** August 25, 2025 rereleased September 8, 2025
- **RFP Proposal Due Date:** September 26, 2025
- **Consultant Selection Date:** October 24, 2025
- **Contract Period:** December 1, 2025 – December 31, 2026

## **PROJECT BACKGROUND**

### ***About the Region***

This project includes the South-Central region of Virginia that is considered to be part of the Tobacco Commission's Southside Region. The towns/villages included in this RFP are Amelia Courthouse, Altavista, Bedford, Blackstone, Brookneal, Charlotte Court House, Clarksville, Crewe, Cumberland Courthouse, Farmville, Halifax, Kenbridge, Keysville, Lawrenceville, and South Boston. These small towns/villages are in rural, non-metropolitan Virginia. They are mostly agricultural regions. The biggest employers in these areas are the school systems and local government. These areas have an aging population and that population is dropping annually. This portion of the overall BOOMS project is to work with the 15 localities that have historic districts and are members of Virginia Main Street and Main Street America, to have the parcels from the designated historic district entered the DHCD's BOOMS database and three or four parcels presented to the community as possible first projects to growing the communities. This project will give these small towns/villages an opportunity to show off their quaintness, yet open windows of opportunity for business, housing, and overall economic growth.

### ***About Commonwealth Regional Council***

The Commonwealth Regional Council is one of twenty-one regional planning agencies serving all Virginia regions. The Commonwealth Regional Council was organized on July 1, 2005, and serves the Counties of Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway and Prince Edward. The Council is comprised of an appointed Representative from each participating member, as well as an appointed Alternate. This individual represents the interest of their jurisdiction in all business brought before the Council. The CRC is staffed by an experienced team of skilled and competent planners. The staff is a resource for the region by assisting local units of government in planning new programs and projects, securing grants and loan funding for

implementation of those programs and projects, and managing programs and projects. The Council considers itself an "arm" of its member jurisdictions, providing both expertise and cost savings.

### ***About Virginia Main Street***

Virginia Main Street is an initiative designed to revitalize and sustain the economic and cultural vitality of Virginia's downtowns and commercial districts. Managed by the Virginia Department of Housing and Community Development, the program provides communities with resources, training, and support to foster vibrant, economically thriving Main Streets. By focusing on historic preservation, economic development, and community engagement, Virginia Main Street helps localities leverage their unique heritage and character to attract investment, stimulate business growth, and enhance the quality of life for residents. Through its comprehensive approach, the program aims to build strong, resilient communities that celebrate their historical assets while driving forward modern economic opportunities.

### **IMPORTANCE OF CONSULTANT**

A consultant is crucial to this project for several reasons. First, their expertise and experience in conducting comprehensive surveys and property inventories ensure that the data collected will be accurate, detailed, and actionable. This specialized knowledge is vital for identifying and analyzing downtown properties effectively, which will provide invaluable insights into the local real estate landscape. Second, a consultant brings an objective, outside perspective that can uncover strengths, opportunities, and gaps that internal stakeholders might overlook. Their ability to apply best practices and innovative approaches enhances the quality and reliability of the findings. Lastly, a consultant's involvement helps streamline the process, ensuring that the project stays on track and meets its goals efficiently, thereby setting the stage for successful implementation and long-term economic development in the region.

The consultant will collaborate directly with Commonwealth Regional Council and Virginia Main Street to lead and complete the study.

### **SCOPE OF WORK**

The consultant will undertake a comprehensive survey and assessment of properties within fifteen Virginia Main Street districts, encompassing both publicly and privately owned lots and structures. The survey including putting data in the BOOMS database will detail each property's condition, use, ownership, zoning, square footage, and rental rates. Following the survey, the consultant will identify and prioritize three to four properties based on their potential for development or redevelopment, guided by market assessment recommendations.

Market assessments will be conducted for each community to determine the highest and best use for the prioritized properties. The consultant will prepare a detailed report for each community that includes the survey findings, market assessment, and identified priority properties. This report will also offer recommendations for marketing these properties, securing qualified developers, and reviewing potential developer incentives.

Additionally, the consultant will conduct virtual meetings with each community to present and discuss the report and recommendations.

### ***Deliverables:***

1. **Comprehensive Property Survey:** A detailed survey of all properties within the fifteen Virginia Main Street districts, including lots and structures. The survey will document each property's condition, use,

ownership, zoning, square footage, and rental rates. These details will be put into the BOOMS database.

2. **Prioritized Property List:** Identification and prioritization of surveyed properties best suited for development or redevelopment, based on market assessment recommendations.
3. **Market Assessment Report:** A market assessment for each community sufficient to provide recommendations on the highest and best use for the prioritized properties. This report will guide future development and investment decisions.
4. **Detailed Community Reports:** Individual reports for each community that include the survey data, market assessment findings, prioritized properties, and specific recommendations for marketing these properties, securing qualified developers, and evaluating developer incentives.
5. **Marketing and Incentive Recommendations:** Recommendations for marketing the identified properties and strategies for soliciting and securing qualified developers, as well as a review of potential developer incentives.
6. **Virtual Meeting Presentations:** Virtual meetings with each community to present and review the findings, reports, and recommendations, allowing for feedback and discussion.
7. **Final Project Report:** A comprehensive final report summarizing the overall findings, including all surveys, assessments, recommendations, and any other relevant information.

These deliverables will ensure that each community receives a thorough analysis and actionable recommendations to support their economic development goals.

## PROPOSAL EVALUATION

Commonwealth Regional Council will select a consultant through a competitive process based on the evaluation of proposals using the Virginia Public Procurement Act's definition of "best value," meaning "the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body's needs." As defined in Section 2.2-4301 of the Code of Virginia's Virginia Public Procurement Act.

- Strong, demonstrated ability to facilitate, motivate, and track multiple, interconnected, remote groups;
- Clear and effective verbal and written communication skills;
- Ability to organize and synthesize key takeaways from large discussions;
- Comfort with remote and/or cloud-based working tools including Zoom, AI notetaker, Microsoft programs, etc.;
- High attention to detail;
- Experience with federal grant requirements, reporting, and project management;
- Comfort with providing thoughtful, balanced, and firm guidance and support for project participants and lead partners as needed;
- Understanding of issues of equity, community engagement, and inclusivity in a rural context;
- Experience in community and economic development; and
- Experience working with rural and/or economically distressed communities.

## INSTRUCTIONS TO SUBMIT A PROPOSAL – PLEASE FOLLOW LAYOUT INSTRUCTIONS

All responsible bidders/offers should submit the following documents and information:

1. **Narrative (8-10pages) describing:**

- **Work Plan:** A detailed plan outlining how you will address all aspects of the scope of work and complete the project by December 2026.
- **Approach to Market Assessment:** A description of your methodology for conducting the market assessment and the data sources you will use.
- **Experience and Qualifications:** Evidence of previous successful projects similar to this one, including sample reports and documents. Provide resumes or biographies of key project team members.
- **Deliverables:** A summary of the proposed deliverables, including the property survey, market assessment report, prioritized property list, and recommendations.
- **Project Management:** Approach to project management and proposed milestones to accomplishing this work.

2. Budget that defines deliverables, rates and proposed payment schedule (please note that the budget cap for this scope of services over the twelve (12) month period, including all expenses, is \$180,000.

3. Resume(s) for key personnel.

4. Two references, including:

- Name, Title, Organization, and Contact Information

Please submit responses via email no later than Friday, September 26, 2025, at 5:00pm EST to Christin Jackson, Executive Director of Commonwealth Regional Council at [cjackson@virginiashartland.org](mailto:cjackson@virginiashartland.org) with the subject line: "Building Opportunities on Main Street in Southern Virginia."

### TERMS:

**APPLICABLE LAWS AND COURTS:** This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia, without regard to its choice of law provisions, and any litigation with respect thereto shall be brought in the circuit courts of the Commonwealth. The agency and the contractor are encouraged to resolve any issues in controversy arising from the award of the contract or any contractual dispute using Alternative Dispute Resolution (ADR) procedures (*Code of Virginia*, § 2.2-4366). ADR procedures are described in Chapter 9 of the *Vendors Manual*. The contractor shall comply with all applicable federal, state and local laws, rules and regulations.

**ANTI-DISCRIMINATION:** By submitting their bids/proposals certify to the Commonwealth Regional Council that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians With Disabilities Act, the Americans With Disabilities Act and § 2.2-4311 of the *Virginia Public Procurement Act (VPPA)*. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender sexual orientation, gender identity, or national origin and shall be subject to the same rules as other organizations that contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the public body. (*Code of Virginia*, § 2.2-4343.1E).

In every contract over \$10,000 the provisions in 1. and 2. below apply:

1. During the performance of this contract, the contractor agrees as follows:

- a. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, status as military family, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
  - b. The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.
  - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
  - d. The requirements of these provisions 1. and 2. are a material part of the contract. If the Contractor violates one of these provisions, the Commonwealth may terminate the affected part of this contract for breach, or at its option, the whole contract. Violation of one of these provisions may also result in debarment from State contracting regardless of whether the specific contract is terminated.
  - e. In accordance with Executive Order 61 (2017), a prohibition on discrimination by the contractor, in its employment practices, subcontracting practices, and delivery of goods or services, on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity, age, political affiliation, disability, or veteran status, is hereby incorporated in this contract.
2. The contractor will include the provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

**INSURANCE:** By signing and submitting a bid or proposal under this solicitation, the bidder or offeror certifies that if awarded the contract, it will have the following insurance coverage at the time the contract is awarded. For construction contracts, if any subcontractors are involved, the subcontractor will have workers' compensation insurance in accordance with §§ 2.2-4332 and 65.2-800 et seq. of the *Code of Virginia*. The bidder or offeror further certifies that the contractor and any subcontractors will maintain these insurance coverages during the entire term of the contract and that all coverage will be provided by companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

**MINIMUM INSURANCE COVERAGES AND LIMITS:**

1. Workers' Compensation - Statutory requirements and benefits. Coverage is compulsory for employers of three or more employees, to include the employer. Contractors who fail to notify the Commonwealth of increases in the number of employees that change their workers' compensation requirements under the *Code of Virginia* during the course of the contract shall be in noncompliance with the contract.
2. Employer's Liability - \$100,000.
3. Commercial General Liability - \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Commercial General Liability is to include bodily injury and property damage, personal injury and advertising injury, products and completed operations coverage. The Commonwealth of Virginia shall be added as an additional insured to the policy by an endorsement.
4. Automobile Liability - \$1,000,000 combined single limit. (Required only if a motor vehicle not owned by the Commonwealth is to be used in the contract. Contractor must assure that the required coverage is maintained by the Contractor (or third party owner of such motor vehicle.)

**Profession/Service**

Accounting  
 Architecture  
 Asbestos Design, Inspection or Abatement Contractors  
 Health Care Practitioner (to include Dentists, Licensed Dental Hygienists, Optometrists, Registered or Licensed Practical Nurses, Pharmacists, Physicians, Podiatrists, Chiropractors, Physical Therapists, Physical Therapist Assistants, Clinical Psychologists,

**Limits**

\$1,000,000 per occurrence, \$3,000,000 aggregate  
 \$2,000,000 per occurrence, \$6,000,000 aggregate  
 \$1,000,000 per occurrence, \$3,000,000 aggregate

Clinical Social Workers, Professional Counselors,  
Hospitals, or Health Maintenance  
Organizations.)

Code of Virginia § 8.01-581.15

<https://law.lis.virginia.gov/vacode/title8.01/chapter21.1/section8.01-581.15/>

Insurance/Risk Management	\$1,000,000 per occurrence, \$3,000,000 aggregate
Landscape/Architecture	\$1,000,000 per occurrence, \$1,000,000 aggregate
Legal	\$1,000,000 per occurrence, \$5,000,000 aggregate
Professional Engineer	\$2,000,000 per occurrence, \$6,000,000 aggregate
Surveying	\$1,000,000 per occurrence, \$1,000,000 aggregate

**ANNOUNCEMENT OF AWARD:** Upon the award or the announcement of the decision to award a contract as a result of this solicitation, the purchasing agency will publicly post such notice in eVA ([eva.virginia.gov](http://eva.virginia.gov)) for a minimum of 10 days.

**eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION, CONTRACTS, AND ORDERS:** The eVA Internet electronic procurement solution, web site portal [eva.virginia.gov](http://eva.virginia.gov), streamlines and automates government purchasing activities in the Commonwealth. The eVA portal is the gateway for vendors to conduct business with state agencies and public bodies. All vendors desiring to provide goods and/or services to the Commonwealth shall participate in the eVA Internet e-procurement solution by completing the free eVA Vendor Registration. All bidders or offerors must register in eVA and pay the Vendor Transaction Fees specified below; failure to register will result in the bid/proposal being rejected.

Vendor transaction fees are determined by the date the original purchase order is issued and the current fees are as follows:

- a. For orders issued July 1, 2014, and after, the Vendor Transaction Fee is:
  - (i) DSBSD-certified Small Businesses: 1%, capped at \$500 per order.
  - (ii) Businesses that are not DSBSD-certified Small Businesses: 1%, capped at \$1,500 per order.
- b. Refer to Special Term and Condition “eVA Orders and Contracts” to identify the number of purchase orders that will be issued as a result of this solicitation/contract with the eVA transaction fee specified above assessed for each order.

For orders issued prior to July 1, 2014, the vendor transaction fees can be found at [eva.virginia.gov](http://eva.virginia.gov).

The specified vendor transaction fee will be invoiced, by the Commonwealth of Virginia Department of General Services, typically within 60 days of the order issue date. Any adjustments (increases/decreases) will be handled through purchase order changes.

**FORCED OR INDENTURED CHILD LABOR:** Applicable in all solicitations and contracts over \$10,000:

During the performance of this contract the use of forced or indentured child labor is prohibited. Any Prime Contractor shall include such prohibition in every subcontract that exceeds \$10,000 and shall be binding upon each subcontractor or vendor.

For the purposes of this section, “*forced or indentured child labor*” means all work or service exacted from any person younger than 18 years of age under the menace of any penalty for the nonperformance of such work or service and for which such person does not offer himself voluntarily or performed by any person younger than 18 years of age pursuant to a contract the enforcement of which can be accomplished by process or penalties.

**AWARD:** Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offerors so selected. The offeror shall state any exception to any contractual terms or conditions, including any liability provisions contained in the Request for Proposal in writing at the time of responding to such Request for Proposal if so requested by the Commonwealth. Such exceptions shall be considered during negotiation but shall not be used as a basis for scoring or evaluating which offerors are selected for negotiations. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the agency shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. The Commonwealth may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (*Code of Virginia*, § 2.2-4359D). Should the Commonwealth determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the contractor’s proposal as negotiated.