



REAL ESTATE OFFERING
AND REQUEST FOR QUALIFICATIONS
FOR A DOWNTOWN, BRANDED BOTIQUE HOTEL IN
Monroe, Georgia



Issued by the City of Monroe, Georgia in conjunction with the City of
Monroe Urban Redevelopment Agency:

215 N Broad Street
Monroe, Georgia 30655
www.monroega.com



Table of Contents

Table of Contents	i
SECTION I: Project Information	1
A. Introduction	1
B. Background	1
C. Market Context	5
D. City Development Incentives and Terms	6
SECTION II: Proposal Contents and Evaluation Criteria	8
SECTION III: Additional Instructions to Proposers	12
SECTION IV: Appendix	15



January 6, 2025

To whom it may Concern:

The City of Monroe is pleased to offer this Request for Qualifications (RFQ) to identify a qualified developer to design, build, and operate a boutique hotel in our downtown district, featuring a nationally recognized hotel brand. The selected applicant will demonstrate a strong track record in developing and managing similar projects in small to medium-sized markets, with particular experience in downtown hotel development. Our goal is to enhance the city's vibrant downtown area by attracting a high-quality, well-branded hotel that will contribute to the local economy, provide exceptional guest experiences, and complement our community's unique character. We look forward to reviewing your qualifications and exploring the opportunity to work together.

This development opportunity is located on the site of a former cotton warehouse, located at 216 Davis Street in the Southeastern area of Downtown Monroe. The city purchased the 1.72-acre property in late 2023 along with another neighboring property in a package deal.

The Davis Street property also includes a building designated as a "locally important place" and is known as the old Oakes Hardware building. The intent is to incorporate the existing building into a flexible use for a portion of the hotel. The 7,761 square foot building was constructed approximately 125 years ago as a cotton warehouse for a railroad and most recently operated as an antique shop. We are now offering the full parcel, including the existing "Oakes Hardware" building, to the private sector for redevelopment into a downtown, branded boutique hotel.

The City of Monroe has been hard at work for the past several years working on a plan to broaden and deepen the historic downtown area and colloquially the Central Business District. In doing so, the city has created several vehicles and plans to accomplish these goals, such as creating a new Comprehensive Plan, creating an Urban Redevelopment Agency, and leveraging multiple grants to accomplish major projects including the adjacent and award-winning Town Green project. Additionally, utilizing the Downtown Development Authority, the city has been able to assist in creating a framework of robust shops and restaurants. With these amenities and the Town Green as a further catalyst, the only missing link is a major brand, boutique hotel in downtown. ***A hotel would meet the vision of fulfilling a walkable, mixed-use central business district that serves as a destination and complements our local businesses including the plethora of event venues that call Monroe home.***

As the property owner, the City of Monroe has the flexibility to convey the real estate in a manner that achieves the public sector's objectives as expressed in the RFQ, while providing the development community with attractive financial terms to enable the Project to succeed. The City is seeking to convey development rights to an experienced hotel developer who is willing to build the Project in substantial conformance with outlined goals. The purpose of this document is to invite qualified parties to express interest in acquiring the site for that purpose. We encourage you to take a few moments to review the enclosed information to better understand the real estate and the full scope of this opportunity.

Deadline for Responses

*Submissions must be received by the City of Monroe at 215 North Broad Street Monroe, Georgia 30655 on or before **2:00 PM on Thursday, April 3, 2025.***



Request for Qualifications: 216 Davis Street Downtown Hotel Development

If you are interested in exploring this matter further, please do not hesitate to call or e-mail the primary contact person identified in Section III of this RFQ. Staff will be prepared to answer your questions, share all relevant information, and assist you in inspecting the property upon request.

We thank you for your interest in Monroe and look forward to the possibility of receiving your response.

Sincerely

Logan Propes
City Administrator
Monroe Georgia
Enc.



SECTION I: Project Information

A. Introduction

The City of Monroe (“the city”) is issuing this Real Estate Offering and Request for Qualifications (the “RFQ”) seeking to convey development rights to an experienced hotel developer who is willing to build the Project in substantial conformance with outlined goals and incorporate development of the adjacent Oakes Hardware Building. We encourage recipients of this RFQ to take a few moments to learn more about the Project and to seriously consider responding. The following section describes the real estate being offered, provides a brief history of the city’s efforts to prepare the site for disposition, outlines the general nature of redevelopment desired by the community and the types of financial terms/incentives the city is prepared to offer to achieve its vision for this site. This section also provides references to additional documents that will be helpful to you in evaluating the site’s potential to be developed in conformance with the Master Plan.

For parties who may be interested in responding, Section II describes the requested contents and minimum requirements for written proposals, as well as the process that will be used to select a developer(s) to proceed to negotiation of an agreement. Section III then provides additional instructions, including proposal deadlines, procedures for submitting questions and related information. Additional reports and data that will be helpful to proposers is also available on the city’s web site and can be downloaded using this link: <https://www.monroega.com/purchasing/page/downtown-hotel-development-project-request-qualifications>.

The City of Monroe greatly appreciates your interest and looks forward to the possibility of receiving your proposal. We also

welcome the opportunity to answer your questions and provide any additional information you may need to respond, in accordance with the process described herein.



B. Background

The site of the former Oakes Hardware Building at 216 Davis Street is situated on 1.72 acres and located near the intersection of Davis Street and S. Madison Avenue, less than a five-minute walk from Downtown Monroe’s award-winning Town Green. The Oakes Hardware building has been designated a “locally important place” and as such, it is the city’s desire to see the structure incorporated into any redevelopment effort centered around a new branded hotel to be constructed on the site adjacent to the existing building. In late 2023, the City of Monroe acquired this property in a package deal with a neighboring parcel. The 7,761 SF building first served as a cotton warehouse prior to becoming the home of Oakes Hardware and, most



Request for Qualifications and Statement of Interest to Implement the 216 Davis Street Downtown Hotel Development Project

recently, Davis Street Antiques. The city has recently demolished an adjacent blighted property between Walker and Mears Streets along S. Madison Ave. to the south that may now be used as event overflow parking until future redevelopment is undertaken. The overall area has seen a recent renaissance.

In 2024, Monroe engaged The Highland Group to assist the city with conducting a hotel feasibility study centered around the use of the Davis Street property as the definitive site for a hotel location. The objective of the study was to determine if the city could support the requirements of a higher-end, branded boutique hotel, with a secondary goal of preserving the historic component of the property by incorporating those elements into the proposed hotel's facilities. The scope of the effort included meeting with city personnel to determine expectations and vision for the development of the property; analysis of the proposed site to evaluate access, visibility, convenience, and marketability; interviews with hotels in Monroe and the nearby markets of Bethlehem, Loganville, and west Athens to determine mix of business, sources of demand, room rates, operating performance, and other relevant information; identifying a "competitive" sample of hotels for inclusion in a Smith Travel Research (STR/CoStar) Trend Report, and subsequent analysis of historic trends in the sample including hotel supply, demand, and room revenues; telephone interviews with 15 to 20 potential top users of the hotel including area businesses, civic groups, churches, sports facilities, and other entities that generate demand for hotels; interviews with Walton County Economic Development Authority, Convention & Visitors Bureau, Chamber of Commerce, and other local entities; physical inspection of competitive hotels and evaluation of their quality, services, and amenities; researching new competitors that may be planned and/or under construction and evaluating their competitiveness with the proposed hotel; research into hotel brand

availability; evaluation of area economic and demographic data as relevant to the current and future hotel market; recommendations about facilities, room mix, brand, meeting space, and services considering findings; and an estimate of the market potential for the hotel expressed in terms of occupancy and average daily room rate for the first five (5) operating years.

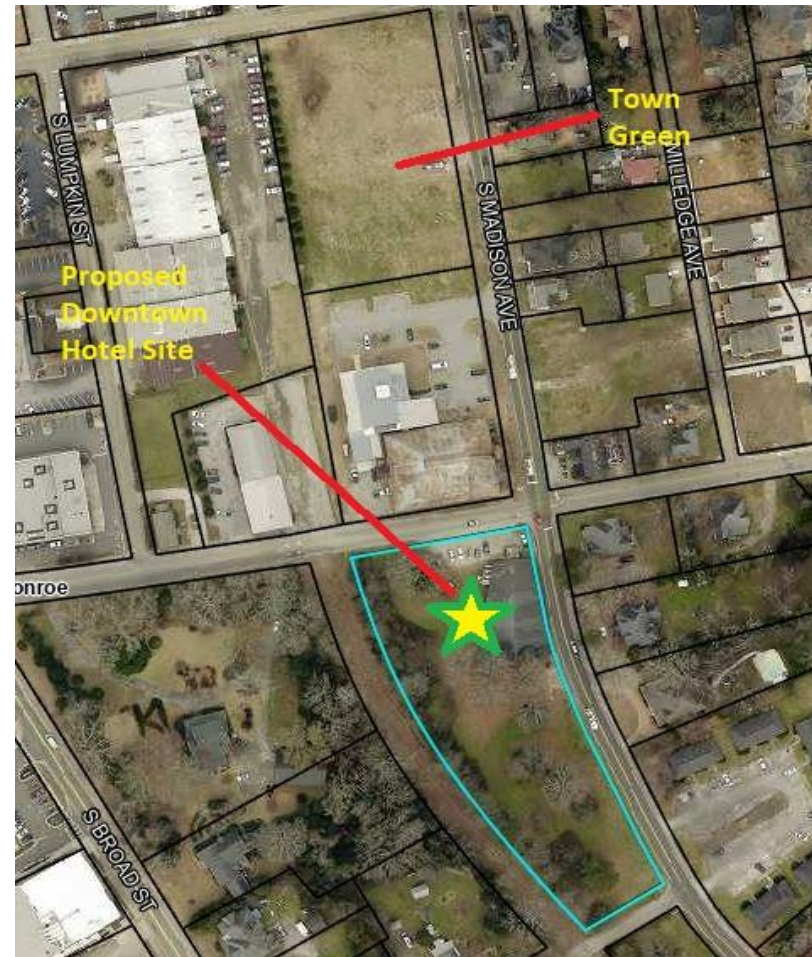


Figure 1: Existing Conditions and surrounding land uses, including proximity to major public event venue.



Existing conditions are shown in Figures 1 & 3, including the former Oakes Hardware Building and proposed dedicated hotel parking on the southern portion of the development site. Figure 1 also highlights the site's proximity to the newly-opened Monroe Town Green, home to many Downtown Monroe community events including the First Friday Concert Series hosted each summer. Figure 2 highlights the proximity of the proposed hotel site to one of Downtown Monroe's most heavily-utilized private event venues, The Engine Room.



Figure 2: Existing Conditions and surrounding land uses, including proximity to major private event venue.

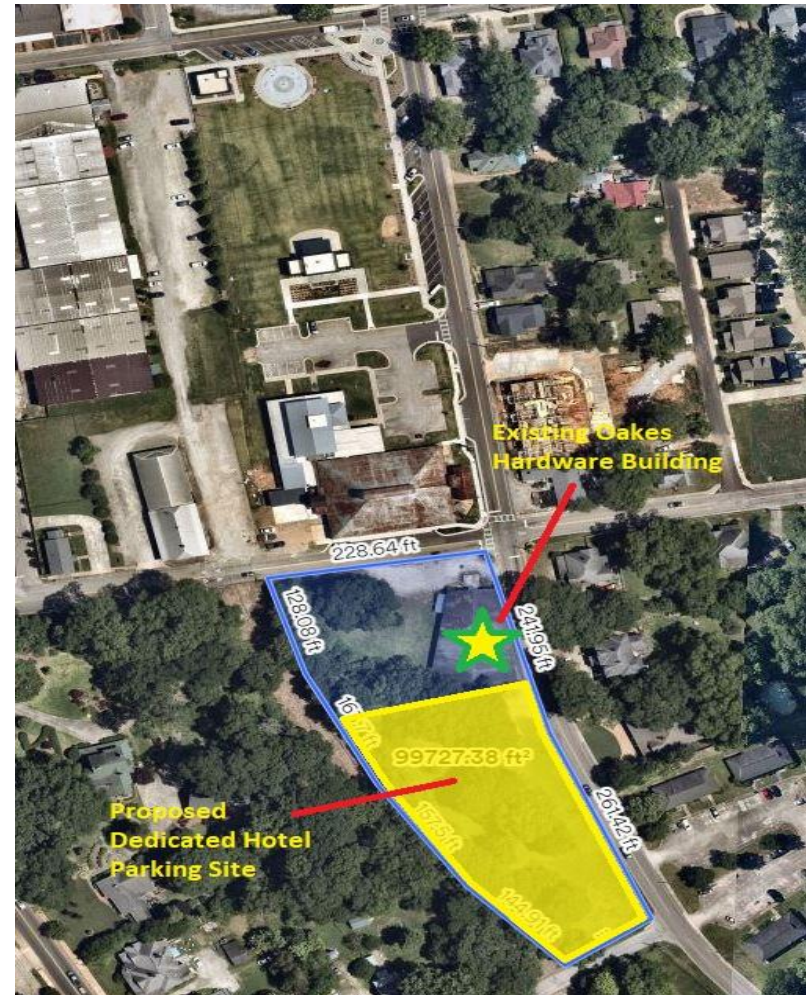


Figure 3: Existing Conditions and surrounding land uses, including potential on-site parking.



Request for Qualifications and Statement of Interest to Implement the 216 Davis Street Downtown Hotel Development Project



Figure 4: Preferred architectural style for proposed Downtown Monroe Hotel - Courtyard by Marriott in Thomasville, Georgia.



Figure 5: Preferred architectural style for proposed Downtown Monroe Hotel - Courtyard by Marriott in Downtown Gainesville, Georgia (building height limitations may apply).



Figure 6: Preferred architectural style for proposed Downtown Monroe Hotel - Courtyard by Marriott in Downtown Duluth, Georgia.



Figure 7: Preferred architectural style for proposed Downtown Monroe Hotel - Courtyard by Marriott in Downtown Savannah, Georgia.



Request for Qualifications and Statement of Interest to Implement the 216 Davis Street Downtown Hotel Development Project

The city is distributing this offering directly to a targeted list of developers who we believe possess the experience, financial capacity, and potential interest to undertake a project of the scale expected at this location. We may also distribute it to several area architecture, urban planning and commercial construction firms who may know clients who would be a good fit for this opportunity. However, this list is by no means exhaustive. Other interested parties who did not receive this information directly but are interested and qualified to undertake the Project are strongly encouraged to respond.

The objective is to receive responses from qualified firms who are experienced in developing high-quality, branded, boutique in-town hotels and are interested in executing the Project in substantial conformance with the desires of the RFQ. Additional demonstration of long-term experience operating the hotel(s) must be met from the applicant. **From the responses received, the city will select a preferred proposer and grant that party a period of exclusivity to undertake due diligence. The due diligence period will conclude with the submission of a proposal to acquire the real estate subject to permitting, and including financial terms; any actions, incentives, or other obligations required of the city, and related conditions.**

C. Market Context

Monroe is located in Walton County and has an estimated population of approximately 15,000. Monroe is situated along GA Highway 78 roughly 20 miles east of Snellville in eastern Gwinnett County, 26 miles southwest of Athens and the University of Georgia, and 15 miles north of Interstate 20 at Social Circle. According to the U.S. Census Bureau, Walton County's population has been growing at an annual rate of since 2010, significantly above the State average, and reached nearly

99,900 as of July 1, 2021. The estimated 2020 median income of 32,100 county households was estimated at \$65,500, almost 7% higher than the statewide median, while the County's poverty rate was 2.6 percentage points lower than the state average.





Extensive demographic, housing, economic and labor market information for Monroe and Walton County are reported in the [City of Monroe, Georgia 2022 Comprehensive Plan Update](#), which was adopted in April. The comprehensive plan is included among documents available for download as part of this RFQ.

The U.S. Census also estimates that 76% of Walton County households are homeowners. The local 2023 median home value in Monroe was \$321,059, nearly 7% above the statewide median. The median listing price for homes in January 2023 was \$434,900. The median gross rent for rental housing was estimated at \$1,045 in Walton County.

According to CoStar, the City of Monroe contains slightly more than 2.0 million SF of

leasable retail space in 160 buildings. The retail vacancy rate is currently below 3% and the average “overall NNN rent” is \$12.82/SF. After more than a decade of no significant inventory growth, the development of the Monroe Pavilion power center added more than 385,000 SF (a 23% increase) to the city’s total retail inventory in early 2022. Despite this expansion, CoStar estimates total available vacancy at less than 63,000 SF. (2024 preliminary estimates are even less available inventory).

Walton County is also characterized by high labor force participation and historically low unemployment. The county’s most recent unemployment rate was reported at only 2.70% according to November, 2023 reporting. Abutting counties have similarly low unemployment rates ranging from 2.10% in Oconee to a high of only 4.5% in Newton County.

The above data points suggest that the market area surrounding Monroe is at full employment, characterized by increasing population, households, and income levels. The region’s tight labor market is likely to become even more so with the recent announcement by Rivian Automotive to build a \$6 billion EV and battery plant on a nearly 2,000-acre site located off I-20 east of Social Circle, roughly 15 miles south of Monroe. That single facility could eventually employ more than 7,500 workers and increase the total number of jobs located in the surrounding rural counties by more than 5% over existing conditions.

There are several event venues in close proximity to the desired hotel site. Among them are The Engine Room (.5mi), McDaniel Tichenor House (.5mi), The Wayfarer Music Hall (.5mi), and The Factory at Walton Mill (.6mi). Additionally, the Walton County Parks and Recreation Department hosts numerous multi-day athletic tournaments at their facilities throughout the year.

D. City Development Incentives and Terms

When it acquired the site, the City Council’s main objective was to provide a space for creating a major economic benefit in-town and to provide a place for a hotel that is within easy walking distance of the Town Green, Downtown shops and restaurants and the several major event venues that hosts tens of thousands of guests each year. Receiving revenue from the sale or lease of the remaining retail space and surplus parking area was not critical to that decision. While receiving some form of compensation for development rights will factor into the disposition process, **the City Council’s main policy objective is to see the property developed in a manner that reflects, to the greatest extent possible, the vision of a walkable, well-incorporated brand-name hotel.** The city is seeking to partner with a developer(s) that are owner-operators who share that vision and will structure a



development agreement that creates a positive framework for success. Various images from other hotel exemplars depict preferred architectural styles for commercial, residential, and mixed-use development appear on the previous pages as figures 4-7.

The city is open to negotiating the following deal points with a potential development partner:

- **Ownership and Control:** The city has full control of the property and can convey the Project site to the selected proposer(s).
- **Flexible Compensation Terms:** The terms of a purchase contract for city-owned property are open to negotiation. The city would consider an up-front purchase of the entire development site, a ground lease of the hotel space, or some combination thereof. The city will select the proposer(s) who offers the best combination of quality product and compensation terms, which in its sole judgment, best reflect the desires architecture and long-term experience operating similarly situated nationally branded, downtown hotels, and will have the most positive economic impact the city as a whole. These terms may or may not reflect market value.
- **Participation in Public Improvements:** The city would be open to considering supportive investments in on and off-site public improvements and common area amenities, if necessary to significantly enhance the Project’s quality or make the development financially feasible. These may include public improvements to surrounding streets, parking areas, common areas, negotiating access/creating additional nearby off-site parking, or event-space partnerships.

- **Incorporation of Historic Oakes Hardware Building:** The City Council wishes to save the historic Oakes Hardware building on the site by incorporating in the hotel development or by other means.
- **Other pertinent factors:** As thoughtful negotiations commence the city will evaluate other factors that may assist is project development including but not limited to streetscaping, utilities, etc.

SECTION 720: STANDARDS & REQUIREMENTS

TABLE 720.71 PRINCIPAL USES

PRINCIPAL USE	CD-3	CD-4	CD-5	SD-M	CD-CV
Heavy Industrial / Heavy Manufacturing	NP	NP	NP	NP	NP
Laboratory	NP	NP	NP	NP	NP
Landscape / Irrigation Service, Timber Harvesting Service, or Tree Surgery Service	NP	NP	NP	NP	NP
Laundry or Dry Cleaning Plant	NP	NP	NP	NP	NP
Light Industrial / Light Manufacturing	NP	NP	NP	P	NP
Self-Service Storage Facility	NP	NP	NP	NP	NP
Warehousing, excluding Self-Service Storage Facility	NP	NP	NP	NP	NP
Wholesale Sales / Distribution	NP	NP	NP	NP	NP
Other Industrial Use not listed under any Use Category	NP	NP	NP	NP	NP
LODGING					
Hotel	NP	P	P	NP	NP
Bed and Breakfast Inn (B&B Inn)	P	P	P	NP	NP
Motel	NP	NP	NP	NP	NP
Other Lodging Use not listed under any Use category	NP	NP	NP	NP	NP
VEHICULAR					
Fuel Sales (Passenger Vehicle, Retail)	NP	C	NP	NP	NP
Fueling Station (Heavy Truck, RV, or Heavy Equipment)	NP	NP	NP	NP	NP
General Service / Maintenance / Installation of Parts / Accessories (Heavy Truck, RV, or Heavy Equipment)	NP	NP	NP	NP	NP
General Service / Maintenance / Installation of Parts / Accessories (Passenger Vehicle)	NP	NP	NP	NP	NP
New or Used Sales or Rental (Heavy Truck, RV, or Heavy Equipment)	NP	NP	NP	NP	NP
New or Used Sales or Rental (Passenger Vehicle)	NP	NP	NP	NP	NP
Parts / Accessories / Tire Sales (Heavy Truck, RV, or Heavy Equipment)	NP	NP	NP	NP	NP

LEGEND The following notations are utilized in this table:
 P Permitted by Right
 C Conditional Use Permit required. All other applicable requirements also must be met.
 NP Not Permitted
 NR Not Required

Figure 8: Section 720 of City of Monroe Character-Based Code highlighting permitted zoning classifications for lodging/hotel developments (CD-4 & CD-5).



If you are interested in submitting a proposal to participate in this hotel development, the requested structure and contents of your proposal are addressed in the next section. Additional instructions and helpful information, including submission deadlines, city contacts, arrangements to inspect the property, and related information are provided in Section III.

SECTION II: Proposal Contents and Evaluation Criteria

This RFQ is seeking responses from qualified developers who are interested and experienced in building sustainable, walkable in-town developments or communities. In this context, the terms “Developer” and “Developer Qualifications” apply to the development entity itself and the proposer’s professional team assembled to execute the project.

The City of Monroe is seeking a developer and supporting professional team that possess the strongest combination of the following qualifications and experience.

- A successful track record in developing historically sensitive, innovatively designed “boutique” hotels in “in-town” settings, particularly in smaller cities and suburban counties,
- Experience in acting as a hands-on owner-operator of the similarly situated hotels,
- Experience in developing projects involving public-private partnerships and/or in locations with strong community and stakeholder interest,

- Experience in developing projects that have demonstrated proven market acceptance and resulting positive impacts in attracting investment to nearby properties, and
- Evidence of a strong financial position, access to equity and debt financing, and a well-performing portfolio of past and current projects.

Proposals must address the four (4) subject areas described below. While the requested contents are described in each section, the organization of the proposal and level of detail provided are left to the proposer’s discretion. Respondents are encouraged to be concise and limit the body of the proposal to no more than 20 pages if possible. The proposal may be organized to provide supporting information, such as resumes or project descriptions, in an appendix.

1. **Part I – Cover Letter:** Responses should include a cover letter that introduces the respondent’s company, professional team, firm experience, and areas of expertise. The letter should:
 - a. Include the name, address and telephone number of the firm and the person who will serve as the proposer’s primary point of contact during the evaluation phase,
 - b. Identify the organizational structure/composition of the firm as well as the names and addresses of key principals,
 - c. Outline the team’s professional qualifications and experience in development, financing, and marketing of comparable residential, commercial, or mixed-use projects,
 - d. Summarize why the firm is interested in this project (or a part of the project if applicable); and



Request for Qualifications and Statement of Interest to Implement the 216 Davis Street Downtown Hotel Development Project

- e. Be signed by an authorized representative with the authority to negotiate with the city and commit the proposer or the proposer's team to an agreement if selected.

2. **Part II – Proposed Development Vision and Program:** Proposers are invited to comment upon the vision and desired development program for the hotel site. This may reflect the proposer's additional thoughts and analysis. While the city is committed to the overall vision illustrated in this RFQ, it also recognizes that flexibility may be needed for economic or other reasons. This part of the proposal can address, but not necessarily be limited to the following subject matter, in no particular order:

- a. The proposer's initial thoughts regarding the design for proposed hotel or other commercial components that could succeed at this location, supported by photographs, renderings, or floor plans of comparable examples, as applicable,
- b. Discussion of alternatives if more than one concept is under consideration,
- c. Potential on- or off-site issues/concerns or plan elements that may require city financial support or participation,
- d. A timeline and list of due diligence activities the proposer would undertake if selected for the project,
- e. The potential terms and length of an agreement the proposer would require from the city in order to invest funds for due diligence,
- f. A preliminary suggested schedule from initial selection to closing, and through the construction period, if selected,

- g. A conceptual framework for determining compensation to the city for the real estate, and the timing of such compensation, and
- h. A preliminary estimate of the potential total construction cost and end value of the proposer's investment in the site.

This part of the proposal should address key deal points the proposer would see as necessary to commit financial resources to due diligence, and outline steps following due diligence, assuming that findings are favorable. The city recognizes that this discussion is intended to serve as a starting point for negotiation and would not be binding on either the proposer or the city.

Proposers are also encouraged, but not required, to include a general form of agreement that could serve as a template if selected to undertake the Project. This may be in the form of a generic draft MOU, Purchase and Sale Agreement or similar document, a redacted example of a similar agreement executed with other parties, or a narrative discussion of the main contents of such an agreement.

Part III – Development Team Experience: At a minimum, this section must contain sufficient information to enable the city to identify and understand the identity of the proposer. Provide the complete legal name, the location of the proposer and the names/locations of all legal entities that comprise the respondent if proposing as a team. Also provide brief history and describe the legal structure of the entity. In the case where the respondent is a partnership, joint venture, or affiliation of two or more firms, please provide information for all participants and the nature of the business relationship. This should include a brief description of the respective roles, rights, and responsibilities of the parties. If applicable, the respondent should include a statement and/or organizational chart that clearly identifies



Request for Qualifications and Statement of Interest to Implement the 216 Davis Street Downtown Hotel Development Project

the level of authority vested to each member within the team's management structure to make decisions. In addition, this section should address the following:

- a. **Relevant Projects**: The city expects proposers to describe their relevant experience with developments that are most comparable to this Project. The city is interested in projects that were successfully completed or are still in active development, as opposed to planned projects that were never executed or are still pending. "Project experience" listed in this section should also prioritize developments executed by the proposer over projects attributable to members of the consultant team. The city is also more interested in receiving detailed descriptions, focused on a few highly relevant and more recent project examples, than in receiving minimal information on a larger number of examples, which are less relevant. For each example cited, discuss why it is relevant to Monroe's desired hotel situation. Also, describe the specific role of the respondent and or the responsible team member in executing the project, operating the project, the location, development cost and the year in which the project was completed or is planned for completion.
- b. **Personnel**: Provide summary resumes of key personnel, including the persons' name, title, relevant experience, professional background; education and employment history. Provide an organizational chart of the respondent's management structure. The organizational structure should clearly identify the management team, and the roles of the associated individuals/firms.
- c. **Consultants and Subcontractors**: Use this section to identify relevant architectural or engineering consultants, legal and/or financial advisors, contractors, or subcontractors the respondent typically uses, and/or is most likely to retain to assist in executing this project. The city does not require respondents to identify their entire consulting team in advance of being selected. However, this part of the proposal should communicate that the respondent understands and will acquire sufficient technical expertise to work through permitting, engineering and coordination challenges associated with this project. The format for presenting the qualifications of consultants should follow the same general format as used for the developer.
- d. **Financial Capability**: In this section the respondent is expected to submit information which demonstrates the proposer's capability to raise sufficient equity and obtain financing to execute a project of the expected size and cost of a branded, in-town hotel. If the respondent is a partnership, joint venture or newly formed legal entity, financial information should (at minimum) be provided for the entity or individual(s) that own and control a majority interest. "Evidence" of financial capacity may be in whatever form the proposer chooses, including company financial statements, letters or endorsements from third-party lenders, project portfolios or related information. However, a proposer's failure to adequately cover this requirement may be interpreted by the city as an admission of inadequate financial capacity.



Part IV – Disclosures: Should the proposer be aware of any conditions or significant contingent liabilities, such as guaranteed loans or other obligations which could affect the proposer’s ability to obtain financing for this Project, this final section should contain a disclosure statement that describes the applicable situation. Proposers should also describe any disputes involving the respondent which the city should be made aware of. Proposers are also expected to disclose any outstanding business relationships or disputes with the City of Monroe, Walton County Government or any other relevant agencies and organizations.

Deadline for Responses

Proposals must be received by the City of Monroe on or before **2:00 PM on Thursday, April 3, 2025**. Important instructions to proposers, including the packaging and delivery of proposals, procedures for submitting questions, arranging a site inspection and related requirements are included in Section III.

Evaluation Process and Selection Criteria: Upon receipt and review of the proposals, the city, at its sole discretion, shall determine which respondents meet or exceed the minimum qualifications and rank respondents in order of qualifications. Submissions will be reviewed by an Evaluation Committee consisting of elected and/or appointed city officials and professional staff with expertise in real estate development and related issues. The committee will conduct an evaluation of the submissions using the following general criteria:

- a. Experience of the Developer/Development Team in successfully executing comparable-scale hotel in

- walkable, in-town settings which possess characteristics similar to those described in the city’s objectives for this property,
- b. Demonstrated commitment as a long-term owner-operator of similarly situated hotels and brand control.
- c. Composition and qualifications of development team members, professional staff and consultants assembled to execute the Project,
- d. The applicability of the proposed development vision and program; compliance with and achievement of the city’s stated objectives and the usefulness of comments, insights, recommendations, and approach to develop the site,
- e. Evidence of the financial capability of the developer/team to contribute equity and secure necessary debt financing to execute the Project, and
- f. The attractiveness of the proposed framework for performing due diligence, leading to the negotiation of a development agreement.

Upon completing its review of written submissions, the Evaluation Committee will notify each respondent in writing with respect to whether their submission was complete, whether the submission satisfied minimum qualifications and whether the Committee will consider the proposal further. Before completing its review, the Evaluation Committee may at its discretion submit additional questions to or invite respondents to make oral presentations to the Committee before making a final determination. Proposers should expect that the Evaluation Committee will take up to 90 days to complete its work depending on the number and quality of proposals received.



Upon completing the initial evaluation process, the city intends to either (a) continue negotiations with two (2) or more finalists before deciding, or (b) choose to negotiate with one (1) preferred proposer. The expected conclusion of this process will be an agreement granting the selected proposer exclusive development rights for a reasonable period of time to conduct due diligence and negotiate terms. If after completing due diligence the developer intends to proceed, the city would expect to negotiate terms and execute a potential purchase and sale agreement and/or subsequent agreements leading to an eventual closing on all or parts of the site.

SECTION III: Additional Instructions to Proposers

The City of Monroe is pleased to offer a 1.72-acre development site and remaining vacant commercial building that was previously home to Oakes Hardware and Davis Street Antiques, for Downtown Branded Hotel development adjacent to the Monroe Metro commercial site and the Monroe Town Green community event venue. Important instructions to parties interested in submitting proposals are provided in this Section.

1. **Delivery Location and Deadline for Proposals:** Responses to this RFQ must be delivered to:

City of Monroe
215 N Broad Street
Monroe, Georgia 30655

on or before **2:00 PM on Thursday, April 3, 2025**. Unless the city, at its discretion, chooses to extend this deadline for all interested parties, any submissions received after this specified day and time will be rejected.

2. **Packaging of Submissions:** RFQ responses must be completely sealed and clearly marked identifying the following information on the front of the package:

216 Davis Street Downtown Hotel Development Project – RFQ Response

Respondents are requested to submit one (1) paper copy with original signatures and one (1) electronic copy in PDF file format either included within the submission package or delivered separately via e-mail. Respondents are also asked to include a table of contents/index and to organize their presentation into sections which correspond to the order of requirements indicated in this RFQ (See Section II). Only delivery of the completely sealed submission package by the specified date and time (not electronic copies submitted via e-mail) will be considered responsible and responsive to the deadline. If there is any discrepancy in the contents of the submitted paper and electronic versions, the city shall rely upon the signed original when evaluating the submission.

3. **Acknowledgement of Interest and Submission of Questions to the City:** Any party who directly or indirectly receives this RFQ and is interested in responding is strongly encouraged to notify and send contact information to the city's primary contact person for this RFQ, **Christopher Croy, Central Services Director**, City of Monroe

Phone: (770) 266-5172
e-mail: CCroy@MonroeGA.gov

to be placed on a distribution list to receive attachments, subsequent correspondence, and addenda related to this RFQ.



Request for Qualifications and Statement of Interest to Implement the 216 Davis Street Downtown Hotel Development Project

Questions should be submitted in writing to this same e-mail address. Questions can be submitted at any time prior to and until **12:00 noon on Thursday, March 27, 2025**. The city reserves the right not to respond to questions received after that date/time. Answers given to substantive questions will be provided in writing to all parties who supply their contact information in the form of one (1) or more addenda to this RFQ. Only written replies to questions appearing in the Addenda should be considered as being official positions of the City of Monroe and binding upon respondents.

4. **Property Inspection:** As a courtesy, city officials wish to be informed of any inspection of the subject property. If interested in accessing the vacant space, arrangements to conduct an interior inspection/site visit can be arranged by notifying the primary contact person as indicated, during normal business hours. Staff will be available by appointment to accompany proposers on property inspections conducted during normal business hours between January 2, 2025 through March 28, 2025. Proposers requesting a site visit are asked to coordinate their teams so that all needed information can be gathered in a single visit. If subsequent visits are needed, they may be arranged by staff as available and able.
5. **Availability of Electronic Documents:** This document and all accompanying attachments and background information referenced herein will be distributed by electronic means. Any responding party accepts full responsibility to ensure that it is responding to the correct version, including any addenda issued by the city. The proposer acknowledges and agrees that in the event of a conflict between the RFQ in the respondent's

possession and the latest version maintained by the city, the version maintained by the city shall apply. This document and all attachments listed in Section IV can also be obtained by contacting Christopher Croy via e-mail using the above address, or by visiting the city web site at <https://www.monroega.com/purchasing/page/downtown-hotel-development-project-request-qualifications>.

6. **Minimum Qualifications:** Respondents must provide information outlined in Section II to be considered qualified to participate in this Project. For purposes of this RFQ, a proposer or respondent may include a single development firm or a team of two or more firms that will assume responsibility for implementing all or some Project components. In cases involving “team proposals”, the combined qualifications and experience of all team members will be applied to determine minimum qualifications. Respondents who meet/exceed the minimum qualifications may be invited to meet with city representatives to present their submissions in more detail. Upon completion of the initial evaluation process, the city intends to either (a) continue negotiations with two (2) or more finalists before deciding, or (b) choose to negotiate with one (1) preferred proposer.
7. **Limited Offering:** The City of Monroe is distributing this offering directly to a pre-screened list of firms that we believe possess the experience, financial capability, and potential interest to undertake this Project. The city does not view this list as exclusive. Other interested parties who have received this offering indirectly but satisfy all qualifications herein are both invited and encouraged to submit a proposal.



Request for Qualifications and Statement of Interest to Implement the 216 Davis Street Downtown Hotel Development Project

8. **Inappropriate Contact**: All respondents and/or representatives of respondents are requested **NOT** to contact any elected or appointed city officials, employees, members, or any third-party representatives of the city on any matter pertaining to this RFQ, aside from the contact person designated above. The contact person may refer questions to other relevant staff members. Attempts to make inappropriate contact and/or influence the evaluation of proposals may result in disqualification.
9. **Additional Submission Requirements/Original Signatures**: Each proposer is responsible for the costs of preparing and submitting responses to this RFQ. Requested contents of submissions are outlined in Section II and the failure to respond fully to those requirements may result in disqualification. Submissions must be signed by a principal of the respondent with the authority to enter into an agreement or contract with the city or in the case of joint proposals, a single individual that is designated to speak for and serve as the primary point of contact for the joint venture/partnership. By submitting a proposal, each respondent acknowledges and agrees that their submission will become the property of the City of Monroe for its respective use, without compensation.
10. **Representations of the Proposer**: By submitting a Qualifications Statement to the City of Monroe, the proposer acknowledges, represents and warrants that: (a) it has read the entire RFQ and accepts its terms and conditions; (b) the signatory to the proposal is the respondent (or respondent's duly authorized agent or employee with authority to bind the respondent); (c) any information or disclosure provided in the response is an accurate representation as of the submission date; and (d) it agrees that it will voluntarily notify the city immediately if any information or disclosure provided during any part of the evaluation process changes, is no longer accurate or would be misleading.
11. **Insurance Requirements**: Respondents are advised that the proposer selected to undertake the Project will eventually be required to maintain in effect during and following construction, at their sole expense, usual and customary insurance coverage with appropriate coverage limits. In general, the city will require evidence of the following types of insurance: (a) Commercial General Liability, Bodily Injury and Property Damage, including Contractual Liability and Products/Completed Operations Liability; (b) Georgia Statutory Workers Compensation coverage and Employers Liability; (c) Automobile, Bodily Injury and Property damage Liability; (d) Professional Liability and (e) Builders Risk. The City of Monroe must be listed as an Additional Insured on all policies as applicable. These coverages must be secured from insurers and on forms of policies acceptable to the city and include provisions that such insurance cannot be canceled, nor limits reduced, without at least thirty days prior written notice. The selected proposer(s) will be required to provide certificates of insurance as evidence that all such insurance is actually in effect prior to commencing work and while work is ongoing, provide like evidence of the extension, renewal, or replacement of expiring or lapsing policies at least 30 days prior to such occurrences, until all work has been completed.
12. **Rejection of Submissions, Cancellation of RFQ or Waiver of Technicalities**: This RFQ does not obligate the City of Monroe or the City of Monroe Urban Redevelopment Agency to select or negotiate with any development team(s) or to accept offers,



which the issuer determines, in its judgment, are not in the best

- 2023 Monroe Housing Study

interest of the city. The city reserves the right to reject any Proposal or all of the Proposals, to waive any technical defect in a Proposal or to cancel this RFQ at any time.

13. **Protests:** Any protest or objection to this RFQ or the solicitation process related to the RFQ must be submitted, in a timely manner and in writing to Logan Propes, City Administrator for review and response. The city will develop an appropriate response to resolve protests if/when such a protest occurs.

SECTION IV: Appendix

As noted previously, all documents referenced in this RFQ are available electronically and can be downloaded from the City of Monroe website.

<https://www.monroega.com/purchasing/page/downtown-hotel-development-project-request-qualifications>.

Documents available for download include the following:

- Hotel Market Study
- Relevant Character-based Code Sections
- Site survey and building plans for existing structures
- City of Monroe, Georgia 2022 Comprehensive Plan Update