



Fall 2024 Solicitations

Informational Webinar

9/12/2024

Housekeeping

- Introductions
- Program website:
 - Emerging and Diverse Developers: ramseycounty.us/EDD
- Webinar recording
- Press Q&A button below to ask questions – will respond after each presentation
- Q&A will be compiled into an FAQ document



Agenda

- Housekeeping
- Program Background
- EDD Program
- Scoring & Evaluation
- Other Solicitations

A photograph of a large, multi-story brick building with arched windows and a prominent red brick chimney. The building is partially obscured by large, leafy green trees. In the foreground, there is a sidewalk, a brick wall, and a decorative iron fence. The scene is set in a well-maintained urban or campus environment.

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Emerging and Diverse Developers (EDD) Program

What is a Solicitation

Solicitation is:

1. Funding opportunity
2. They are documents that make the government's requirements clear so that businesses/ individuals or entities can submit competitive applications.
3. Municipalities generally acquires goods and services through this cost-effective, competitive and fair process accessible to all businesses.

Synonyms

- Request for Proposals (RFPs)
- Request for Quotes (RFQ)
- Notice of Funding Opportunities (NOFO)

What is a (Housing) Developer?

Housing developers are:

- I. Entrepreneurs who oversee the development and redevelopment of properties.
- II. They plan and control projects from start to finish, from purchasing land to building the property.
 - a) Purchase property with the desire to renovate and/or rent it out as units of housing.
 - b) Have many points of entry
- III. Ramsey County defines emerging developers as an individual or entity that, in the past 10 years, has owned and/or developed (as a sole proprietor or under other business entities) no more than 25 housing units, or 15,000 sq. ft of commercial space in the State of Minnesota.

IV. You



Solicitation Announcement

- To qualify Applicant must have less than 25 housing units or 15,000 sq. ft. of commercial space in the state of Minnesota in the last 10 years.
- Housing Development that serves low-to-moderate income residents
 - Deferrable 0% interest loan
 - 30-80% Area Median Income
 - 20 years of affordability
 - Eligible in both Saint Paul and suburban Ramsey County
- Application Period: September 5 - October 31, 2024
- Recommended Awards: December 2024



Goals of EDD



Ramsey County aims to address racial barriers in real estate, providing emerging and diverse developers with a fair and equal opportunity to thrive in the early stages of the development process.

Framework

- [Economic Competitiveness Inclusion Plan](#)
- [Equitable Development Framework](#)
- [Deeply Affordable Housing Initiative Engagement Summary](#)

A Holistic Plan

County Goals

1

Cultivate economic prosperity and invest in neighborhoods with concentrated financial poverty

2

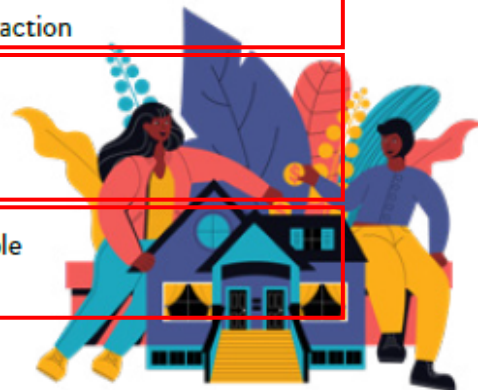
Enhance access to opportunity and mobility for all residents and businesses

Strategies

1

Ensure place-based inclusion, create resilient and equitable communities

- Preserve and increase the supply of rental housing units for lowest-income residents
- Expand affordable homeownership opportunities and improve housing stability for communities that have experienced historic wealth extraction
- Foster inclusive economic development within county transit, economic, and cultural corridors
- Support communities in equitable site development



2

Foster economic competitiveness, innovation, and transformation

- Sustain and accelerate workforce recovery programs
- Develop pathways to entrepreneurship and Black, Latinx, Asian, and Indigenous business ownership
- Attract and grow high-wage industry and innovation: technology, advanced manufacturing, and life sciences
- Strengthen business retention and expansion infrastructure to support communities



Eligible Activities



- New construction
- Rehab
- Acquisition
 - With some form of site control
- Pre-development
 - (with **site ownership**)

Note: The Ramsey County Prevailing Wage Ordinance may apply to awards over \$25,000 with construction labor hours.

Eligible Activities Continued -Predevelopment Costs

For predevelopment funds, applicants must demonstrate **full site ownership**. Please remember to attach executed site ownership documentation in the ZoomGrants Application to be eligible for review. Applicants apply for up to \$20,000.00 of pre-development soft costs as listed in eligible “Housing Types and Projects.” Generally, funds must be used within 18 months of award.

Covered Soft Costs:

- Architectural fees
- Engineering fees
- Consulting fees
- Environmental assessments
- Legal consulting
- Market analysis
- Administrative costs for loan commitments
- Zoning approvals and land-use application fees
- Permitting Fees



Evaluation and Approval Schedules

| Milestone | Key Date |
|-----------------------------------|------------|
| Solicitation Responses Due | 10/31/2023 |
| Staff Review Applications | 11/11/2023 |
| Applicants Notified | 12/12/2023 |
| Recommended Projects at HRA Board | 12/17/2023 |
| Closing Conversations May Begin | 1/2/2024 |



The background of the slide is a photograph of a large, multi-story brick building with a prominent arched entrance and a red brick chimney. The building is surrounded by lush green trees and a well-maintained lawn. A paved walkway leads from the foreground towards the building. The scene is captured in a bright, natural light, suggesting a sunny day.

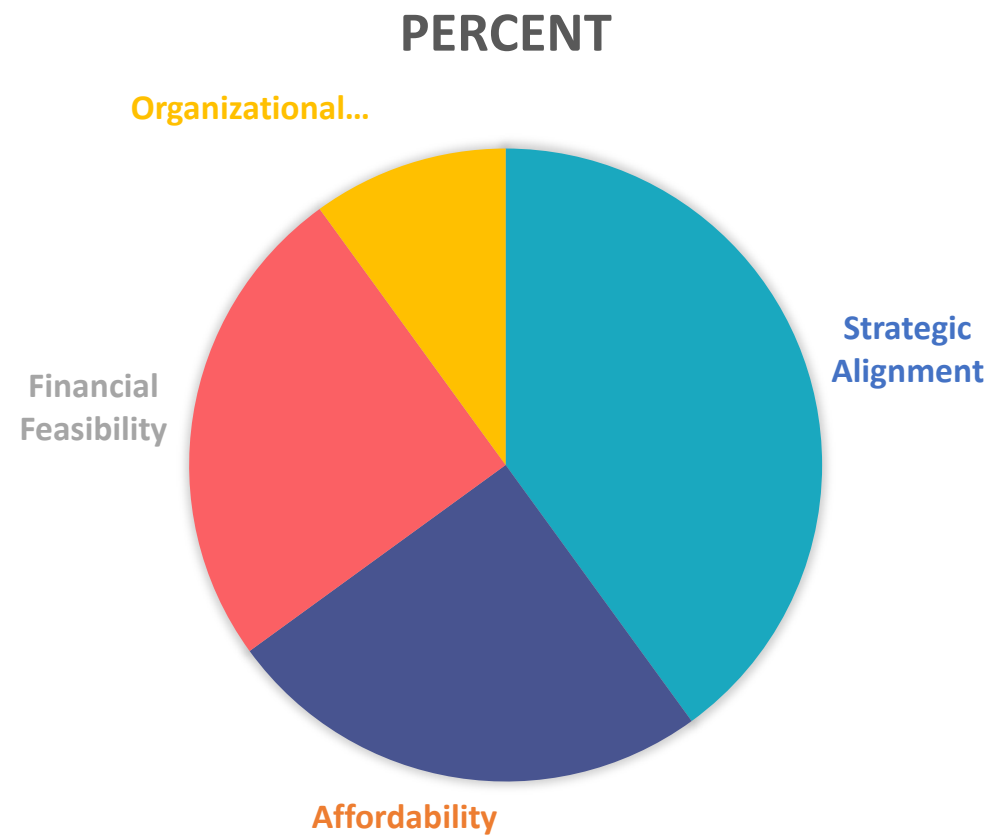
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Scoring & Evaluation

Solicitation Scoring

Scoring Criteria

- Strategic Alignment (40 pts)
- Affordability (25pts)
- Financial Feasibility (25pts)
- Organizational Capacity (10 pts)



Strategic Alignment



30-40 Pts

- Applicant fully responds to all Attachment A questions AND:
- Demonstrates a clear link between the project and the Economic Competitiveness and Inclusion Plan, The Equitable Development Framework and/or the Deeply Affordable Housing Initiative Report AND
- Incorporates many strategies/actions/recommendations into the development of the proposed project.

20-29 Pts

- Applicant fully responds to all Attachment A questions and demonstrates a link between the project proposed and the ECI Plan, the Equitable Development Framework and/or the Deeply Affordable Housing Initiative Report and;
- Incorporates some strategies/actions/recommendations into the development of the proposed project.

Strategic Alignment (continued)

10-19 Pts

- Applicant answers most of, but answers are missing context.
- The link between the project proposal and the ECI Plan, the Equitable Development Framework and/or the Deeply Affordable Housing Initiative Report is weak.
- May contain action/ strategy/ recommendation but the connection is less clear.

0-9 Pts

- Insufficient responses to all or most of the Attachment A questions,
- Weak understanding of the ECI Plan, the Equitable Development Framework and/or the Deeply Affordable Housing Initiative Report.
- Key documents and their strategies/actions/recommendations not mentioned in the application.



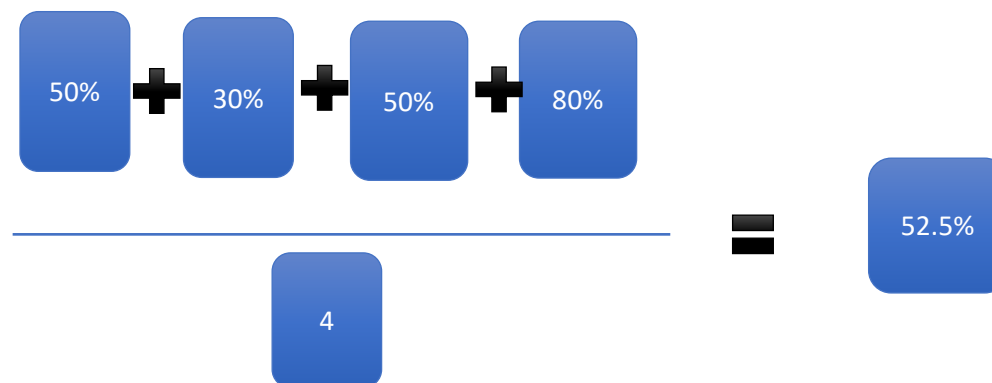
Affordability

25 Points Max

All proposed housing developments must include units at/or below 80% Area Median Income (AMI) and the overall average of rental limits must be at or below 80% AMI

- Applications can only contain 30% AMI, 50% AMI, 60% AMI, 80% AMI and 100% AMI (market rate) units.
- Applications where rental limits average to 50% AMI will receive the most points.
- Points will also be awarded to applications where rental limits average to 60% AMI
- Income Averaging allows applicants/owners to elect to serve households with incomes of up to 100% AMI

Example 4-unit building at 60% AMI



For example, if an Applicant proposes a four-unit rental housing project and the Applicant sets rental limits for the four units at 30% AMI, 50% AMI, 50% AMI, and 80% AMI that would result in an average AMI of 52.5%. The Applicant would score points for having an average AMI at or below 60% and points for including a unit at 30% AMI.

Affordability

| Average affordability of unit mix | Points |
|----------------------------------------------------------------|--------|
| Project's unit mix averages to 50% AMI or less (20 points) | |
| Project's unit mix averages to 60% AMI or less (15 points) | |
| deeper affordability | |
| Project unit mix contains at least one 30% AMI unit (5 points) | |
| Total Points | 0 |

Financial Feasibility

25 Points Max

1. Total Development Costs (TDC)
2. Number of Units
3. Cost per Unit (CPU)
4. Amount Requested
5. Amount per unit requested
6. Percentage of Ramsey County subsidy
7. Percentage of other funding
8. Letter of Support from Municipality

Financial Feasibility (cont)

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Percentage of Committed Funding | |
| Points associated with requested amount per unit | |
| < or = \$200,000 (20 points) | |
| >\$200,000 but < or = \$250,000 (15 points) | |
| >\$250,000 but < or = \$300,000 (5 points) | |
| Applicant provides a letter of municipal support and/or a letter from the municipality that demonstrates zoning/conditional use approval (5 points) | |
| Total Points | 0 |

Organizational Capacity

| Reviewer Name: | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Organizational Capacity (maximum 10 points) | Enter Score |
| <p>Development team has strong experience planning and completing housing development projects. The development team describes ample staff capacity to successfully execute the submitted proposal. If less experienced, lead applicant has brought together an experienced team to fill in organizational gaps. (7-10 points)</p> | |
| <p>Development team has some experience planning and completing housing development projects. Team has capacity to complete the project, but may need to bring on additional staff resources into the development team. If less experienced team is aware that they will need to fill in the organizational gaps. (4-6 points)</p> | |
| <p>Development team has little to no experience planning and completing housing development projects. Team does not have enough staff and expertise to complete project and did not propose bringing in additional resources to fill in organizational gaps. (0-3 points)</p> | |



Required Documents

What's Required for the EDD Solicitation Responses?

Pass/ Fail

- Eligible Housing Type
- Multifamily Workbook
 - Otherwise called Proforma
- Project Description
- Acknowledgement Letter
- Lobby Certificate Form
- Responses to the “Ramsey County Equitable Development and Livability” questions

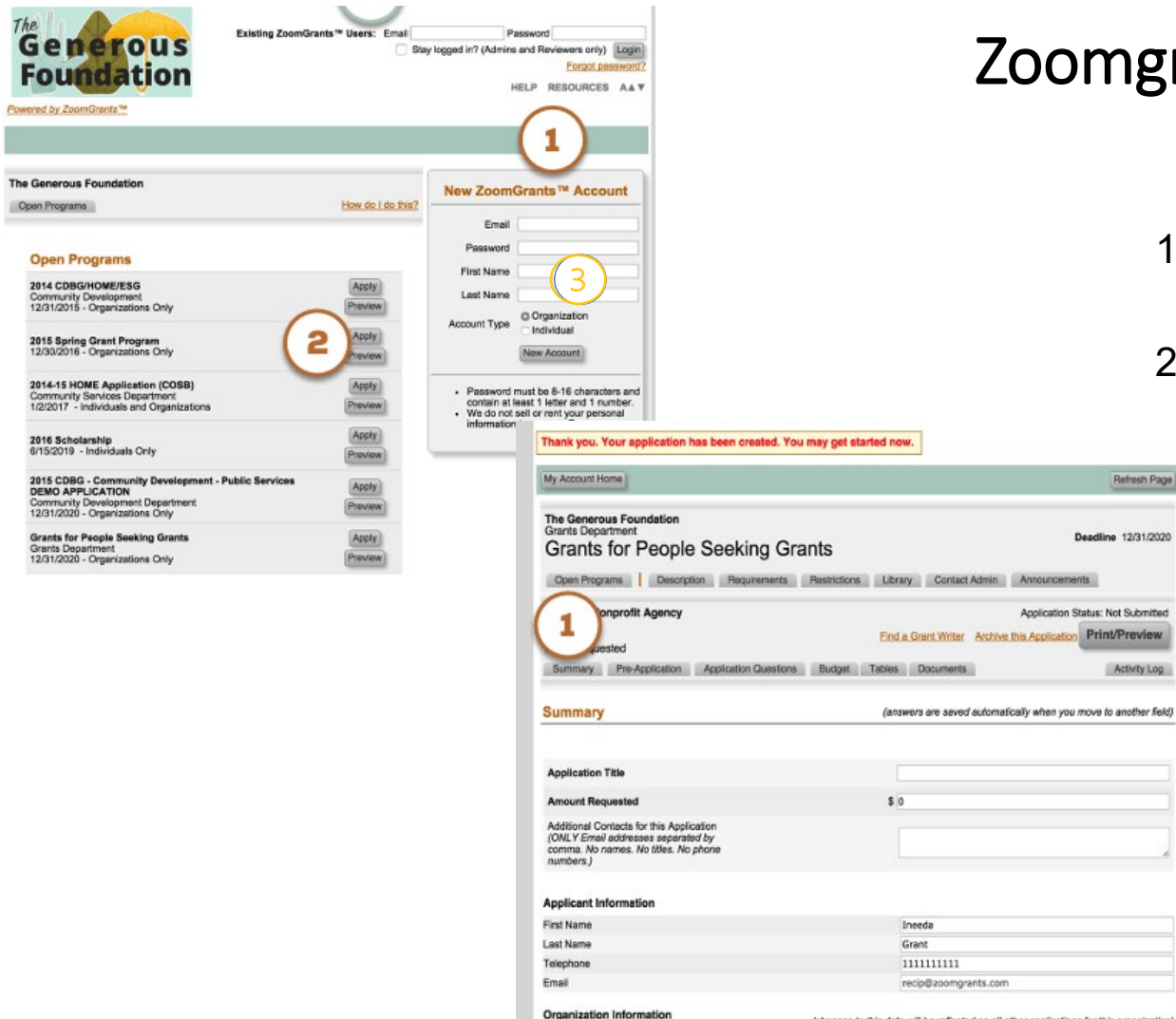
Additional Materials

1. Project schedule
2. Organizational Capacity Worksheet
3. Market feasibility analysis/plan; if applicable;
4. Applicant's financial statements;
5. Detailed project budget; (may be included in multifamily workbook);
6. Explanation of funding sources and uses; (may be included in multifamily workbook);
7. Commitment letters from other lenders and funders;
8. Architectural drawings, if applicable;
9. Sworn construction cost statement, if applicable;
10. Bids and specifications, if applicable;
11. Site improvement plans, if applicable;
12. Project scope of work; if applicable;
13. Photos of project site;
14. Evidence of site control, unless for acquisition under special circumstances;
15. Operating expense projections; (may be included in multifamily workbook);
16. 15-year proforma projections including debt coverage ratio; (may be included in multifamily workbook);
17. Detailed housing unit breakdown; (may be included in multifamily workbook);
18. Occupancy/fill projections; (may be included in multifamily workbook);
19. Tenant data; if applicable;
20. Zoning and land use documentation;
21. Resolution or letter of support from local municipality

Covered by Detailed Multifamily Workbook

1. Explanation of funding sources
2. Detailed project budget
3. Sources and uses of funds statement;
4. Operating expense projections
5. 15-year proforma projections
6. Detailed housing unit breakdown
7. Occupancy/fill projection

OVER 30% OF ALL ADDITIONAL INFORMATION

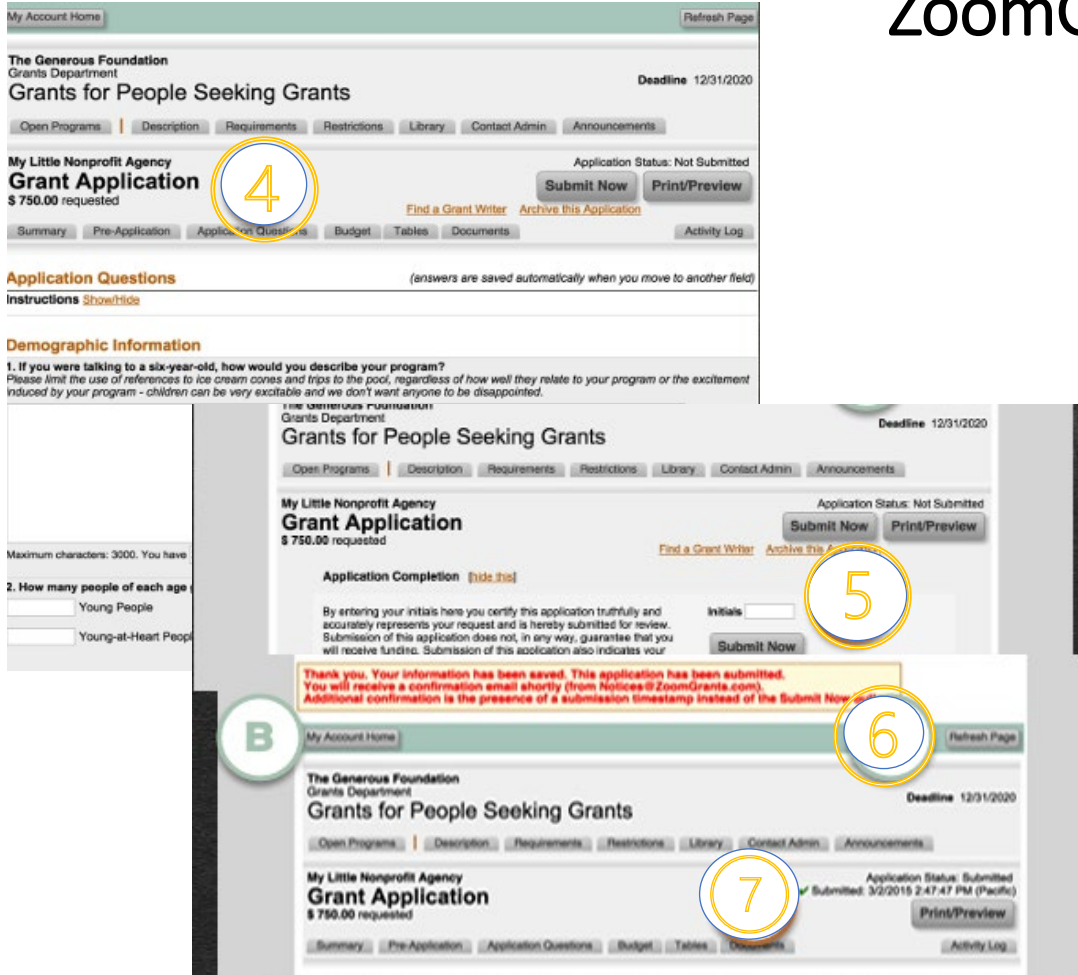


The screenshot shows the ZoomGrants interface. On the left, there is a list of 'Open Programs' with 'Apply' and 'Preview' buttons. A red circle with the number '2' highlights the '2015 Spring Grant Program' entry. In the center, there is a 'New ZoomGrants™ Account' form with fields for Email, Password, First Name, Last Name, and Account Type (Organization or Individual). A red circle with the number '3' highlights the First Name field. Below the form, there is a confirmation message: 'Thank you. Your application has been created. You may get started now.' On the right, there is a 'Summary' tab for a grant application. A red circle with the number '1' highlights the 'Summary' tab. The summary form includes fields for Application Title, Amount Requested (\$ 0), and Applicant Information (First Name: Ineeda, Last Name: Grant, Telephone: 1111111111, Email: recip@zoomgrants.com).

Zoomgrants

1. Go to www.ramseycounty.us/edd New (free) Zoomgrants Account
 2. Choose Solicitation
 - Emerging and Diverse Developers Solicitation (EDD)
- Summary Tab- Enter information
- The system will save as you move section to section

ZoomGrants (cont.)



4. Upload
 - Required Documents
 - Provide a link to or attach
 - Add all pass/fail documents or it will not allow you to submit
5. Submit Now
 - Owner submit
 - Enter initials
6. Refresh Page
 - Missing documents will appear here, press refresh page after adding new documentation
7. Check the timestamp
 - Go to accounts page to make sure submission is complete.

The background of the slide is a photograph of a large, multi-story brick building with a prominent arched entrance. The building features decorative brickwork and a tall brick chimney. Lush green trees are in the foreground and background, partially obscuring the building. A paved walkway leads from the bottom center towards the right side of the frame. A dark red horizontal bar is positioned above the text, and a white rectangular box contains the text.

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Other CED Solicitations

Housing and Redevelopment Authority (HRA) Levy

- Funding source for:
 - Critical Corridors
 - Emerging and Diverse Developers (EDD)
 - Site Assessment Grants (SAG)
 - First year of HRA levy programs was 2022
 - Eligibility for these programs limited to HRA area of operation
 - More info available at ramseycounty.us/HRA
-

Other CED Solicitations Currently Open

Critical Corridors Development & Infrastructure

- Application deadline: Oct 15, 2024 (4:30 p.m.)
- ramseycounty.us/CriticalCorridors
- Program Purpose
 - Fund inclusive redevelopment and public infrastructure within critical corridors
 - Support efficient land use and compact built form to enhance connectivity between housing, jobs, retail and services, while creating walkable environments



- Eligible Applicants:
 - developers (for profit and nonprofit), government/public agencies and related development authorities
- Maximum Funding Request:
 - \$500,000

Critical Corridors Eligible Activities

- **Extraordinary/hard construction costs of housing, commercial or mixed-use redevelopment projects.**
 - Site preparation: clearing, grading, and installation of streets or utilities.
 - Public realm improvements or amenities (publicly accessible spaces on private property).
 - Stormwater management.
 - Geotechnical soil correction.
 - Adaptive reuse of buildings.
 - Building & related structures removal (demolition, deconstruction and clearance).
 - Parking removal associated with redevelopment (resulting in a net decrease of at least 10% of parking).
- **Public site infrastructure improvements (water, sewer, sidewalks, exterior public lights, etc.).**
 - Improvements not associated with a development project must be comprehensive (improving a single sidewalk/streetlight is inadequate).
- ***For Local Units of Government Only: Strategic property acquisition***
 - Eligibility limited to agencies preserving sites for future higher density development

Critical Corridors Ineligible Activities

- Administrative staff time.
- Building interior renovation.
- Environmental remediation (including soil and groundwater).
- Streetscaping or landscaping.
- Tenant relocation costs & improvements.
- Conceptual design services, legal fees or other soft costs, contingencies and administration.

Critical Corridors Application Timeline



— *Pre-application meetings** —

*To schedule a pre-application meeting,
contact carmel.sanjuan@ramseycounty.us

Environmental Solicitations

Environmental Response Fund (ERF)

- Application period: Sep 15-Nov 1, 2024
- Eligible Activities:
 - Environmental remediation activities and associated costs such as:
 - Soil cleanup
 - Groundwater cleanup
 - Soil vapor mitigation
 - Asbestos abatement
 - Lead-based paint abatement
- ramseycounty.us/ERF

Site Assessment Grant (SAG)

- Rolling applications
- Eligible Activities:
 - Environmental assessment activities:
 - Phase I Environmental Site Assessment (ESA)
 - Phase II ESA Regulated building materials survey
 - Limited environmental sampling
 - Response Action Plan (RAP) development
 - Radon testing (in limited-situations)
- ramseycounty.us/SAG

Prevailing Wage

- The Ramsey County Prevailing Wage Ordinance may apply to awards over \$25,000 with construction labor hours.



 RAMSEY COUNTY



A county of excellence working with you to enhance our quality of life.

Thank You

Max Holdhusen max.Holdhusen@co.Ramsey.mn.us

Jerica Gomez Jerica.Gomez@co.Ramsey.mn.us

Ella Mitchell ella.mitchell@co.Ramsey.mn.us

Carmel San Juan carmel.sanjuan@co.Ramsey.mn.us