**Downtown Redevelopment – Request for Proposals (RFP)**

The Hartford Area Development Foundation (HADF) is seeking proposals for a parcel of land it has acquired on Main Ave in Downtown Hartford. Through this proposal process, the HADF is looking to find an interested party that will build a niche business that will attract both local and tourist dollars to downtown. In return, the HADF will sell the lot to the highest ranked RFP for **$1.** The HADF has identified artisan distilling (as defined by State of South Dakota statute) as a growth industry that would complement downtown. The HADF will give preference to a proposal that achieves that goal but will also consider proposals that meet the below standards. Below you will find information about the lot, judging criteria, and instructions.

**Lot Information**

**Location**: 109 S. Main Ave (south of South Bar)

**Surrounding Businesses**: Bar, bank, shooting club, brewery, flower shop, coffee shop, elevator, body shop, and assortment of shops.

**Legal Address**: Lot 6 Railway Addition to City of Hartford

**Zoning**: Central Business District – (The City is currently working on passing an ordinance that would allow Artisan Distilling as a conditional use).

**Current Use**: Empty Lot – used occasionally for parking and snow storage

**Past Owner:** City of Hartford – 1983- 2019 – there is evidence that the old train depot was located close to this lot prior to the 1950s.

**Current Owner**: Hartford Area Development Foundation

**Environmental Concerns**: None – the HADF has conducted a Phase 1 Environmental Assessment and no concerns have been found. A copy of the report is available

**Lot Size: 11,539 sq ft Lot Dimensions: Irregular – 150’ E – W x 70-82’**

**Judging Criteria**

**Tourism, Niche Industry, Business Plan, Downtown Redevelopment, and Marketing**

The proposal will be judged on the five following categories. Each category is worth 10 points for a total of 50 points. Each Board member and the Director will score the RFP. The RFP with the highest average points will be selected.

**Tourism & Quality of Life – 10 Points**

* Will the proposal attract tourism dollars to Hartford?
* Will the proposal attract people to live in or visit Hartford?
* Does the proposal make Hartford a better town to live in?

**Niche Industry – 10 Points**

* Does the proposal fulfill an unmet need in Hartford?
* Does the proposal include artisan distilling?
* Would the proposal be a new business to Hartford?

**Business Plan – 10 Points**

* Does the proposal have a thorough business plan?
* Do the project owners have access to financing or capital?
* Will the project be able to start construction in 2020?

**Downtown Redevelopment – 10 Points**

* Does the proposal complement the existing downtown businesses?
* Does the proposal design incorporate the historical use of the lot – a past train depot?

**Marketing– 10 Points**

* Will the proposal bring positive attention to the City of Hartford?
* Does the proposal have a strong marketing plan?

**Instructions**

Please submit the following documents and information to the Hartford Area Development Foundation by emailing them to Jesse Fonkert at [jesse@hartford.life](mailto:jesse@hartford.life) or mailing them to Jesse Fonkert, HADF, 125 N. Main Ave., Hartford, SD 57033.

1. Cover letter introducing the project and project owners.
2. Business plan including marketing strategies, financial projections, financing plan, and executive summary. For assistance with these components, visit with the South Dakota Small Business Development Center (SBDC), a free service provided by the SBA.

#### SBDC Contact Information:

#### Mark Slade Regional Director

Sioux Falls SBDC

2329 N. Career Avenue, Suite 106  
Sioux Falls, SD 57107

Email: [mark.slade@usd.edu](mailto:mark.slade@usd.edu)

Phone (office): (605) 367-5757

1. Site plan and sketch of building. For assistance, contact the Hartford Building Center – [travis@hartfordbc.com](mailto:travis@hartfordbc.com)
2. Project timeline

**Due Date**

RFPs are due to the Hartford Area Development Foundation by 5:00 pm on Monday, February 3rd, 2020. The RFP will be awarded by March 1, 2020.

**Contact Information**

For any questions or requests for additional information, please contact Jesse Fonkert, HADF Director at:

Cell: 605-201-2644

Email: jesse@hartford.life

Office: 605-528-3338

**About Hartford & the HADF**

The City of Hartford is located on I-90 in the largest metro area in South Dakota (pop. 250,000). Hartford, located ten minutes west of Sioux Falls, has a population of 3,300 and averages about 3% growth to that number annually.

The HADF serves as Hartford’s economic development organization. A 501 ( C ) 3 not-for-profit, the HADF’s mission is to expand economic opportunities in the Hartford area by attracting new businesses and residents to further enhance the quality of life.

[www.hartford.life](http://www.hartford.life)