



Bank of America RFP Response

The Vault Project

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Letter of Introduction

Our mission is to transform lives by training our community's youth with life skills, education, and employment opportunities to help them achieve their life's purpose. The Vault leadership team and advisors have more than 15 years' experience in business operations, food services, and community development in Richmond, throughout Virginia, and Africa. The Vault is interested in this opportunity for the chance to bring healthier lifestyles, economic growth, and personal empowerment to the Northside community.

According to the [Virginia Roadmap to End Hunger 2020](#), the Supplemental Nutrition Assistance Program (SNAP) and Women Infant and Children (WIC) program participation is at 75% with a goal of reaching 90% by 2025. The Vault food offerings are eligible for SNAP and WIC payments. Our healthy food offerings will be, daily fresh sandwiches, original baked breads, squeezed juices, and fresh produce tailored to demand. Furthermore, our balanced menu will prove credible in reducing chronic illnesses such as diabetes, high blood pressure, kidney disease, and obesity. The open floor plan design allows creative space for community events. The Vault will be seen as a vibrant social gathering location where fun, good food, and long-lasting memories are created.

The Vault is a social venture restaurant and cafe with the top goals of delivering community needs for healthy food options, developing sustainable community relationships, and creating shared prosperity. Our team looks forward to working with the Northside community to bring long-lasting community empowerment.

Proposal

[Program for site, including the mix and scale of uses.](#)

The Vault will focus on a mix of teen and young adult friendly spaces (private study cubicles, free WiFi, and computers), grocery market on specific days (Monday – Friday), restaurant (Lunch 11am – 2pm), brunch (Sundays 11am – 5pm), dinner (Monday – Friday 530 pm – 9pm), an event space, and a farmers market every Saturday and/or Sunday hosted in the parking lot.

The program will hire, train, and develop young people between the ages of 14-18 to work part-time. The program areas will create new skills and professionals in ***culinary arts and farming***:

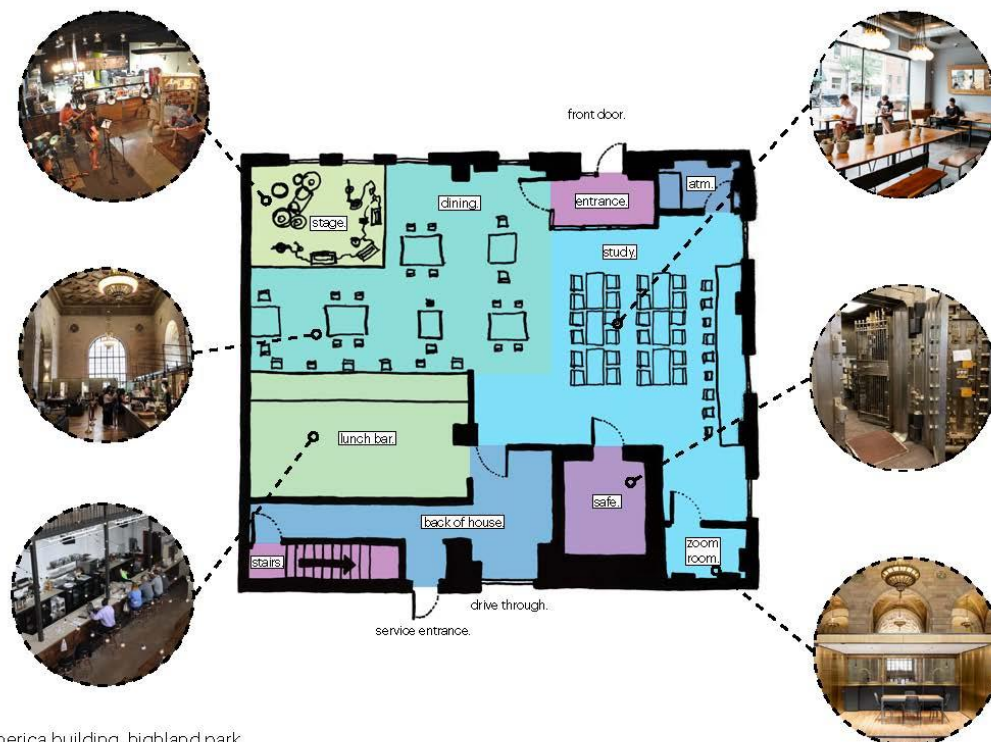
1. 12-month culinary paid **internship program**
 - a. 2-week orientation where interns are paired with career mentors to address needs, establish a baseline of stability in their lives and set personal goals
 - b. Interns will work their way through all areas of the restaurant, learning legal employment, social skills, and life skills
 - c. Personal development courses will highlight:
 - i. Personal Mission in Life
 - ii. Family Cooking Lessons
 - iii. Financial literacy
 - iv. Career exploration
 - v. Parenting classes
 - vi. Guest Speakers
 - vii. Educational assistance (tutoring, coaching, application guidance)

- d. After 12 months, successful interns can graduate from the program and are placed in a job with one of our community partners
2. **Culinary STEAM Program:** STEAM is all about encouraging children—and adults—to observe, create, and think about the world more intentionally with how we prepare food and its direct source. With this program we will offer:
 - a. Agriculture: Our team has extensive experience with urban and greenhouse farming. We plan to offer community led farming and gardening lessons that will teach sustainable practices and how to use seasonal crops in the kitchen
 - b. Cooking Basics & Techniques: Knife skills, healthy cooking, preserving, and light/heavy cooking techniques
 - c. Discuss differences between metric and U.S. measurements
 - d. Learn about food systems, composting, and our “NO WASTE” Policy
 - e. Chemistry with baked goods
3. **Mobile Healthcare:** Partnership with Gen Care to improve community health disparities of chronic illnesses such as diabetes, obesity, high blood pressure, cholesterol, and nutrition.
4. **Creative Industry:** The building will be equipped with a stage, microphone, speakers, and music set where creatives can share their creativity with the larger community

Design schematics and illustrative sketches

The Vault will use the existing traditional 1930's interior design of the building blended with modern study desks, drive thru technology for quick takeaway, CCTV high ceilings, and a vault that will act as a juice and local wine cellar. As shown below in figure 1, the Vault will focus on creative performance, nutritious food offerings, and quality community service programs.

first floor.

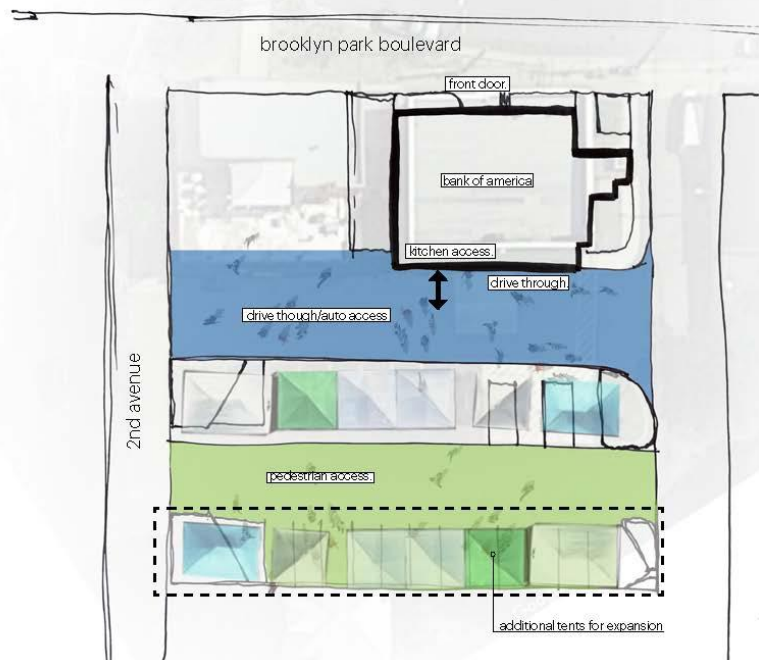


the vault:
bank of america building, highland park.

Figure 1 1st Level Floorplan

The Vault plans to transform the drive through teller window (in blue) into a takeaway food window for customers to grab their food on the go. Some of the additional parking spaces will be used for a farmers' market on select days for community members to buy other types of vegetables that may not be offered in-store. Figure 2 gives an idea on how the Vault plan to use the space behind the bank.

farmers' market plan.



the vault.
bank of america building, highland park.

Figure 2 Outside and Behind the Building

Figure 3 shows how the Vault plans to design each part of the first floor using a mix of the existing infrastructure and incorporating some new modern details such as a lunch bar, virtual meeting rooms, study desks, stage, and the vault.



Figure 3 Interior Design Plan

Site purchase price

The site purchase price was determined by conducting a thorough analysis of commercial and residential real estate value in the Northside/Richmond area and the appraised value of the building at \$212,000. Upon further investigation, the value of renovations will not proportionally add value to the building. Furthermore, the quality of building affects has a direct cost. Aesthetically impressive design, superior amenities, and fixtures are more expensive. Industry graded commercial builders who are designated A or B contractors are relatively more expensive. The detailed development budget highlights itemized tasks which attributes to our bid of **\$275,000**.

Detailed development budget

Our detailed development budget is below in table 1:

| Task | Description | Units | Total Cost | Budget |
|-----------------------------|--|--------------|-------------------|---------------|
| Exterior | Landscaping, drive through entrance, parking lot, painting | 1 | \$3000 | \$3000 |
| Paint/Window/Exterior Doors | Entire building | 1 | \$5000 | \$5000 |
| Plumbing | 1 st floor men and women bathroom | 2 | \$7000 | \$7000 |
| Electrical | standard | 1 | \$4000 | \$4000 |
| HVAC | standard | 1 | \$5000 | \$5000 |
| Drywall/Plaster | Vault transformation | 1 | \$1000 | \$1000 |
| Interior Finish | Seating, stage, and produce section | 1 | \$5000 | \$5000 |
| Kitchen/Oven | Food prep area | 1 | \$3000 | \$3000 |
| Bathrooms | facets and toilets | 4 | \$5000 | \$5000 |
| Appliances | Automated and touch free | 1 | \$2000 | \$2000 |
| Rooftop Enhancements | Stairs, flooring, and rails | 1 | \$10000 | \$10000 |
| Drive Through | New window, intercom, and outside menu | 1 | \$5000 | \$5000 |
| Flooring | 1 st floor and basement | 5 | \$5000 | \$5000 |
| Labor | Time and materials contract | 3 | 20% of contract | |
| Total | | | | \$60,000 |

Anticipated timeframe for initiation and completion of proposed project

Below is our Project Management Plan reaching up to the grand opening:

| The Vault Renovation Plan | | | | | | | | |
|---|--|----------------------|---|----------|-------|-------|-------|-------|
| Activity | Responsible | Due date | Status Work in Progress (WIP) | Comments | 2022 | | | |
| | | | | | QTR 1 | QTR 2 | QTR 3 | QTR 4 |
| Week 1: Kick off and Project Management | | | | | | | | |
| Initiate Project | | | | | | | | |
| Contractor Selection | CEO | 1/30/2022 | WIP | | | | | |
| Kitchen Flow | Head Chef | 8/30/2021 | done | | | | | |
| Development Plan | CEO and Head Contractor | 9/6/2021 | done | | | | | |
| Website Development | CEO | 1/3/2022 | WIP | | | | | |
| 1 Year Culinary Program | CEO/Head Chef | 2/3/2022 | WIP | | | | | |
| Farmers Market Strategy | Head Chef | 2/4/2022 | WIP | | | | | |
| Implement project management and track progress | | | | | | | | |
| Development Plan | Head Contractor & CEO | 3/1/2022 | Measurements and materials needed completed | | | | | |
| Marketing Plan | Marketing Officer | 1/15/2022 | 30% complete | | | | | |
| Supply Chain Strategy | Team | 1/30/2022 | 60% complete | | | | | |
| Recruitment | Team | 2/3/2022 - 3/15/2022 | WIP | | | | | |
| Set up interviews (if applicable) | Team | 4/4/2022 | not started | | | | | |
| Team Member Training | Founder Building Manager Head Chef | 4/5/2022 - 4/15/2022 | not started | | | | | |
| Soft Opening | Everyone | 4/29/2022 | not started | | | | | |
| Grand Opening | Everyone | 4/30/2022 | not started | | | | | |

Figure 4 Project Timeline and Milestones

Description of your proposal's alignment with community priorities

The Vault aligns with community priorities highlighted in section III of the RFP: Community Priorities for Site. The Vault will act as a grocery store selling vegetables, freshly baked bread, squeezed juices, daily made sandwiches, local talent spotlights, and preventative health services offered through our partners.

Description of plan to continue engaging Northside residents during your proposed development

The Vault will use a mix of approaches to reach all 26,000 residents of the Northside community. There are barriers, challenges and opportunities:

- There is transportation, language, technological, institutional and physical barriers that limit access to information and active engagement for socioeconomically disadvantaged populations, community members with disabilities, youth, the elderly, and communities of color.
- We have a culturally and racially diverse community that requires varying methods of information sharing and engagement opportunities. One strategy does not work for all.
- We can leverage existing relationships with community members/groups to reach out to and build new relationships with disengaged and underrepresented populations.

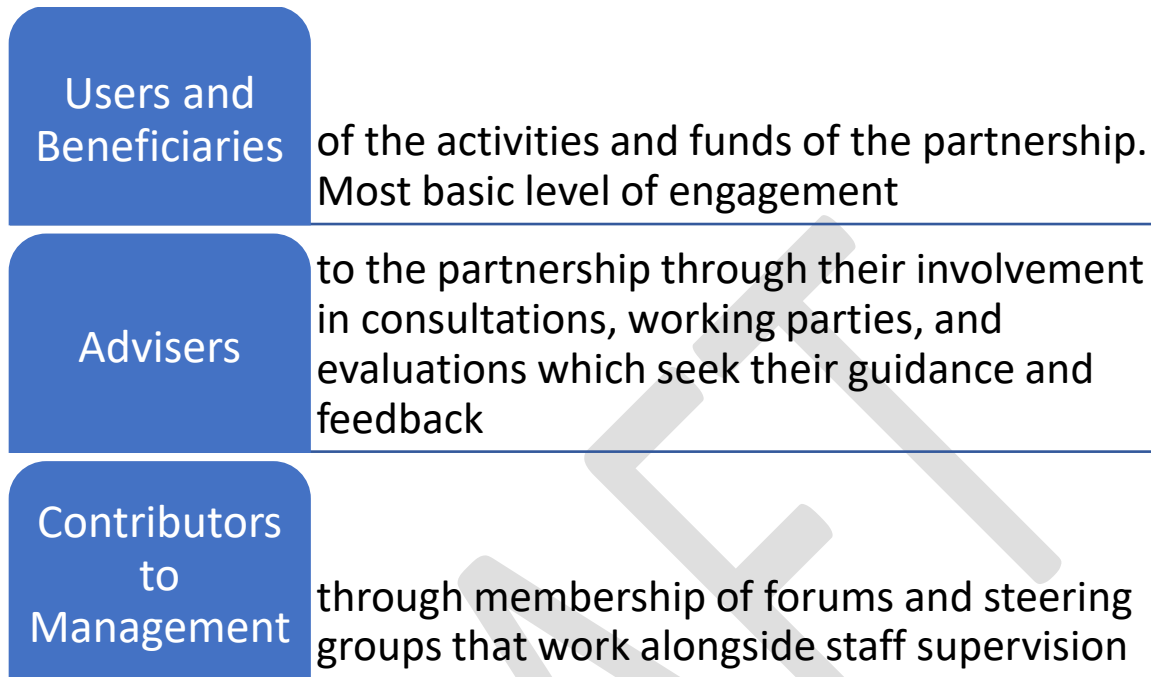
The Vault plans to use door-to-door visits, USPS postal service, phone calls, and emails to share more information about our renovation status, community events, career opportunities, food offerings, and health services. Our community mobilization strategy comprises of 4 pillars:

1. To **sponsor** events and trainings to increase personal development – sports, game night, competitions
2. To **facilitate** meaningful community discussions – workshops, guest speakers, & karaoke
3. To **invest** in community members future – scholarships, internships, & jobs
4. To **lead** industry development for restaurants in social change – implementing the sustainable development goals, nutrition tracking, incentivizing health achievements

In addition, the Vault plans to set further expectations by following the below framework for community engagement:



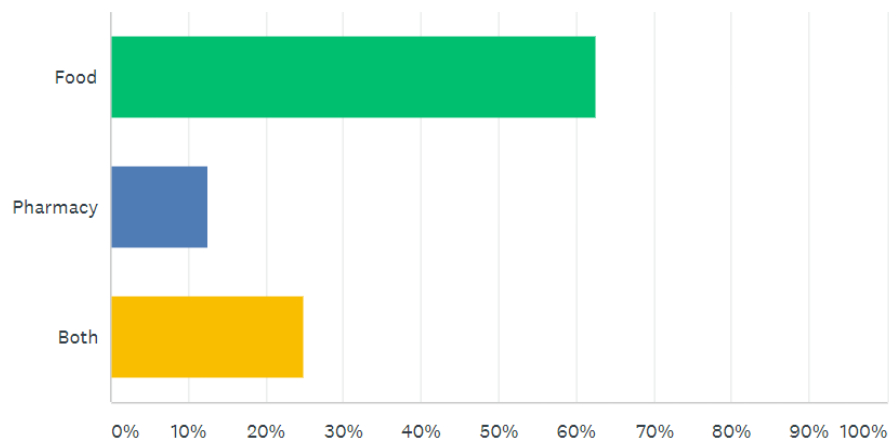
Each community stakeholder can participate in a variety of ways, and to different levels of influence, in identifying needs, generating solutions, planning new initiatives, and service delivery as illustrated in the diagram below:



While engaging the community about the possibility of having a neighborhood restaurant that sells fresh produce and food, they responded:

Would you prefer food options or a drug store for the new building?

Answered: 8 Skipped: 0



Expected amounts and sources of debt and equity

The expected amounts and sources of debt and equity will be the site purchase price, renovations, and equity offerings from investors. The Vault is a social venture where all profits will go back into the business, community initiatives, and investors.

Status of commitments from lenders and investors

The Vault has held numerous discussions with private lenders who are highly interested in social impact investment opportunities for the Northside community. Furthermore, the state of Virginia has dedicated resources for this type of project. The Vault is engaged with stakeholders to make this project a reality.

Identification of lead development company

The Vault has liaised with local experienced developers who have agreed to lend expertise throughout the life span of the development.

Budget for community engagement and inclusion

Community engagement and inclusion is at the heart of what the Vault is all about. Programs will focus on deliberate dialogue, creative arts, economic development, education, research, organizing, and community service. The Vault pledges to utilize 10-20% of revenue for community engagement programs.

Financing Assumptions

Expected amounts and sources of debt and equity

The Vault anticipates securing the Bank of America building using a mix of loans, credit, family resources, foundations, and/or venture capital in exchange for equity in the company.

Status of commitments from lenders and investors

The Vault has engaged credit unions, commercial banks, friends, family, grants, and crowdsourcing platforms for garnering commitments from lenders and investors. All stakeholders have verbally agreed to support this project with monetary resources.

Identification of lead development company

The Vault has identified three development companies who can provide quality services. One company will be selected pending the success of this proposal.

Experience and References

Provide relevant development experience, particularly in community-focused developments. Provide information on 3-5 similar projects.

The Founder and CEO has 15 years work experience in business operations, food service, fighting food insecurity, retail development, consulting, mobile application design, and youth empowerment. His background, education in business administration, and experience with food programs will add value for the lifespan of the project. In addition, our head chef and building manager has 12+ years' experience in culinary arts, rural and urban farming, nutrition, and restaurant expertise. Her passion for youth development and community health will reach all residents of the Northside community and beyond.

Below are relevant development projects completed in Africa and the USA that are like our plan for the Bank of America building:

1. **Location:** Southern Province Zambia, Kanchomba Rural Health Facility
 - **Project:** Rehabilitation and Expansion Grant
 - **Scope and Scale:** Raised \$25,000 to expand an existing structure with three additional rooms, a large seating area, records room, and bathroom. This building serves 25,000 people to help improve access for health services within 20 minutes of walking.
 - **Photos and Illustrations of Completed Project:**



Figure 5 Tyrell, Community Member, and Investor



Figure 6 Community Health Center that serves 20,000 people

2. **Location:** Virginia

- **Project:** Urban farming and greenhouse development
- **Scope and Scale:** Rodnisha led all functions of farm development, seed selection, growth monitoring, harvesting, packaging, and selling.
- **Photos and Illustrations of Completed Project:**



Figure 8 Green String Future Farmers of America



Figure 7 Transplanting with program participant

3. **Location:** Lusaka, Zambia (Capital City)

- **Project:** Telemedicine Diagnosis and Education Mobile App
- **Scope and Scale:** Tyrell led program management and software development for telemedicine remote learning. We operated in 95 districts, helping 2 million people connect to health services through our mobile app. The app is now in three countries, Malawi, Zambia, and Kenya.
- **Photos and Illustrations of Completed Project:**

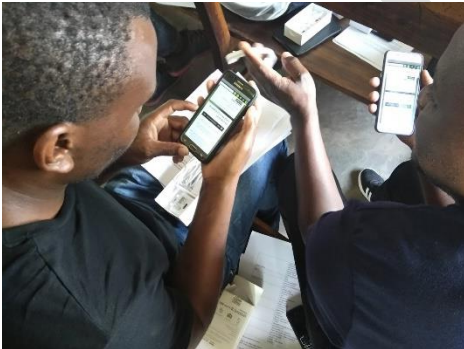


Figure 9 Data Entry Training



Figure 10 Tyrell pitching the Virtual Doctors mobile app to Investors to raise \$500K

4. Location: Zambia

- **Project:** Expenditure tracking – Data Collection
- **Scope and Scale:** This project collected confidential expenditure items and analyzed total spending on key services for the government. I led organizational change management, user adoption, a team of 20 data analyst, and software development.
- **Photos and Illustrations of Completed Project:**



Figure 11 Led a team of 16 on a 21-day data collection



Figure 12 Completing Data Collection from a Military Hospital

5. Location: Zambia

- **Project:** Special Olympics Healthy Families Program
- **Scope and Scale:** This project worked with 50 mothers and 150+ students with disabilities to facilitate active activities that engaged the body, mind, and spirit. For six weeks we focused on agility, flexibility, motion, and hand eye coordination for everyone.
- **Photos and Illustrations of Completed Project:**



Figure 13 Cool down after activities



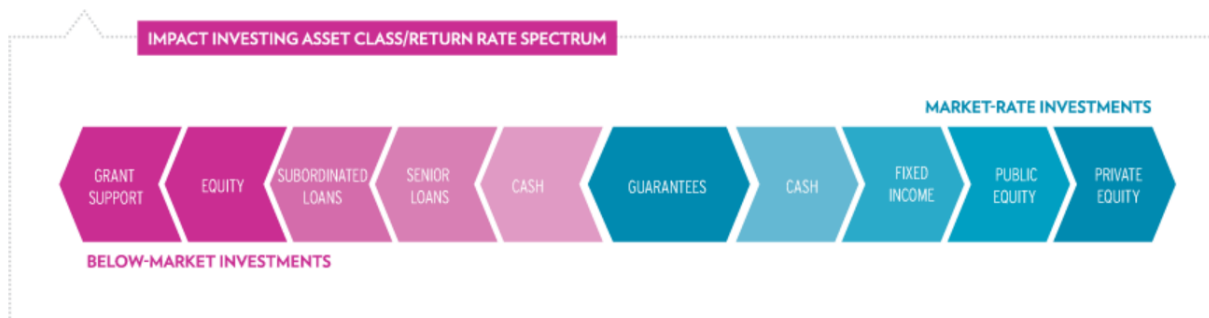
Figure 14 Leading mobility exercises with students

6. Total Budget Experience

| Development Experience | Budget |
|--|--------------------|
| Kanchomba Rural Health Facility Rehabilitation and Expansion | \$25,000 |
| Development and Implementation of Health Information Management System | \$1,200,000 |
| Mobile App Development | \$1,300,000 |
| USA Urban Farming/Greenhouse Program | \$500,000 |
| Total | \$3,025,000 |

Amounts and sources of debt and equity funds used to finance the project, including governmental sources.

The amount of debt for this project will be the site purchase price. Equity is being offered to investors as part of a social impact financing model. As shown below:



Developer's role in and ownership for each project (e.g., fee developer, equity investor, and/or property manager).

The developer in this role will be a fee developer and advisor for property management.

Community engagement processes and use of MBE firms, if applicable.

The Vault strategy includes engaging minority vendors and suppliers for renovations, community services, and food inputs for key ingredients to make our craft sandwiches, juices, salads, and baked goods.

Contact information for project reference.

Sent separately to keep references private.

Additionally, applicants are encouraged to include letters of support from the local civic association(s), community groups, and local businesses.

Sent separately to keep references private.