

REQUEST FOR EXPRESSION OF INTEREST
AND INITIAL PROPOSAL
FULL-SERVICE, UPSCALE HOTEL

STERLING, ILLINOIS



Proposal Submission To:

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Integrity. Innovation. Community.



CITY OF
STERLING
ILLINOIS

DEVELOPMENT OPPORTUNITY

The Sterling/Rock Falls market is served by no hotels in the full-service upscale market. The recommended facilities offer a modern hotel product to serve a segment of business and leisure travelers that are not currently accommodated in town.

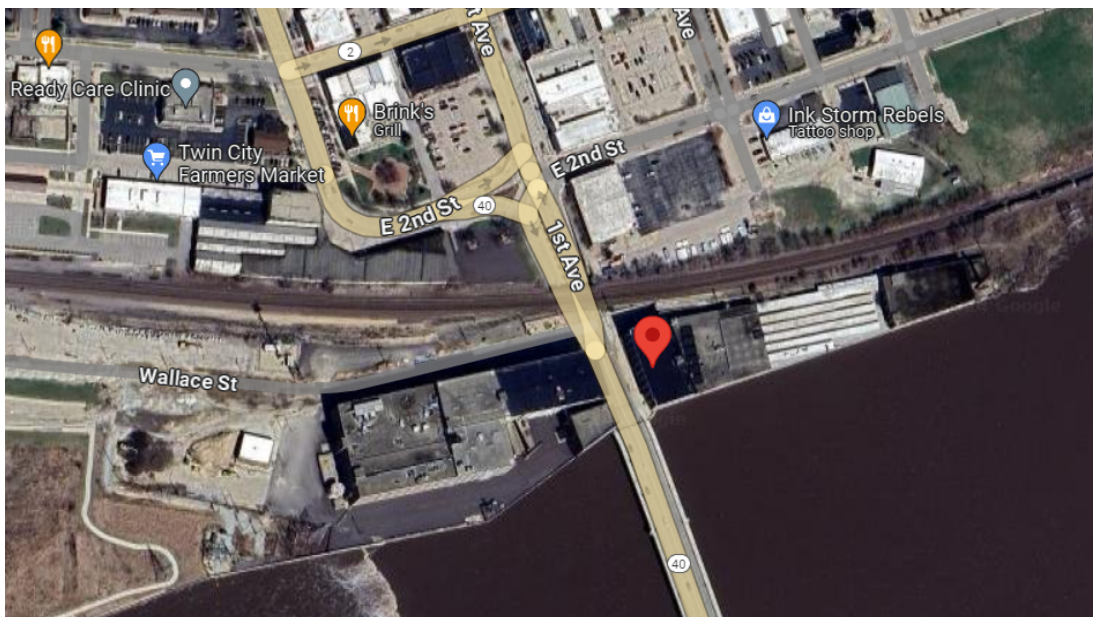
A unique opportunity to develop, own, and operate a nationally branded hotel within Sterling, Illinois. A historic adaptive reuse site has been identified along the Rock River at the former Lawrence Brothers and National Hardware sites to serve:

1. Local weekly Business travel demand
 - Wahl Clipper Corporation (1,100 employees).
 - HALO Branded Solutions (650 employees).
2. Leisure demand from the plethora of four-season outdoor activities.
 - Summer hiking, biking, fishing, hunting, river activities, and bike trails.
 - Winter snowmobiling, skiing, and ice fishing.
3. Transient demand from CHG Medical Center (1,750 employees).

The hotel is expected to be part of a larger mixed-use development known as Riverfront Reimagined. Phase I is expected to include the redevelopment of the Lawrence Brothers structure to feature workforce apartments, a hotel, and an event center, with a bar and restaurant. Phase II would include the redevelopment of the National building into market-rate apartments with a fitness center. The subject site's location is 1st Avenue, Sterling, Illinois 61081.

Location

The subject site is located along the Rock River in the heart of Sterling, southeast of the intersection formed by Wallace Street and 1st Avenue. This site is in the city of Sterling, Illinois.



Development Opportunity

- There is an opportunity for a hotel to be developed in Sterling to serve the regional business demand, as well as the leisure demand emanating from the abundance of outdoor activities here.
- Current lodging alternatives in the County include motels, small inns, and Air BnB with a limited number of guestrooms, as there are no nationally branded upscale hotels in the County.
- Sterling/Rock Falls is conveniently located between Rockford, Illinois and the Quad-Cities along the Mississippi River, within 1 hour. Additionally, Chicago, Madison, and Milwaukee are all conveniently located. The location serves as a stopping point for guests traveling through the County or a launch point for people utilizing the outdoor amenities located in different towns within the County.



Gorman & Company/City of Sterling
REQUEST FOR EXPRESSIONS OF INTEREST & PROPOSAL
For Development of a Hotel in Sterling, Illinois

Issued August 20, 2024

Gorman & Company and the City of Sterling, Illinois requests Expressions of Interest & Initial Proposal from parties interested in developing, owning, operating a hotel in Sterling, Illinois.

Proposals and content are set forth in this Request for Proposal (“RFP”).

Interested parties should submit their responses as outlined herein, no later than **5:00pm CST September 27, 2024**. Please note that expressions of interest may be accepted at any time; however, Gorman will focus their attention to groups that show interest based on the schedule described in the document.

ALL MATERIALS DISTRIBUTED AS PART OF THIS RFP PROCESS ARE INTENDED FOR THE SOLE USE OF THOSE RESPONDING TO THE RFP AND ARE TO BE TREATED AS CONFIDENTIAL.



Rendering of Possible Rooftop Bar – looks over the Rock River and eagles’ nests

HOTEL DEVELOPMENT OPPORTUNITY

Sterling, Illinois

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REQUEST FOR EXPRESSIONS OF INTEREST & PROPOSAL

1. INTRODUCTION

Gorman & Company (Gorman), serving as Master Developer for the Lawrence and National sites, on behalf of the City of Sterling commissioned a hotel feasibility study in 2023 with HVS. The study determined that given the economic and demographic characteristics of the region, the region could support hotel development.

Neither Gorman nor the City of Sterling wishes to own the completed hotel property, but rather facilitate the process and discuss incentives that would contribute to securing a successful project. Gorman, an experienced historic hotel adaptive reuse developer does have an interest in developing the hotel site for the owner/operator - see added detail in “About Gorman.” Should the owner choose to self-develop, Gorman would assist in putting the project together as we have an interest in the adjacent and nearby workforce housing projects.

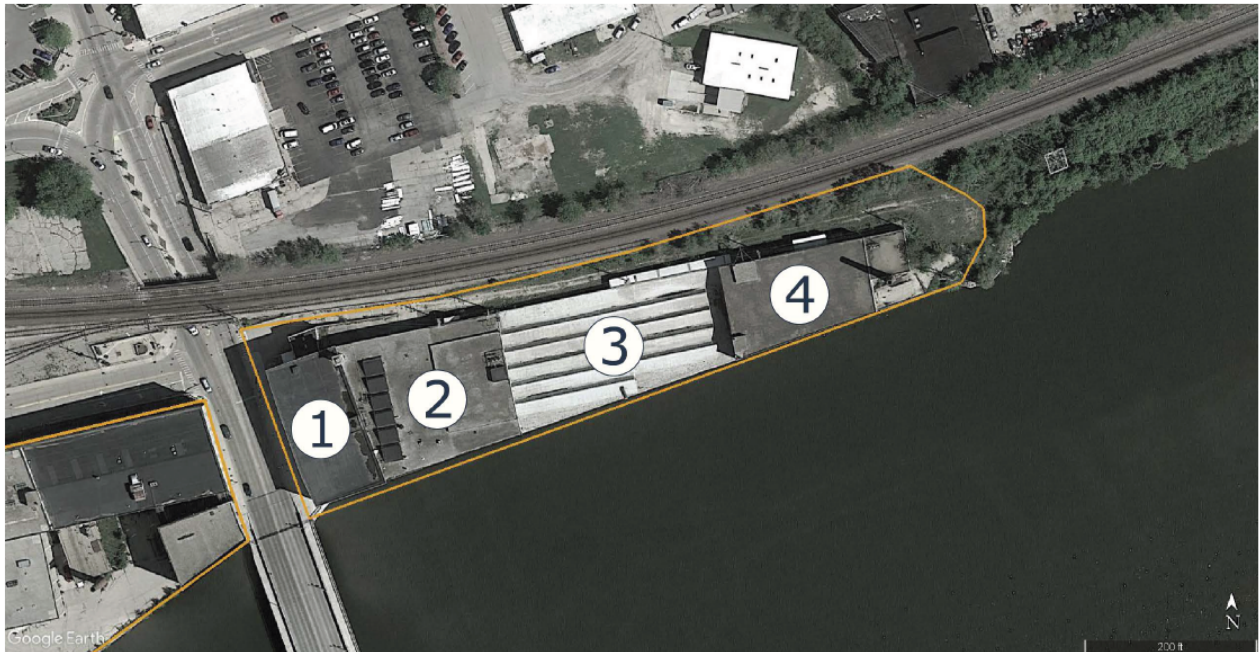
The vision/mission for this development, supported by the HVS study, is an upper-scale, full-service hotel that will serve the demand generators that are directly related to Sterling and Whiteside County. The objective of this RFP is to identify a qualified and experienced developer and/or owner/operator who either has owned or will be in partnership with a hotel operator.

The Plan - The [Riverfront Redevelopment Master Plan](#) has been citizen-led and intentional in the acquisition, environmental remediation, and planning for the former Sterling industrial sites known as The Lawrence Brothers and National Sites. The two sites are along the north shore of the Rock River and straddle 1st Street coming into Sterling from the adjacent community of Rock Falls.



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As part of the Riverfront Redevelopment Master Plan, the City of Sterling and Gorman have prepared the following site for development.



Site Map & Building Key, Lawrence

Google Maps

The subject of the market study is a site measuring 126,324 square feet (2.90 acres) that has four connected buildings 1 to 4 shown above. Buildings one and two are planned to be improved with a full-service lodging facility; the hotel is anticipated to be associated with the soft brand. The property can feature 75+/- rooms, a restaurant and a rooftop bar and lounge, 25,200 square feet of meeting space, a fitness room, a lobby workstation, and a market pantry. The hotel will also contain the appropriate parking capacity located on the lower levels of buildings two and three and all necessary back-of-the-house space. Building 4 will be renovated by Gorman & Company into a workforce housing development with full amenities for its residents.



Rendering of Hotel at Lawrence Brothers' site

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We consider this to be a unique opportunity because of the multiple demand generators in the market, the natural beauty of the riverfront landscape, and the lack of traditional lodging establishments in the County, specifically a nationally branded upscale hotel with up to 80 guestrooms.

Additional RFP assets and attachments available for download:

- HVS, a national and well-respected hotel consulting firm, prepared an independent market study for the site in September 2023 and a link to access this study is included in the addendum to this RFP.
- About Sterling, IL – A downloadable community profile with a link in the addendum to this RFP.
- Photo Gallery - A downloadable photo gallery with a link in the addendum to this RFP

Financial Incentives – The City of Sterling will coordinate the formation of a Tax Increment Finance (TIF) District that will start during project construction to maximize the 23 years of property tax abatement. In addition to the TIF, the project will be eligible for registration on the National Register of Historic Places to bring federal and state historic tax credits.

Federal historic tax credits - A 20% income tax credit is available for the rehabilitation of historic buildings that are determined by the Secretary of the Interior, through the National Park Service, to be “certified historic structures.” The buildings must be considered depreciable under the Internal Revenue Code, such as in a business, commercial, or other income-producing use.

State of Illinois historic tax credits - The Illinois Historic Preservation Tax Credit Program (IL-HTC) provides a state income-tax credit equal to 25% of a project's Qualified Rehabilitation Expenditures (QREs), not to exceed \$3 million, to owners of certified historic structures who undertake certified rehabilitation; however, the City of Sterling is working with the state to transition to the Rivers Edge Redevelopment Zone credit program, which removes the \$3M cap.

The City of Sterling is positioned to work with the hotel developer/owner/operator to request Congressional Directed Spending for the project in an amount of up to \$3 million.

Site acquisition will be competitive and offers will consider the long-term viability and commitment of the owner.

2. RFP SCHEDULES AND PROCEDURES

The schedule for issuing and responding to this RFP as well as the anticipated schedule after the submission date is as follows:

| | |
|---|---|
| RFP Issued | September 6, 2024 |
| Site Tours | September 18, 2024 (2 – 5pm CST) |
| Deadline for submission of proposals | October 11, 2024 (5 pm CST) |
| Discussions with interested parties | October 2024 |
| Finalize development agreement | Nov/Dec 2024 |
| Finalize design and secure permitting and zoning | May 2025 |
| Hotel Opens | Include in RFP Response |

FORMAT

Respondents shall submit their qualifications and proposal in PDF format via email to rclewer@gormanusa.com If a file >10MB is submitted, please request a DropBox link by email to rclewer@gormanusa.com.

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3. BACKGROUND AND DESCRIPTION

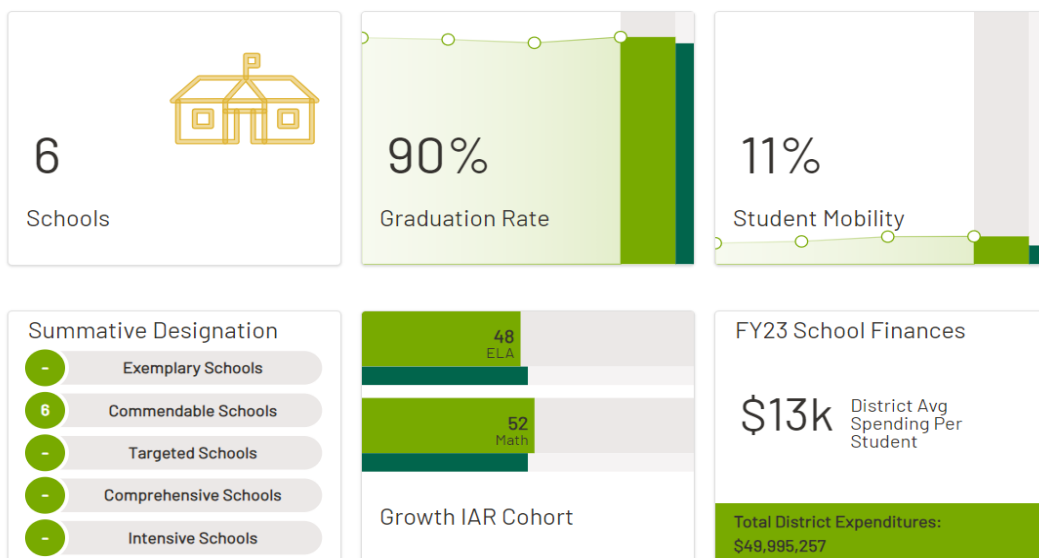
ABOUT STERLING, ILLINOIS - Officially established in 1857, Sterling has been a city of hard-working people, deeply rooted in local industry since that time. Originally home to a few mills powered by the river, the industrial base grew with the country and the small City of Sterling soon became the Hardware Capital of the World. Today, much of that history is still with us, but the city has matured and diversified. The community is now a strong blend of industry, commercial and retail business, and residential areas. In fact, Sterling has become a regional retail hub.

- Education - Sauk Valley Community College has over 2,000 full- and part-time students and offers coursework in agriculture, behavioral science and social sciences, business, computer information systems, education, health and safety, STEM, manufacturing technology, wind generation, humanities/communications/fine arts. SVCC provides transfer degree majors, career-technical degrees, certifications, and adult continuing education classes.

Sterling Public Schools serves over 3,500 students annually.

District Snapshot

■ District ■ State



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- Health Care - CGH Medical Center is a progressive acute care facility located in Sterling, IL, the heart of the Sauk Valley, in Northern Illinois. Since its opening in 1909, CGH has consistently received high ratings for delivering quality care to our community, positive public awareness, safety, and high patient satisfaction.

CGH is committed to the health and wellness of the community. This includes public education and free to low-cost early detection activities. Since 2008, CGH Medical Center has added: a new suite of surgical rooms, an Obstetrics Department and Birthing Center, a Critical Care Unit, a Digestive Health Center, a second Cardiac Cath Lab, and a state-of-the-art Emergency Department. The new ER includes 26 private treatment rooms, six easy-care areas, two new trauma rooms, secured access, and streamlined registration. Most recently, CGH opened a 10-bed Behavioral Health Unit designed specifically for providing care for reasons related to mental health. CGH has grown to be one of the largest employers in the region.

- Community Arts and Recreation
 - [Sterling Parks District](#) is a 501(C)(3) dedicated to recreational programming for Sterling residents. The Parks District owns/operates 12 parks, a marina, a golf course, and two recreation centers.
 - The City of Sterling Parks – The city hosts three city parks in addition to the Sterling Park District assets. Central Memorial Park, within walking distance of the proposed hotel site, is a 1.8-acre park hosting events like Movies in the Park and band and music concerts that draw thousands of residents to Sterling’s downtown. [Sterling Riverfront Park](#) is a newly developed 14.3-acre park that reclaims river frontage as public space. In 2022, the City of Sterling approved more than \$4 million for the park’s redevelopment. The Riverfront Park is located just to the west of the hotel site and by the walking path connection can easily be enjoyed by hotel guests.
 - Adjacent to the Riverfront Park is the Sterling Market Place an outdoor pavilion that complements the indoor Twin City Farmers Market.
 - The Westwood Fitness and Sports Center is the Sauk Valley’s largest fitness facility featuring over 35,000 square feet of training equipment and space. Westwood offers a variety of group fitness classes, a cardio theater, a kids’ gym, a juice bar, two NBA-size basketball/volleyball courts, batting/throwing cages and golf net, indoor soccer/football AstroTurf field and track, six pickleball courts, and two racquetball/wallyball courts.
 - The **Duis Recreation Center** has been home to the Sterling Stingrays Swim Club since the facility opened and includes a 25-yard swimming pool and diving well, two basketball/tennis courts, a handball court, and fitness equipment.
 - Biking – Among many [biking trails](#), one of the most popular is the [Hennepin Feeder Canal Trail](#). The trail is located just south of Rock Falls, where you will pick up this medium to difficult trail. Cyclists, hikers and anglers come to enjoy the stocked waters, the peaceful wooded banks and the abundance of bird life. As the trail heads south toward the rural countryside, the path allows you to enjoy the serene environment all to yourself.
 - Festivals and events – recent sample
 - Since 2013, the Hispanic Business Leaders Committee of the Sauk Valley Area Chamber of Commerce has organized the parade. This committee is made up of chamber members who are committed to enhancing the

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economic quality of life for Hispanic businesses and supporting the Hispanic community in the Sauk Valley. We genuinely appreciate the support of our community businesses and organizations as it allows us to plan events such as the Fiesta Parade. The 71st Annual Fiesta Parade will be held on Saturday, September 14, 2024. The parade will begin at 1:00 p.m. in Rock Falls and end in Sterling. Following the parade, the Hispanic Business Leaders Committee (HBLC) will organize a celebration at Grandon Civic Center from 3:00 p.m. to 6:00 p.m. with music, activities, food, and vendors.

- Hops on the Rock, a craft beer festival, is held annually on the 2nd Saturday of October from 3:00 to 6:00 PM at the Sterling Marketplace, 111 W. 2nd Street, in downtown Sterling, adjacent to the Twin City Farmers Market. A private VIP session is open from 2:00-3:00 PM.
- Sip and Shop - Our spring and fall Sip & Shop events have been a hit of the downtown since beginning in 2017. Whether it's a Girl's Night Out or Date Night Fun, there is something for all on this adventure through the downtown. All proceeds from these events benefit our downtown beautification efforts through flowers, holiday décor, or other projects to enhance our downtown.
- Main Street Spring Car Show and Cruise nights. The annual spring car show attracts hundreds of cars and thousands of enthusiasts – see the 2024 Car Show video, link in the appendix. Also, join us on the First Fridays of June, July and August at the Sterling Marketplace for an evening of cool cars, live music and great food! Festivities kick off at 6 PM. Whether you're an aficionado of the classics, hot rods, rat rods, big trucks, Jeepers, EVs, mom-mobiles, or anything else with wheels, come on out and join us!
- Sights & Sounds, in partnership with our friends at the Sauk Valley Area Chamber of Commerce, Seasonal Sights & Sounds is our kickoff to the holiday season in Downtown Sterling! The downtown Christmas Walk is held annually on the 1st Friday of December. See the 2023 Sights & Sounds video, link in appendix.

ABOUT RIVERFRONT REIMAGINED PLAN - The Sterling Riverfront Reimagined plan emphasizes environmental remediation, community engagement and integration of historical elements unique to the site and region. Its flexibility can be reactive to fluctuating economic conditions. The plan preserves and shares the rich history of the beautiful Sterling area by capturing the raw state of the Lawrence Brothers and National buildings to perpetuate the story of the influential businesses that contributed significantly to the development of the community. Many, many regional residents have direct ties to these buildings. In many cases, they and their family members have worked for the companies that once operated there, providing strong emotional connections to the site. By preserving these historical elements, the plan provides an opportunity for regional residents, businesses and the community at large to reconnect with the past, taking a “walk down memory lane” while revisiting the places and features that defined countless workdays gone by. This approach not only honors the history of Sterling but also enriches the cultural and historical significance of the Riverfront Reimagined redevelopment project.

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When planning began, a challenging question needed to be answered; how can you honor the built legacy of the industrial giants that once shaped a community? And then, how do you do it gracefully and efficiently given such massive volumes of space?

In 2013, planning efforts began with community-wide brainstorming sessions that envisioned diverse futures for the structures: from urban agriculture to residential complexes to a riverside hotel. Studio GWA’s conceptual imagery depicted revitalized spaces devoid of rust and graffiti, teeming with diners and captivating river vistas, encapsulating the essence of Sterling’s unique history and identity. By 2021, amidst the challenges posed by the COVID-19 pandemic, the City of Sterling resolved to advance the vision. Layouts were drafted, market feasibility studies conducted, and cost projections calculated to address the pivotal question, “If we build it, will they come?” Navigating such intricate details required close collaboration with a consortium of experts from environmental engineers to economic development specialists to state highway engineers and multiple representatives of state and federal governments - all fueled by ongoing input from local stakeholders.

ABOUT LAWRENCE BROTHERS’ SITE – The Lawrence and National Buildings were previous manufacturing sites, with a long history in Sterling. The downtown Sterling location on the shores of the Rock River offers picturesque views in a peaceful, serene, sophisticated setting. These qualities set up well for the attraction of renters, homeowners, diners, visitors, office workers and more in a community that is thirsting for new development. They offer an attractive blend of urban convenience and natural beauty surrounded by nature.

The Lawrence Brothers’ campus, as part of the Riverfront Reimagined Plan:

| Site for Development | Lawrence Brothers’ Campus |
|-----------------------------|--|
| Address | 1 st Avenue Sterling, IL |
| Owner | City of Sterling Illinois |
| Contact | Ron Clewer, Illinois Market President Gorman & Company, LLC 200 N. Main Street Oregon, WI 5357 815-847-0347 cell |
| Acreage | 2.9 acres (less vertically separated building #4) |
| Access to River | Yes |
| Power | Yes |
| Water | Yes |
| Sewer | Yes |

The history behind the site - Lawrence Brothers, Inc., one of the forerunners of all the manufacturers in the Sterling-Rock Falls area, has been accredited with much of the progress of the growth of this community. One of the founders, John H. Lawrence came from Burlington, Vt. in 1873 with a background in banking. Lawrence Brother’s advance over the decades becoming a world leader in the hardware industry.

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On Oct. 6, 2006, Lawrence Hardware shut down after a hard-fought battle against the inevitable. The former industry innovator was an anchor in the community for 130 years. Starting as a hardware store in 1876, Lawrence Brothers became an early manufacturer of barbed wire and carved a niche for itself by making farm-related items such as barn door hangers, rails, pulleys, and nails. By 1940, the company founded by John and Edwin Lawrence was a full-line hardware factory. It was largely profitable through the 20th century but slipped into bankruptcy in 2001 when it was bought by Howard Industries and renamed Lawrence Hardware. At one time, Lawrence employed as many as 475 people in two locations in Sterling and Rock Falls.” ~ Sauk Valley Media “A Look Back at 2006”

ABOUT GORMAN & COMPANY - Gary J. Gorman started Gorman & Company in 1984 to develop, syndicate, and manage multifamily housing properties. Gorman & Company has become one of the largest and most respected multifamily development firms in the region. Gorman & Company currently employs over 700 individuals.

Gorman & Company has consistently been ranked as one of the top 50 largest affordable housing developers nationally (7th in 2023) by Affordable Housing Finance for over a decade. With more than 160+ community revitalization projects (\$2.1B in valuation) in the portfolio, Gorman & Company has experience developing some of the nation’s highest-quality affordable housing and neighborhood revitalization projects. Gorman’s core purpose is to Initiate strategies and implement solutions to revitalize communities and build strong neighborhoods.

Our team has a proven record of cultivating successful partnerships with a wide range of groups including municipalities, corporations, housing authorities, nonprofit organizations, private investors, businesses, and community stakeholders. We bring with us our ability to assemble a wide array of resources necessary to tackle challenging development projects all while maintaining the community vision.

Of the 160+ projects that we have completed, we have never had a foreclosure, never defaulted, and never had a general partner replaced by the investor. We stand by our commitments. When we receive an RFP award, we enthusiastically deliver on our promises.



RELEVANT HOTEL EXPERIENCE:

MILWAUKEE, WI: The Brewhouse Inn & Suites, a 90-room # Diamond Triple AAA rate boutique hotel opened in April 2013. The hotel is proud to be an integral part of The Brewery, the historic redevelopment of the Pabst Brewing complex. A LEED platinum sustainable neighborhood, The Brewery is home to apartments, offices, university centers and more. Retaining the historic nature of the site, while repurposing the original buildings was the ultimate goal. The entire Pabst complex was placed on the National Register of Historic Places in 2001.

After a remarkable 18-month Gorman transformation, the Brewhouse Inn & Suites reflects Milwaukee’s brewing heritage while allowing guests a highly stylized 21st-century hotel experience. Guests will discover remnants of the Pabst Brewery’s lustrous past, including restored copper brew kettles and rooms that combine industrial sleek with the aesthetic opulence of Victorian design. Premium suites offer exquisite views of downtown Milwaukee in an apartment-like setting with some

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suites offering private terraces with amazing views.

KENOSHA, WI: Nestled in the heart of downtown Kenosha, The Stella Hotel & Ballroom is a Gorman historic renovation of a well-known landmark, built in the early 1900s, that was home to the Heritage House Inn and The Kenosha Elks Club. Within minutes of the shores of Lake Michigan, this contemporary, yet classic hotel is the only full-service hotel in downtown Kenosha featuring 80 stunning guest rooms and suites with state-of-the-art amenities.

The hotel offers classic, yet contemporary rooms as well as retro one-bedroom Heritage Suites, accommodations feature rustic furnishings and vintage-style decor. Other amenities include a fitness center, business center, gift and sundry shop, and a rec room with vintage board games. There are three onsite dining options: The 1844 Table & Mash, a vintage, supper-club-inspired restaurant and lounge specializing in fresh local dishes, and a diverse selection of signature cocktails, whiskeys, craft beers, and wine. Café at The Stella, located off the Lobby, serves specialty coffee drinks, smoothies, fresh-baked pastries, breakfast, lunch, and more. In the summer season, Crow's Nest Rooftop Bar offers a unique rooftop bar experience with views of downtown Kenosha and Lake Michigan, signature cocktails, live entertainment, cozy fire pits, and views of outstanding sunsets.

ROCKFORD, IL: Opened in July 2020, Embassy Suites by Hilton™ Rockford Riverfront, is in downtown Rockford and defines uniqueness with its industrial chic look and feel. Located at 416 S. Main Street, the completely repurposed and renovated property (\$87.5M) is Winnebago County's largest and only full-service hotel in the downtown area, boasting 160 spacious two-room suites, two restaurants, a roof-top bar, indoor pool & hot tub, golf & sports simulator, fitness center, and more than 20,000 square feet of conference meeting space.



Gorman & Company currently holds these three hotels in its portfolio under a separate division called Gorman Holdings, LLC. In 2019 the company became employee-owned and shortly after, decided by a vote of shareholders to focus on the core of our work –



multifamily rentals. Gorman continues to work on large-scale redevelopment projects, like the Sterling Riverfront

Reimagined project and strategies; however, seeks qualified partners in completing the overall master plan. This is the motivation for this RFP.

Additional Development-Specific Detail

The vision for the proposed property includes the development is a 60 to 80-room upper midscale, full-service hotel affiliated with a nationally recognized hotel company. The property should include a brand waiver for a full-service rooftop bar offering evening wine, beer, cocktails, and bar/snack food. Further, the property should include meeting space to accommodate local groups such as business meetings and conventions, weddings, funerals, family reunions, or meals for youth sports teams. The proposed property would ideally include amenities such as an indoor pool and hot tub, fitness center, business center, 24/7 market, and complimentary indoor parking held in buildings 2 and 3 shown on the site plan.

4. EVALUATION CRITERIA

It is important to note that Gorman & Company and the City of Sterling look forward to working with a developer to achieve a feasible project. Based on the developer's ability to meet certain criteria noted below, Sterling understands that to make a project feasible, the selected developer may request certain financial incentives. When submitting your proposal, please outline what incentives you require, and Gorman will present it to the City of Sterling for consideration.

The Proposal Submissions will be evaluated on the following criteria:

1. The degree to which the respondents have relevant experience with similar properties.
2. Respondent's financial resources and confirmation of ability to secure the financing necessary for this scope of development.
3. Familiarity with Illinois which may include owning or operating other hotels in the State.

5. AFFILIATION AGREEMENT

Gorman and the City of Sterling contemplate entering into an affiliation agreement that spells out the responsibilities of the parties.

6. SUBMISSION REQUIREMENTS

Each proposal must include the following:

□ **Transmittal Letter**

Proposals shall include a transmittal letter identifying the development team. Transmittal letters shall also identify the principal(s) or officer(s) of each respondent authorized to execute documents on behalf of the company, as well as a contact person from the team to receive subsequent communications from Gorman concerning the RFP.

□ **Vision for the Proposed Property**

Proposals shall include a summary of the proposed hotel development, including features such as a number of guestrooms, food and beverage services, meeting facilities and other amenities, as well as anticipated franchise affiliation and opening date, footprint size of the property, and anticipated number of stories. Gorman and the City of Sterling recognize that the level of detail may initially be limited and subject to deeper due diligence.

□ **General Company Information and Experience**

NOTE: Gorman is willing to partner with an owner/operator to develop and construct a hotel and event center that meets the owner's needs. Our extensive experience in historic adaptive reuse may be beneficial for the completion of the project. We are also willing to facilitate the transaction with a developer owner and the City of Sterling. Please specify which relationship you may seek and provide as much detail as possible regarding the following:

1. Comparable facilities developed;
2. Portfolio for the operating partner;
3. Projects within your future development pipeline;
4. Resumes of key personnel;
5. Statement pertaining to Commitment to Diversity, Equity and Inclusion within your organization; and
6. Statement pertaining to Commitment to Environmental Sustainability within your organization.

1. Initial Proposal

The Initial Proposal should describe the anticipated deal structure for this project including the percentage of debt and equity. Please list any lending institutions that you currently work with or anticipate working with for this project. Proposals should include all requested incentives from the City of Sterling concerning land acquisition, real estate taxes and/or assistance with financing relationships.

7. LEGAL INFORMATION AS REQUIRED BY CITY OF STERLING

This Request for Proposal ("RFP") contains statements, descriptions and information pertinent to the City of Sterling. The statements, descriptions and information contained herein are for informational purposes only. Sterling and Gorman & Company does not represent, warrant, or guarantee the accuracy or completeness of such information and any respondent to this RFP should complete its due diligence concerning said information.

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8. RELEVANT EXHIBIT LINKS FOR INTERESTED PARTIES

- A. [Lodging Market Study by HVS](#)
- B. [City of Sterling information brochure](#)
- C. [Photo Gallery](#)
- D. [Riverfront Reimagined website](#)
- E. Videos of events in the City of Sterling
 - [Sites and Sounds 2023](#)
 - [Sterling Main Street Spring Car Show 2024](#)
- F. Videos of Gorman & Company hotel developments
 - [Pabst Brewhouse Inn and Suites](#)
 - [Rockford Embassy Suites Hotel and Convention Center](#)