

Request for Proposal Shiprock Business Site Redevelopment



Contact:

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Proposals due by Wednesday, November 20, 2024

REQUEST FOR PROPOSAL

Recruitment of Business Opportunity for former Speedway Location, Shiprock, NM

Introduction

The Shiprock Regional Business Development Office, hereinafter referred to as the "Shiprock RBDO," is seeking qualified proposals from suitable business owners and business concepts for a high-traffic site located in Shiprock, New Mexico. The selected business should contribute to the economic growth of the community, create jobs, and enhance the overall quality of life.

Shiprock RBDO is seeking proposals from qualified developers or individuals to develop a 1.751-acre tract within the Shiprock Chapter community. The successful developer will demonstrate capacity to carry out the proposed project.

Background

The Division of Economic Development (DED) is established to promote and support an environment that supports business development in the commercial, small business, tourism, and industrial sectors of the Navajo Nation economy improving the quality of life for the Navajo people. DED faces the challenge of developing, promoting, supporting and sustaining a thriving economy for the Navajo people and their communities.

The Small Business Development Department, a DED department, maintains a network of Regional Business Development Offices (RBDOs). Each RBDO serves each agency to provide assistance to individuals, small businesses, chapters and other organizations in developing business plans; negotiating and processing business site leasing transactions; obtaining finances; obtaining preference certifications; administering educational seminars



Figure 1: Former Speedway Business Site, Shiprock, NM



Figure 2: Former Speedway Convenience Store

and addressing other business management matters. The RBDOs seek to promote, initiate, develop and assist Navajo-owned and non-Navajo Owned businesses located on and near the Navajo Nation.

Shiprock, New Mexico

Shiprock, New Mexico is located on the Navajo Nation, situated in Northwest New Mexico. As a thriving regional hub, Shiprock presents a compelling opportunity for businesses seeking to tap into a dynamic market. The town of Shiprock, New Mexico gets its name from the unique towering, bird-like volcanic rock formation that can be seen for miles in all directions. Shiprock, as this mighty sand-colored column was named is known to the Navajo as "Tsé Bit' A'í", or rock with wings.

With its strategic location along major transportation routes and a growing population, Shiprock provides a unique opportunity for business success. The city boasts a skilled workforce, a supportive business environment, and access to abundant natural resources. Shiprock's cultural heritage, including its vibrant arts and crafts scene, adds a unique dimension to the city's appeal. This rich cultural tapestry attracts visitors from around the world, creating a thriving tourism industry.

Site Overview

The proposed development site is a high-traffic site located at the Northwest corner of the business junction at the intersection of U.S. Hwy 491 and U.S. Hwy 64 in Shiprock, New Mexico, San Juan County, New Mexico 87420. It is a developed business site with an existing building constructed for the use of the former Shiprock Speedway.

Legal Description: The available commercial area comprises the combination of four adjacent tracts along Hwy 491 totaling approximately 1.70 acres, not including highway rights of way. See Figure 3. An up-to-date survey will be a part of the lease process.

Site Size/Shape: The site size is approximately 1.70 acres, equal to 74,052 square feet. According to the site survey, the site shape is generally rectangular. The east side of the business site concaves along the contours of U.S, Highway 491 and its right-of-way.

Topography: The subject site is generally level, and at grade with surrounding properties and roadways.

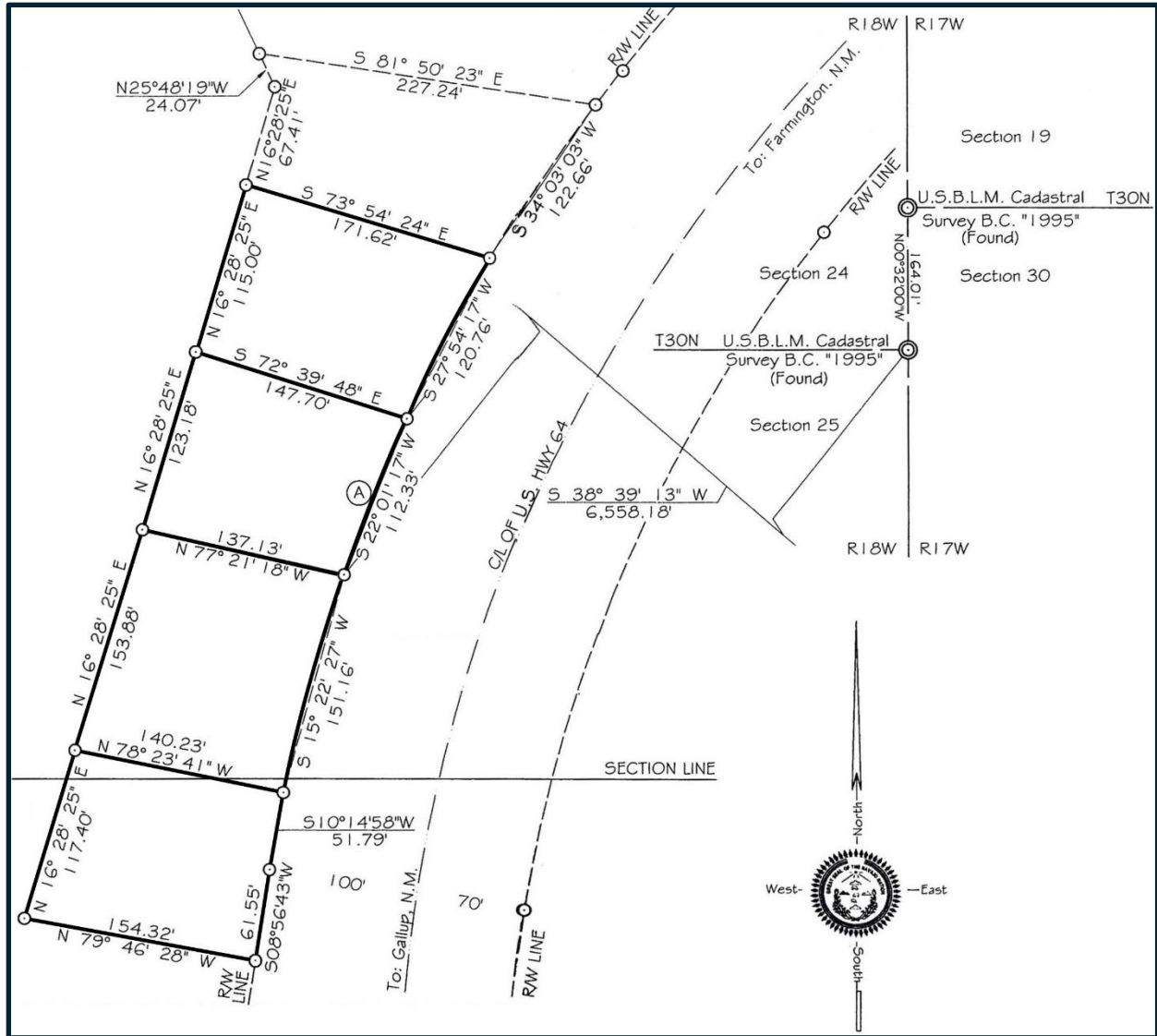


Figure 3: Four lots, totaling approximately 1.70 acres

Taxes: As part of the Navajo Nation, any business activity within the proposed business site is subject to taxes administered by the Navajo Tax Commission, <https://tax.navajonnsn.gov/>.

Utility: (See Figure 4) Electric, Gas, Sewer service provided by Navajo Tribal Utility Authority.. <https://www.ntua.com/>.

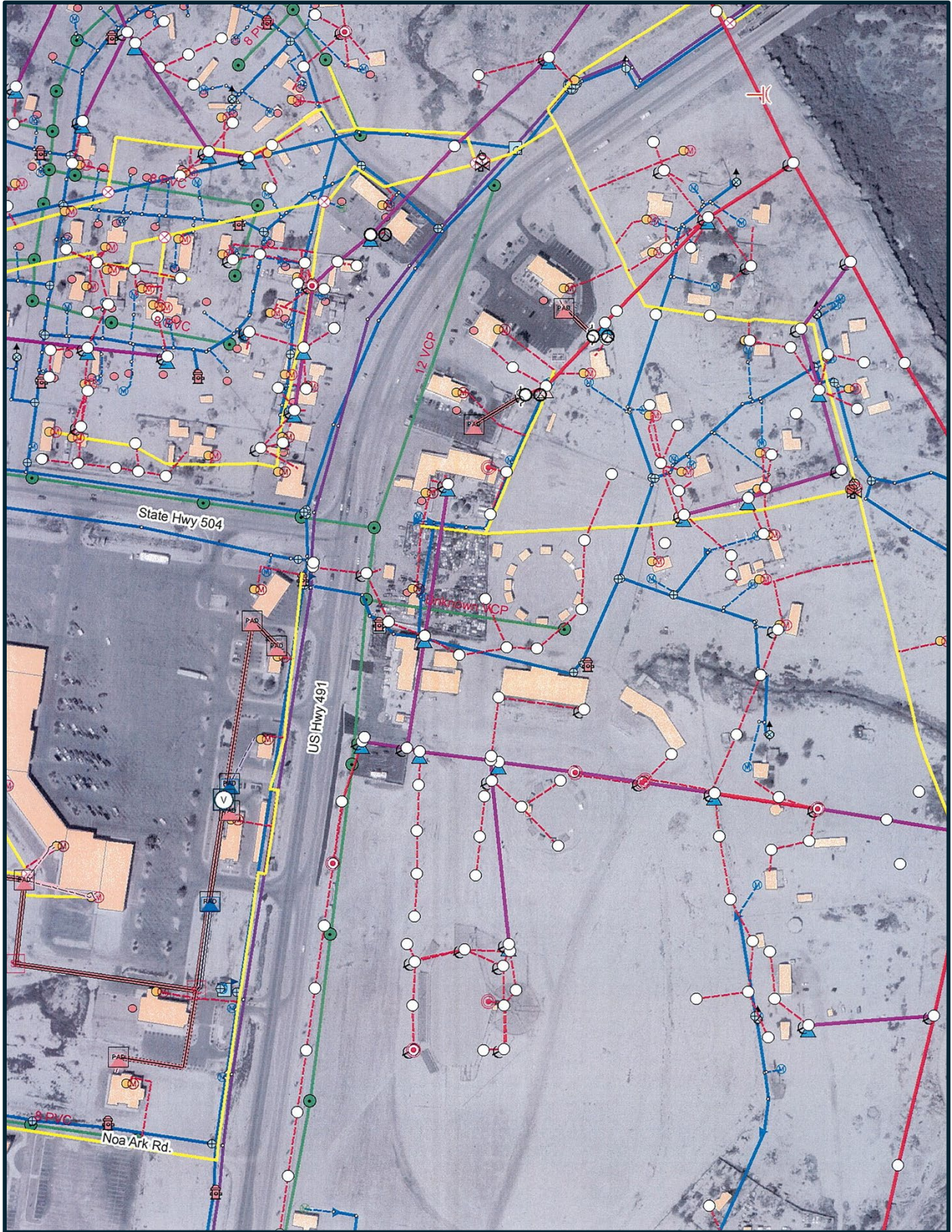


Figure 4: Available Utilities



Figure 5: Area retailers, Shiprock, NM

Traffic Counts: (See Figure 6)

US Hwy 64/US Hwy 491 Concurrance (Four-Lane North-South Traffic)					
	2019	2020	2021	2022	2023
AADT	18621	15213	17328	16419	16829
2 percent annual growth rate (2023)					
US Hwy 64, West (Two-Lane East-West Traffic)					
	2019	2020	2021	2022	2023
AADT	4923	3817	4575	4536	4813
6 percent annual growth rate (2023)					
US Hwy 491, South (Four-Lane North-South Traffic)					
	2019	2020	2021	2022	2023
AADT	11153	9647	7812	7869	7932
3 percent annual growth rate (2023)					
AADT	Annual Average Daily Traffic				
Source: New Mexico Department of Transportation					

Figure 6: Traffic Counts, Shiprock, NM

Proposal

The Shiprock RBDO seeks a developer business that will:

- Generate significant traffic and sales revenue
- Create a substantial number of jobs for local residents
- Complement existing businesses in the area
- Enhance the overall appeal and economic vitality of Shiprock

Proposal Requirements

Proposals should address the following:

1. Understanding of the Site: Demonstrate a thorough understanding of the site's location, demographics, and potential customer base.
2. Development Strategy: Outline a detailed plan for potential development of the business concept. A business plan may include many of the following:
 - a. Target industries and business type

- b. Business planning and development
- c. Market research and analysis
- d. Regulatory compliance assistance
- e. Operational support
- f. Business development support: Describe the level of support and resources the firm will require from the Navajo Nation Division of Economic Development.
- g. Performance Metrics: Identify key performance indicators (KPIs) to measure the success of the project, such as number of businesses recruited, jobs created, and sales revenue generated.
- h. Project Timeline: Outline a detailed project timeline, including milestones and deliverables.
- i. Budget: Provide a comprehensive budget for the proposed services.

Selection Criteria

Proposals will be evaluated based on the following 100-point criteria:

1. 15 Points - Demonstrated business experience
2. 15 Points – Show an understanding of the Shiprock market and community and the local Navajo economy.
3. 30 Points - Quality and strength of the proposed development strategy
4. 30 Points - Feasibility and effectiveness of the proposed project timeline and budget
5. 10 Points - Ability to collaborate with the Navajo Nation Division of Economic Development and other Navajo community stakeholders

Additional Considerations:

Navajo Nation Business Site Lease

The successful proposer will negotiate a business site lease agreement with the Shiprock RBDO pursuant to the Navajo Nation Business Leasing Regulation, Navajo Nation Business Site Leasing Management Plan. For more information about the Navajo Nation Business Site Leasing process, please contact the Shiprock Regional Business Development Office.

Navajo Nation Law, Rules and Regulations

The Navajo Nation is a sovereign government and all contracts entered because of the RSQ shall comply with the Navajo Nation Law, Rules and Regulations, includes the Navajo Preference in Employment Act- and applicable Federal Laws, Rules and Regulations.

The Navajo Nation will not relinquish any of its sovereignty rights. The Navajo Nation, but limited to, sovereign immunity or official immunity and it is expressly agreed that the Navajo Nation retains such privileges.

The Shiprock RBDO reserves the right to reject any or all proposals and to negotiate with any proposer.

Proposal Submission

Proposals must be submitted electronically to hcsilentman@navajo-nsn.gov by Wednesday November 20, 2024.

Questions and Clarifications

Questions regarding this RFP should be submitted in writing to hcsilentman@navajo-nsn.gov.

We look forward to receiving your proposals.