# REQUEST FOR EXPRESSIONS OF INTERESTS
## (RFEOI)

**Project Title:** Crownpoint Convenience Store
Business Site Lessee

**Issuing Office:** Eastern Regional Business Development Office
Division of Economic Development
THE NAVAJO NATION

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**RFEOI Issue Date:** **August 17, 2026**
**RFEOI Closing Date:** **August 31, 2026**

**Introduction:**
The Eastern Regional Business Development Office, hereinafter referred to as the "ERBDO," is seeking qualified proposals to be a business site lessee, a high-traffic site located at NM State HWY 371 and Navajo Route 9. The selected business should contribute to the economic growth of the community, create jobs, and enhance the overall quality of service of the community.

ERBDO is seeking proposals from experience C-store operators and developer for this 3.54-acre tract within the Crownpoint Chapter community. The successful developer will demonstrate the capacity to carry out the proposed project.

**Crownpoint, New Mexico:**
Crownpoint, New Mexico is located on the Navajo Nation, situated in northwestern New Mexico. Serving as the administrative and educational hub of the Eastern Navajo Agency, Crownpoint presents a compelling opportunity for businesses seeking to tap into a dynamic and community-focused market. The town is a vital center of cultural preservation, known in the Navajo language as "T'iists'óóz Ńdeeshgizh," or Slim Cottonwood Pass, a name that reflects the natural beauty of the surrounding high desert landscape.

With its established infrastructure as an agency headquarters and a steady population, Crownpoint provides a unique opportunity for business success. Because it is home to Navajo Technical University, the community boasts a highly skilled and educated workforce, a supportive business environment, and a continuous influx of students and professionals. Crownpoint's cultural heritage, most notably highlighted by the world-famous Crownpoint Navajo Rug Auction, adds a unique dimension to the town's appeal. This rich cultural tapestry and vibrant tradition of textile arts attract collectors and visitors from around the world, creating a thriving foundation for local commerce and cultural tourism.

**Site Overview:**
The proposed development site for the Crownpoint C-Store is a high-traffic site located at the intersection of NM State HWY 371 and Navajo Route 9 in Crownpoint, McKinley County, New Mexico 87313. The 3.54-acre site currently consists of raw land, offering a prime, undeveloped canvas for new commercial construction.

<u>Legal Description:</u>
A parcel of land located in the South One-half (S1/2) of Section 17, Township 17 North, Range 12 West, N.M.P.M., McKinley County, New Mexico situated in the Crownpoint area. See Figure 1 for the legal survey.

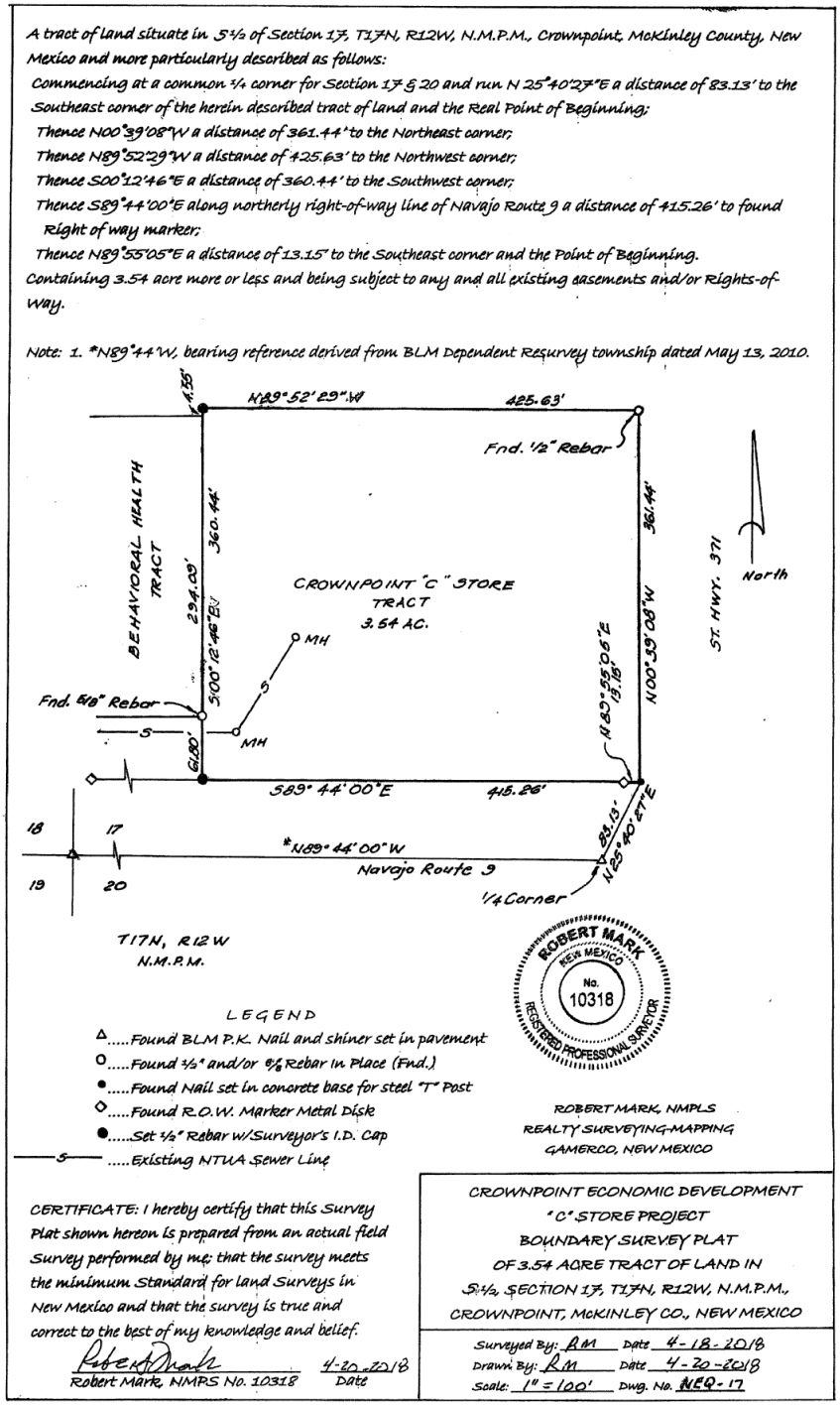


***Figure 1***

Aerial Site & Street View:

For a visual representation of the proposed development area, please refer to Figure 2 for aerial site view and Figure 3 & Figure 4 for street view. The provided Google Map snippets offer both aerial and street-level perspectives of the site, illustrating the current raw land conditions and highlighting the strategic, high-traffic positioning of the 3.54-acre property at the intersection of NM State HWY 371 and Navajo Route 9.

*Figure 2 (approximate)*

*Figure 3 (approximate)*

*Figure 4 (approximate)*

Utilities:
The Navajo Tribal Utility Authority provides the following utilities for the site,

- Water
- Wastewater
- Natural Gas

Continental Divide

- Electricity

Traffic Counts:
In May 2018, the ERBDO commissioned a Traffic Impact Study which concluded that the proposed development will generate an estimated 3,390 daily vehicle trips. This volume includes 291 trips during the AM peak hour and 286 trips during the PM peak hour. See Figure 5.

| | | | | Weekday Trips | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Daily | AM | | | PM | | |
| Proposed Use | ITE LUC | Size | Units | Total | In | Out | Total | In | Out | Total |
| Super Convenience Market/Gas Station | 960 | 4,000 | SF | 3,350 | 142 | 142 | 284 | 139 | 139 | 278 |
| Specialty Trade | 180 | 4,000 | SF | 40 | 5 | 2 | 7 | 2 | 6 | 8 |
| Totals | | | | 3,390 | 147 | 144 | 291 | 141 | 145 | 286 |

*Figure 5*

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# Proposal Requirements

To facilitate a comprehensive evaluation, proposals must clearly address the following five areas:

**1. Firm Qualifications and Experience** Provide a profile of the developer or business entity, detailing past experience in commercial development or business operations. Highlight any successful projects of a similar scale, particularly those involving convenience stores, retail, or development on tribal lands.

**2. Understanding of the Site and Market** Demonstrate a thorough understanding of the Crownpoint community and the local Navajo economy. Proposer should provide an analysis of the proposed 3.54-acre site at NM State HWY 371 and Navajo Route 9, including local demographics, regional traffic patterns, and the potential customer base.

**3. Development Strategy and Business Concept** Outline a comprehensive business plan for the raw land development. This strategy should include:

- **Business Type & Vision:** Detailed concept for the convenience store and any supplementary retail or services.
- **Market Strategy:** Market research, competitive analysis, and operational plans.
- **Regulatory Compliance:** Understanding of Navajo Nation business regulations and site development requirements.
- **Performance Metrics:** Identification of key performance indicators (KPIs) to measure project success, such as jobs created, construction milestones, and projected sales revenue.

**4. Project Timeline and Financial Budget** Provide a realistic, data-driven financial and scheduling overview:

- **Timeline:** A detailed, phased project schedule outlining milestones from initial site development and construction through to the grand opening.
- **Budget:** A comprehensive budget for the proposed development, including estimated construction costs, operational capital, and potential funding sources.

**5. Collaboration and Resource Requirements** Describe the approach to engaging with the community and local stakeholders. Additionally, explicitly state the level of business development support, infrastructure assistance, or resources the firm anticipates requiring from the Navajo Nation Division of Economic Development (NNDED) and the ERBDO.

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## Selection Criteria

Proposals will be evaluated and scored by a review committee based on a 100-point scale. The criteria directly align with the proposal requirements listed above:

- **15 Points - Qualifications and Experience:** Demonstrated business and commercial development experience, reflecting the capacity to execute the project.
- **15 Points - Market Understanding:** Demonstrated knowledge of the Crownpoint market, the local Navajo economy, and the specific dynamics of the proposed site.
- **30 Points - Development Strategy:** The overall quality, strength, and viability of the proposed business concept and operational plan.
- **30 Points - Financial and Schedule Feasibility:** The realism, clarity, and effectiveness of the proposed project timeline and development budget.
- **10 Points - Stakeholder Collaboration:** The demonstrated ability and willingness to partner effectively with the NNDED, ERBDO, and other Navajo community stakeholders.

**Additional Considerations**

**Navajo Nation Business Site Lease** The successful proposer will be required to negotiate a business site lease agreement with the Eastern Regional Business Development Office (ERBDO) in accordance with the Navajo Nation Business Leasing Regulations and the Navajo Nation Business Site Leasing Management & Administrative Plans. For additional information regarding the Navajo Nation Business Site Leasing process, please contact the ERBDO.

**Compliance with Navajo Nation and Federal Laws** The Navajo Nation is a sovereign government. All written agreements entered into as a result of this solicitation must comply with all applicable Navajo Nation Laws, Rules, and Regulations—including the Navajo Preference in Employment Act—as well as all applicable Federal Laws, Rules, and Regulations.

**Sovereign Immunity** The Navajo Nation will not waive, alter, or relinquish any of its sovereign rights. Nothing in this solicitation or any subsequent agreement(s) shall be construed as a waiver of the Navajo Nation's sovereign immunity or official immunity, and it is expressly agreed that the Navajo Nation strictly retains all such privileges and immunities.

**Reservation of Rights** The ERBDO reserves the right to reject any or all proposals, to waive any informalities or irregularities in the proposals received, and to negotiate independently with any proposer to secure the most advantageous agreement for the Navajo Nation.

**Questions & Clarifications** For questions or clarifications, please email Mr. Buckinghorse and Ms. Skeets, contact information is on the cover page.