



Memorandum

To: Town Council
From: Thomas Dansie, Director of Community Development
Date: November 7, 2025
Re: Report from the Housing Committee Regarding Parcel S-100-C (Trapper Circle Property)

On September 10 and again on September 16 the Town Council discussed partnering with Switchpoint Community Resource Center to develop workforce housing on parcel S-100-C (located at the end of Trapper Circle). This would be a change from the Town's initial plan of partnering with Mountain Country Home Solutions (MCHS) in developing the parcel¹.

The Council did not take formal action in either the September 10 or the September 16 meeting. Instead the Council referred the matter to the Housing Committee. The Council wanted the Housing Committee to thoroughly vet Switchpoint to determine whether or not they would be a good partner in developing the property.

The Housing Committee met with representatives from Switchpoint on September 22. The Committee discussed Switchpoint's capabilities, previous work experience, and vision for developing the parcel. The Committee asked Switchpoint to provide additional information regarding the financing of the project and the projected rents that would be charged for the units. Switchpoint followed up by providing information about the current Washington County AMI and what the anticipated rental ranges for the units on the property would be based on households in the 60% to 100% AMI range. The Housing Committee met again on October 20 to discuss that latest information from Switchpoint.

The Housing Committee made the following findings in their October 20 meeting:

- Switchpoint has documented experience developing housing for households in the very low income ranges (primarily under 60% AMI, with most of their experience being with households around 30% AMI).
- Switchpoint has developed a number of projects using Low Income Housing Tax Credit (LIHTC) funding. This funding generally targets households in the under 60% AMI range. If LIHTC funding were used to develop the Trapper Circle property it is doubtful that the Town could include additional requirements (e.g. an active employment in Springdale requirement) on the households occupying the units.

¹ The Town issued an RFP to select a housing partner in October of 2023. That RFP included development of both the Trapper Circle and Red Hawk properties. Two organizations responded to that RFP: MCHS and a local Springdale resident. After reviewing both proposals the Town selected MCHS to develop both the Red Hawk and Trapper Circle properties.

- To the best of the Committee's knowledge, Switchpoint has not developed a project targeted to workforce housing using the same or similar definition of workforce housing with the same or similar resident selection criteria that Springdale has developed.
- There may be other housing providers who would be interested in partnering with the Town on this project.

Based on these findings the Housing Committee does not yet support partnering with Switchpoint on this project. Switchpoint may be the best partner for this project, but the Housing Committee does not have enough information yet to make that determination. Further, the Housing Committee is interested in ensuring all other potential interested housing partners are considered.

For these reasons the Housing Committee recommends the Town issue an RFP for the development of the Trapper Circle property. This will allow the Town to get specific and detailed background information on all potential housing partners. The Town can then make a fully informed decision on which partner to engage.

Staff has prepared a draft RFP patterned after the first RFP issued in 2023.

Council Action

The Council should consider the Housing Committee's report and decide how to proceed. If the Council accepts the Committee's recommendation and wishes to proceed with an RFP, the Council should direct staff to finalize the draft RFP attached to this report and then distribute the RFP.



Request For Proposals

Trapper Circle Workforce Housing Development

Summary

The Town of Springdale, Utah is seeking a qualified and experienced affordable housing provider to construct and manage a workforce housing project in Springdale, Utah. The project is a multi-family rental unit development on a 0.60 acre property. The Town anticipates the property will be developed with 10 workforce housing units, occupied by households who are actively employed in the Town of Springdale or Zion National Park.

The successful proposer will develop the 0.60 acre vacant parcel with up to ten multi-family workforce housing rental units, provide ongoing property management, and ensure the project continues to meet the Town's workforce housing goals by certifying the occupant households meet the Town's standard for being "actively employed" in the Town of Springdale or Zion National Park.

About Springdale

The Town of Springdale is the gateway community to Zion National Park. The Town has 600 full-time residents. Residents care deeply about the community and are passionate about preserving the Town's small-town and rural residential character. In keeping with this rural residential character, the majority of the Town's existing housing is low-density single-family homes.

The Town has a robust tourism-related economy which provides services to as many as five million annual visitors to Zion National Park. Over 1,000 workers commute to Springdale each day to work in restaurants, hotels, galleries, guiding companies, and gift shops. Additionally, Zion National Park employs several hundred workers. Because the majority of the Town's existing housing is low-density single-family homes, there are limited housing options in the Town affordable to employees of local businesses and Zion National Park.

The Town values having employees of local businesses and Zion National Park live in the community. In its General Plan the Town has recognized the need and desire to provide additional options for local employees to live in the Town and be contributing members of the community. The Town anticipates this project will provide additional housing options for local employees.

Town's Housing Goals

The Town's General Plan establishes a vision for housing in the community, as well as specific goals and objectives to achieve this vision. Pertinent sections from the General Plan that address housing and the Town's housing goals are reproduced below.

General Plan Vision Statement: Community

Springdale is strengthened by solid relationships among community members. Community members come from diverse backgrounds, care for and support each other, respect and protect the natural environment, and work toward preserving the health of the community.

The Springdale community is a place where everyone is welcome, all perspectives are valued, and people gather frequently to build community bonds. Adequate living accommodations are available for all members of the diverse community.

General Plan Housing Chapter - General Goal

GENERAL GOAL: Springdale will retain its rural residential character by protecting existing residential neighborhoods from the impacts of increased commercialization. The Town will have housing options that support a diverse population, including low density residential units, higher density multi-family units in select locations, accessory dwelling units, and others. This will allow the Town to maintain housing for a community with families of diverse income. It will benefit local businesses by providing a larger labor pool. It will benefit the Town by having the people who are working in businesses also be committed and contributing members of the community by having access to attainable housing.

General Plan Housing Chapter - Sub-Goal B

Promote community character by providing opportunities for more key contributors to the community (first responders, teachers, business owners/managers, etc.) to live full-time in the community.

Details on the Project

In an effort to promote the Town's goal of providing more housing options which are affordable to local employees, the Town has recently acquired a 0.6 acre property with the intention of developing it with affordable workforce affordable housing. This housing will be targeted to employees of local businesses. The Town is not a housing developer, nor a property manager. The Town is seeking a partner who will develop the housing units and manage them on a long term basis to ensure they remain affordable to Springdale's workforce. The Town is interested in partnering with a housing provider with established expertise in developing affordable housing as well as expertise in affordable housing projects and property management.

The Town expects the housing partner will secure financing for the development of the property, build the units, select occupant households based on the Town's workforce housing criteria, manage the rental of the units, and provide ongoing long-term management and administration of the property.

Details on the Properties

The workforce housing units will be developed on the property described below:

- Parcel S-100-C
- Approximately 0.60 acres

- Zoning allows a maximum of ten housing units
- Accessed via easement through the Moenave Subdivision from Trapper Circle

This vacant multi-family parcel (parcel S-100-C) is located in the Central Commercial zone. Based on this zoning and the property size (0.60 acres) the property can be developed with up to ten multi-family rental units. The Town desires to build as many housing units as possible (up to ten) with dedicated storage space for each unit. Whether or not it is feasible to construct ten units on the property has yet to be determined. There are constraints on development including slopes, soils, and drainage that may limit the number of units feasible to construct.

The parcel is accessed through an access easement through the common area in the Moenave subdivision, although it is not part of this subdivision. Trapper Circle, the road that accesses the parcel, also provides access to six lots in the Moenave subdivision, each of which is developed with multi-family housing (four-plexes and six-plexes). The development on S-100-C should be compatible with the style, scale, and appearance of the existing development on Trapper Circle.

Proposers should suggest ways the Town can develop the most housing on this property given the property's zoning and physical characteristics, as well as the need to complement existing housing in the area. Proposers should also provide a plan for ongoing long term management and oversight of the housing.

Notes on Long-Term Affordability

The Town is interested in ensuring the workforce housing units remain affordable in the long-term (e.g. 50+ years). Proposers should detail how the units will remain affordable to Springdale's workforce in the long-term. These details should include a succession plan describing how the properties will be managed and administered if the proposer's organization is dissolved in the future.

Scope of Work

Proposals should include all of the following:

1. Provide a feasibility analysis and proposed plan for the development of the properties identified in this RFP as income-restricted housing which is affordable and targeted to employees of local businesses and Zion National Park. Specifically, propose a plan to develop the vacant multi-family parcel (S-100-C) with up to ten rental units occupied by households who meet the Town's standard for being "actively employed" in the Town of Springdale or Zion National Park, with a mechanism to ensure the units remain affordable in perpetuity.
2. Provide a plan for long-term administration for the property to ensure it remains affordable in perpetuity.
3. Describe how the property will be managed long-term with ongoing oversight, maintenance, and upkeep.
4. Propose a schedule for the construction of housing units.
5. Describe the financing and funding the housing provider will use to construct the project.

The selected Proposer will be responsible for the development of the workforce housing units on the vacant multi-family parcel. The Proposer will also be responsible for the long-term management and administration of the property described in this RFP.

The Town is open to creative proposals for the best way to accomplish the scope of work. Proposers may suggest different housing programs, different types of ownership (CLT, ownership with deed restrictions, long-term lease from the Town, etc.), and different mechanisms for long-term affordability. The Town does not need to retain ownership of the property, but is open to doing so if it will help ensure the long-term affordability of the units.

The Town is not necessarily interested in revenue from the project.

Pre-Proposal Meeting

The Town will hold a pre-proposal meeting on XXXXX in the Springdale Town Hall. The pre-proposal meeting will be an opportunity for proposers to ask clarifying questions regarding the project and the requirements of this RFP. After the meeting the Town will lead a short site visit to the property to allow proposers to become familiar with the property and the neighborhood where it is located. Attendance at the pre-proposal meeting is not mandatory. Proposers attending the meeting will likely have additional insight and understanding regarding the project and the property, therefore attendance is strongly encouraged.

Proposer Presentation

The Town will provide an opportunity for proposers to make a presentation to the selection committee after the proposal deadline. At the presentation the proposer should detail the proposed plan for developing the property as outlined in this RFP. The selection committee will have the opportunity to ask the proposer clarifying questions regarding the proposal. Proposer presentation meetings will be held at the Springdale Town Hall. Proposers are encouraged to attend in person. The Town will make allowance for remote participation for proposers that are unable to travel to Springdale.

Selection Criteria

The Town will select the affordable housing consultant based on the following criteria:

1. How well does the proposal fulfill the Town's housing goals as outlined in the General Plan?
2. How well does the proposal respond to the Town's priorities for housing on the property?
 - a. Plan for long-term affordability.
 - b. Process to target employees of local businesses and Zion National Park for occupancy.
 - c. Plan for long-term management and administration of the property.
3. How does the proposed housing development promote the rural residential character of the Town, and the specific character of the neighborhood where the housing units are located?
4. How realistic is the proposal? How much does it rely on uncertain funding sources not yet verified versus funding sources already verified and committed?

5. Does the proposer have a proven history of success in constructing and managing workforce housing?
6. Does the proposer understand and appreciate the unique nature of Springdale and the Town's village character?

After an initial review of all proposals the Selection Committee may elect to select a successful proposal. Alternatively, the Selection Committee may elect to contact proposers to ask for final and best offers, pursuant to the Town of Springdale procurement policy. After scoring all proposals (and all final and best offers, if applicable), the selection committee will make a recommendation to the Springdale Town Council regarding the successful proposal. The Springdale Town Council will formally award the work and enter into a contract with the consultant. The Consultant will prepare a draft contract and forward it via email to tdansie@springdale.utah.gov no later than 10 days after the Town Council formally selects a consultant.

Submittal Requirements

Housing providers interested in providing the services listed above should prepare and submit proposals pursuant to the details listed below. Proposals must adhere to the format and contain all the required information listed below. Submittals should be prepared economically and be as concise as possible. There is no minimum or maximum length requirement, but submittals should be as brief as possible while still containing all required information. Submittals will be evaluated on quality of content, not on quality of presentation. Failure to include any of the required information is grounds for rejecting the proposal, regardless of the consultant's qualifications.

1. Format:
 - a. Proposals must be submitted in PDF format.
 - b. Each page of the proposal must be numbered and must contain the housing provider's name in the footer.
2. Content: Proposals should contain all the information listed below. The proposal should present the information in the order it is listed below.
 - a. *Letter of Transmittal*. This letter must contain:
 - i. The housing provider's name, address, and contact information.
 - ii. A brief summary of the provider's key qualifications.
 - b. *Statement of Qualifications*.
 - i. Relevant Experience of key personnel involved in the project. List the name and relevant experience of the lead personnel that will be involved in the project.
 - ii. Sub-consultants. List any sub-consultants that will be involved in the project, along with their experience and qualifications.
 - c. *Proposed Project Plan*. Include a detailed description of how the consultant plans to provide the services listed in the "Scope of Work" section of this RFP. Include proposed project deliverables and a project timeline. Include any other services or products the consultant proposes.
 - d. *Relevant prior experience*. Provide examples and brief summaries of workforce housing projects the housing provider has constructed, managed, and administered.

- e. *References.* Provide name and phone contact information for three individuals who can provide a reference regarding the provider’s professional abilities.

Consultants must submit their proposals electronically in PDF format. The electronic submittal must be submitted via email to tdansie@springdale.utah.gov with the subject line: Springdale Workforce Housing Project Proposal

Schedule

The selection process for the housing provider will follow the schedule listed below.

A. Request	for	Proposals	Issued
.....		XXXXX	
B. Pre-Proposal			Meeting
.....		XXXXXX	
C. Deadline	for	submissions	of Proposals
.....		XXXXXX	
D. Proposer	Presentations	to	Selection
Committee.....	XXXXXXX		
E. Selection Committee Recommendation to Town Council.....	XXXXXX		

The Town reserves the right to modify the schedule at its sole discretion in order to best facilitate the selection and review process.

Additional Information

Reserved Rights

The Town of Springdale reserves the right to reject all proposals and re-issue the Request for Proposals. The Town further reserves the right to waive minor irregularities in the qualifications when such a procedure is reasonably in the best interest of the Town.

Ownership of Work Products

All work products produced by the consultant in completing the services in the “scope of work” section of this RFP will become property of The Town of Springdale. The Town will retain copyright and intellectual property rights over all work products completed pursuant to the “scope of work” section of this RFP. All documents, communication, reports, drawings, designs, etc. submitted to the Town become public information subject to public disclosure according to the Utah Government Records Access and Management Act.

Amendments

If it becomes necessary to revise or amend any part of this Request for Proposals the Town will post the amended Request on its website.

Concise Submittals

Proposals should be prepared simply and economically, providing a straightforward and concise description of the consultant's ability to perform the work in the "Scope of Work" section of this RFP.

Demands for Additional Information

Should the Town require additional information from any respondent to reasonably conduct its review of submittals, the respondent shall furnish the requested information in a timely manner.

No Reimbursement for Preparation Costs

Costs to prepare a submittal pursuant to this Request for Proposals are entirely the responsibility of the respondent. The Town will not reimburse any respondent any costs associated with responding to this Request for Proposals.

Requests for Information

All inquiries regarding this Request for Proposals should be directed to:

Thomas Dansie
Town of Springdale
Director of Community Development
435-522-4130
tdansie@springdale.utah.gov