

VERNAL CITY

REQUEST FOR STATEMENT OF INTEREST (RSOI)

for a

Downtown Vernal Hotel Prime Development Opportunity



Issue Date: June 22, 2026

Due Date: **Thursday, July 23rd, by 4:00 PM (MST)**

Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity



Request for Statement of Interest (RSOI)

The Downtown Vernal Hotel - Prime Development Opportunity

Vernal City invites qualified developers, hotel operators, investors, and visionary partners to submit a Statement of Interest (SOI) for the development of a hotel on a prime downtown site. The selected partner(s) will collaborate closely with city staff and City Council to finalize the design, secure necessary approvals, and bring this landmark project to completion.

In the Heart of Downtown Vernal

Positioned on prime downtown real estate, the site offers flexible development potential, including hospitality and retail uses, depending on the vision. With the continued investment Vernal City has made in downtown revitalization, this property is well positioned to become a significant part of that momentum. The hotel development is in the center of downtown Vernal and a part of a major redevelopment project to create a town square and event space.

This is a landmark development opportunity that will bring new energy, build the community, attract visitors, and bring lasting pride to downtown Vernal.

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Responses must be submitted no later than **Thursday, July 23rd, at 4:00 PM MST**. It is the responsibility of the applicant to verify that the submission is received. **Late submissions will not be accepted.**

A highly recommended, non-mandatory Pre-Submittal Video Conference will be held on **Thursday, July 2nd, 2026, at 10:00 AM via Google Meet**. Join using the following link:

Downtown Vernal Hotel - Pre submittal

Thursday, July 2 · 10:00 – 11:00am

Time zone: America/Denver

Google Meet joining info

Video call link: <https://meet.google.com/qym-xznk-ebj>

Or dial: (US) +1 281-301-1176 PIN: 148 019 009#

More phone numbers: <https://tel.meet/qym-xznk-ebj?pin=8601653223881>

Additional information will be shared at the video conference, and proposers will have the opportunity to ask questions. Please email Eric at edilworth@vernal.gov to be added to the calendar invite.

This RSOI is intentionally designed to be straightforward and not burdensome, costly, or time-intensive. Submissions will lead to an interview with the submitting partner(s) or developer(s) with the City Council in Closed Session, where this opportunity will be further explored.

Subject: Request For Statement of Interest -RSOI
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Information:

Project Name: The Downtown Vernal Hotel - Development Opportunity

Location: 100 E Main Street, Vernal, Utah

Issuing Entity: Vernal City

Project Timeline: 2026-2027

Pre-submittal video conference: Thursday, July 2nd, 2026 at 10AM (MST)

Responses due by: Thursday, July 23rd, by 4:00 PM (MST)

Submissions to:

Email: Eric Dilworth: edilworth@vernal.gov

Phone: 435-828-5293

It is the responsibility of the proposer to verify submission was received.

Contact for questions:

Keith Despain | Public Works Director

Email: kdespain@vernal.gov

Phone: (435) 790-3913

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Background & Vision:

Vernal City, located in northeastern Utah, is known for its rich history in agriculture, energy, and outdoor recreation. As the largest city of Uintah County, Vernal serves approximately 10,000 residents, with a daytime population of over 25,000. In recent years, Vernal has continued to grow as local businesses expand and tourism increases, creating a stronger need for high-quality hospitality options.

Embracing this opportunity, Vernal City is charting a bold, forward-looking path. The City envisions partnering with a builder or developer who shares our passion for creating not just a successful project, but a landmark destination that supports a vibrant, thriving downtown community.

The downtown hotel supports the vision of the Downtown Plan 2021 and the Downtown Community Plaza concept plan of 2026. The Downtown Plan was created after a rigorous public engagement process involving over 1,000 residents. The City and private investors have invested over \$20 million in downtown projects since approval of the revitalization plan and implementation steps. The Downtown Plan outlines the potential for a community plaza as a central key component of downtown revitalization. The Community Plaza or Town Square concept plan and process furthered this plan and was adopted by City Council in early 2026.

Vernal City pursued implementation of the Downtown Plan and purchased the Lamplighter property and the former Showalter garage. The City has taken several steps to prepare the site for development including the establishment of a Community Reinvestment Area (CRA), facade grant program, environmental studies and demolition of the motel buildings.

Downtown Community Plaza Concept plan was developed in 2025 with a large steering committee and significant public input. The plan was adopted in 2026 illustrating the City's continued commitment to developing the site and creating a regional asset. See attached approved concept plan. A link to the full concept plan document with a summary of the public engagement can be found on the City's website at:

<https://vernal.gov/DocumentCenter/View/3010/Vernal-Community-Block---Preferred-Concept?bidId=>

The Community Plaza is envisioned to be a vibrant, community asset where the community gathers for festivals, events, farmers market, concerts, visitor information, outdoor recreation sampler and everyday social interactions. The hotel complex will benefit from and compliment the community plaza environment.

City officials are committed to bringing this vision to life by partnering with an innovative, capable entity to develop the property. This project represents an important step in Vernal's downtown

Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

and economic development efforts, bringing new visitors, supporting local businesses, stabilizing the local economy and creating lasting pride in the heart of the city.

Project Overview & Components

The downtown Vernal hotel project focuses on the development of a hospitality destination on a prime downtown site in Vernal, Utah. Vernal City staff will work closely with the selected developer to establish the intent and vision for the hotel development through a developer agreement that defines the project's goals, scope, and design direction.

The project will set key property elements including aesthetics, finishes, and the overall look and feel of the hotel complex. These decisions will help ensure the development reflects a high-quality, welcoming presence that is consistent with Vernal's downtown vision and long-term community goals. The project will also address interaction with the plaza elements and other retail components including pedestrian access, traffic flow, and site circulation

The goal is to create a landmark hotel that not only serves visitors, but also strengthens the character, appearance, and economic activity of downtown Vernal.

Considerations & Challenges:

City staff have identified several key considerations and challenges that should be addressed by submitters. Because this is Vernal's first project of this type, additional challenges will likely emerge during design, approval, and construction. Submitters should be prepared to work closely with City staff to address project-specific issues as they arise and help refine the vision into a successful development.

Vernal City purchased the property at 94 E Main St - the former Showalter garage in 2022. The property had been used as a vehicle repair shop for many decades. The City secured an environmental firm to evaluate the property, investigate possible point source pollution as a result of petroleum impacted soils and prepare a Volunteer Cleanup Project (VCP). The VCP has been submitted to State DEQ for review and evaluation. The City intends to remediate any and all contamination prior to the sale of the property.

The hotel complex can include beyond the Showalter property boundaries. Vernal City purchased the Lamplighter block property (4.2 acres) in January 2025. The purchase was funded with City funds and a federal grant through Uintah County. The u-shaped motel was demolished in early 2026. An asbestos survey has been completed for the former 1947 hotel. The current plan for the

Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

old brick hotel is to abate asbestos in November 2026 with a demolition in early 2027. A proposed hotel complex concept plan can include the Showalter property, 100 East street right of way and into the Lamplighter block.

The site is already included within a CRA district. The City's facade grant program is available for new structures within the downtown district and pays 40% of quality facade up to \$100,000 (\$250,000 project total). The area is within a tract eligible for rural opportunity zone consideration. The State's determination if the tract will be officially a rural opportunity zone will be made in August 2026.

While the City's building and zoning codes allow structures up to 60 feet in height, the developer should design the project to complement the existing character of downtown Main Street, with careful consideration of the surrounding architecture, scale, context and historic storefronts.

The **statement of interest** should briefly address the following:

1. Zoning

The property is currently zoned CC-1 which allows for a hotel and retail development. Depending on desired development elements, a mixed-use zoning may be more appropriate. Respondents should explain how they intend to address any zoning conflicts and what approvals may be needed from the City.

2. Purchase Price of Property

The proposal should include the anticipated purchase price range for the property and other considerations that factor into an eventual negotiated purchase price. The City will evaluate the relationship between the proposed price, project feasibility, and the public benefit of the hotel development. The proposed purchase price will be shared in Closed Session with the City Council, but will not be shared publicly until a developer agreement is proposed. The proceeds from the sale of the property will be used to develop and enhance the adjacent public Town Square.

3. Public and Private Infrastructure

The proposal should identify the public and private infrastructure required to support the project, including utilities, roads, parking, drainage, water, sewer, power, internet, lighting, sidewalks, and other site improvements. The downtown area has alternate options for parking requirements including the use of public parking lots. With the use of a Special Assessment Area, a portion of the required parking may be located on public parking lots owned and maintained by the City. Respondents should clearly distinguish between

Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

infrastructure to be provided by the developer and infrastructure that may require City participation or coordination with other agencies.

4. Master Site Plan and Design

The proposal should include a conceptual plan showing the layout of the hotel and major site features. The proposal can also include concept options. This should include building placement, parking, circulation, open space, pedestrian access, loading areas, and any shared support facilities. Important considerations include building aesthetics, quality of building materials, landscaping, and compatibility with Vernal's downtown revitalization efforts. While the concept plan shows the hotel on the northwest property (the former Showalter property) the site plan can include portions of the community plaza block. The City will review the site plan to determine whether the proposal is well organized, efficient, and compatible with the downtown plaza and community goals.

5. Brand and Market Position

The proposal should include the anticipated room rate structure and market positioning of the hotel including possible brands. The City will consider whether the proposed rates and service level support long-term viability and align with the vision for a downtown hotel.

6. Type and Number of Rooms

The proposal should identify the type and anticipated number of guest rooms proposed for the hotel. Respondents should also describe any additional uses included in the project, such as meeting space, conference rooms, executive suites, restaurant space, retail or other amenities.

7. Financing plan and ability

The proposal should describe the ability of the respondent to finance and develop the property. The proposal should demonstrate the respondent's ability to successfully perform the work and develop the hotel from start to finish. This should include relevant experience, key personnel, financial capacity, project schedule, prior developments, and any partnerships that will support successful delivery. The City will use this information to determine the ability of the developer to design and construct the proposed hotel complex and the strength of the proposal.

Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

Next Steps with City Staff (post-selection):

- Interview with City Council (closed session)
- Selection of preferred developer
- Developer Agreement
- Purchase Agreement
- Master Site Plan
- Rezoning to mixed use (if needed)
- Platting and subdivision of property
- Public infrastructure planning, financing, and dedication of right-of-way
- Special Assessment Area coordination
- Utility coordination
- Building plans and permits

Project Timeline:

June 22, 2026 – RSOI Issued

July 2, 2026, 10AM - Pre-submittal video call

July 23, 2026 - Letter of Interest due

August 2026 - Interviews with potential partners

August 2026 – Selection of partner(s) / developer(s)

September 2026 – Negotiations with city staff, approval by City Council

October 2026 – Purchase agreement and likely accompanied by a Developer Agreement

Spring 2027 – Platting and zoning, if required

Summer 2027 - Submittal of building permit(s)

Fall 2027 – Start of construction possible with accelerated timeline

2027 - 2028 - Buildout of the Downtown Vernal Hotel

Submittal Requirements:

Submit one copy of the Statement of Interest (SOI) to:

- **By Email:** Eric Dilworth: edilworth@vernal.gov
 - Phone: 435-828-5293

- **Deadline:**

Thursday, July 23rd, by 4:00 PM (MST)

Late submissions will not be accepted. It is the responsibility of the consultant to verify submission was received.

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Contact for questions:

Keith Despain | Public Works Director
Email: kdespain@vernal.gov
Phone: (435) 790-3913

Components of Statement of Interest: (20 page max). The page count listed is the maximum. No bonus consideration for lengthy, wordy submittals.

Letter of Interest – 1 page

Introduce the firm and highlight relevant expertise.

Development Team – 1 page

List key team members, their roles, and experience in design, Hotel Construction and Hospitality Development.

Project Understanding and Approach – 1 to 3 pages

Explain your understanding of the project, vision and purpose. Include the 7 elements listed above. It is not required to go into detail or include a response to each item.

Concept designs - up to 10 pages

Explain and illustrate the potential design of the hotel development design. The designs do not need to be polished or professional. Sketches acceptable. Pictures of other example projects may be helpful.

Relevant Experience and Similar Projects – Limit 3 projects, up to 1 page per project

Provide details for three relevant projects, including pictures..

References – 1 page

Provide a list of up to three client references, including contact information and a brief description of the relevant project completed.

Selection Process and Evaluation Criteria:

Vernal City will evaluate the **Statement of Interest (RSOI)** submissions and interview responses with a selection committee. The committee will review each submission based on the following criteria:

1. **Design Concepts** – 40%
Demonstrated experience in designing quality places and homes.
2. **Alignment with Downtown Vision**– 25%
Clear understanding of the downtown goals and vision, as well as a thoughtful approach to design development and project quality.

Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

3. **Relevant Project Experience** – 25%

Experience in successfully completing similar projects. Demonstrated ability to complete the project including financing, planning & zoning and project management.

4. **Purchase Price** - 10%

This criteria will be based on an estimated offer to the city for the needed acreage. The purchase funds will be immediately used to implement the community plaza development.

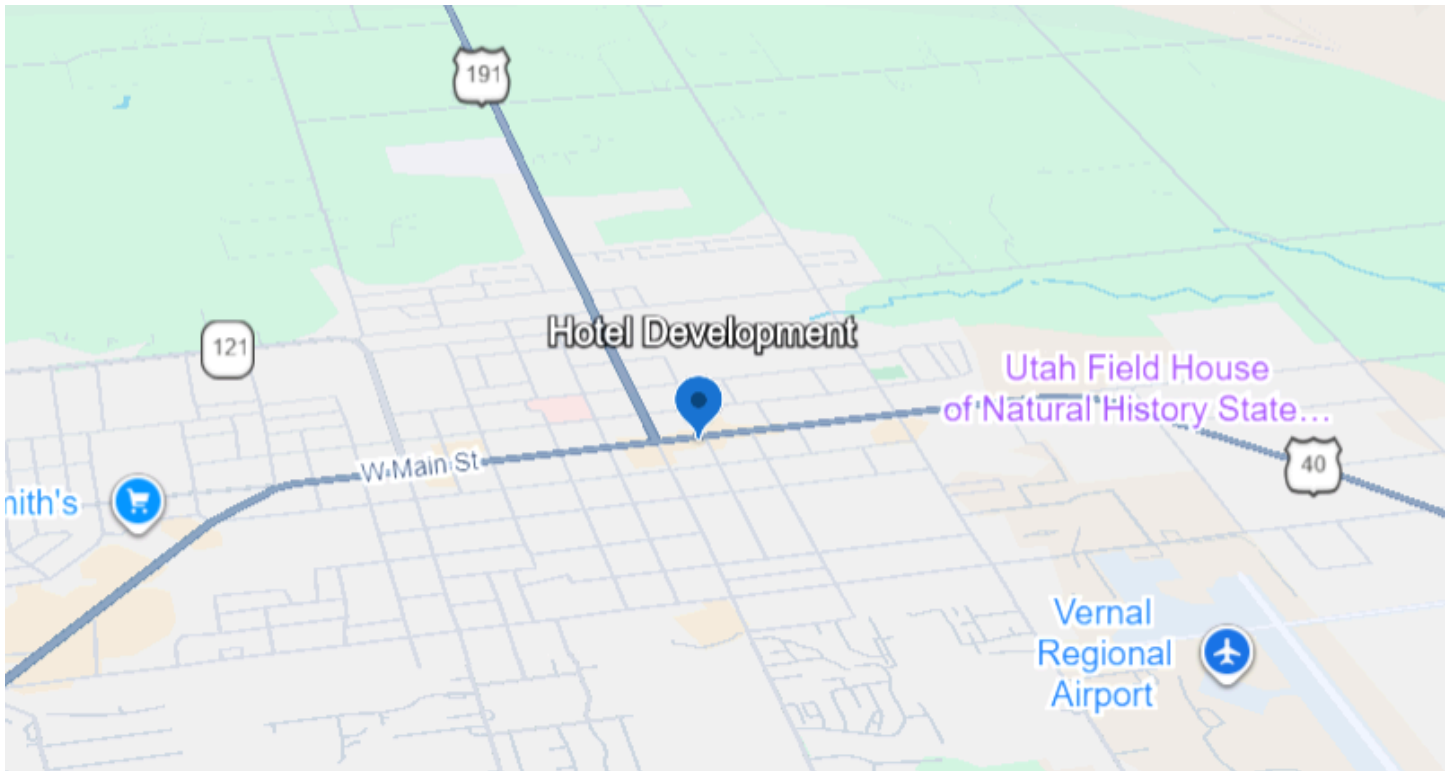
Attachments

- Attachment A: Project Area – 100 East Main street Vernal, Utah 84078
- Attachment B: Pictures of Existing Site
- Attachment C: Initial Concept Designs
- Attachment D: Project Area available for development

Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

Attachment A

Property Location



Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

Attachment B

Pictures of Existing Site



Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

Attachment C

Initial Concept Designs approved by City Council after public engagement process



VERNAL COMMUNITY BLOCK | PREFERRED CONCEPT



Subject: Request For Statement of Interest -RSOI
Project: Downtown Vernal Hotel - Prime Development Opportunity

Attachment D

