Form Name:	Housing Technical Assistance Fund: RFQ for TA Providers
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Housing Technical Assistance Fund RFQ for TA Providers

What is the legal name of the consulting firm or independent consultant?	Forge Craft Architecture and Design, LLC
Please provide the legal structure of the firm.	S Corporation (S Corp)
What year was the firm founded? (if applicable)	2013
How many individuals work in the firm?	12
Please provide the names and title of key individuals in the firm who would potentially be working as part of this RFQ.	Jon Hagar, Principal & Partner Scott Ginder, Founder & CEO Cecilia Paredes, Associate Valeria Landeros, Project Designer
Please provide the consultant's or firm's website.	www.forgexcraft.com
Please provide a list of languages spoken by staff.	English, Spanish (we have several native speakers)

Primary Contact

Name	Jon Hagar
Address	3601 S Congress Ste G200 Austin, TX 78704
Email	jon@forgexcraft.com
Phone	(512) 410-1548

Firm Specifics

Please describe the geographic area served by the firm.	We're based in Austin and do most of our work across Central Texas, including Austin, San Marcos, Bee Cave, and the surrounding Hill Country. We have affordable and supportive housing projects in Houston and other commercial work in San Antonio. We have also completed projects in California and Kentucky. We're happy to support TA Fund grantees anywhere in ACF's service area.

What are your firm’s primary areas of practice?	Affordable and supportive housing have always been the core of our business, but we are active in several markets. Our Healthy Homes studio design passive-house certified single-family residential projects in Austin and other Central Texas markets. Our prefabricated modular and emergent technologies studio designs a range of building types from student housing, to office, and water treatment. We also design market rate and mixed use multifamily residential, office, and hospitality projects.
Briefly describe your past experience in the affordable housing industry.	Over the past 13 years, Forge Craft has designed nearly 1,500 units of affordable and supportive housing in Texas and beyond. That includes 9% and 4% LIHTC, HOME-ARP, and affordable homeownership projects. Highlights include Capital Studios, Bluebonnet Studios, Waterloo Terrace, Zilker Studios, Parker Lane Apartments, and The Bloom for Foundation Communities, plus Temenos for NHP Foundation in Houston. We've also done feasibility and master planning for AHFC and Foundation Communities, including the 455-unit Lamar Square master plan. Our work uses a trauma-informed, energy-efficient approach, and we know the TDHCA and City of Austin processes, funding requirements, and timelines that emerging developers have to navigate.
How would you describe the range of diversity reflected in your firm?	Our team has a near-even gender balance, with slightly more women than men, and a range of cultural and international backgrounds. Forge Craft was co-founded by Rommel Sulit, a Filipino-born architect who remains a principal owner. Team members come from Mexico and Colombia, and about a third of our staff are fluent in Spanish. We're candid that our partner group isn't yet as diverse as our staff, and growing women into firm leadership is a priority. Our principals and staff also serve across Austin's housing, arts, and sustainability communities, including the Austin Housing Coalition, Austin Creative Alliance, ULI Austin, Phius, the City's Resource Management Commission, and Malachi's Message, a nonprofit focused on mold-related illness in homes.

Please provide any other information you feel would aid in understanding the value your firm can bring to ACF Housing TA Fund grantees.	One of the most valuable things we can offer emerging developers is connection. Through my role chairing the Austin Housing Coalition and our long working relationships with City of Austin housing and permitting staff, AHFC, and nonprofit developers like Foundation Communities, we can help grantees find the right partners: lenders, estimators, civil engineers, consultants, and peers who've been through the process. Second, we bring deep LIHTC experience to the earliest stage of a project, where it matters most. We can quickly test a site's capacity, flag code and entitlement issues, and align a design with TDHCA scoring and funding requirements before a developer commits significant money. We've walked many first-time and mission-driven developers through this process and would welcome the chance to do the same for ACF's grantees.

Consultant Details

Name	Jon Hagar
Email	jon@forgexcraft.com
Education	Tulane University, Architecture, Master of Architecture University of Michigan, Painting, Bachelor of Fine Arts
Employment History	Forge Craft Architecture + Design, Principal & Partner, Director of Affordable Housing, 2014-present Fox Architects, Project Manager, 2011-2014 Eskew+Dumez+Ripple, Architectural Intern, 2009-2010 Aguirre Roden, Project Designer, 2005-2009
Awards or certificates	AIA Austin Design Award, Community Impact Award, Zilker Studios (2024) Texas Apartment Association Affordable Housing Award, Innovation for New Construction, Zilker Studios (2023) Austin Business Journal Community Impact Award, Waterloo Terrace AIA Austin Design Award, Bluebonnet Studios (2018) Austin Business Journal Community Impact Award, Bluebonnet Studios (2017) Austin Green Award, Bluebonnet Studios (2017)
Nonprofit Board Membership	Austin Housing Coalition, Chair, 2026-present (Executive Committee since 2023) Community Powered Workshop, Board of Directors, 2019-2022

Nonprofit rate you would charge for your services	Fixed fee: For defined early-stage scopes such as site test fits, feasibility studies, and TDHCA tax credit application drawing sets, we typically offer a fixed fee. We price these competitively, with the understanding that they're an investment in the full project, and we credit the fee toward full design services if the project moves forward. Hourly: $150/hour, our blended rate across principal and staff time.
Would you be comfortable with us including your rate on our public preferred vendor list so applicants can make informed TA grant requests?	Yes

Client Reference

Name of organization	Foundation Communities
Please provide the name(s) of other organizations involved in the collaboration or negotiations	Texas Department of Housing and Community Affairs Austin Housing Finance Corporation Austin Community Foundation! (for Lamar Square / the Bloom) Federal Home Loan Bank Wells Fargo and other lending partners Multiple General Contractors, Engineers, and other consultants involved over the years
Reference Contact Name	Walter Moreau
Reference Contact Email	Walter.Moreau@Foundcom.org
Reference Contact Phone	(512) 447-2026
Please briefly describe the engagement	Starting with Capital Studios in 2013, we have 5 affordable and supportive housing projects that have been designed and built with Foundation Communities in Austin. Our sixth, The Bloom at Lamar Square, is currently in construction and benefits from a generous loan from ACF's Housing Accelerator Fund.
Additional Reference	Yes
Name of organization	Bluebonnet Housing Solutions

Please provide the name(s) of other organizations involved in the collaboration or negotiations	Texas Department of Housing and Community Affairs Austin Housing Finance Corporation Federal Home Loan Bank NHP Foundation Capital A Housing Lifeworks Austin Integral Care of Travis County Multiple General Contractors, Engineers, and other consultants involved over the years
Reference Contact Name	Conor Kenny
Reference Contact Email	conor@bluebonnethousing.com
Reference Contact Phone	(512) 968-3050
Please briefly describe the engagement	While with Capital A Housing, Conor hired Forge Craft to design Permanent Supportive Housing projects for Integral Care of Travis County (construction complete at Seabrook Square in East Austin) and Lifeworks Austin (currently under construction in East Austin). We are currently designing a new project with Conor for his new venture, Bluebonnet Housing Solutions.