Agenda Item Number _____

Memo

To: Economic Development Committee

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: DISCUSSION OF RFP EXAMPLES

Date: August 27, 2015

Attached is an RFP from the City of Wausau for a parcel that the city wants to develop. The RFP clearly describes the development area and provides a clear understanding of the development wishes of the city.

Now that the corridor study is completed, is this something the village should consider doing once the study is adopted as part of the comprehensive plan? An RFP can be done with the old Village Hall site or in conjunction with private land owners as a way to seek out and attract developers to specific areas.

The committee is asked to review the sample RFP and discuss what areas of the village might be best marketing in a similar way.

Office of the Mayor
James E. Tipple

WAUSAU
WISCONSIN

TEL: (715) 261-6800
FAX: (715) 261-6808

July 29, 2015

Dear Development Partners,

The City of Wausau is proud to request redevelopment proposals for our East Riverfront Redevelopment Area. For the past decade Wausau has assembled, remediated, and planned for the future redevelopment of 15 acres of former industrial parcels along our growing urban waterfront. Wausau has a successful track record of public-private partnerships for development, most recently leveraging nearly $100 million in investment in our downtown River District and implementing major commercial office projects including the First Wausau Tower- the tallest building in Wisconsin outside of Milwaukee.

Wausau is ideally located as the principal city of the North and Central Wisconsin regions and home to a metropolitan population of 134,063 serving a growing trade area of over 330,000 people. Wausau's region continues steady growth in jobs and commerce with nationally-recognized firms in such diverse fields as building materials, advanced manufacturing, healthcare, information technology and insurance.

Wausau works and excels in proactively addressing business recruitment, expansion and retention. Wausau's skilled and industrious population has the highest average credit score of any metropolitan area according to *USA Today*, is the safest metropolitan area in the Midwest according to FBI statistics and continues to be one of the highest ranked for the attraction of young professionals in Wisconsin.

Wausau's region plays to win as one of the state's highest grossing areas for tourism. Home to all-season recreational opportunities that range from Wisconsin's largest and highest ski mountain at Granite Peak, one of the nation's premiere curling facilities, outstanding mountain and snow bike trails, an internationally recognized whitewater kayaking course, and is home to the Olympic-style Badger State Games.

Our East Riverfront Redevelopment Area is the next-generation of Wausau's successfully revitalized urban waterfront along the Wisconsin River. The area is located within the City's funded tax increment finance district #3 with a range of City incentives and partnership opportunities available. We are currently completing an extensive river's edge trail system, finishing miles of landscaped park amenities, building extensive ramp and surface parking facilities and creating parcels of all sizes for your restaurant, entertainment, residential, commercial office and mixed-use development opportunity. It's clear why Wausau has achieved an A+ livability score and why Wausau is the ideal home for your investment.

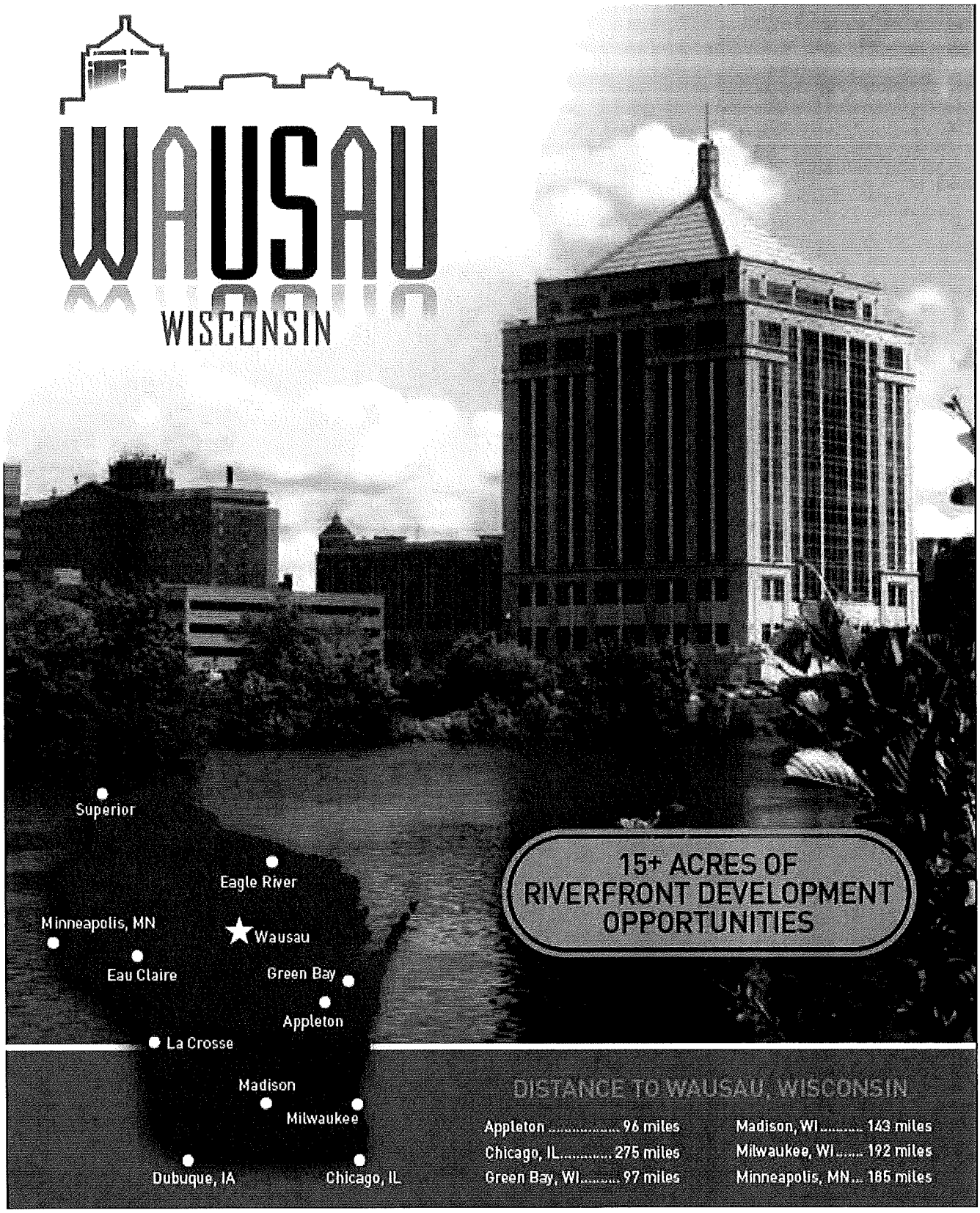
My staff is ready to assist as you envision opportunities in our City and please allow me to be the first to welcome you Home to Wausau.

Sincerely,

James E. Tipple

James E. Tipple
Mayor

407 Grant Street – Wausau, WI 54403



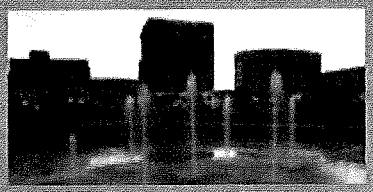
Request for Proposal

City of Wausau- Economic & Community Development
407 Grant Street Wausau, WI 54403-4783
(715) 261-6680

The City of Wausau seeks development partners and proposals for approximately 15 acres of prime, city-owned land along the Wisconsin River, immediately adjacent to our vibrant downtown commercial core referred to as the East Riverfront Redevelopment Area.

Over the past decade the City has assembled and remediated this key area for redevelopment. The City is currently completing infrastructure and extensive public amenities including the final link in the River's Edge Trail system, nearly 200 on-street and off-street parking spaces, and new landscaping along the riverfront park.

CITY OF WAUSAU
Our Investment and Commitment



A Active Public Green Space

Miles of new riverfront trail, championship whitewater kayaking course, largest ski slope in Wisconsin, four seasons of active recreation.

B Commercial Redevelopment

Expanding entertainment and commercial uses, growing metro population of over 135,000, and a retail trade area of over 330,000.

C Mixed-Use Redevelopment

Active waterfront, adjacent to thriving downtown of over 250 businesses, welcoming partners in investment!

Wausau's East Riverfront

The City of Wausau is the primary city of a thriving metropolitan area of nearly 140,000 residents serving a trade area of over 330,000 as the gateway to the Northwoods of Wisconsin. Wausau has a prosperous and diversified economy, with leading companies in the insurance, building materials, manufacturing, healthcare and IT sectors. Wausau's downtown area has seen nearly $100 million worth of new investment in the past two decades and has a long track record of successful public-private partnerships for economic development.

Wausau's Future

Wausau has adopted a framework master plan for the entire East Riverfront Redevelopment Area. We welcome proposals for architecturally significant projects which engage citizens with the Wisconsin River, provide unique space utilization or uses, and leverage the surrounding natural landscape.

The City can entertain transferring ownership or ground-leasing portions or all of the redevelopment area depending on the nature of the proposal. The adopted framework plan contemplates this area as an addition to the successful Downtown Wausau River District area with a focus on mixed-use residential, commercial office and entertainment. Projects should:

- Create dense, urban-formatted city blocks
- Provide engaging public spaces and activated street frontages
- Be unique in architectural style and/or amenities
- Maximize private investment and provide significant taxable value
- Meet the Wausau Urban Design Guidelines

An early planning vision of the redeveloped East Riverfront area (this rendering is only an example):

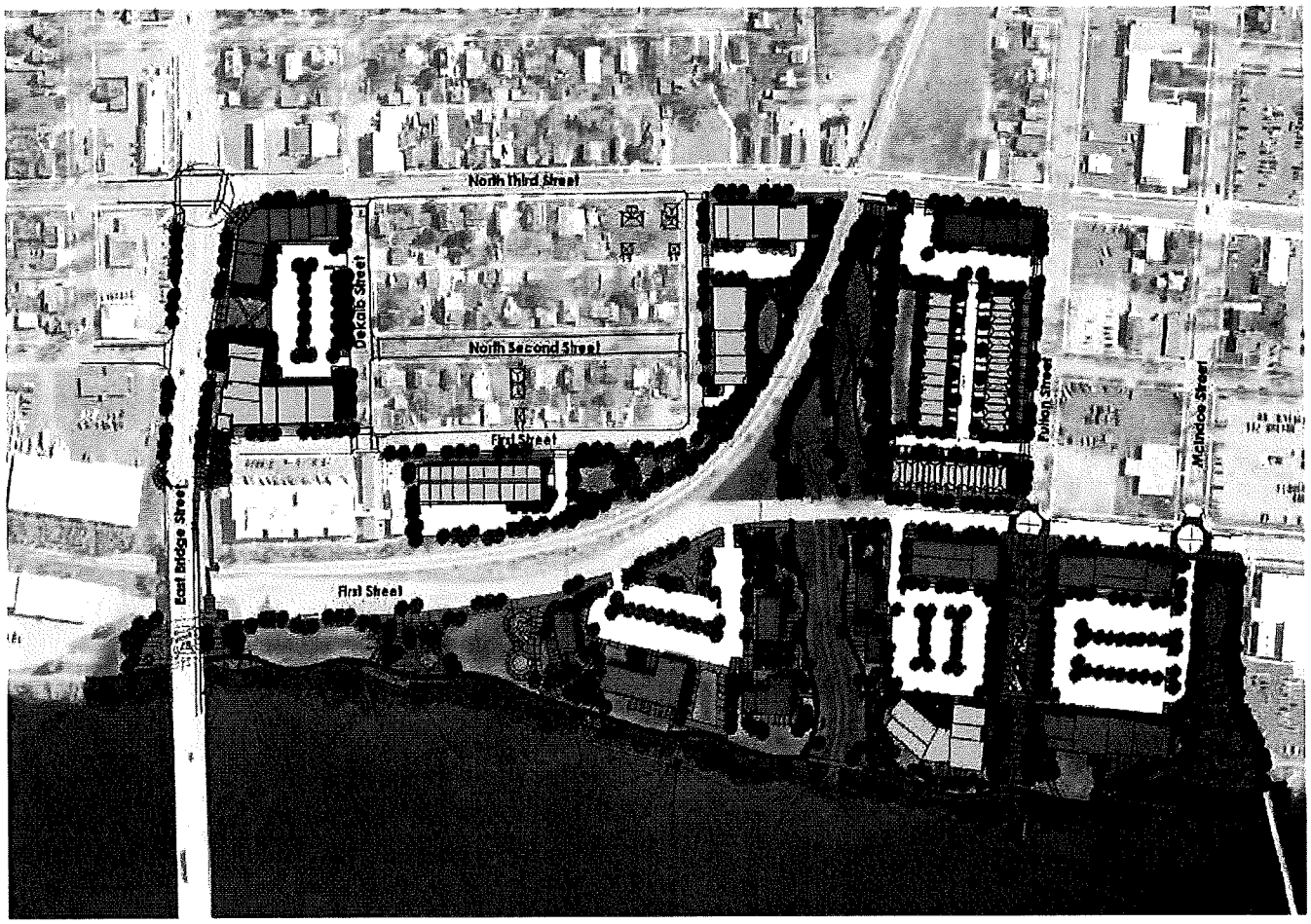
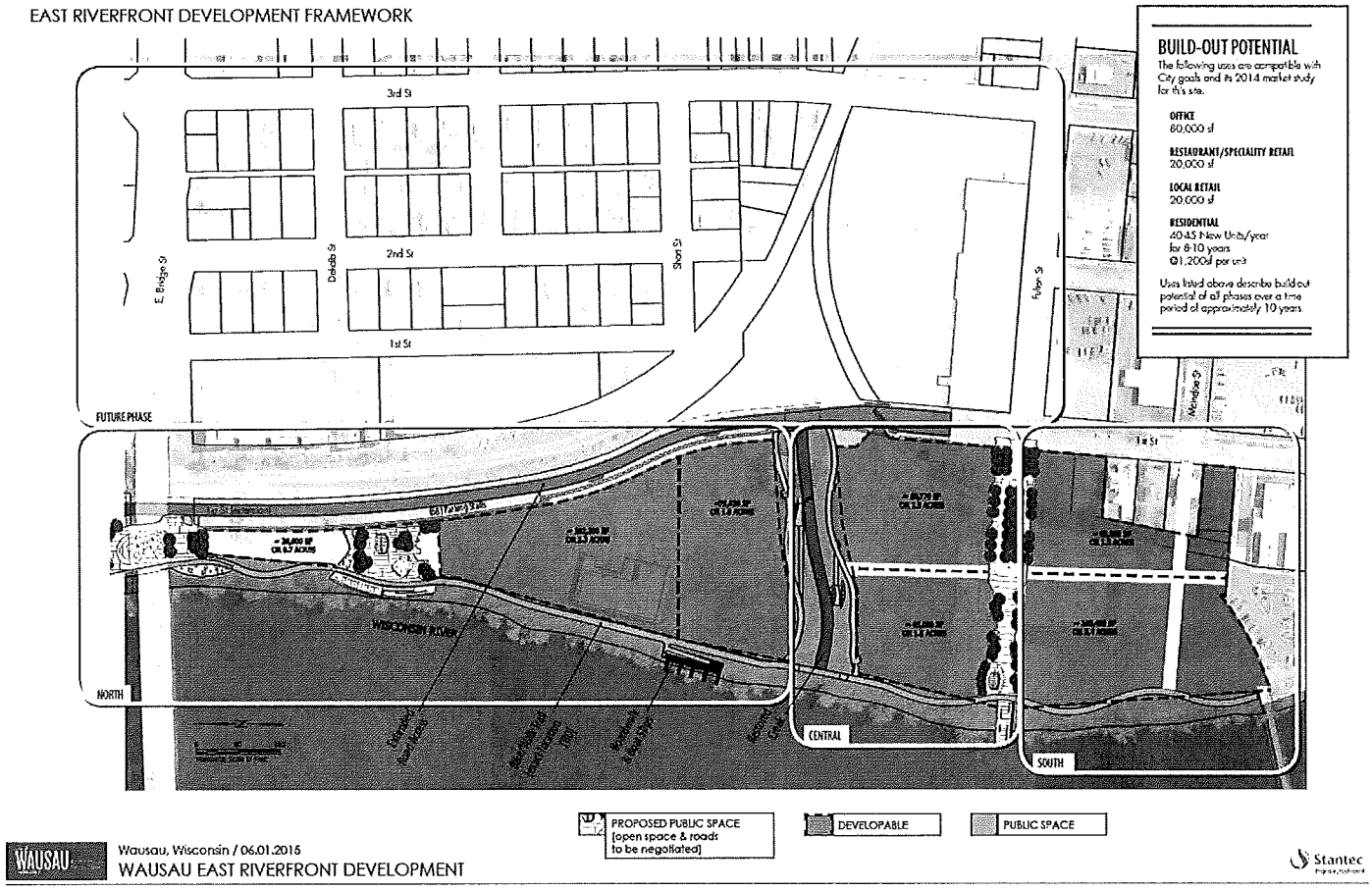


Figure 25. Illustrative Concept Plan depicting a potential East Riverfront District redevelopment scenario

Redevelopment Zones and Incentives

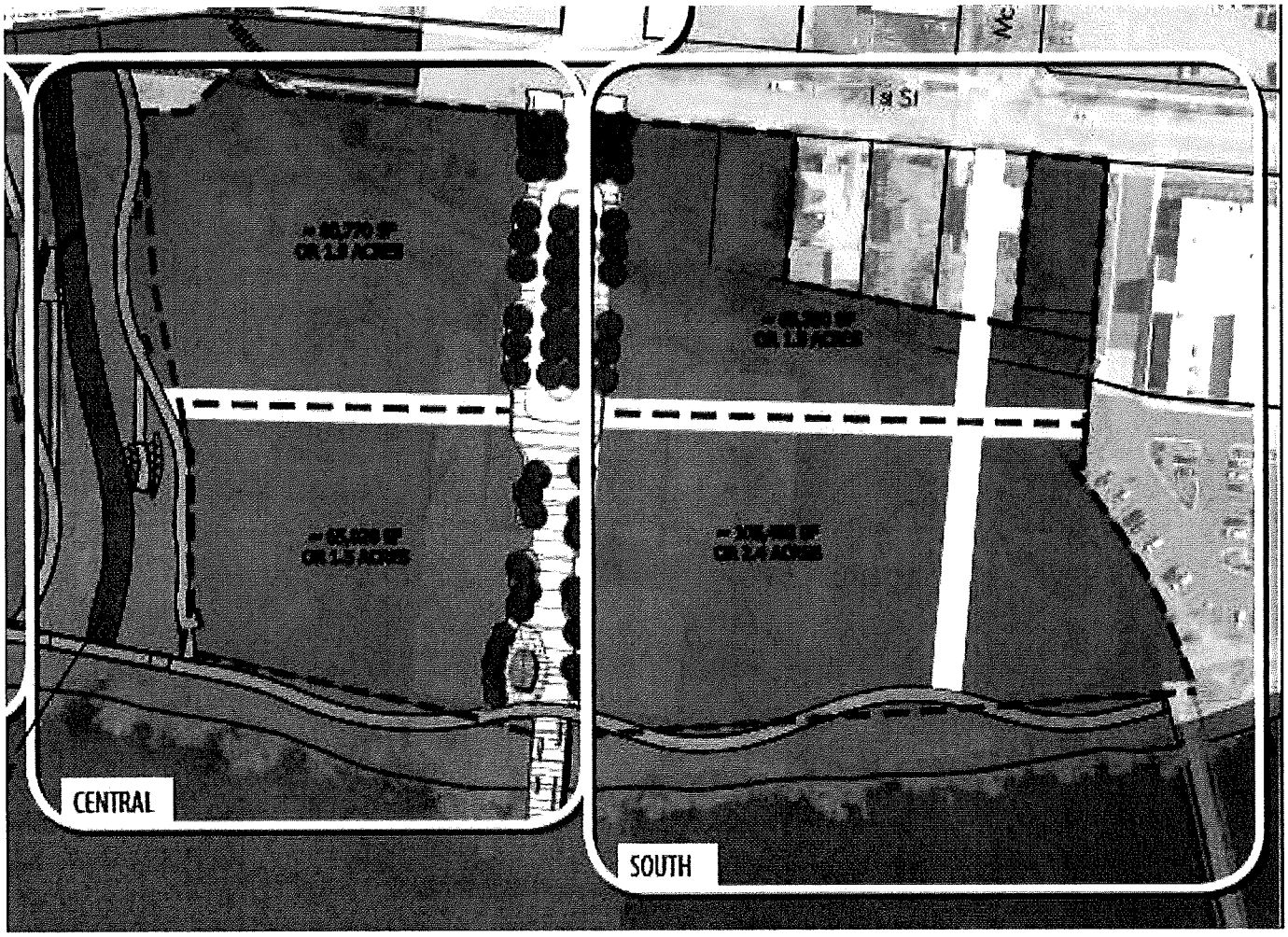
The potential build-out map below is provided as an outline. The City welcomes proposals for all or part of the redevelopment area. The following sites can be combined and/or subdivided to accommodate various proposals and phased approaches.

The entire area is included in Tax Increment Financing District (TID) #3 and the City is ready and willing to participate aggressively with partners to leverage significant private investment, create jobs and provide diverse housing choices.



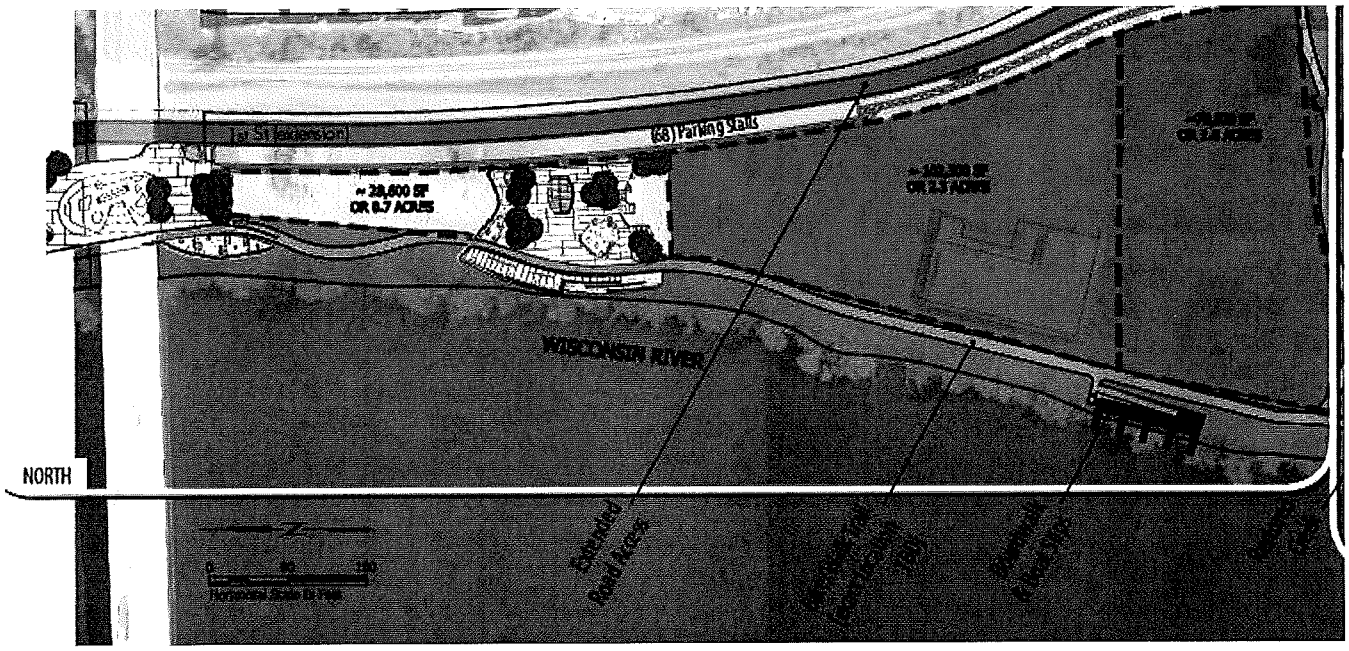
Central & South Development Zones

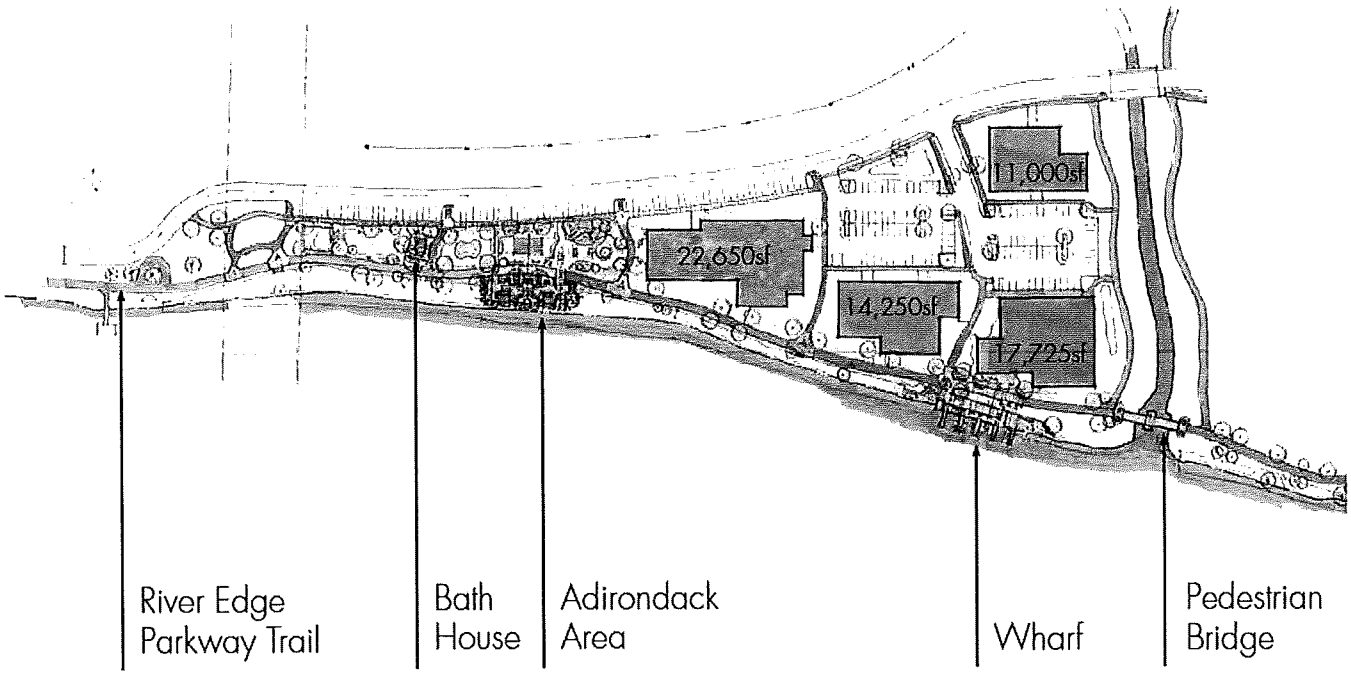
The Central and South Development Zones are contemplated as ideal for mixed use projects which may include office and residential uses. The Plan includes a draft extension of Fulton Street from First Street to the River, but the City welcomes alternative parcelization and phasing plans as well.



North Development Zone

The North Development Zone includes a dedicated parking area and extensive perpendicular on-street parking spaces along the City's new extension of First Street. The potential development pads are approximately 11,000-17,000 sq.ft. in footprint and can be divided or combined to accommodate a myriad of development sizes. The City is currently constructing extensive public amenities in the area including a new Adirondack style public park, a public wharf with boat docks and a kayak beach, and public plazas and trails including the extension of Wausau's extensive River's Edge Trail system.





Important Dates

In addition to the important dates below, the City of Wausau will host a **Developers' Day** with coordinated tours of the site and a Q&A session- please RSVP if you wish to attend on **Monday, August 24th, 2015** and further information will be sent to you under separate cover.

If you are unable to attend the Developers' Day, or wish to tour the sites privately, please contact our staff to arrange your visit.

Event	Date
1. RFP Released	July 29, 2015
2. Site Tour & Developers' Day	August 24, 2015
3. Proposal Due Date	**November 2, 2015**
4. Review of Proposals	November 3, 2015
5. Final Selection Discussion(s)	November 2015
6. Selection of Proposal(s) by Econ Dev Comm	December 1, 2015
7. Selection of Proposal(s) by Common Council	December 8, 2015
8. Sign Development and/or Option Agreement	December 2015

Questions and/or interested in additional information on the RFP and the City of Wausau?

Please submit them in writing by contacting:

Christian Schock, Economic Development

christian.schock@ci.wausau.wi.us

Additional documents, including Wausau's Urban Design Guidelines, East Riverfront Brownfield Redevelopment Plan, and the Phase 1, 2 and 3 reports are available by request and/or at:

www.wausaudevelopment.com

Proposal Format and Required Information

The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach
3. Project Deliverables
4. Project Management Approach
5. Level of Investment and Financial Viability
6. Successful Urban Redevelopment Project Examples
7. Development Organization's Overview
8. Scope of Work

1. **Executive Summary:** This section will present a high-level synopsis of the Developer's responses to the RFP. The Executive Summary should articulate the developer's vision for the site, provide a brief overview of the engagement, and should identify the main features and benefits of the proposed work. Developer shall also highlight how the proposed project will benefit the surrounding neighborhood and district.

2. **Approach:** The proposal should reflect each of the sections listed below: For project team responsibilities, list the approximate percentage of the project for each team member, description of the project approach, include detailed procedures and technical expertise by phase.

3. **Project Deliverables:** Include descriptions of the types of reports used to summarize and provide detailed information on predicted vulnerabilities, and the necessary countermeasures to correct as well as the recommended corrective actions as they might apply to the project.

4. **Project Management Approach:** Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project. Describe the companies bonding process and coverage levels of employees.

5. **Level of Investment and Financial Viability:** Developers shall include a project construction budget. Developer shall provide the status of their organization (whether a corporation, a non-profit or charitable institution, a partnership, a limited liability corporation, a business association, joint venture, or other) indicating under which laws it is organized and operating, including a brief financial history. The developer shall provide a statement regarding any debarments, suspensions, bankruptcy and/or loan defaults.

6. **Successful Urban Development/Redevelopment project examples:** Include detailed descriptions and photos of other successful urban redevelopment projects completed by your firm.

7. **Development Organization's Overview:** Provide the following information about your company:
   Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers. Key contact name, title, address (if different from above address), direct telephone and fax numbers. Person authorized to contractually bind the organization for any proposal against this RFP. Brief history, including year established and number of years your development team has taken on similar projects.

8. **Scope:** Propose a project implementation timeline and performance standards for the construction work to be completed.

Costs of Proposal

Any costs incurred in the development of the Response to this Request for Proposals are borne by the Developer. The City of Wausau is not responsible for any costs incurred by the Developer in formulating a response, or any other costs incurred such as mailing expenses.

Evaluation Criteria

Weighting of criteria is used by the City as a tool in selecting the best proposal. The City may change criteria and criteria weights at any time. Evaluation scores or ranks do not create any right in or expectation of a contract award. Proposals will be evaluated on the accuracy and responsiveness of the developer. Background checks and references will also be considered.

Evaluation of offers will be based upon the Developer's responsiveness to the RFP and the quality of investment and usefulness.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Developer (out of a total of 100):

Proposal is architecturally unique, creative in its use and activates the street and public spaces.
30 Points
Proposal maximizes the use of the site and provides significant taxable value.
20 Points
Overall investment level and proof of financial viability evidenced in the proposal.
10 Points
Proposal is complete and includes relevant information for each section.
10 Points
Developer is a partnership and/or an organization with diverse resources and a successful track record.
10 Points
Developer's credentials, financials and accreditations are current and in good standing.
10 Points
Availability of high-quality personnel and project managers with the required skills to complete the project.
10 Points

The response that is deemed to be the most advantageous for the City and region shall be termed the best project. Consideration will be given to cost, level of investment, functionality, and other factors. A selection committee at the City of Wausau may be composed of members from the community, Common Council, Community Development, Finance, Planning and Public Works Departments.

To be selected, a developer (or team of developers) must be able to comply with the general requirements outlined in this document and with the Wisconsin Equal Opportunity and Affirmative Action Program requirements.

Proposals shall meet the following criteria:

1. Proposals shall be prepared on standard 8 1/2" X 11" letter-size paper;
2. Ten (10) copies of each proposal must be delivered to the attention of the authorized representative listed in the specific response requirements section;
3. Email digital copy of proposal to christian.schock@ci.wausau.wi.us.

The City of Wausau reserves the right to:

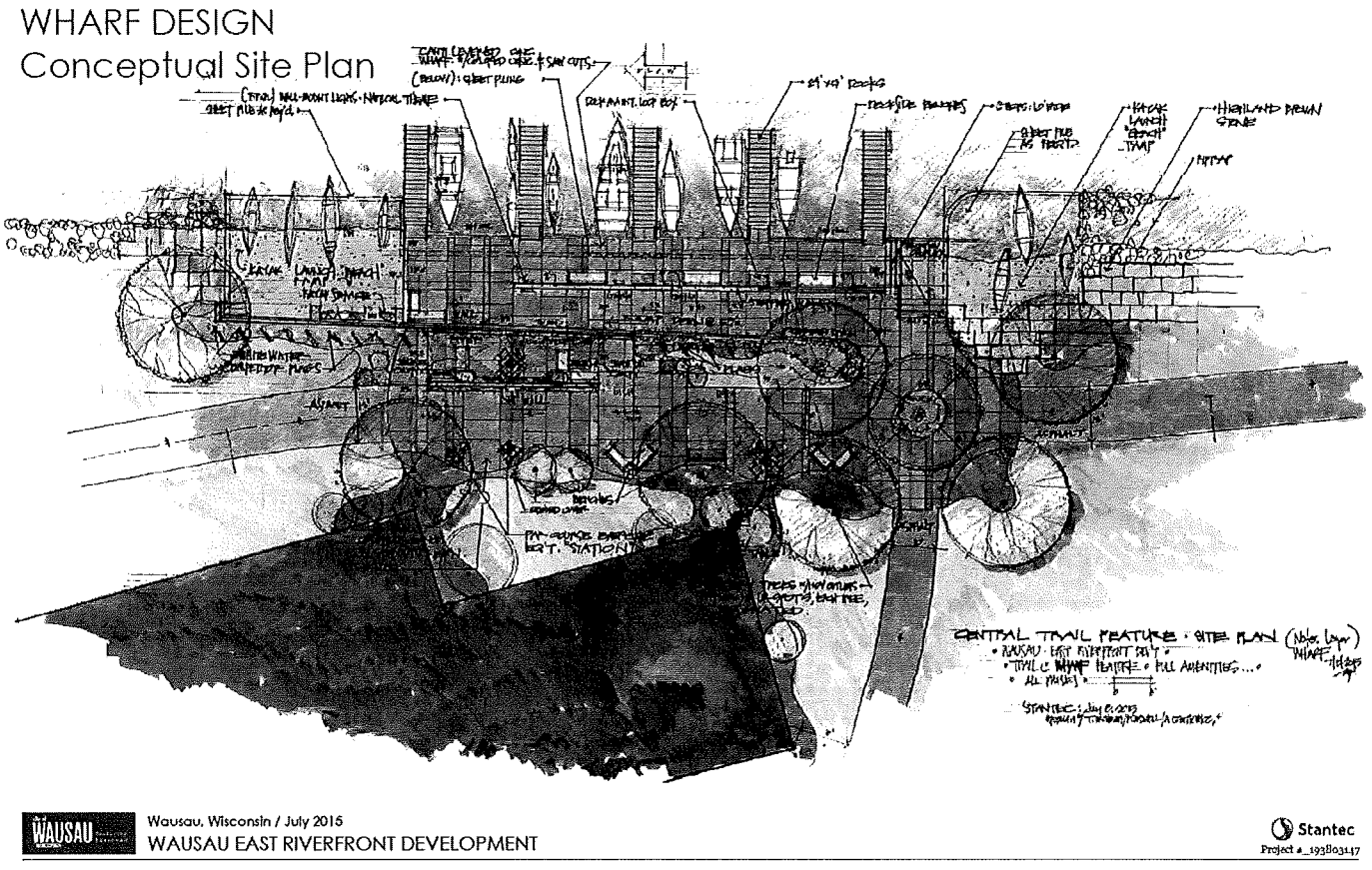
- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential developer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract/right to develop.

The City of Wausau encourages developers to work cooperatively in presenting integrated or master-planned solutions. Team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery for the opportunity offered under this RFP. The City of Wausau will recognize the integrity and validity of team arrangements provided that:

- The arrangements are identified and relationships are fully disclosed,
- A prime developer is designated that will be fully responsible for all performance standards of a potential Development Agreement.

Developer's proposal in response to this RFP will be incorporated into the final Development Agreement between the City of Wausau and the Developer and the selected vendor(s) of the Developer.

Send proposals by 4:30 p.m. on Monday, November 2nd, 2015 to the attention of:

Christian Schock, Economic Development
407 Grant Street
Wausau, WI 54403-4783
Phone: 715-261-6683
christian.schock@ci.wausau.wi.us

A rendering of the proposed new public wharf area: