



**CITY OF WAUSAU
REQUEST FOR PROPOSALS
CONSULTANT SERVICES – SHOPPING CENTER EXPERT**

The City of Wausau is seeking a professional consultant to guide us through redevelopment opportunities presented by vacated anchor space at the region’s premiere shopping center destination, Wausau Center Mall.

Wausau Center Mall, located in the heart of downtown Wausau, has served as an economic engine to downtown Wausau for the last 31 years. The CBL owned shopping center is approximately 425,000 square feet, anchored today by Younkers and Sears. As their lease came to an end, JCPenney closed their Wausau Center Mall location in May 2014. Naturally, the closure produced significant challenges for CBL and the City.

Wausau Center Mall is the only enclosed shopping center within a 90 mile radius, drawing from a trade area of approximately 330,000 people. CBL completed a multi-million renovation in 2006-2007 updating and enhancing mall entrances, lighting, flooring, décor and the adding of a six unit food court. Wausau Center Mall features many strong national retailers including Victoria’s Secret, Bath & Body Works, American Eagle, Aeropostale, Famous Footwear, Maurices, Zumiez, The Children’s Place and Apricot Lane.

The City of Wausau and Wausau Center Mall have enjoyed a successful partnership for the past 30+ years, a unique relationship by which the City owns the land and two attached parking decks. The City of Wausau desires to assist with stabilization of Wausau Center, engage in a visioning process to ensure future success and explore redevelopment opportunities for vacated anchor space.

The City of Wausau has a vested interest in the success of Wausau Center as the facility is a treasured community amenity, significant employer, tourism driver and generates nearly \$55 million in retail sales.

The City of Wausau is seeking a qualified consultant to provide guidance in the following areas:

- Assist and advise in ongoing negotiations with CBL with respect to requested financial assistance.
- Aid and assist the City on strategies to repurpose the mall as a whole as well as the currently vacated anchor space in Wausau Center Mall, incorporating an entertainment component at the center.

- Analyze, evaluate and recommend strategies to engage the community in discussion, such as a task force and/or public information session(s).

When submitting a proposal the following information must be included:

1. Introduce your Firm - Identify your firm, contact name, address, telephone number and email address and a general profile of the firm.
2. Capabilities and Technical Experience - Provide the qualifications of the consultant(s) that will be assigned to the City of Wausau and their experience with the shopping center industry. Submit a resume of the individual(s) who will manage and advise the city. The resume(s) should include relevant experience and indicate the nature and extent of the individual’s involvement in similar work.
3. Past Experience – Describe previous experience assisting shopping centers with redevelopment and/or repurposing of vacated anchor space. Experience should include a track record of attracting new businesses.
4. Pricing – Describe your fees and methodology for billing. Provide a schedule of hourly rates that will apply for additional services provided.
5. References - Provide at least three references including a contact name, telephone number and email address.

Please submit 5 copies of your proposal by 4:00 p.m., Monday, January 5, 2015.

The mailing and hand delivery address is:

Wausau City Hall
 Attn: Megan Lawrence
 Economic Development Manager
 407 Grant Street
 Wausau, WI 54403

Direct all questions and replies to:

Megan Lawrence
 Economic Development Manager
 City of Wausau
megan.lawrence@ci.wausau.wi.us
 Telephone: 715-261-6683

EVALUATION CRITERIA

The City reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Proposals will be evaluated using the following criteria:

General Quality of the Response	10
Past Experience of Firm	30
Qualifications of Consultant(s)	30
Understanding of the Services To Be Provided	10

Qualifications/Depth/Strength of Firm

20
100

The City reserves the right to negotiate a change in any element of the contract or proposal to achieve the best overall value for the city.