



Office of the Mayor
Robert B. Mielke

TEL: (715) 261-6800
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July 28, 2016

Dear Interested Parties,

The City of Wausau is pleased to release this Request for Proposals (RFP) for redevelopment of the historic Wausau Club building at 309 McClellan Street in Downtown Wausau. The City seeks owners/developers to propose a practical vision for the renovation and operation of the former private club.

A successful proposal should include a pragmatic plan for renovation and phasing, a diversification of uses which can generate sustainable revenue for business and building operations, and complement Downtown Wausau's successful retail and commercial office mix.

Event	Date
1. RFP Released	July 28, 2016
2. Proposals for Services Due	September 2, 2016
3. Initial Review of Proposals	September 6, 2016

Questions and/or additional information on this RFP and private tours of the existing building are available upon request. Please contact:

Christian Schock – Planning, Community & Economic Development

christian.schock@ci.wausau.wi.us

Sincerely,

Robert B. Mielke
Mayor

History & Background

The Wausau Club (circa 1901) is a historic private club building, now owned by the City of Wausau, which epitomizes the lumber and early industrial development history of the City of Wausau. The historic structure hosted the intelligentsia and elite leaders of the City from its early days as a hotel, event space, bar, restaurant and social club. The Wausau Club's rich history and connection to the foremost people and events in the region led to it being listed as a National Historic Landmark in 1989.

The Club's operations ended in 2004, and the building went through various owners and plans, but never reopened. In 2013, the last private owners donated the property to the City in hopes that it might be redeveloped under the City's leadership. For several years, City leaders have worked to find a successful and sustainable redevelopment plan for the Wausau Club which:

- preserves the historic character of the building,
- provides sustainable property value,
- diversifies job base and creates entrepreneurial opportunities, and
- contributes to the downtown and urban built environment of the City.

The City issued three Requests for Proposals (RFPs) over this period and now issues a fourth. The City of Wausau signed a Planning Option Agreement with Elk Creek Architectural in April 2015 to allow the remainder of 2015 to determine reutilization options and a funding plan. The City of Wausau Common Council Resolution 15-0107 on November 10, 2015 accepted a proposed \$2 million redevelopment plan titled 'The Mercantile'. The plan committed Tax Increment Financing (TIF) resources in the amount of a \$500,000 loan with a requirement to create a minimum of 30 new jobs. The City also agreed to transfer the property to the developer for \$0 (the property has a listed fair market value of \$459,800). A proposal from this Request for Proposal (RFP) should detail a potential request for City assistance if required which will be negotiated by staff and reviewed through the public process.



WAUSAU CLUB (W/ ELK CREEK ARCHITECTURAL & COX & ASSOC. ARCHITECTS/PLANNERS)
OCTOBER 16, 2015

WAUSAU, WI
JOE LAWNICZAK

Rendering of 'The Mercantile' provided to the City as part of the previous planning option agreement process

Vision Forward

For reasons unrelated to the renovation project or proposal, Elk Creek Architectural is unable to move forward with the project. The City now seeks proposals to build upon, or propose an alternative vision, for the successful renovation and adaptive reuse of this historic property. The proposed uses should complement Downtown Wausau. Market information is provided by the Wausau River District below:

JOIN US IN WAUSAU'S RIVER DISTRICT



WAUSAU

Our city is conveniently located at the intersections of Highways 51/39 and 29.



Source: Wausau Center Mall

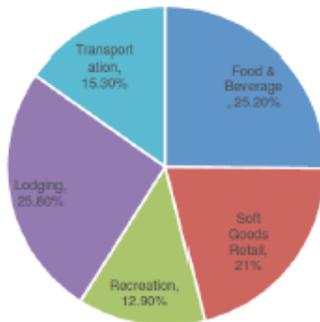
OUR MARKET

As the Marathon County seat and an employment and retail hub, Wausau is known as a destination for gourmet dining, unique shopping, and world-class entertainment, drawing visitors and customers from a 60+ mile radius as far north as Hazelhurst and as far south as Plover.

Visitor & Event Traffic:

Average Daily Traffic.....20,700
 Annual Event Attendance.....54,900
 2014 Visitor Traffic.....180,200
 2014 Visitor Spending\$16,218,000

Visitor Spending Patterns



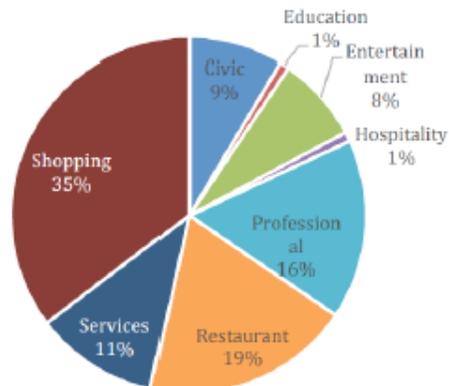
Source: Tourism, 2013

Industry & Workforce:

Daytime Employment (City).....30,136
 Downtown Employment.....4,748
 Employment Growth '03-'15.....92%

BUSINESS MIX

Wausau River District has a balanced mix of retail, restaurant and service businesses. Local destination businesses include Back When Café, Janke Book Store, Merle Norman Cosmetics, several salons and spas, and Evolutions in Design.



Source: Wausau River District 2014

"When we were looking for a location to uphold our longstanding tradition of customer service, the River District was first on our list. The mix of independent shops, restaurants, lodging, the Grand Theater and events on the 400 Block makes the River District an excellent return on investment."

- Ken Haines, Campbell Haines Menswear

Other major destinations in downtown include:

- Library – 245,255 annual visitors
- Hotel – 23,270 annual visitors
- Grand Theater – 130,000 annual visitors
- Eye Clinic – 45,000 annual visitors

316 Scott Street, Wausau, WI 54403 • 715-297-1829 • www.wausauriverdistrict.com

Demand for Retail and Services³:

Within a 10-mile radius of the District, the following industries provide substantial development opportunities due to leakage in the marketplace.

NAICS Industry Subsector	Leakage
Furniture & Home Furnishings	55%
Electronics & Appliance Stores	45%
Food & Beverage Stores	42%
Health & Personal Care Stores	32%
Sporting, Hobby, Book & Music Stores	55%

Proposal Format and Required Information

- 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, including detailed procedures and technical expertise by phase.
- 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.
- Project Management:** 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 company's bonding process and coverage levels of employees.
- 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, bankruptcies and/or loan defaults.
- Successful Examples:** Include detailed descriptions and photos of other successful urban redevelopment projects completed by your firm.
- Organizational 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.
- 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 Proposals will be based upon the quality of response, the proposed developers background and proposed investment.

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 includes a use or variety of uses which complements Downtown Wausau. (30 Points)*
- *Proposal preserves the historic architecture of the building. (30 Points)*
- *Proposal maximizes the site and provides significant taxable value at a reasonable cost. (30 Points)*
- *Availability of high-quality personnel and contractors with the 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 must be able to comply with the general requirements outlined in this document and with any other applicable laws and 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;
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 right to develop.

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 September 2nd, 2016 to the attention of:

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