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Office of the Mayor  
Robert B. Mielke



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

November 15, 2016

Dear Interested Parties,

The City of Wausau is pleased to release a **Cooperative Request for Proposal (Cooperative RFP)** with the landowners at 1205, 1212, 1308, 1415 and 1430 West Street and 1300 Sherman Street along the prime 17<sup>th</sup> Avenue corridor. This redevelopment area is comprised of approximately 27.45 acres and has an average annual daily traffic volume (AADT) of nearly 12,500 cars.

The City's Cooperative RFP process allows owners to review informal offers to purchase or development proposals cooperatively to allow the properties to be viewed in their entirety for development purposes. Land owners reserve the right to rank and select, or reject, any or parts of a proposal. Proposals can be made for all, or any part of the redevelopment area.

The City of Wausau is proud of a long track record of successful public-private partnerships for development which has resulted in over \$1bil in taxable value created in the past decade.

Proposals must include 1. proposed property purchase price and price offered; 2. estimated proposed construction value; 3. estimated taxable value; 4. architectural renderings and/or examples of the proposed construction; 5. any request for city participation.

Event	Date
1. RFP Released	November 15, 2016
2. Proposals Due	February 3, 2017

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](mailto:christian.schock@ci.wausau.wi.us)

Sincerely,

Robert B. Mielke  
Mayor





## Proposal Format and Required Information

1. **Project Deliverables:** Detail a specific project for all or part of the redevelopment area with a specific offer to purchase price, include descriptions of the types of reports and assumptions utilized to justify the project and provide information on predicted vulnerabilities as they might apply to the project.
2. **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.
3. **Level of Investment and Financial Viability:** Include a project construction budget, 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 and include a brief financial history. The developer shall also provide a statement regarding any debarments, suspensions, bankruptcies and/or loan defaults.
4. **Successful Examples:** Include detailed descriptions and photos of other redevelopment projects completed by your firm and/or partners.
5. **Organizational Overview:** Provide the following information about your company:  
Official registered name (Corporate, D.B.A., Partnership, etc.), address, main telephone number, toll-free numbers, and facsimile 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.
6. **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 and cooperating land owners (Owners) as a tool in selecting the best proposal. The Owners or 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 maximizes land sale value to the owners. (30 Points)*
- *Proposal maximizes taxable value to the City. (30 Points)*
- *Proposal offers a use or mix of uses which complements the area. (30 Points)*
- *Availability of high-quality design personnel and contractors to complete the project. (10 Points)*

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](mailto:christian.schock@ci.wausau.wi.us)

The City and Owners reserve 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.
- Negotiate the nature and scope of the project before final Committee and Council approval of a term sheet.

Developer's proposal in response to this RFP may 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 February 3, 2017 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](mailto:christian.schock@ci.wausau.wi.us)