



Office of the Mayor
Robert B. Mielke

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

November 15, 2016

Dear Interested Parties,

The City of Wausau is pleased to release this Request for Proposals (RFP) for redevelopment of a key city-owned 0.61 acre parcel at 120 Scott Street in Downtown Wausau. The City seeks owners/developers to propose a dense, multi-story urban development for the parcel which may be purchased or leased.

The City of Wausau is proud of a long track record of successful public-private partnerships for development which has resulted in over \$100mil invested in Downtown in the past decade and another \$100mil currently under construction.

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

Successful proposals should:

- Complement Downtown Wausau's successful retail and commercial office mix by filling existing gaps in retail and services demand.
- Maximize the utilization of the land with urban density, maximizes the property tax value of the land to City, and has the ability to accommodate/incorporate a potential skywalk crossing at the west edge.
- Propose an architecturally unique or significant building which meets the City's Urban Design Guidelines.

Event	Date
1. RFP Released	November 15, 2016
2. Proposals Due	February 3, 2017
3. Initial Review of Proposals	February 7, 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

Sincerely,

Robert B. Mielke
Mayor

History & Background

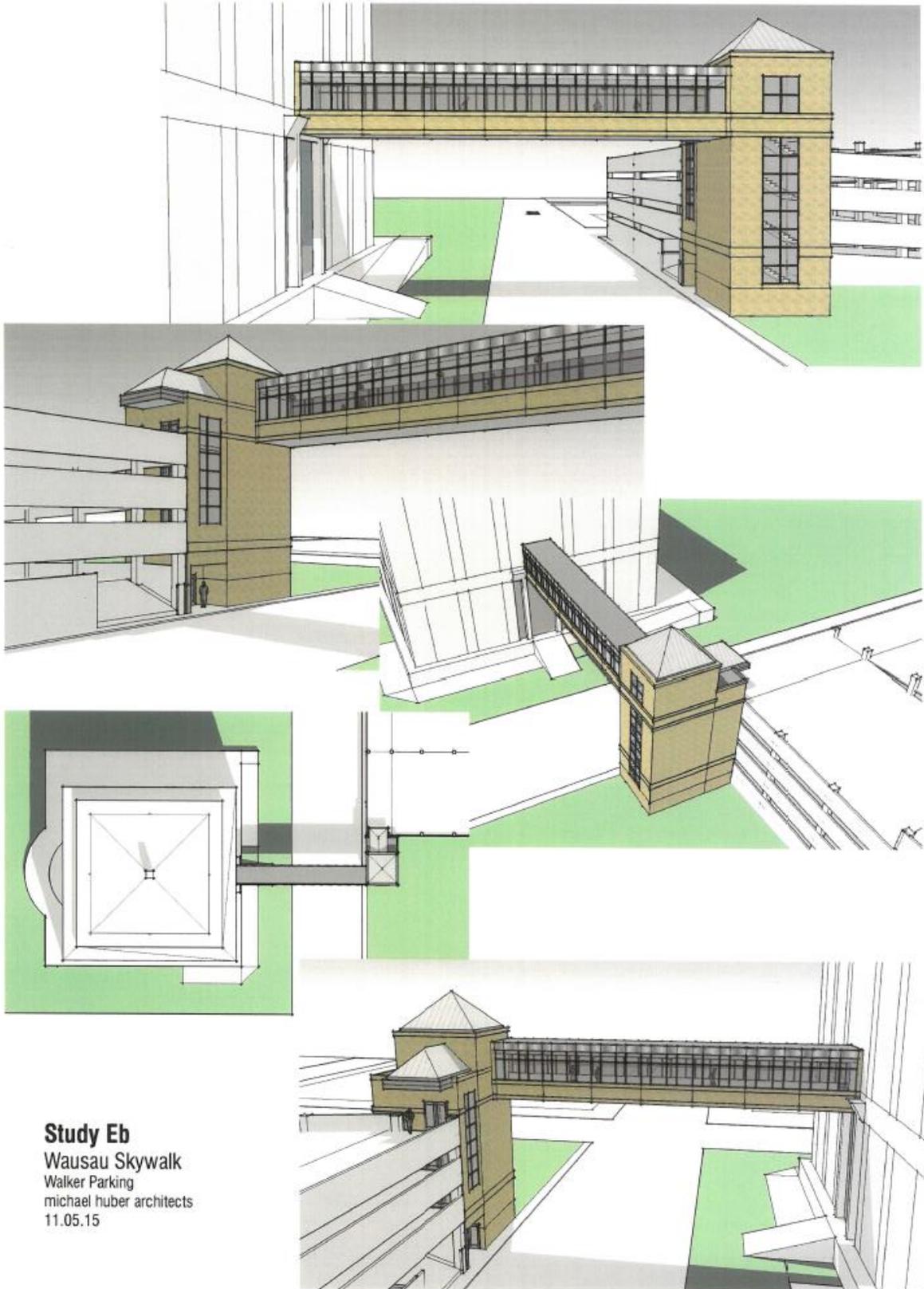
The City of Wausau is pleased to accept proposals for the redevelopment of the 120 Scott Street parcel in the heart of Downtown Wausau.

Framed by 2 city-owned parking ramp structures, the parcel has immediate access to hundreds of structured parking spaces and is adjacent to some of the most valuable land in the City- with both City Square and the First Wausau Center located on either side.

The approx. 0.61 acre parcel is at the center of a downtown area which is home to over 5,000 daytime employees and major boutique and major chain retail.



Proposed uses may wish to accommodate and/or incorporate a potential skywalk crossing at the northwest corner/side of the parcel (shown in green, adjacent to the parking ramp below) which may be constructed by the City in the coming days.



Study Eb
Wausau Skywalk
Walker Parking
michael huber architects
11.05.15

Proposed uses for the site should complement the existing mix of office, retail and housing that exists currently in Downtown Wausau. The following market study information is provided by the Wausau River District:

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

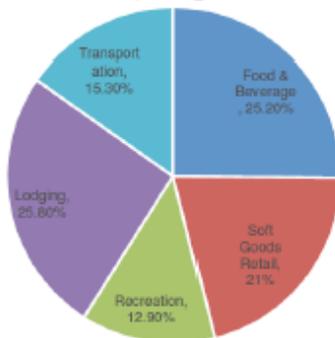
OUR MARKET

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



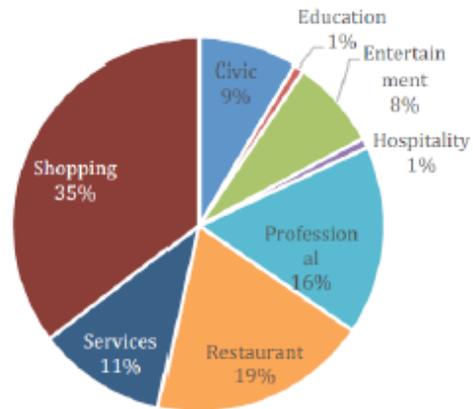
Source: Tourism, 2013

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 offers a significant purchase price off to the City. (30 Points)*
- *Proposal includes a use or variety of uses which complements Downtown Wausau. (25 Points)*
- *Proposal maximizes taxable value to the City. (25 Points)*
- *Availability of high-quality design personnel and contractors to complete the project. (10 Points)*
- *Proposal incorporates green building or alternative energy technology and/or is LEED certified by the US Green Building Council. (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.
- 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 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 Friday February 3rd, 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