*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Special Meeting:	**ECONOMIC DEVELOPMENT COMMITTEE**
Date/Time:	**Tuesday, May 27, 2014 at 4:15 p.m.**
Location:	**City Hall, 2nd Floor, Board Room**
Members:	Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Oberbeck and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

1. Public Comment on Matters Appearing on the Agenda
2. Approve Economic Development Committee Minutes from 3/24/14
3. Consider and Approve Sponsorship of Robert W. Monk Gardens Inc., application to the Marathon County Environmental Impact Fund
4. Educational Presentation by Ted Matkom (Gorman & Company, Inc.) and Rob McCready (Metro Plains) regarding Tax Credit Housing Projects
5. Consider and Approve Recommendations of the Parking Steering Committee regarding the parking study proposals for the East and West Central Business Districts

Adjournment

Bill Nagle (Chair)

This notice was posted at City Hall and emailed to the Wausau Daily Herald newsroom on 05/20/14.

It is possible and likely that members of, and possibly a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups**.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, Department Heads, Hebert, Lawrence, Lenz, Stratz

Department of Community Development
Community Development Authority

Ann Werth, Director

MEMO

TO: Economic Development Committee Members

FROM: Ann Werth, Community Development Manager

RE: Sponsorship of Robert W. Monk Gardens application

DATE: May 20, 2014

Vickie Richmond-Hawkins, Linda Grilley and Jim Rosenberg, of the Robert W. Monk Gardens, met with Brad Karger, Marathon County Administrator, regarding the Robert W. Monk Gardens applying for funding through the County's Environmental Impact Fund. The funding would assist with the construction of a new Kitchen Garden Project which would be available to the community and visitors. Brad has suggested that they speak with the City as all applications must go through a municipality.

Vickie and Jim then met with Mayor Jim Tipple and myself regarding the possibility of the City of Wausau being the conduit for this application. Robert W. Monk Gardens staff would prepare the application (see attached draft), the City of Wausau would be the sponsor and would submit the proposal on their behalf. Any funding received would be received by the City of Wausau and then be disbursed to the Monk Gardens.

We, as staff, believe the Robert W. Monk Gardens is a tremendous asset to the City of Wausau. Not only for its beauty but for the economic impact it has on tourism in the City. Therefore, staff recommends that the City of Wausau approve the sponsorship of the application from the Robert W. Monk Gardens to the Marathon County Environmental Impact Fund.

Wausau City Hall
407 Grant Street
Wausau, WI 54403-4783

715.261.6680
715.261.6808 FAX

Sponsoring Governmental Unit: City of Wausau
Primary Contact: Linda Grilley Title: Vice-President Robert W. Monk Gardens, INC.
Number: 715-573-8992 E-mail: linda.grilley@gmail.com

Project Manager: Linda Grilley Title: Vice-President Robert W. Monk Gardens, INC.
Number: 715-573-8992 E-mail: linda.grilley@gmail.com
R.W. Monk Gardens specifically advances the comprehensive planning goal enunciated in WisconsinStatute 1.13(2):

1. Project Title: Kitchen Garden Project (Project)
2. Outcomes: The Board of Directors for the Robert W. Monk Gardens INC. (Gardens) identified the Project as the top priority for 2014, primarily to construct planting areas for demonstrating gardening principles for growing vegetables, herbs and fruits. To accomplish this, the planting areas of the Kitchen Garden include a small structure for educational activities and public bathrooms.

   The Kitchen Garden, part of the master plan for the Gardens, was specifically chosen because it offers an opportunity for hands-on education on growing vegetables, fruits, and herbs in close proximity to the current outdoor event space with easy access to the sewer and water lines, and a natural flow from the existing landscaped areas and trails. The Project will allow the Gardens to develop programming that enhances the health of Marathon County citizens and others as outlined in the 2013-2015 Local Indicators for Excellence in Marathon County 9th Edition (Life Report). It will also strengthen the Gardens' ability to become self-sustaining.

   The Project will contribute to the following outcomes:
   a. Initial: education and information to improve user's understanding of an issue or value:
      1) The Gardens' social media will be updated by spring of 2015 to include information on the use of the Kitchen Garden for exercise, tours and private events;
      2) Educators in Marathon County will have information on how to access the Kitchen Garden shelter and be aware of possible educational activities at the Gardens starting with the 2015-2016 school year;
      3) The Gardens' Volunteer Program will include at least two specific volunteer events designed and marketed for young professionals using the Kitchen Garden as a gathering space beginning in 2015;
      4) The Gardens will host an education series in 2015 on the growing, preserving, and use of vegetables, fruits and herbs. The series will be tailored for at least three audiences: school age children, young adults and senior citizens;
      5) Beginning with the 2016-2017 academic year, the Kitchen Garden programming will include two school field trips of Marathon County

pre-school, grade school and high school students. The number of field trips will increase by 25% annually until at least 10 field trips are conducted annually;

6) Beginning in 2016, at least two interns in horticulture, botany, and/or landscaping will be employed for the summer months; and
7) Beginning in 2016, attendance records will list at least 100 school age children and 100 senior citizens as participants in the Garden's education activities on nutrition and/or exercise.

b. Intermediate: activities and behaviors that will be positively influenced by the Project:
   1) Participants in Gardens' Kitchen classes on preserving foods will have information on safe processes for storage of fruits and vegetables;
   2) Children participating in Gardens' Kitchen classes will take with them for home use instructions on planting, weeding and use of fruits, vegetables, and herbs;
   3) Visitors to the Gardens will have at least two miles of handicapped accessible marked trails for year-round hiking, snowshoeing and cross country skiing. The Gardens will host at least two exercise programs/events beginning in 2015 using the expanded trail system and Kitchen Garden facility. Programming will be tailored and marketed for children, families, young professionals, and senior citizens.

c. Long-term: the ultimate contribution of the Project on health, safety, and prosperity of the community and users.
   The Project's long-term outcomes reference Local Indicators for Excellence in Marathon County 2013-2015 9th Edition (Life Report) including:
   1) Improved health of participants in educational and volunteer activities due to improved knowledge and skills in growing and proper use of garden produce (Life Report's Healthy Weight #24 and Healthy Aging #19);
   2) Increased access to fruits, vegetables, and herbs at the Neighbor's Place food store due to contributions from the Gardens' Kitchen Garden plantings (Life Report's Economic Disadvantage # 49;
   3) Improved opportunities for physical activity due to expansion of the Garden's trail system for hiking, snowshoeing and cross country skiing (Life Report's Health Weight #24 and Healthy Aging #19);
   4) Access to a safe, attractive, and accessible environment that includes a handicapped accessible Kitchen Garden shelter and bathrooms, trails for educational and/or family activities, and a natural setting with a variety of trees, shrubs and other plantings (Life Report's Health Weight #24 and Healthy Aging #19);
   5) Improved recruitment and retention of employees for area employers (Life Report's Employment #57). The Kitchen Garden will strengthen the Gardens' ability to attract young professionals to the Central Wisconsin area by offering volunteer and educational opportunities.

Volunteer workdays with employees from local businesses are a reality at the Gardens, and the Kitchen Garden will enhance the range of volunteer opportunities available at the Gardens; and

6) Increased tourism revenue by adding diversity to area tourist options (Life Report's Tourism # 68). Tourists are drawn to formal gardens. For example, Trip Advisor ranks Sheboygan's Botanical Garden as the #1 attraction in that area. Tourism, according the Life Report, brings "more than $217 million of revenue to the county" and "spending funded 4,066 jobs in 2012" (page 105). Currently, "much of the growth of tourism revenues has been attributed to investments in sports tourism" (page 105). The development of the Kitchen Garden will offer Marathon County the opportunity to diversify its tourism, adding strength to a key economic indicator.

3. Description.

The Project is part of the Robert W. Monk Gardens, INC., a 20-plus acre parcel in the City of Wausau that is being developed as a public, botanical garden according to a master plan done by MTR Landscape Architects. Since the master plan was completed in 2004-2005, progress in developing the Gardens has been on-going. The first phase of formal garden and infrastructure developments has been completed. Visitors can now enjoy the Memory Garden and Wildflower Woods along with a $250,000 metal tree house.

The Gardens has been able to do all of these accomplishments while continuing to have a positive cash flow, accomplishing our goal of being a self-sustaining 501(c)3 organization serving North-Central Wisconsin.

Currently, the Gardens lack public bathrooms and a sheltered area for classes and events. We have heard from event planners that the lack of adequate facilities prevents them from using the Gardens for events, and this represents a lost source of revenues for the Gardens.

The Project includes the following features:

a. A structure (see attached design) that includes a kitchen demonstration space and bathrooms. The structure is designed to require minimal upkeep (metal roofing, steel framing, masonry walls and fireplace for the single interior wall. The structure includes three four-season bathrooms (one is handicapped accessible). The events space includes a fireplace with fan for heat. The demonstration kitchen includes an oven (pizza oven) heated by the fireplace, a counter, sink and stove. Two exterior storage closets (one for garden and kitchen supplies, the other for utilities and other building needs) and cabinets provide for storage. Space for tables and chairs under the roof area along with additional seating space outside provides for flexible configuration for educational and other events. The space is specifically designed to be open to the outside with

protection from weather from the roof and pull down military-grade retractable sides. Lighting includes sunroofs over the counter area and electric ceiling lights. Electrical outlets are spaced to offer flexibility in how the space is configured. Security and safety features are planned for;

b. Handicapped trails (7500 SF) connecting to other areas of the Gardens and within the Kitchen Garden are covered with either Kafka granite or 2' x2' pavers; and
c. Construction of raised beds (1188 FG) and planting soil (278 Cu. Yd.) and extension of the irrigation system for the demonstration gardens;
d. Landscaping for the structure, including grading, fill, and plantings;
e. Utility extensions to the facility and garden area, including sewer and water laterals and electricity; and
f. Architectural/engineering costs and construction fees (City, County and State).

4. Location of Project:

The Project, part of the Robert W. Monk Gardens, is located on North First Avenue within the City of Wausau. The Gardens were incorporated in August of 2003. Since then the Board of Directors has sustained the development and operations of this property, completed fiduciary responsibilities in a timely manner and demonstrated that the Board will continue to operate the Gardens well into the future. Our 990 forms are on file with the Internal Revenue Service and available for inspection.

5. Relation to other Projects:

a. The Kitchen Gardens, as part of the Robert W Monk Gardens, will need to meet the standards necessary to be a botanical garden. The next closest botanical garden is in Green Bay. The Minneapolis/St. Paul area also has botanical gardens. As the Gardens develop into north-central Wisconsin only botanical garden, it serves as a resource for other organizations in the area related to horticulture and botany.
b. The Wausau Urban Community Gardens' mission "is to increase the awareness of good health and nutrition through growing one's own food while demonstrating sustainable gardening practices and strengthening neighborhood participation." This mission is complimentary to the goal of the proposed Project in increasing awareness of good health and nutrition. However, the Gardens' Kitchen Garden will not be a site for growing one's own food, but rather will serve as a place for the community to learn how to grow, preserve, and use fresh produce as part of a wholesome and healthful lifestyle.
c. The Neighbors Place views the Gardens' Kitchen Garden as a collaborative partner for their food pantry and food store. Their 17-acre space north of Wausau provides a 40'x40' space for individuals to grow their own produce. The garden space at the Neighbors Place provides fresh produce for their food pantry; however they are in need of additional sources of fresh produce. The extra produce grown in the

Kitchen Garden will be used by the Neighbors Place for their food store, providing their cliental with additional access to healthy foods.

6. **Service Area of the Project:**
   Direct users of the Kitchen Garden are residents of the City of Wausau and surrounding areas.

7. **Funding Requests:**
   Total Project is $535,000

   Secured: $149,411.86
   Community Foundation of North Central Wisconsin-$40,000 (no conditions or requirements)
   BA and Esther Greenheck Foundation-$100,000 (no conditions or requirements)
   Individual contributions already obtained total $6,000 (no conditions or requirements)
   Kiwanis-$3,411.86 (for kitchen counter area)
   Individual donor - $6,000

   Planned/Pending
   Aspirus Health Foundation-$10,000 pending approval
   Judd S. Alexander Foundation Inc.-$100,000 (submitting request by the end of summer 2014)
   Dudley Foundation-$25,000 (submitting request by fall 2014)
   Environmental Impact Fund-$250,000

   Community campaign for the remainder of the capital needed for the project is planned to start summer of 2014.

As part of the phase one development at the Gardens, Marathon County and the City of Wausau's provided a combined $80,000 and the Gardens' funded an additional $26,630 for the initial sewer and water access work. Sewer and water lines were extended to the future Kitchen Garden area as part of the phase one work. This served to 'jump start' the Kitchen Garden Project. These costs are not included in this Project.

Based on funding, the Project may be done in distinct steps. The first step would be the necessary land preparations including grading for the trails. The next step would be to build the Kitchen Garden's bathroom and classroom/event structure. The demonstration kitchen's elements will be phased in based on funding. The next step would be to finish the trails (tiles, etc.) so they are handicapped accessible. The finale step of the Project would be to complete the landscaping and construct/plant the initial planning areas for the Kitchen Garden.

8. Statement of Consistency with Comprehensive and/or Community Plans:

a. The Project will contribute to protection of natural areas, including wetlands, wildlife habitats, lakes and woodlands, open spaces, and groundwater resources, in line with a specific goal in the City of Wausau's Comprehensive Plan found on Page 9 of Volume II under Natural Resources: "In Wausau, high density urban development can still be compatible with the protection of our natural environment. While it is recognized that land development activities will consume and possibly destroy certain natural areas, this will be balanced by the preservation of certain high quality open spaces, through conservation and rehabilitation efforts and the use of best management practices to minimize development impacts on our natural resources. Work with Marathon County, adjacent communities, local conservation groups and the Wisconsin Department of Natural Resources to identify opportunities to acquire land or easements for park and public open space purposes in environmentally sensitive areas. Consideration should also be given to establishing buffer areas between urban development and environmentally sensitive lands." One of the long-term outcomes of the Project will be to improve the quality of the Gardens' plantings. Currently, the area that the Kitchen Garden will be in is dominated by mature red pines which are vulnerable to various insect and disease problems. With the improvements to the area, a more diverse tree canopy will exist along with the diverse plantings of the demonstration kitchen gardens. In addition, protection of surface and groundwater resources is a key priority in the design and construction of each component of the Gardens.

b. The Project also directly supports an objective of Marathon County's comprehensive plan under the Natural Resources element: "To foster public awareness, education, and support of natural resource management and enhancement efforts." The Gardens has collaborated extensively with governmental and non-governmental agencies to enhance its property as an educational and recreational resource, as well as developing a tourism destination to support an economic development aspect. The Gardens has received Urban Forestry grants from the Wisconsin Department of Natural Resources, including a current Urban Forestry project the promotes community awareness of invasive species, protection of water resources, and methods of diversifying the urban forest canopy in Marathon County and beyond. The Project fosters the Gardens' ability to be an education resource for natural resource management and enhancement efforts. Public awareness is also promoted through the Gardens' use of social media (website, Twitter, Facebook, e-newsletter etc.).

Department of Community Development
Community Development Authority

Ann Werth, Director

MEMO

TO: Economic Development Committee Members

FROM: Ann Werth, Community Development Manager

RE: Educational Presentations

DATE: May 20, 2014

Ted Matkom (Gorman & Company, Inc.) and Rob McCready (Metro Plains) have graciously agreed to come to Wausau to educate the Economic Development Committee on the Tax Credit Housing Program. They will be willing to answer your questions as to how they work and why this type of program is attractive for developers. They are not here to discuss their individual proposals but how the program works in general.

We look forward to this discussion.

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WALKER
PARKING CONSULTANTS

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May 16, 2014

Maryanne Groat, CPA
Wausau City Hall
407 Grant Street
Wausau, WI 54403

Re: *Proposal for the City of Wausau Central Business District Parking Analysis and Long-term Plan*
Wausau, Wisconsin

Dear Ms. Groat:

Walker Parking Consultants is pleased to submit for your review this proposal for parking consulting services. The goal of this study is to determine the adequacy (supply vs. demand) of the parking capacity in the Wausau Business District today and in the future and to provide options to the city to better manage its parking resources. The information will be used to assist and complement your master planning efforts.

PROJECT UNDERSTANDING

The City of Wausau ("City"), the geographic center of Wisconsin, continues to embrace growth and therefore seeks to optimize its downtown parking system to make it the best that it can be in support of economic development. City leaders have discussed the possibility of building a new downtown parking ramp. Specifically, the city council's Economic Development Committee has discussed a development agreement with the Catholic Diocese to build a parking ramp on the 100 block of Grant Street, the site of a vacant school and several buildings owned by the Church of the Resurrection. Some people say building another parking ramp is not what the downtown needs, while others are advocating for this project.

Also of interest is a plan for the City's parking policies and practices. The Wausau Center Mall, a downtown anchor since 1983, is experiencing some vacancies and in January 2014, JC Penney announced that it would close its downtown Wausau store. Downtown merchants want to make sure that the parking plan supports retail parking needs. Of particular interest is the City's policy regarding overtime parking. At present, overtime parking can cost a violator $5 which some folks believe should be increased to a more punitive rate.

The objective of the City's CBD parking analysis and long-term plan includes sorting through the need for a parking ramp and other issues relating to parking policies and practices, including the following:

- Elicit input from area stakeholders and their support for a parking plan;
- Provide an analysis and recommendations regarding parking regulations in the downtown area;
- Evaluate existing and future parking supply/demand conditions and project future parking needs;
- Study and evaluate meters, parking citations rates, pay-by-rate analysis, signage, and recommend up-to-date technologies which will improve the overall parking experience in the downtown area; and
- Develop a parking plan that supports economic development within the CBD.

The Parking Division, a subdivision of the City of Wausau's Department of Public Works, operates the City's surface parking lots, four parking ramps, and on-street parking meters. Approximately 3,500 public parking spaces are provided in downtown Wausau. The City maintains a parking enterprise fund or utility. Budgeted 2014 revenues and expenditures for this fund were reportedly $1,059,930 and $1,828,060, respectively. The City's Police Department is responsible for issuing parking citations. From 2007-2012, the number of parking tickets written has reportedly declined from a high of 16,435 in 2007 to a low of 6,781 in 2011. In 2012, 9,112 parking tickets were issued.

The Parking and Traffic Committee, a standing committee of the Common Council, has as its duties of this committee to investigate and make recommendations concerning parking and traffic issues; to recommend policies for the administration of the Parking Utility along with the enforcement of traffic related matters; to make recommendations for the placement of traffic signs; to investigate, study and recommend any needed improvements that will make the operations of the Traffic Bureau more efficient or effective; to recommend ways of improving present traffic ordinances and to study the traffic flow and parking needs of the City; to work with the various departments of the city and with the various state and federal agencies dealing with traffic or parking and to make recommendations concerning the programs that it administers as they relate to this committee. This committee meets on the third Thursday of every month @ 5:30 pm.

APPROACH

Walker's proposed approach to this Plan is organized around the City's objectives as outlined previously within this proposal and the Scope of Work and Deliverables section presented within the City's RFP. The draft breakdown of projected hours (presented later in this proposal) provides a rough outline of who from the Walker team would be working on each individual scope item.

Based on the RFP, we understand that the City's draft scope is generally organized into the following key elements:

- Stakeholder Input: See subsequent section for an in-depth explanation of our proposed stakeholder input program.
- Parking Utilization Observations and Analysis: Walker will perform an inventory of existing parking spaces located within the study areas, documenting name and location of facility, capacity, user assignments and restrictions, rates, access and revenue controls, and usage during peak hours.
- Existing and Future Parking Conditions, Needs, and Recommendations: Existing parking supply/demand conditions are determined by comparing an adjusted portion of parking capacity, allowing for user maneuvers, to the observed usage. If needed, we do adjust for seasonality. An inventory of proposed future development projects will be developed through a collaborative Walker/City effort. Future parking demand will then be projected based on the proposed development activity and compared against the projected parking supply. Parking policies and practices are identified based on interviews with city staff and through observation. Opportunities to improve and coordinate conflicting approaches are then identified.
- Review and Recommendations for Parking Management Strategies: Using the results of the parking supply/demand analysis and review of parking policies and procedures, we will develop recommendations for parking management strategies with an eye toward coordinating both on- and off-street parking inventories and developing strategies that support economic development and retail parking needs. Specifically, we will evaluate parking rates, time restrictions, user assignments, enforcement days and hours, the use of parking technologies, parking citations rates, parking enforcement policies and practices, to name a few.
- Improved Parking Experience: Specific recommendations will be developed to improve the parking experience. This will include consideration of walking distances, enhancements to parking facility wayfinding, the use of technology, and coordinated policies and programs that improve the user experience.
- Future Parking Regulations: We will review the City's zoning ordinance and laws governing parking regulations and comment.
- Implementation Plan and Budget: The implementation plan includes a "to do" list for the City, a schedule for implementing change, an assessment of ease of implementation, and a projected monetary impact on revenues and/or expenses.
- Presentation: Based on Walker's experience with similar parking plans, we often find that the "recommendations" step typically benefits from a slightly extended process to first develop one or two alternative strategies, facilitate feedback from the client and community, identify and address funding options for the preferred strategy, and then finally refine the plan before final implementation on action items are developed. This element of the plan includes three presentations – one to the East Side stakeholders, one to the West Side stakeholders, and one to the City of Wausau Common Council.

SCOPE OF WORK

Walker intends to address the draft scope of work as outlined in the City's RFP. However, we understand that the process may be somewhat flexible and that the implementation of the plan may evolve into new directions as the City learns more about the existing usage of parking resources (based on the data collection efforts), the public opinion surrounding certain policies (through the stakeholder process), anticipated costs and funding options, and best practices being used effectively in other cities (through benchmarking and peer review).

The proposed study areas for this project are subject to the City's review and confirmation, and illustrated within the following figure. The West Side Study Area is roughly bounded as follows: to the north between the half block separating Elm and Maple Streets, to the east by the Wisconsin River, to the south by Stewart Avenue, and to the west by South 4th Avenue. The East Side Study Area is roughly bound by the north side of Fulton Street to the north, North 6th Street to the east, Forest Street to the south, and the Wisconsin River to the west.

The following scope of work was provided within the City's RFP:

A. Stakeholder Input

- Propose a methodology for engaging stakeholders including property owners, business owners, employees, residents, public and potential developers in the process. East and West side of the Central Business District River East and West stakeholder input should be conducted independently.

B. Parking Utilization Observations and Analysis

- Include private and public parking facilities.

C. Existing and Future Parking Conditions, Needs and Recommendations

- Assess the demand for parking within each study area and evaluate the demand to current inventory. Provide occupancy and turnover data. Identify areas with surplus or deficit parking.
- Project new demand based on proposed developments and assess the impact on parking.
- Identify the feasibility, optimal locations and timing for potential parking structures to support existing and future parking needs. Provide specifics regarding recommended parking capacity, number of floors, mixed use opportunities and cost estimates.

- Identify and evaluate potential sites that could satisfy current and projected parking deficits. Proposed sites should identify estimated parking count and optimal configuration on the site.
- Evaluate the potential for "in-fill" development of surface lots to increase development density within the East and West side of the Central Business District.
- Examine opportunities for shared private parking.
- Examine and recommend opportunities to relocate, redesign or reuse existing parking inventory to meet existing and anticipated parking needs.

D. Review and Recommendations for Parking Management Strategies

- Evaluate existing ordinance and recommend parking rules and regulations that support the goals and objectives of a downtown parking strategy.
- Recommend a fee structure (including fees and fines) for on- and off-street parking that encourages the optimal parking utilization and discourages parking abuse by employees and all-day parkers. Provide comparisons to similar localities.
- Examine the hotel parking located within the Jefferson Street Parking Ramp and Lot and provide recommendations for improved processes.
- Examine and recommend zoning requirements for private off-street parking within the East and West side of the Central Business District.
- Identify potential new revenues sources.
- Evaluate and recommend parking control technology strategies that will improve parking management.

E. Improved Parking Experience

- Evaluate and recommend a parking wayfinding system.
- Evaluate and recommend technology to improve parking location identification and payment options.
- Evaluate and recommend street crossings, pedestrian access and synergy with alternative modes of transportation including the City bus system.
- Evaluate and recommend safety and security measures.
- Recommend other opportunities for enhanced parking experiences specifically as it relates to the prospective of downtown residents, workers, business owners and visitors.

F. Future Parking Regulations

- Provide the City with a policy, criteria or guidelines to manage future requests from special interests to modify existing parking regulations.

G. Implementation Plan and Budget

- Develop an implementation matrix which outlines recommended actions, estimated time frames, costs and responsible parties. Specifically identify and highlight those actions considered "quick fixes".
- Create a map of the East and West side of the Central Business District. Identify proposed parking infrastructure improvements or redevelopments and parking time limits.

H. Presentation

- Conduct three formal presentations:
  - Meeting One - East Side Stakeholder Meeting
  - Meeting Two – West Side Stakeholder Meeting
  - Meeting Three – Common Council Meeting

COST

Walker will provide the services described herein on a lump sum fee plus reimbursable expense basis in accordance with the attached General Conditions of Agreement. Our lump sum fee is $53,585. In addition to this lump sum fee, we will bill customary reimbursable expenses. We estimate that that the cost of these expenses will not exceed $5,000.

Sincerely yours,

WALKER PARKING CONSULTANTS

John W. Dorsett, AICP, CPP
Senior Vice President

Philip J. Baron
Parking Consultant

AUTHORIZATION

Trusting that this meets with your approval, we ask that you sign in the space below to acknowledge your acceptance of the terms contained herein, and to confirm your authorization for us to proceed. Please return one signed original of this agreement for our records.

CITY OF WAUSAU

Accepted by (Signature): _____

Printed Name: _____

Title: _____

Date: _____

SERVICES

Walker Parking Consultants ("WALKER") will provide the CLIENT professional services that are limited to the work described in the attached letter ("the services"). Any additional services requested will be provided at our standard hourly rates or for a mutually agreed lump sum fee. The services are provided solely in accordance with written information and documents supplied by the CLIENT, and are limited to and furnished solely for the specific use disclosed to us in writing by the CLIENT. No third-party beneficiary is contemplated. All documents prepared or provided by WALKER are its instruments of service, and any use for modifications or extensions of this work, for new projects, or for completion of this project by others without WALKER's specific written consent will be at CLIENT's sole risk.

PAYMENT FOR SERVICES

Prior to commencement of services the CLIENT agrees to make an Initial Payment to WALKER in an amount equal to 20% of the total fee or as stated in the attached letter. This amount will be credited to the last invoice(s) sent to the CLIENT. WALKER will submit monthly invoices based on work completed plus reimbursable expenses. Reimbursable expenses will be billed at 1.15 times the cost of travel and living expenses, purchase or rental of specialized equipment, photographs and renderings, document reproduction, postage and delivery costs, long distance telephone and facsimile charges, additional service consultants, and other project related expenses. Payment is due upon receipt of invoice. If for any reason the CLIENT does not deliver payment to WALKER within thirty (30) days of date of invoice, WALKER may, at its option, suspend or withhold services. The CLIENT agrees to pay WALKER a monthly late charge of one and one half percent (1½%) per month of any unpaid balance of the invoice.

STANDARD OF CARE

WALKER will perform the services in accordance with generally accepted standards of the profession using applicable building codes in effect at time of execution of this Agreement. WALKER's liability caused by its acts, errors or omissions shall be limited to the fee or $10,000, whichever is greater.

Any estimates or projections provided by WALKER will be premised in part upon assumptions provided by the CLIENT. WALKER will not independently investigate the accuracy of the assumptions. Because of the inherent uncertainty and probable variation of the assumptions, actual results will vary from estimated or projected results and such variations may be material. As such, WALKER makes no warranty or representation, express or implied, as to the accuracy of the estimates or projections.

PERIOD OF SERVICE

Services shall be complete the earlier of (1) the date when final documents are accepted by the CLIENT or (2) thirty (30) days after final documents are delivered to the CLIENT.