



*** 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.

Meeting: **ECONOMIC DEVELOPMENT COMMITTEE**
Date/Time: **Thursday, January 21, 2016 at 4:30 p.m.**
Location: **Board Room, 2nd Floor, City Hall**
Members: Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Nutting and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Discussion and Possible Action on Negotiations with CBL & Associates for the Wausau Center Mall Property
- 3 Discussion and Possible Action on the Proposals Received from Frantz Community Investors and S.C. Swiderski for the East Riverfront Property
- 4 Discussion and Possible Action on Potential Land Acquisitions in the Wausau Business Campus
- 5 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session
 - } Discussion and Possible Action on Negotiations with CBL & Associates for the Wausau Center Mall Property
 - } Discussion and Possible Action on the Proposals Received from Frantz Community Investors and S.C. Swiderski for the East Riverfront Property
 - } Discussion and Possible Action on Potential Land Acquisitions in the Wausau Business Campus
- 6 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 7 Discussion and Possible Action on the Potential Request for Proposals for the River East Brownstones Project (1304-1308 Third Street)
- 8 Discussion on the Economic Development Strategy Section of the Comprehensive Plan and Metro Economic Strategy Goals
- 9 Update on the Request for Proposals Process for Economic Development Marketing and Live It Up Wausau

Adjournment
Bill Nagle (Chair)

This notice was posted at City Hall and emailed to the media on 1/15/16

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, City Departments

Office of the Mayor
James E. Tipple



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

January 27, 2016

Dear Builders & Development Partners,

The City of Wausau is proud to request proposals for our proposed River East Brownstones. The City has assembled, prepared and planned for the construction of infill urban-formatted rowhouse/ townhouse style housing which could be single family, condo or multifamily managed properties on City owned parcels which may be leased or purchased in a proactive effort to diversify housing choice in the City.



THIRD STREET BROWNSTONES
WAUSAU, WI



Wausau has a successful track record of public-private partnerships for development, most recently leveraging nearly \$100 million in investment in our downtown River District and implementing major commercial office projects including the First Wausau Tower- the tallest building in Wisconsin outside of Milwaukee and the current major redevelopment of our East Riverfront Redevelopment Area which is adjacent to these sites.

Wausau is ideally located as the principal city of the North and Central Wisconsin regions and home to a metropolitan population of 134,063 serving a growing trade area of over 330,000 people. Wausau's region continues steady growth in jobs and commerce with nationally-recognized firms in such diverse fields as building materials, advanced manufacturing, healthcare, information technology and insurance.

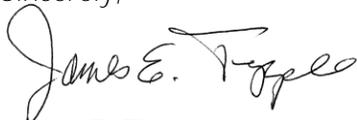
Wausau works and excels in proactively addressing business recruitment, expansion and retention. Wausau's skilled and industrious population has the highest average credit score of any metropolitan area according to *USA Today*, is the safest metropolitan area in the Midwest according to FBI statistics and continues to be one of the highest ranked for the attraction of young professionals in Wisconsin.

Wausau's region plays to win as one of the state's highest grossing areas for tourism. Home to all-season recreational opportunities that range from Wisconsin's largest and highest ski mountain at Granite Peak, one of the nation's premiere curling facilities, outstanding mountain and snow bike trails, an internationally recognized whitewater kayaking course, and is home to the Olympic-style Badger State Games.

Diversification of housing typology is a key economic development strategy of the City of Wausau and this **key infill site is part of our goal of maximizing the City's infrastructure investments and part of a** sustainable future. The development could potentially qualify for City funded tax increment finance resources depending on the final developer agreement.

My staff is ready to assist as you envision this important infill development opportunity in our City, please contact our Economic Development Manager Christian Schock at 715-261-6683 if you have any questions, or visit our website at www.wausaudevelopment.com for more information.

Sincerely,



James E. Tipple
Mayor

407 Grant Street – Wausau, WI 54403

Request for Proposal

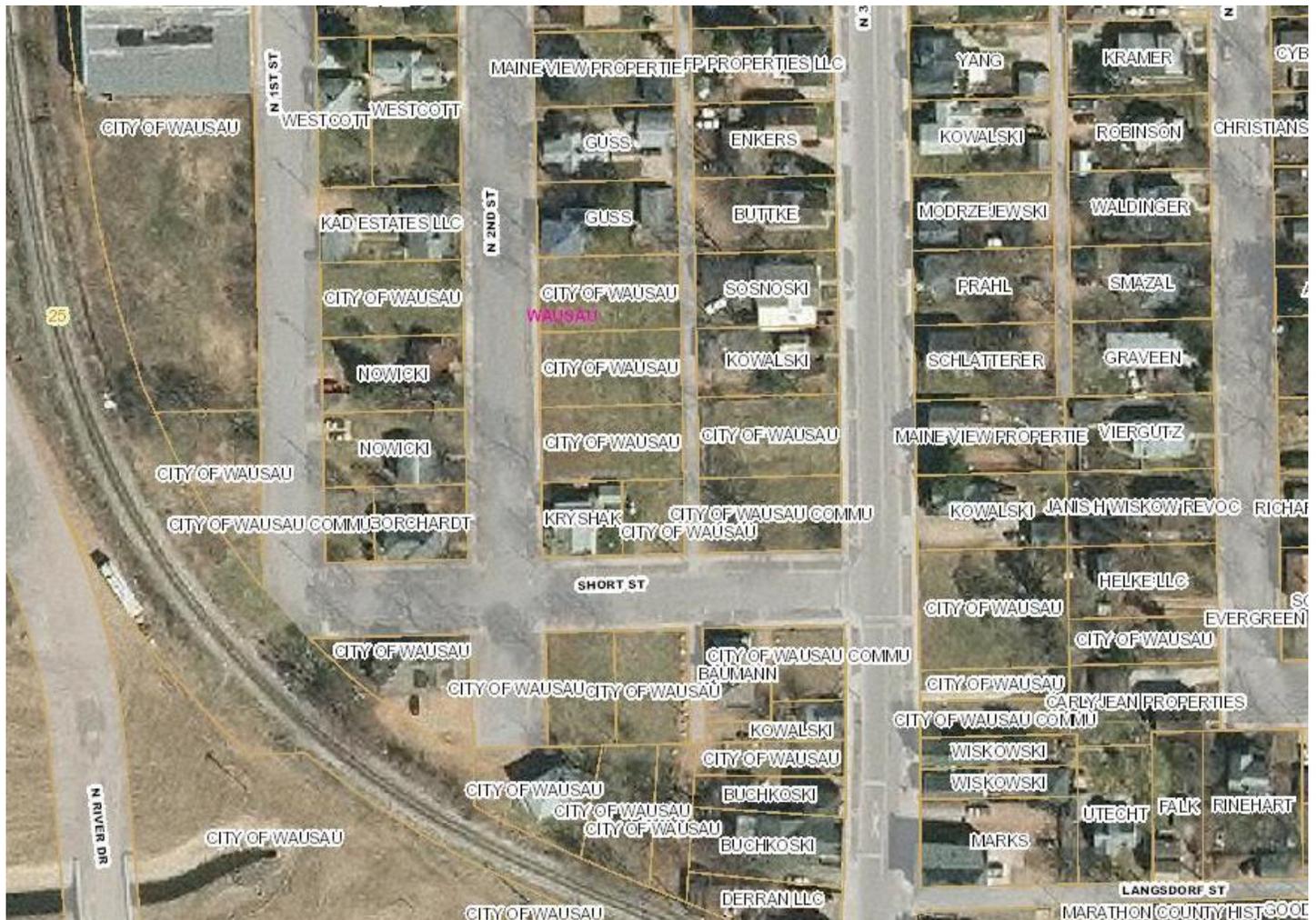
City of Wausau- Economic & Community Development
407 Grant Street Wausau, WI 54403-4783
(715) 261-6680

The City of Wausau seeks development proposals for approximately 1.9 acres of city-owned lots in 3 sections: 0.54 acres, 0.47 acres, 0.89 acres in Wausau's popular and redeveloping area along 2nd and 3rd Street North at Short St. The area is home to some of Wausau's landmark establishments including The Glass Hat, Kreger's Bakery and Loppnow's Bar.

The area is also immediately adjacent to the City's East Riverfront Redevelopment Area which has attracted proposals for upwards of \$80mil in proposed development including multifamily and mixed use buildings as well as just north of our vibrant downtown.

The City seeks qualified developers and builders interested in building Wausau's first rowhouse based on the plans developed by Mudrovich & Associates Architects or similar plans which will provide a new housing type for the City.

The redevelopment area with the River East Brownstones potential sites in the center:



Development Sites

The city-owned properties for potential development of the River East Brownstones:



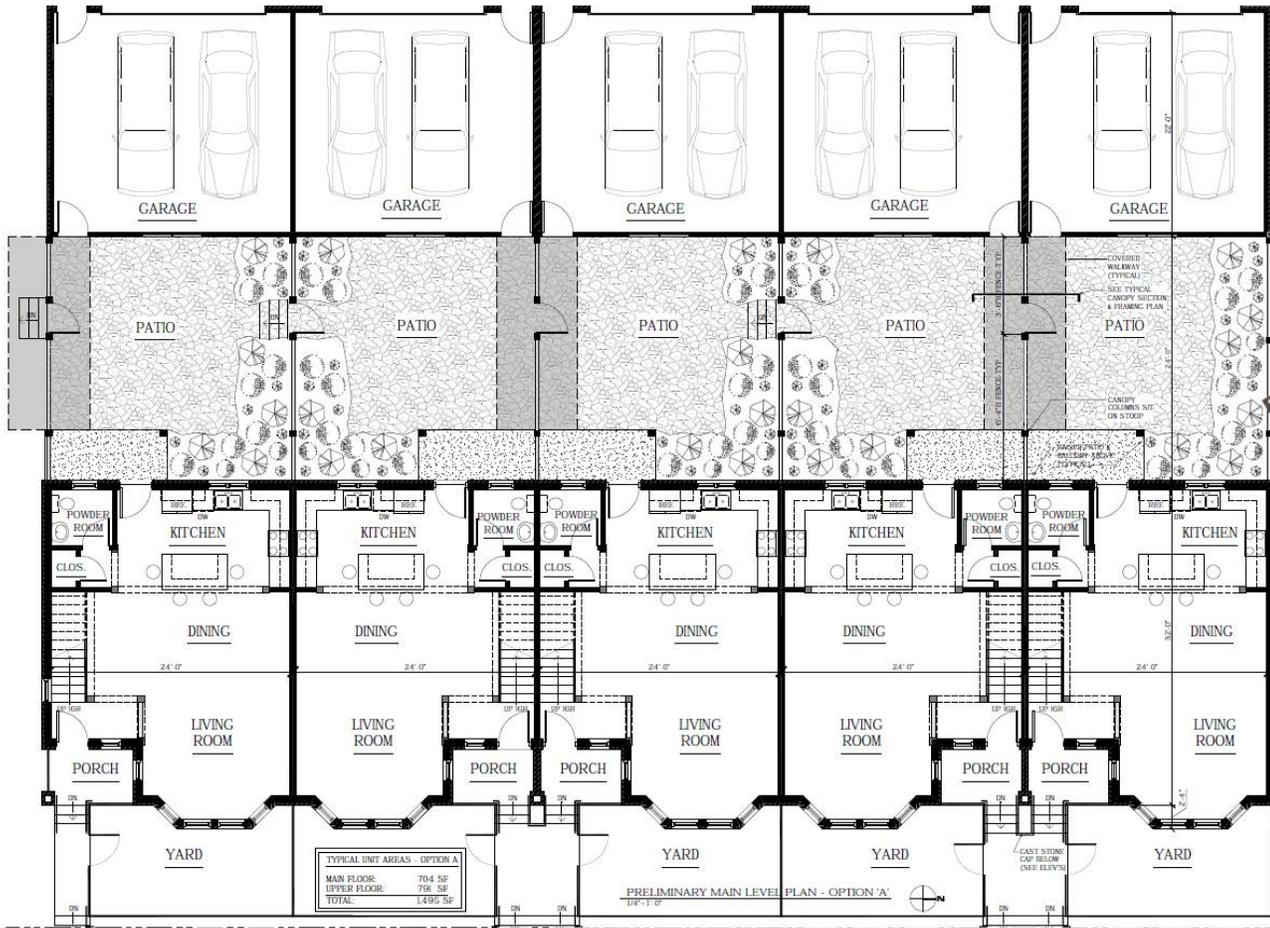
River East Brownstone Site & Design Considerations

The City of Wausau can entertain transferring ownership or ground-leasing the redevelopment lots depending on the nature of the proposal. The City hired Mudrovich Architects to prepare a model for the River East Brownstones on these lots and the design can be used by the proposer or a similar alternative can be proposed. The design should:

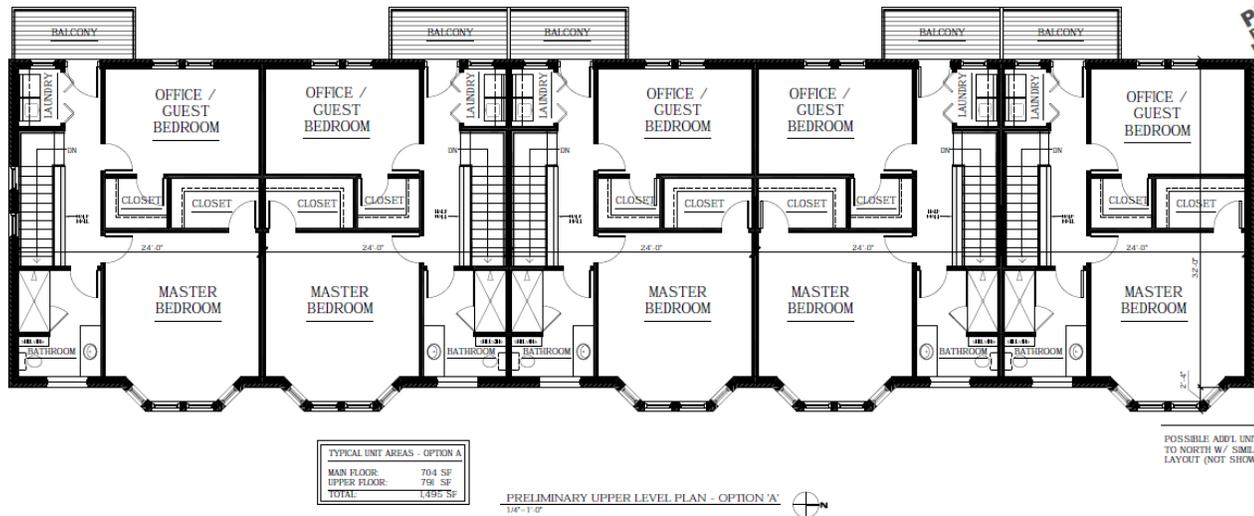
- Create a dense, townhouse/rowhouse format housing product which could be sold individually, but may be managed as a multifamily complex
- Provide parking behind the structures and off the alleyways
- Be unique in architectural style for Wausau
- Maximize private investment and provide taxable value
- Be constructed of durable materials, ideally masonry and stone as proposed in the model
- Meet the Wausau Urban Design Guidelines and subject to final Unified Development District (UDD) zoning approval

Some of the building plans are provided in this RFP, a full set is available at www.wausaudevelopment.com or can be emailed to you on request.

River East Brownstones: 2 Bed, 1.5 Bath, Garden Patio Option



**PRELIMINARY
PROGRESS DRAWING
NOT FOR CONSTRUCTION**



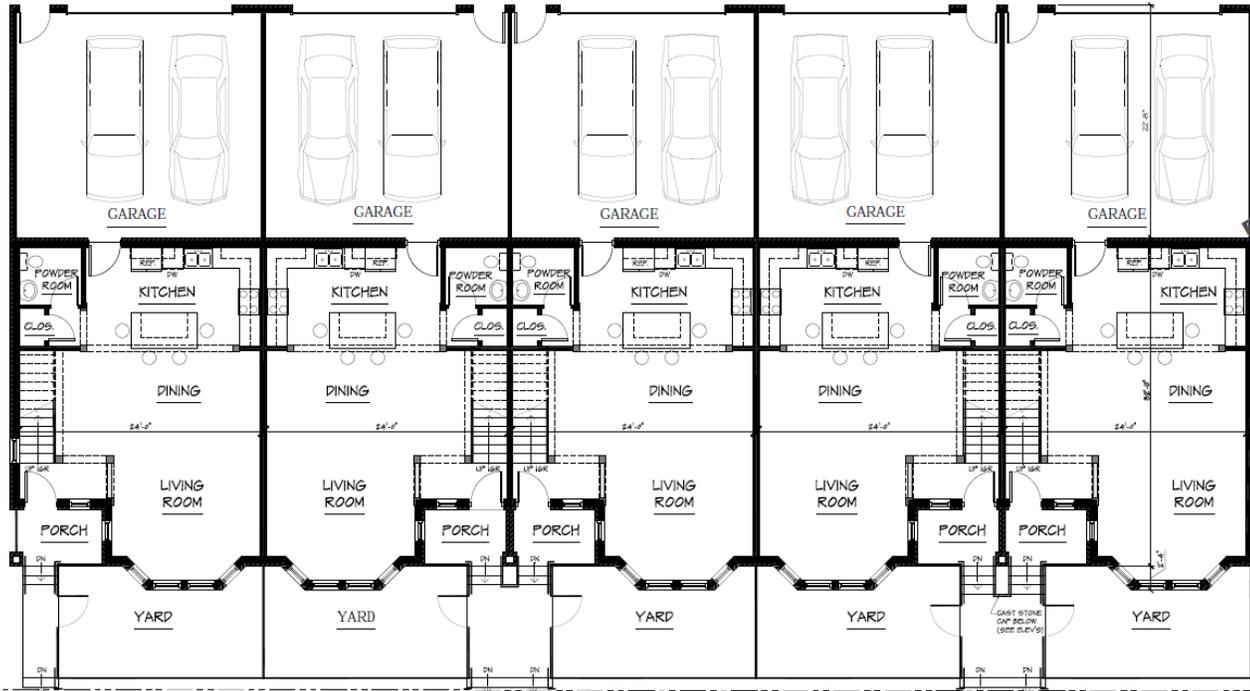
**PRELIMINARY
PROGRESS DRAWING
NOT FOR CONSTRUCTION**

River East Brownstones: 2 bed, 2.5 bath, Attached Garage



Mudrovich
architects

**PRELIMINARY
PROGRESS DRAWING
NOT FOR CONSTRUCTION**



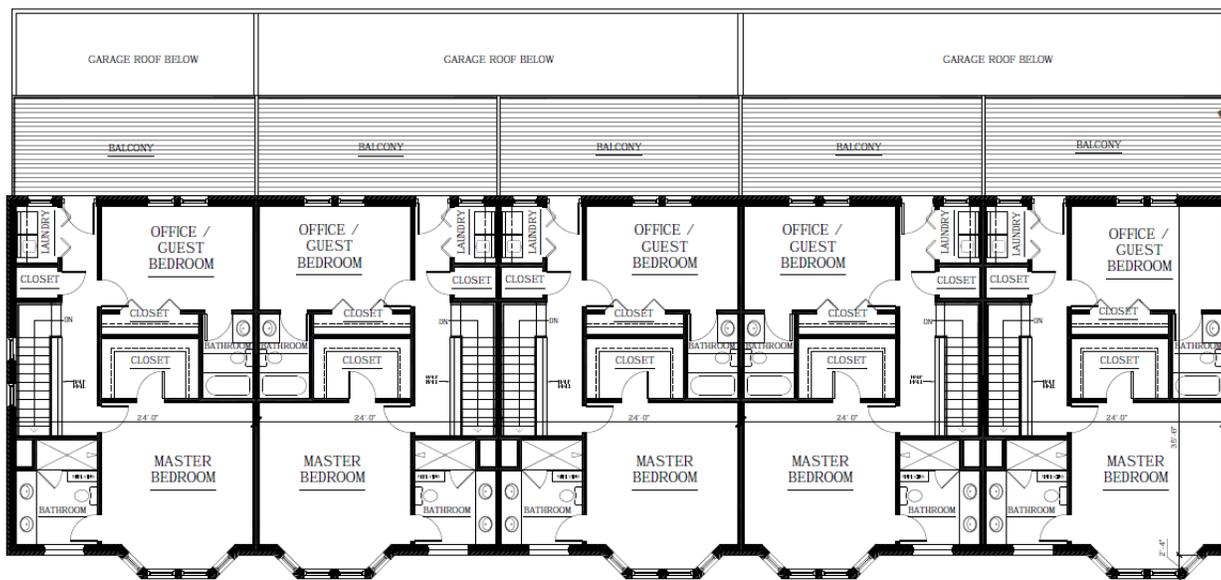
THIRD AND SHORT ST.
BROWNSTONE
TOWNHOUSES
WAUSAU, WI

TYPICAL UNIT AREAS - OPTION B		TYPICAL UNIT AREAS - OPTION C	
MAIN FLOOR:	704 SF	MAIN FLOOR:	704 SF
UPPER FLOOR:	791 SF	UPPER FLOOR:	875 SF
TOTAL:	1495 SF	TOTAL:	1579 SF

PRELIMINARY MAIN LEVEL PLAN - OPTION 'B' OR 'C'
1/4" = 1'-0"

POSSIBLE ADD'L UNITS
TO NORTH W/ SIMILAR
LAYOUT (NOT SHOWN)

JANUARY 11, 2015



**PRELIMINARY
PROGRESS DRAWING
NOT FOR CONSTRUCTION**

THIRD AND SHORT ST.
BROWNSTONE
TOWNHOUSES
WAUSAU, WI

TYPICAL UNIT AREAS - OPTION C	
MAIN FLOOR:	704 SF
UPPER FLOOR:	875 SF
TOTAL:	1579 SF

PRELIMINARY UPPER LEVEL PLAN - OPTION 'C'
1/4" = 1'-0"

POSSIBLE ADD'L UNITS
TO NORTH W/ SIMILAR
LAYOUT (NOT SHOWN)

JANUARY 11, 2015

Important Dates

In addition to the important dates below, the City of Wausau will host a **Developers' Day** with coordinated tours of the site and a Q&A session on **February 10th, 2016** at 12noon in Wausau City Hall- 407 Grant Street.

If you are unable to attend the Developers' Day, or wish to tour the sites privately, please contact our staff to arrange your visit.

Event	Date
1. RFP Released	January 27, 2016
2. Site Tour & Developers' Day	February 10, 2016
3. Proposal Due Date	March 14, 2016
4. Review of Proposals	March 17, 2016
5. Final Selection Discussion(s)	March 22, 2016

Proposal Format and Required Information

- 1. Executive Summary:** Present a high-level synopsis of the Developer's responses to the RFP. The Executive Summary should articulate the developer's vision for the site, provide a brief overview of the engagement, and should identify the main features and benefits of the proposed work.
- 2. Approach:** Describe the proposed team or partners including the project team responsibilities and expertise as a builder/developer.
- 3. Project Deliverables:** Include descriptions of the proposed vision for the site if it differs from the proposed River East Brownstones designed by Mudrovich & Associates as presented or amendments to that vision that the proposer requires.
- 4. Project Management Approach:** Include 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 companies bonding process and coverage levels of employees.
- 5. Level of Investment and Financial Viability:** Developers shall include a project construction budget based on the River East Brownstone model or the proposed amendments/alternatives required. Developer shall provide the status of their organization and a brief financial history. The developer shall provide a statement regarding any debarments, suspensions, bankruptcy and/or loan defaults.
- 6. Successful Development Examples:** Include detailed descriptions and photos of other successful urban redevelopment or building projects completed by you/your firm.
- 7. Development Organization 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.
- 8. 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 offers will be based upon the Developer's responsiveness to the RFP and the quality of investment and usefulness. 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 satisfies or improves on the architectural vision of the River East Brownstones design by Mudrovich and Associates Architects.

30 Points

Proposal maximizes the use of the site, provides taxable value, and offers to purchase the lots.

20 Points

Developer/Builder has a successful track record and the professional capacity to construct the structures.

20 Points

Developer/Builder has the financial wherewithal and backing to complete the project.

10 Points

Developer's credentials, financials and accreditations are current and in good standing.

10 Points

Availability of high-quality personnel and project managers with the required skills to complete the project.

10 Points

The response that is deemed to be the most advantageous for the City 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.

Proposals shall meet the following criteria:

1. Proposals shall be prepared on standard 8 1/2" X 11" letter-size paper;
2. 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 contract/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 Monday, March 14th, 2016 to the attention of:
Christian Schock, Economic Development, 407 Grant Street Wausau, WI 54403-4783
Phone: 715-261-6683
christian.schock@ci.wausau.wi.us



Wausau Economic Development

The City of Wausau strives to be a dynamic, successful, diversified and sustainable community where citizens are actively engaged and businesses proud to invest. The City's economic development efforts must:

- Encourage business expansion, retention and vertical integration, especially in our competitive sectors such as manufacturing, information technology, insurance, healthcare, and construction materials
- Support craft industry and a maker economy which highlights our strengths in local food, value-added agricultural processing, consumer packaging, millwork, locally-owned specialty retail, outdoor recreation, arts and entertainment that fosters cultural connections
- Promote urban amenities, housing options and specialty retail that diversifies housing choice, encourages infill development of existing neighborhoods, values historic properties, and encourages walkability and complete streets
- Develop quality public infrastructure and municipal services which support business expansion and improves quality of life indicators including education, health, recreation and citizenship
- Collaborate with our peer regional municipalities, corporate partners, and local nonprofits and foundations to develop and commit to a shared economic vision of our region
- Embrace economic and social diversity which promotes local resiliency and opens opportunities for entrepreneurship
- Enhance our physical and natural environments, increase connections to public assets, build appreciation for efforts that engage the Wisconsin River and Downtown
- Foster a knowledge-based economy which values both professional skill development and personal intellectual growth

Office of the Mayor
James E. Tipple



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

January 13, 2016

Dear Interested Parties,

The City of Wausau is pleased to request proposals for marketing and communications design services for the implementation of the Live It Up Wausau program and other economic development marketing which the City may select to utilize.

An interested firm may propose on all or any part of the items in this RFP which include: graphics and layouts of flyers and brochures, application forms, web friendly graphics for use on the City website, printed real estate sign riders, a proposed media purchase of advertising space, and the graphics, layout and printing of 2 City-owned billboards.

The Live It Up Wausau program is a new approach to utilization of the City's existing homeownership assistance programs combined with a new focus on homesteading for professionals as an economic development tool for the community.

Event	Date
1. RFP Released	January 13, 2016
2. Proposals for Services Due	February 1, 2016
4. Review of Proposals	February 2, 2016

Questions and/or interested in additional information on the RFP and the City of Wausau:

Please submit them in writing by contacting:

Christian Schock, Economic Development

christian.schock@ci.wausau.wi.us

Sincerely,

James E. Tipple
Mayor

Proposal Format and Required Information

1. **Professional Summary:** Describe the professional qualifications and expertise in the field of graphics communications, printing, publishing, media purchasing/placement, and other general marketing efforts.
2. **Approach:** The City seeks a partnership for marketing materials related to Live It Up and economic development opportunities forthcoming. How would you assist the City in developing a broader marketing and media strategy?
3. **Project Deliverables:** Provide a quote, ideas and some specifications for the materials below which might be recommended, these may include:
 - i. **Graphics and layout of (2) 11"x17" sized program informational flyers**
 - ii. **Graphics and layout of a City promotional brochure**
 - iii. **Graphics and layout of (1) 8"x11.5" sized application form**
 - iv. **Graphics, layout and printing of the 8'x20' and 8'x24' city-owned highway billboards**
 - v. **Graphics, layout and potential production of a real estate sign rider**
 - vi. **Graphics, layout and media purchase of City advertising to build awareness of Wausau within the multistate region**
 - vii. **Graphics and layout elements for inclusion on the City's webpage**

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. Background checks and references may also be considered.

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):

Proposer has a track record of developing successful creative materials for a variety of clients.

50 Points

Proposal presents insightful ideas/strategy to promote the City programs/efforts through marketing.

25 Points

Quoted proposal/estimates are competitive.

25 Points

Proposals shall meet the following criteria:

1. Proposals shall be prepared on standard 8 1/2" X 11" letter-size paper;
2. Email digital copy of proposal to christian.schock@ci.wausau.wi.us by 4:30pm on February 1, 2016.

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 proposer.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Require the work to be completed within a short timeframe to be determined, potentially within a month.