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Office of the Mayor  
Robert B. Mielke



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

May 25, 2018

Dear Interested Parties,

The City of Wausau is releasing this **Request for Interest/Proposals (RFI/RFP)** for the redevelopment of the East Riverfront Redevelopment Area/Riverlife Phase 1 area as the current developer is in default under the development agreement/ground leases with the City.

Over the past 2 years- since the original RFP process- significant progress with both public and private investment has already been made in the Riverlife area including the completion of the Wausau on the Water (WOW) facility, extensive trail and public amenities, and the foundations to date of the Riverlife Villages Phase 1 project.

The marketability of the Riverlife area appears strong due to its pre-leasing momentum and heavy local interest. Assuming termination of the current agreements (the current developer is in a cure period), the City, as landlord, seeks either:

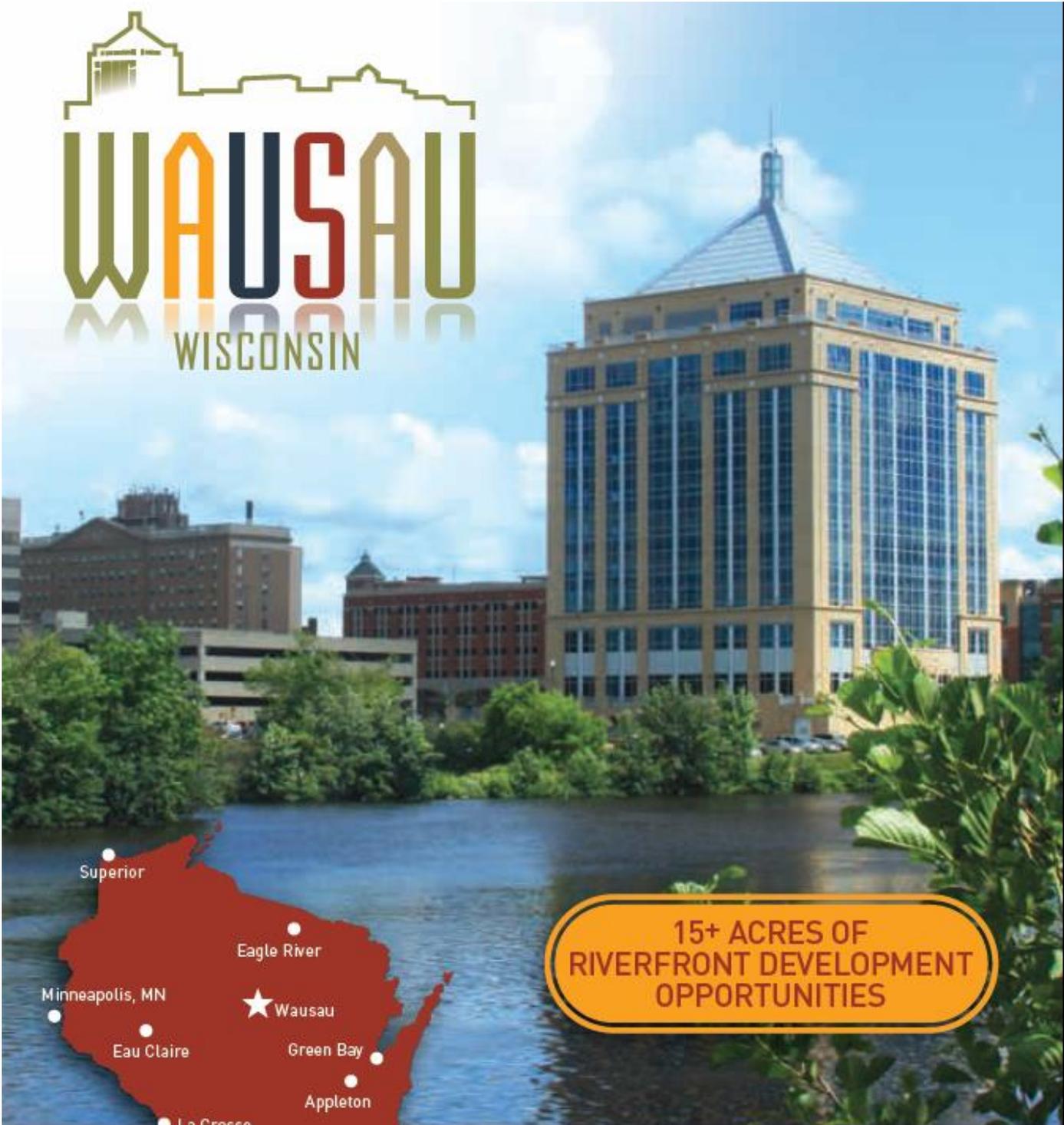
- interest from developers in taking over the current Phase 1 project; and/or
- proposals for developing other areas of the Riverlife area which are available for immediate new development.

Event	Date
1. RFP Re-Released	May 25 <sup>th</sup> , 2018
2. Initial Interest/Proposals Due	August 3 <sup>rd</sup> , 2018
3. Initial Review of Proposals by Committee	August 7 <sup>th</sup> , 2018

Questions and/or additional information please contact: Christian Schock – Planning, Community & Economic Development, [christian.schock@ci.wausau.wi.us](mailto:christian.schock@ci.wausau.wi.us). More information and plans related to Riverlife and the East Riverfront Redevelopment Area are available at [www.wausaudevelopment.com](http://www.wausaudevelopment.com)

Sincerely,

Robert B. Mielke  
Mayor



**15+ ACRES OF  
RIVERFRONT DEVELOPMENT  
OPPORTUNITIES**



**DISTANCE TO WAUSAU, WISCONSIN**

Appleton .....	96 miles	Madison, WI .....	143 miles
Chicago, IL .....	275 miles	Milwaukee, WI .....	192 miles
Green Bay, WI .....	97 miles	Minneapolis, MN ...	185 miles

***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 partners and proposals for prime, city-owned land along the Wisconsin River, immediately adjacent to our vibrant downtown commercial core referred to as the Riverlife Area. As noted above, the City is currently under contract with a developer, but said developer is now in default of its obligations and is in a cure period. An existing foundation is potentially available, as well as other prime development ready sites. A variety of uses are possible in the flexibly zoned area which includes mixed use, multi family, commercial and entertainment. Over the past decade the City has assembled and remediated this key area for redevelopment and in 2018 will complete the Riverlife Park amenities north of the current Wausau on the Water entertainment facility.

## CITY OF WAUSAU Our Investment and Commitment



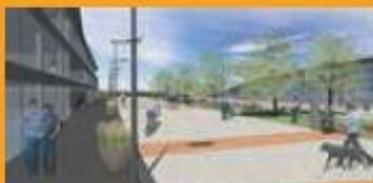
### **A** Active Public Green Space

Miles of new riverfront trail, championship whitewater kayaking course, largest ski slope in Wisconsin, four seasons of active recreation.



### **B** Commercial Redevelopment

Expanding entertainment and commercial uses, growing metro population of over 135,000, and a retail trade area of over 330,000.



### **C** Mixed-Use Redevelopment

Active waterfront, adjacent to thriving downtown of over 250 businesses, welcoming partners in investment!



## Proposal Format and Information

1. **Executive Summary:** 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. Developer shall also highlight how the proposed project will benefit the surrounding neighborhood and district.
2. **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, include detailed procedures and technical expertise by phase.
3. **Project Management Approach:** 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 companies bonding process and coverage levels of employees.
4. **Level of Investment and Financial Viability:** Developers shall include a potential project construction budget. Developer shall provide the status of their organization, indicating under which laws it is organized and operating, including a brief financial history. The developer shall provide a statement regarding any debarments, suspensions, bankruptcy and/or loan defaults.
5. **Successful Urban Development/Redevelopment project examples:** Include detailed descriptions and photos of other successful urban redevelopment projects completed by your firm.
6. **Development Organization's 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.
7. **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 Proposal 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.

## 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 is architecturally unique, creative in its use and activates the street and public spaces.*

**30 Points**

*Proposal maximizes the use of the site and provides significant taxable value.*

**20 Points**

*Overall investment level and proof of financial viability evidenced in the proposal.*

**10 Points**

*Proposal is complete and includes relevant information for each section.*

**10 Points**

*Developer is a partnership and/or an organization with diverse resources and a successful track record.*

**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 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 (or team of developers) must be able to comply with the general requirements outlined in this document and complete a City of Wausau Tax Increment Financing application if City resources are requested.

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](mailto: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 August 3<sup>rd</sup>, 2018 to the attention of:

Planning, Community and 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)