

# REQUEST FOR PROPOSAL (RFP)

THIS IS NOT AN ORDER

Proposal Title

## Mixed Use Redevelopment Strategy

### INTRODUCTION/GENERAL INFORMATION

#### PURPOSE:

The Stout University Foundation, on behalf of UW-Stout, and, in collaboration with the City of Menomonie, WI, is requesting proposals for developing a Mixed Use Redevelopment Strategy. This collaborative group will define a comprehensive and market-driven strategy for redeveloping downtown Menomonie.

#### 1.0 GENERAL INFORMATION

##### 1.1 Introduction and background

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for a “Mixed Use Redevelopment Strategy”. The Client, as represented by the Stout University Foundation, on behalf of UW-Stout, and, in collaboration with the City of Menomonie, WI, intends to use the results of this solicitation to award a contract to a selected consulting firm. The selected firm will then work with the Client to develop a comprehensive and market-driven strategy for redeveloping downtown Menomonie.

Project information will be maintained on a publically available site. It is suggested that proposers visit the site at <http://www3.uwstout.edu/asls/redev/> for additional information including: redevelopment steering group membership, meeting minutes, and resources such as the City of Menomonie Comprehensive Plan, UW-Stout Campus Master Plan and additional research and market studies.

##### 1.2 Scope of the project

After contracting with a selected consulting firm, the firm will provide the following deliverables:

###### A. Definition of a Shared University and Community Vision

- This vision will be developed through interactive discussions with university, city, county and other stakeholders. The consultant will facilitate and moderate these discussions.

## B. Analyses and Position Statements

- Retail Market Analysis
  - ✓ Analysis of downtown Menomonie's current retail climate
  - ✓ A determination of downtown Menomonie's future retail potentials
  - ✓ A listing of retail business types that have the potential to successfully expand in or be recruited to Downtown Menomonie.
- Office Market Analysis
  - ✓ An assessment of downtown Menomonie's current office operations and climate
  - ✓ A projection of downtown Menomonie's future office development potential
  - ✓ A listing of office types that are most appropriate for downtown Menomonie
- Housing Market Analysis
  - ✓ An assessment of downtown Menomonie's current housing market and climate
  - ✓ A projection of downtown Menomonie's future housing development potential
  - ✓ A description of housing types that are most appropriate for downtown Menomonie
- Position Statements
  - ✓ A determination of the most appropriate mix of retail, office and housing options for current and future development in downtown Menomonie.
  - ✓ Summary of strengths, opportunities, and barriers to revitalization.

## C. Recommended Action Plan

Based on the analyses, a market-driven action plan will be recommended for attaining the shared vision and capturing downtown Menomonie's economic potentials. This plan will define strategies for implementation by the private and public sectors to:

- Strengthen and expand downtown Menomonie's current business ventures
- Attract and retain appropriate businesses within downtown Menomonie
- Promote and market to improve the image of downtown Menomonie
- Further enhance the appeal and attractiveness of downtown Menomonie's public and private real estate, consistent with the shared university and community vision and the market analysis findings

The plan should include both near-term (0-5 years) strategies and longer term (5 or more years) strategies.

## D. Partnership Opportunities

- For the action plan to be implemented in a timely and efficient manner, a private-public partnership should be established for the mission charge. The consultant will provide recommendations to the collaborative group regarding the structure, formation and organization of this private-public partnership for downtown Menomonie.
- Potential partners, in addition to UW-Stout and the city of Menomonie, include:
  - Chamber of Commerce, Greater Menomonie Area
  - Dunn County
  - Dunn County Economic Development Corporation
  - Main Street of Menomonie
  - Westconsin Credit Union

1.3 Contract

This Request for Proposal (RFP) is issued by the Client, which is the sole point of contact for the selection process. The person responsible for managing this process is Diane Moen, Vice Chancellor, University of Wisconsin-Stout. The contract resulting from this RFP will be administered by Kristi Krimpelbein, Administrative Assistant, University of Wisconsin-Stout.

1.4 Definitions

The following definitions are used through the RFP.

Client means Stout University Foundation, on behalf of UW-Stout, and, in collaboration with the City of Menomonie, WI.

Contractor/Consultant means proposer awarded the contract.

Proposer/vendor means a firm submitting a proposal in response to this RFP.

1.5 Clarification and/or revisions to the specifications and requirements

Any questions concerning this RFP must be submitted via email on or before 5/25/2010 to:

Kristi Krimpelbein  
[krimpelbeink@uwstout.edu](mailto:krimpelbeink@uwstout.edu)

Vendors are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a vendor discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the vendor should notify immediately the above named individual of such error and request modification or clarification of the RFP.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments and/or supplements will be provided to all recipients of this initial RFP.

Each proposal shall stipulate that it is predicated upon the requirements, terms, and conditions of this RFP and any supplements or revisions thereof.

1.6 Calendar of events

Listed below are specific and estimated dates and times of actions related to this Request for Proposal (RFP). The actions with specific dates must be completed as indicated unless otherwise changed by the Client. In the event that the Client finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing a supplement to this RFP. There may or may not be a formal notification issued for changes in the estimated dates and times.

DATE	EVENT
5/19/2010	Date of issue of the RFP
5/25/2010	Last day for submitting email inquiries

6/9/2010	RFP Due Date
6/21/2010-6/30/2010	Vendor Interviews/Presentations/References Checks
June 2010	Consultant Selection
July 2010	Kick-Off Meeting (Client and Consultant)
July-November 2010	Analyses
November 2010	Preliminary Recommendations due from Consultant
December 2010	Final Recommendations due from Consultant
December 2010	Consultant presentation to Client

1.7 Contract term

The contract shall be effective on the date indicated on the purchase order or the contract execution date and shall run for one year from that date.

2.0 PREPARING AND SUBMITTING A PROPOSAL

2.1 General instructions

The evaluation and selection of a contractor and the contract will be based on the information submitted in the vendor's proposal plus references and any required on-site visits or oral interviews. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

2.2 Incurring costs

The Client is not liable for any cost incurred by proposers in replying to this RFP.

2.3 Submitting the proposal

Proposers must submit an original plus twelve (12) copies of all materials required for acceptance of their proposal by 6/9/2010 to:

University of Wisconsin-Stout  
 Administrative & Student Life Services Office  
 Attn: Kristi Krimpelbein  
 225 Administration Building  
 712 S. Broadway Street  
 Menomonie, WI 54751

Proposals must be received in the above office by the specified time stated above. All proposals must be time-stamped as accepted by the Vice Chancellor's Office by the stated time. Proposals not so stamped will not be accepted.

To ensure confidentiality of the document, all proposals must be packaged, sealed and show the following information on the outside of the package:

- Proposer's name and address
- Request for proposal title
- Proposal due date

## 2.4 Proposal organization and format

Proposals should be typed and submitted on 8.5 by 11 inch paper bound securely. Proposals should be organized and presented in the order and by the number assigned in the RFP. Proposals must be organized with the following headings and subheadings. Each heading and subheading should be separated by tabs or otherwise clearly marked. The RFP sections which should be submitted or responded to are:

### (EXAMPLE)

- Cover page
- Introduction
- Response to general proposal requirements ( 4.0 )
  - Organizational qualifications ( 4.1 )
  - Staff qualifications ( 4.2 )
  - References ( 4.3 )
- Cost proposal ( 5.1 )
- Required forms ( 7.0 )
  - Vendor Information
  - Vendor Reference

The vendor must submit its proposal according to the instructions provided. Failure to provide any requested information in the prescribed format may result in disqualification of the proposal.

## 2.5 Interviews and site visits

Top scoring vendors based on an evaluation of the written proposal may be required to participate in interviews and/or site visits to support and clarify their proposals, if requested by the Client. The Client will make every reasonable attempt to schedule each presentation at a time and location that is agreeable to the proposer. Failure of a proposer to interview on the date scheduled may result in rejection of the vendor's proposal.

## 2.6 Withdrawal of proposals

Proposals shall be irrevocable until contract award unless the proposal is withdrawn. Proposers may withdraw a proposal in writing at any time up to the proposal closing date and time or upon expiration of 10 calendar days after the due date and time if received by the RFP project manager. To accomplish this, the written request must be signed by an authorized representative of the proposer and submitted to the RFP project manager. If a previously submitted proposal is withdrawn before the proposal due date and time, the proposer may submit another proposal at any time up to the proposal closing date and time.

## 3.0 PROPOSAL SELECTION AND AWARD PROCESS

### 3.1 Proposal scoring

The cost proposals will be calculated with the most points awarded to the proposal with the lowest cost. Other cost proposals will be assigned points that correlate to those assigned to the lowest cost proposal.

(or)

Various costing methodologies and models are available to analyze the cost information to determine the lowest cost. The Client will select one method for scoring costs and will use it consistently throughout its analysis of all the cost proposals.

Accepted proposals will be reviewed by an evaluation committee and scored against the stated criteria. A proposer may not contact any member of an evaluation committee except at the Clients direction. The committee may review references, request interviews, and/or conduct on-site visits and use the results in scoring the proposals. The evaluation committee's scoring will be tabulated and proposals ranked based on the numerical scores received.

### 3.2 Evaluation criteria

The proposals will be scored using the following criteria:

<u>Description</u>	<u>Points</u>	<u>Percent</u>
<b>1. Objective Factors/Qualifications</b>	<b>100</b>	<b>25%</b>
Contractor has completed similar projects and has expertise to complete this project	100	
<b>2. Understanding Approach</b>	<b>100</b>	<b>25%</b>
Understanding of Clients project via experience and/or research	60	
Proposed scope of work addresses the project issues	25	
Work plan and timetables are Reasonable	15	
<b>3. Quality of Work/Personnel Assigned</b>	<b>100</b>	<b>30%</b>
Experience and appropriateness of contractor's staff assigned to the project as documented in resumes	35	
Availability of specialized staff	30	
Quality of the proposal being complete and thorough	20	
Favorable references from former recipients of contractor's services	15	

<b>4. Cost</b>		<b>100</b>	<b>20%</b>
Actual cost	50		
Thoroughness of cost estimate in anticipating all expenses	25		
Evidence of most efficient use of financial resources	25		
<b>Total:</b>		<b>400</b>	<b>100%</b>

The evaluation committee must award at least two-hundred (200) points for the criteria noted prior to having the cost scored. A proposal that receives less than two-hundred (200) points on these sections will be ineligible for further consideration.

### 3.3 Right to reject proposals and negotiate contract terms

The Client reserves the right to reject any and all proposals. The Client may negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the client may negotiate a contract with the next highest scoring proposer.

### 3.4 Award and final offers

The Client will compile the final scores (general and cost) for each proposal. The award will be granted in one of two ways. The award may be granted to the highest scoring responsible proposer. Alternatively, the highest scoring proposer or proposers may be requested to submit final and best offers. If final and best offers are requested by the Client and submitted by the vendor, they will be evaluated against the stated criteria, scored and ranked by the evaluation committee. The award then will be granted to the highest scoring proposer. However, a proposer should not expect that the Client will request a final and best offer.

### 3.5 Notification of intent to award

All vendors who respond to this RFP will be notified in writing of the Client's intent to award the contract(s) as a result of this RFP.

## 4.0 GENERAL PROPOSAL REQUIREMENTS

### 4.1 Organization capabilities

Describe the firm's experience and capabilities in providing similar services to those required. Be specific and identify projects, dates, and results.

Firm must have a minimum of five (5) years experience in Mixed Use Development strategy experience.

#### 4.2 Staff qualifications

Provide resumes describing the educational and work experiences for each of the key staff who would be assigned to the project.

#### 4.3 Proposer references

Proposers must include in their RFPs, a list of 3 – 6 downtown revitalization clients with which the proposer has done business like that required by this solicitation within the last 3 years. For each, the proposer must include the name, title, address, and telephone number of a contact person along with a brief description of the project or assignment which was the basis for the business relationship. The Clients will determine which, if any, references to contact to assess the quality of work performed and personnel assigned to the project. The results of any references will be provided to the evaluation committee and used in scoring the proposal.

#### 4.4 Supplement to scope of project (1.2)

Optional or supplemental analyses may be proposed, but must be separately priced.

### 5.0 COST PROPOSAL

#### 5.1 General instructions on preparing cost proposals

Proposer must describe the costs associated with developing each of the four deliverables listed in 1.2 Scope of the project.

- A. Definition of a Shared University and Community Vision
- B. Analyses and Position Statements
- C. Recommended Action Plan
- D. Partnership Opportunities

#### 5.2 Fixed price period

All prices, costs, and conditions outlined in the proposal shall remain fixed and valid for acceptance for sixty (60) calendar days starting on the due date for proposals.

### 6.0 SPECIAL CONTRACT TERMS AND CONDITIONS

#### 6.1 Executed contract to constitute entire agreement

In the event of contract award, the definitive contract will constitute the entire agreement of the parties and will supersede any representations, commitments, conditions, or agreements made orally or in writing prior to execution of the contract. (or)

In the event of contract award, the contents of this RFP (including all attachments), RFP addenda and revisions, and the proposal of the successful proposer, and additional terms agreed to, in writing, by the client and the contractor shall become part of the contract. Failure of the successful proposer to accept these as a contractual agreement may result in a cancellation of award.

#### 6.2 Termination of contract



The Clients may terminate the contract at any time at its sole discretion by delivering thirty (30) days written notice to the contractor. Upon termination, the Client's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred with the prior written approval of the Client. In the event that the contractor terminates the contract, for any reason whatsoever, it will refund to the Clients within seven (7) days of said termination, all payments made hereunder by the Clients to the contractor for work not completed or not accepted by the Client. Such termination will require written notice to that effect to be delivered by the contractor to the Client not less than fifteen (15) days prior to said termination.

## 7.0 REQUIRED FORMS

The following forms must be completed and submitted with the proposal in accordance with the instructions given in Section 2.4. Blank forms are attached.

Vendor Information

Vendor Reference

## VENDOR INFORMATION

1. BIDDING / PROPOSING COMPANY NAME \_\_\_\_\_

FEIN \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Toll Free Phone (    ) \_\_\_\_\_

FAX (    ) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip + 4 \_\_\_\_\_

2. Name the person to contact for questions concerning this bid / proposal.

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Toll Free Phone (    ) \_\_\_\_\_

FAX (    ) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip + 4 \_\_\_\_\_

4. Mailing address and person the Client may contact concerning billings.

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Toll Free Phone (    ) \_\_\_\_\_

FAX (    ) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip + 4 \_\_\_\_\_

5. CEO / President Name \_\_\_\_\_

**VENDOR REFERENCE**

FOR VENDOR: \_\_\_\_\_

Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for four (4) or more installations with requirements similar to those included in this solicitation document. If vendor is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

