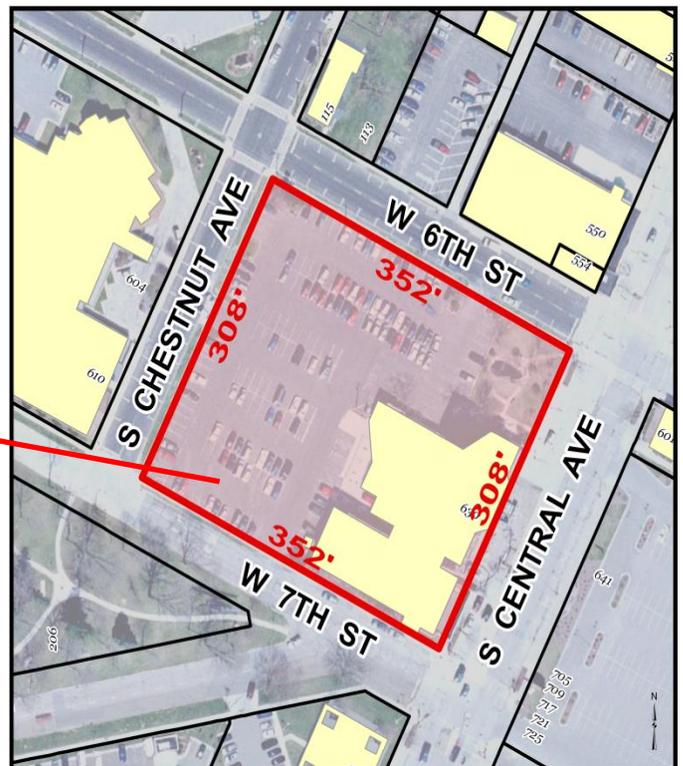
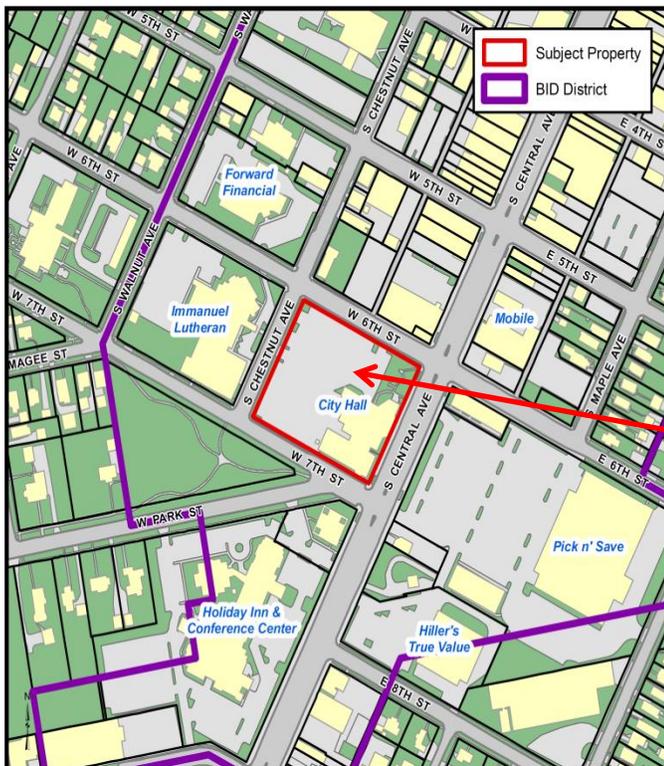


Request for Proposal REDEVELOPMENT OPPORTUNITY

City Hall Plaza
630 S. Central Avenue
Marshfield, WI 54449

Are you looking for an opportunity in Downtown Marshfield? If so, the City of Marshfield wants to hear from you. Located in the heart of Downtown at the intersection of West 7th Street and South Central Avenue, the subject property consists of an entire city block which is currently home to City Hall Plaza – an approximately 70,000 square foot, 7-story, facility which currently houses government offices, retail services, and an indoor tennis and racquetball court. Public parking is also located within the subject property, the western half. City Hall operations are scheduled to move to their new home in the fall of 2018. Existing uses surrounding the site include: a grocery store, hotel and conference center, and park facilities, along with 100's of downtown businesses.



ASKING PRICE

Negotiable. Successful bidder must commit to developing/redeveloping the site in accordance with all zoning and building code requirements. The property will be sold “as is, where is”. Existing lease holders within the building may be interested in remaining on site as part of the future development. The City is willing to assist in working to extend existing leases upon the request of the new owner.

PROPERTY

The area offered for development is a full city block (approximately 108,000 square feet) with street frontage on all four sides. The property is currently occupied by a 7-story facility that was once home to Marshfield Clinic, but is currently occupied by Marshfield and Wood County government offices, an indoor tennis and racquetball court, along with 7 other office or retail services. 5 cellular carriers are also currently located on the site and are anticipated to be transferred with the property. Interested parties are asked to consider this annual revenue of approximately \$140,000 in their purchase price.

ENVIRONMENTAL

A Phase I environmental assessment/report has not been done on the property yet. However, an asbestos report has been completed for the facility and can be made available to interested parties upon request.



PROPERTY USE

The City desires a new use for the property that is complementary to existing uses within the Downtown Marshfield District. The new use should be fully taxable, however the City is willing to consider a development that enters into an agreement to provide a payment in-lieu of taxes.

Examples of preferred uses include, but are not limited to:

- Corporate offices
- Mixed use development to include commercial and/or residential uses
- Downtown housing – condos and/or apartments
- Restaurant, or venue that may include a cultural or historic focus
- Theater or entertainment venue for music, film, dance or other performances
- Artist gallery or studio including a broadcasting or recording studio
- Retail establishment(s)
- Outdoor elements such as dining area, patio, courtyard or other complementary use is encouraged
- Other uses that help to support and/or enhance the “Downtown experience” will also be considered

Prohibited uses include: tax exempt uses (unless a payment in-lieu of taxes is provided); day care center; social service facility; religious assembly; adult retail establishments; pawn shop; convenience store, liquor store, cigarette/cigar shop; gun shop; and automotive use.

PROPERTY REDEVELOPMENT

- The new development must comply with local building and zoning code requirements.
- To minimize the amount of duplicate parking in the area, the City is interested in partnering with the selected developer to combine parking needs with the existing public parking lot that is currently located on site.

Proposals for speculative real estate development without a firm commitment from an end user may be rejected. The property is currently zoned DMU, Downtown Mixed Use. Please check the zoning code at <http://ci.marshfield.wi.us> for a complete list of permitted uses and district requirements.

TAX INCREMENT FINANCING DISTRICT

The City may create a site specific tax increment district for what they deem to be the right development. Developers looking for TIF or any other public financial assistance shall clearly identify the amount requested with justifications stated as part of their proposal.

SITE VISIT/FACILITY TOUR

Private tours of the facility are available upon request. Please contact Jason Angell at (715) 486-2074 to schedule a tour.

PROPOSAL PROCESS

Submit one (1) electronic copy (PDF format) of the following information on or before the deadline of **12:00 PM (Noon) Friday, July 28, 2017**:

- Project Summary that clearly states or discusses:
 - Offering price
 - Proposed use(s) and its contribution to Downtown Marshfield
 - End user and owner's experience. Include a letter of interest if end user is different than purchaser.
 - Development team and its experience with development projects
 - Project budget (hard and soft costs for building and site improvements)
 - Financing strategy, funding sources, and demonstrate ability to obtain financing; include a letter of interest from a financial institution if available
 - Proforma income and expenses analysis for property operation
 - Business plan, if the project will involve a start-up business
 - Project schedule

Submission should also include a preliminary sketch of the proposed development. The sketch should be relative in scale with all materials identified and include:

- Parking needs/layout, including ingress and egress, trash storage area, etc.
- Site improvements and landscaping.

Any additional terms or conditions, which are deemed necessary for entering into a contract with the City, should be attached or incorporated as part of the proposal.

All proposals become the property of the City of Marshfield and will not be returned. The City reserves the right to reject any or all proposals, to waive technicalities, or to negotiate further with a responder who appears to most nearly meet the City's desires. All costs associated with the responses to the RFP shall be borne by the responding party.

Proposals should be emailed to the Director of Development Services at jason.angell@ci.marshfield.wi.us and are due on or before **12:00 PM (Noon) on Friday, July 28, 2017**. The email subject line should read "Proposal for City Hall Plaza Redevelopment". Proposals submitted after the deadline will be rejected.

REVIEW & SELECTION

Proposals will be reviewed according to the following criteria:

- Projects ability to help advance efforts as identified in the "2015 Downtown Master Plan"
- Contribution of the proposed use to Downtown Marshfield
- Quality and attractiveness of proposed rehabilitation, site improvements or new development
- Project schedule
- Estimated tax base to be generated by the project
- Financial feasibility and soundness of the financing strategy

- Developer’s expertise and capacity to complete the project
- Experience of end user/operator
- Amount of proposed TIF/public funding participation
- Offering price

Finalists will be invited to participate in onsite interviews where they will be asked to present their proposals to the Evaluation Team. **Interviews will be conducted August 9th and 10th**. The selected developer may be required to make a final presentation before the City Council.

The selected proposal will be presented to the City Council for formal acceptance and authorization of a purchase and sale agreement. Within 30 days of Council approval, the buyer will be expected to execute a purchase and sale agreement and submit earnest money in the amount of 5% of the agreed upon purchase price. The earnest money will be credited toward the purchase price for a timely closing.

QUESTIONS

Any questions related to this “Request for Proposals” are to be directed to:

Jason Angell
Director of Development Services
Phone: (715) 486-2074
Email: jason.angell@ci.marshfield.wi.us