



*** 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: Tuesday, July 5, 2022 at 5:15 p.m.

Location: City Hall, Council Chambers

Members: Sarah Watson (C), Chad Henke (VC), Lisa Rasmussen, Tom Kilian, and Carol Lukens

AGENDA ITEMS FOR CONSIDERATION

(All items listed may be acted upon)

1. Approval of Minutes from 6/7/22
2. Discussion and possible action on Deed Restrictions on 180 E Wausau Ave. (Fifrick)
3. Update on Mall Redevelopment (Brodek, Patterson)
4. Educational presentation on Wausau Entrepreneurial and Education Center (Fifrick)
5. Educational presentation on use of Requests for Proposals and use of Real Estate Agents for disposition of City property (Brodek)
6. Adjourn

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

This Notice was posted at City Hall and emailed to the Media on 6/29/22

Members of the public who do not wish to appear in person may view the meeting live on Channel 981 of Cable TV or the City of Wausau Meetings YouTube Channel at <https://tinyurl.com/WausauCityCouncil> (go to playlist and choose the meeting playlist desired). Any person wishing to offer public comment who does not appear in person to do so, may email liz.brodek@ci.wausau.wi.us with "EDC public comment" in the subject line by 3:00 p.m. on the meeting day. All public comments received, either by email or in person, if agendaized, will be limited to items on the agenda only. Messages related to agenda items received by 3:00 p.m. on the meeting day will be provided to the Committee Chair.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6590 or ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event, the City of Wausau will make a good faith effort to accommodate your request.

Other Distribution: Media, Alderpersons, Mayor, City Departments



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AGENDA ITEMS FOR CONSIDERATION

(All items listed may be acted upon)

1. Approval of Minutes from 6/7/22

2. Discussion and possible action on Deed Restrictions on 180 E Wausau Ave. (Fifrick)

3. ADDED: Discussion and possible action on Fifth Amendment to Entrepreneurial and Education Center Development Agreement (Fifrick)

4. AMENDED: Schedule Committee tour of Wausau Entrepreneurial and Education Center (Brodek)

5. Educational presentation on use of Requests for Proposals and use of Real Estate Agents for disposition of City property (Brodek)

6. AMENDED: Discussion and possible action on development agreement with The Foundry on 3rd Development (T. Wall 301 Wash Mgr, LLC) (Brodek, Patterson)

CLOSED SESSION pursuant to Wis. Stat. 19.85(1)(e) 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 regarding development agreement with The Foundry on 3rd Development, LLC (T. Wall 301 Wash Mgr, LLC)

7. Adjourn

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MINUTES

Economic Development Committee Meeting

Tuesday, June 6, 2022, at 5:15 P.M. | Watson at 5:15 P.M.

In Attendance

Members Present: Sarah Watson, Lisa Rasmussen, Chad Henke, Tom Kilian, Carol Lukens

Others Present: Liz Brodek, Randy Fifrick, Tammy Stratz, Shannon Graff, Tara Alfonso, Mayor Rosenberg (Webex), MaryAnne Groat, Atty. Isaac Roang (Quarles & Brady - Webex), Matthew & Kristen Aschenbrenner (Asch Properties, LLC), Tyler Vogt (Liberty Properties), Alder Gary Gisselman, Alder Doug Diny, Will Hsu (Hsu's Ginseng), Matt Brewer (101 Pub)

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

Agenda Item 1 – Approval of Minutes from 5/3/22

Henke motioned to approve minutes from 5/3/22, seconded by Lukens. PASSED 5-0.

Agenda Item 2 – Presentation, discussion, and possible action on RFP responses for 180 E. Wausau Ave (Fifrick, Brodek)

Fifrick reminded the committee of the approval to release the RFP for 180 E Wausau Ave at the April meeting. He explained since then, there has been one proposal for it for a project called “Infused”. Fifrick introduced Matthew Aschenbrenner of Asch Properties, LLC to provide details of the project.

Aschenbrenner explained that in 1/3 of the section the plan is to create an indoor green space similar to a botanical garden. He continued the space would be created to host events such as weddings, graduations, private parties, etc. He explained there is a kitchen planned for the east side of the building and the remaining space would have hydroponic growing devices which would include a dissolution apparatus for growing herbs and mints and diffusing them into syrups, tinctures, and bitters to add to mocktails (infused teas, water-based drinks, etc.) with potential for a bar in the future. It is also planned to sell some produce including tomatoes and herbs. The space as proposed now would serve as a day place for people to escape the realities of life. Aschenbrenner also detailed updates the building needs and explained the plan to add solar panels to the roof and make the building energy neutral space. He discussed recycling the water runoff and adding a greenhouse outside, as well.

Rasmussen spoke in support of the project and commented that the renderings provided reflect esthetics that fit well with the vision as well as the fact that the financial piece is all worked out with no public or private ask for the project. Rasmussen did ask if higher-end product would be used for the esthetics of the building. Aschenbrenner said yes, and provided further details of specific product, contractors, and suppliers he works with.

Watson expressed appreciation for the environmentally sustainable aspect of the project.

Lukens commented in support of the project but asked about the plan for invasive species in the outdoor space. Aschenbrenner discussed the plan to prevent invasive species from invading the area.

Kilian expressed appreciation for the proposal for taking an industrial building and doing something positive with it. He did ask if this project moves forward if full disclosure could be provided about environmental conditions with the property. Brodek responded that phase 1 was completed and contaminated ground water was noted but it is not associated with 180 E Wausau Ave however, the information is available and can be disclosed. Brodek also stated if there is no digging/excavating there won't be a pose for risk of contamination.

Will Hsu provided a public comment in support of Aschenbrenner's proposal.

Rasmussen motioned to accept the proposal and direct staff to begin negotiations on the sale of the property with the proposer. Motion seconded by Lukens. PASSED 5-0.

Agenda Item 3– Discussion and possible action on approving Commercial Rehab Loan for 101 Pub at 101 N. 3rd Ave. (Stratz, Brodek)

Stratz explained that Matt Brewer from 101 Pub has proposed the addition of a beer garden. Stratz stated quotes were reviewed by staff and it was determined that \$82,000 qualified for the rehab which is about 14% of the total cost.

Rasmussen clarified the Commercial Rehab pot of money is from recycled funds from repayments of previous loans. Stratz confirmed that is correct. Rasmussen spoke in support of the project stating the property is well managed and the garden would be a good addition to the space.

Kilian motioned to approve the Commercial Rehab Loan for 101 Pub, seconded by Henke. PASSED 5-0

Agenda Item 4– Discussion and possible action on approving Commercial Rehab Loan for Wausau's Liberty Gardens, LLC at 608 N 3rd Ave. (Stratz, Brodek)

Stratz explained Vogt has approached the city with an idea to not only rehab a building but rehab a neighborhood but would start with this subject building. Stratz explained the amount that qualifies for the commercial rehab is \$111,000 with an extra \$3000 in soft costs for a total of \$114,000 which equates to 18% of total cost.

Henke said he saw Vogt asked for \$145,000 and him if \$114,000 would get him far enough in the project. Vogt replied he asked for a more because of the uncertainty of what will be under the bricks when removed so there is potential of additional costs depending on what, if anything, is found.

Rasmussen spoke in support of Vogt's project.

Kilian spoke in support of the project but asked what the timeframe is for the renovations. Vogt responded he anticipates the project will be completed by year end.

Kilian motioned to approve commercial rehab loan for Liberty Gardens, seconded by Rasmussen. PASSED 5-0.

Agenda Item 5–Update on Gorman & Co West Side Battery redevelopment at 415 S. 1st Ave. (Brodek, Claybough)

Brodek informed the committee that Gorman was not awarded the competitive tax credits as anticipated but have looked at reworking the project as a non-competitive deal, but it created a \$1mil funding gap which was unable to be filled. She explained the plan to extend the planning option agreement and then resubmit for a competitive tax credit in December. This will allow Gorman to apply for 2 types of tax credits which they were unable to do last year due to timing of the RFP. Brodek explained there is a plan to move forward with the project and Gorman is not willing to give up on the project.

Rasmussen explained this is absolutely a project worth waiting for and stated the committee should authorize staff to work on an update to the planning option with Gorman to extend whatever dates necessary.

Kilian asked if the plan to purchase the adjacent lot for parking would be put on hold. Brodek responded it will be placed on hold because if the project does not materialize as planned, there would be no need for the adjacent lot.

Agenda Item 6–Update on Marketing plan and Wausau Area Marketing Specialist position (Brodek)

Brodek reminded the committee of the February meeting in which the committee authorized a partnership with a private donor and the Community Foundation where the city would invest \$20,000 of their marketing budget to help market Wausau to Wausau to connect existing residents with the assets Wausau currently has. The position description was a collaborative effort with the donor, Community Foundation and Economic Development and received assistance from Great Lakes Urban. Brodek said the position was posted today (6/7/22) on LinkedIn and Indeed. Brodek noted the job description does not include an educational minimum because it was felt the position could come from anywhere in the community provided the right candidate presents to the hiring committee; one who loves Wausau and wants to connect and engage with other members of the community.

Agenda Item 7 – Discussion and possible action on waiving noncompliance with condition precedent to City's obligation to provide Tax Increment Grant Installment pursuant to Development Agreement (Mountain Lanes) - 1401 Elm Street (Brodek, Atty. Alfonso)

Brodek deferred the synopsis of this agenda item to Atty. Roang from Quarles & Brady. Atty. Roang stated by and large, the agreement has been complied with. He explained that per the agreement the developer was required to record for public record the memorandum of development agreement before recording a mortgage or other document. He stated this did not occur, but they did comply with a written notice of the agreement. Atty. Roang explained staff attempted to contact the developer and rectify the situation, but attempts were unsuccessful. Atty. Roang noted the developer has complied with the agreement in constructing the building and it is operational. He noted the only ongoing obligation is the city pay the development incentive as promised but due to the technical default staff is looking to the committee to decide if they want to waive the noncompliance or try to obtain a subordination with the existing lender.

Rasmussen noted the multi-phase project has been completed and operational and done so in good faith per the agreement. Taxes for the property will be collected this year and there is minimal, if any, taxpayer risk. She noted her stance would be different if the project were incomplete.

Rasmussen motioned to waive the filing requirement and declare the project substantially complete and complied with. Seconded by Henke.

Kilian asked for clarification on the lack of response from the developer. Brodek replied, the developer did reply to communications but clarified that the word “substantive” in the memo meant discussions that occurred did not produce a result to bring to the committee.

Kilian commented his concern about Lokre not taking more time to rectify the issue and noted the importance of enforcing the agreements as signed and his position is for Lokre to comply with it.

Watson asked what the process would be for the developer to comply. Atty. Roang replied, it would require a lender to subordinate the mortgage to the memorandum and that it's not a long-drawn-out process. The financial institution would need to comply with the subordination and is not something the developer could complete it unilaterally.

Rasmussen said if reissuing these documents is costly for anyone involved or causes a rift between the developer and banker, it's not worth it.

PASSED 4-1 with Kilian being the dissenting vote.

CLOSED SESSION - Agenda Item 8 – Discussion and possible action on developer request for demolition expense pursuant to Plaza Hotel Multifamily (Phase 1) Development Agreement - 201 N 17th Ave. (Brodek, Atty. Alfonso, Atty. Roang)

Rasmussen moved to enter closed session. Roll call completed. Committee voted 5-0 to move to closed session.

No minutes taken during closed session discussions.

CLOSED SESSION - Agenda Item 9 – Discussion and possible action on developer request for phase 2 Tax Increment Grant for Multifamily redevelopment at 201 N. 17th Avenue (Brodek, Atty. Alfonso, Atty. Roang)

No minutes taken during closed session discussions.

Agenda Item 10 - RECONVENE TO OPEN SESSION –for possible action on Closed Session items

Rasmussen motioned for staff to continue negotiations with developer. Seconded by Henke.

PASSED 4-1 with Kilian being the dissenting vote.

Agenda Item 11 - ADJOURN

Rasmussen motioned to adjourn, seconded by Kilian. PASSED 5-0.

Meeting adjourned at 7:04 P.M.

To: Economic Development Committee
From: Randy Fifrick, Economic Development Manager
Date: June 30, 2022
Re: Deed Restrictions for 180 E Wausau Ave



This past April the City of Wausau released a Request for Proposals (RFP) for redevelopment of the former Wausau Chemical building at 180 East Wausau Ave. This is the smaller of the former Wausau Chemical buildings that the City purchased. This 0.89 acre parcel has an existing 14,000 square foot building on it.

The City received one proposal for property. "Infused" proposed by Mathew and Kristen Aschbrenner of Asch Properties, LLC. Their proposal addresses the need in the area for a public indoor green space. The proposed business will procure and supply produce, beverages, crafted oils, syrups, bitters and garnishes in an aesthetically pleasing and environmentally sustainable space. The space will be open to the public and available for private booking.

The Economic Development Committee and City Council reviewed the proposal and directed Staff to move forward and negotiate the sale in June. Staff has developed deed restrictions for the property that encompasses the Asch Properties proposal, which they have agreed to. The deed restrictions will protect the City's interests and ensure that Asch Properties will move forward with implementing the improvements as they have proposed.

Proposed Purchase Price: \$40,000

Estimated Improvement Costs: \$250,000

Requested City Financing: None

Staff recommends approving the deed restrictions and moving forward with the sale of 180 E Wausau Avenue to Asch Properties, LLC for a purchase price of \$40,000.

CITY OF WAUSAU DEED RESTRICTIONS FOR 180 E WAUSAU AVE

1. The City of Wausau (CITY) shall have the option of repurchasing the land at the sale price paid by GRANTEE for the property plus the costs of any structure improvements, if the GRANTEE fails to complete construction consistent with the proposal that was submitted in response to RFP that was accepted by the City (Exhibit 1) and reach occupancy within one year of the date on which the conveyance to the subject property and the consideration for that conveyance are transferred (the date of closing). Any modification requests from the original proposal shall require CITY approval within this period. For the purposes of this item, structure improvements are limited to the repairs and improvements of the roof, electrical, plumbing, and heating, ventilation, and air conditioning of the building.
2. Exercise of its option to repurchase the property under the circumstances described in Paragraph 1 shall be by a Resolution adopted by the CITY. Such option shall be exercisable upon delivery in writing of a notice by the CITY to the GRANTEE within three months after the expiration of such one-year period. Conveyance to the CITY shall take place within 60 days following the exercise of such option on such date as shall be designated by the CITY specified in such notice, by warranty deed free and clear of all liens and encumbrances created by act or default of the GRANTEE.
3. CITY shall approve any sale or transfer of the property or improvements on the property to a tax-exempt entity, as evidenced by a resolution adopted by the CITY, authorizing such action. The CITY does not need to approve the sale or transfer to tax paying entities, so long as the use of the property complies with zoning ordinances.
4. GRANTEE shall submit to CITY plans and specifications meeting the site design and land use requirements in the CITY's zoning ordinance as to the improvements intended to be placed thereon, and a timetable showing anticipated completion dates of the improvements. Site Plan approval from the CITY is required prior to start of construction. Development of the property shall match plans and specifications accepted and approved by the CITY. All site improvements shall be completed within 6 months from the time of issuance of a building occupancy permit and zoning certification of compliance.
5. Before any outside area is used for storage, or storage or parking of trucks, trailers, tractors and other motor vehicles, prior approval or site plan approval for such storage parking must be received, in writing, from the CITY.
6. All railroad service to GRANTEE's property shall be subject to any agreements in effect between the railroad company and CITY. Railroad lead tracks may not be used for loading or unloading purposes.
7. GRANTEE shall allow for 48 Athletic Field Event parking spots on the Property through 2029.

8. These restrictions supersede any conflicting restrictions and/or regulations and/or covenants and/or encumbrances previously passed by the CITY, and/or recorded in the office of the Marathon County Register of Deeds, which affect the land which is subject to this deed. Any restrictions, regulations, covenants and/or encumbrances which affect the land which is subject to this deed, and which are not in conflict with these restrictions herein, are still specifically deemed to be in full force and effect.
9. These restrictions shall be considered deed restrictions and the covenants, burdens and restrictions shall run with the land in perpetuity and shall forever bind grantee, its successors and assigns.
10. These deed restrictions may be enforced by the CITY by either or both of the following methods:
 - a. Action. The enforcement of the restrictions contained in these deed restrictions may be by proceeding at law or in equity against any person or persons breaching or attempting to breach any restriction, to restrain such breach or to recover damages.
 - b. Notice and City's Right to Rectify. If any parcel owner has failed in any of the duties or responsibilities created by these deed restrictions, then the City may give such owner written notice of such failure and such person shall within ten (10) days after receiving such notice, rectify the failure or breach. Should any person fail to fulfill the duty or responsibility within such period, then the City shall have the right and power to enter onto the parcel and perform such duty or responsibility without any liability for damages for wrongful entry, trespass, or otherwise to any person. The owner for whom such work is performed shall promptly reimburse the City within thirty (30) days after receipt of a statement of such work.

Updated 6/27/22

180 E Wausau RFP

'Infused'

Asch Properties LLC

Mathew and Kristen Aschbrenner

1100 Highland Park Blvd

Wausau, WI

715.297.9032 & 715.297.5251

asch.property@gmail.com

Aschbrenner.mathew@gmail.com

Khbagnall@gmail.com

Executive Summary

This design proposal addresses the need in the greater Wausau area for a public indoor green space. Our proposed business, 'Infused', will procure and supply produce, beverages, crafted oils, syrups, bitters and garnishes in an aesthetically pleasing and environmentally sustainable space. The charming space will be open to the public and available for private use.

Proposed Use of the Area

Although bountiful in green space and public areas, the Wausau area currently lacks indoor green space. The 180 E Wausau building and surrounding area will be transformed into a lush, tranquil gathering space. The main focus of the building will be an indoor garden with a central meeting space, surrounded by garden beds, enclosed in a pergola. The garden beds will contain fruiting trees, tropical plants, climbers and vines, and edible varieties that will create a colorful, lush atmosphere (attached photo A). The area will be warm, welcoming, and relaxing. Wi-Fi will be available, free of charge, and there will be electronic hook up to monitors and screens to allow for business events and multimedia use. The pergola will create a vertical separation and allow for ambient lighting that can feed the plants year round with a longer growing period. All lighting will be LED and energy efficient. Served in the garden space will be infused drinks that will be unique mocktails, teas, and smoothies.

The existing space is divided by a concrete wall. The north side of the wall (attached photos B and C) will serve as the meeting area, open to the public and available for private use. The south side of the wall will be used for the growth of herbs, vegetables and fruit trees. There will be a mixture of hydroponic and conventional growing beds (attached photos D and E). The southern space will also house a kitchen preparation area, a distillation apparatus, and space for extra equipment. The produce grown will be sold and used to create oils, syrups, bitters and garnishes for sale. The unique products will be available for sale to the local public and the online community. Any excess produce will be donated to local food pantries.

Hardscape planters will also be installed in the existing parking area, and a greenhouse will be built. The exterior materials used for the changes will complement the existing structure and enhance the overall look (attached photos F and G). The exterior street scaping will include perennials and trees that will soften the current urban feel of the existing property. The planters and greenhouse will transform an industrial building into a welcoming gathering space that incorporates renewable vegetation and resources. The greenhouse will allow for another space that extends an outdoor experience protected from the harsh Wisconsin elements (attached photo H).

The roof structure of the existing property will house solar panels and a water runoff system to recycle the grey water that will be used to water the non-edible vegetation. Batteries, which will collect energy from the solar panels, will be installed in the south end of the building to allow for heating and cooling of the building to be run primarily on renewable energy.

Profits will be generated from private event rentals, mocktail sales, and produce sales. Our space allows events to hold up to 100 people indoors, with a larger capacity when expanded outdoors. We anticipate employing two staff members full time and ample part-time staff for events. Our public hours of operation will be 10:00am-6:00pm Monday-Friday and 10:00am-8:00pm on Saturday. We will host most private events after-hours.

Handcrafted syrups, oils, and bitters will serve as the base of our mocktails. These will be created on site and include:

- Orange Oil
- Lemon Oil
- Sage Oil
- Lavender Syrup
- Bee Balm Syrup
- Lemon Balm Syrup
- Lemon Balm Ginger Syrup
- Pineapple Sage Syrup
- Rose Water Syrup
- Orange Bitters
- Lemon Bitters
- Jalapeño Bitters
- Sage Bitters
- Cilantro Bitters
- Espresso Bitters

One of our signature drinks will be:

- Club Soda
- Lavender Syrup
- Pineapple Syrup
- Lemon Bitters
- Garnish with a Lemon Peel and Maraschino cherry

Our estimated gross profits are \$150,000 annually:

\$75,000 in product sales

\$75,000 in event sales

We plan to be open for pregame Woodchuck games, and we would allow parking to occur on site until the current contract expires in 2029. We expect some of our highest volume will coincide with the Woodchucks and wish to partner with them for any private corporate events.

We also anticipate multiple events open to the public and educational events to the local schools. Possible events include:

- Kentucky Derby Watch Party

- Cabin Fever Party to coincide with Wausau Winter Festival

- Harvest Dinner

- Distillation/Extraction Class

- Composting Class

- Spring Seedling Sale

Long-term goals are to create an event space on the south side of the building to accommodate larger private events; obtain a liquor license for additional drink menu items; create a food menu; provide education to the public; and expand upon the current inventory of produce.

Proposed Purchase Price

\$40,000

Estimated Construction Value and Timeline

\$250,000

The building is in immediate need of updated heating, cooling, electrical, plumbing, roofing, doors, and bathroom. The raised garden beds, pergola, exterior landscaping, and hydroponic planters will be constructed within 6 months of property acquisition.

A breakdown of the construction is as follows and includes labor costs:

- Roof with water runoff: \$10,000

- Heating and cooling: \$10,000

- Electrical: \$5,000

- Bathroom: \$5,000

- Solar Panels and Batteries: \$25,000

- Pergola and flower beds: \$20,000

- Hydroponic gardens: \$5,000

- Greenhouse: \$10,000

- Plants: \$5,000

- Kitchen: \$50,000

- Exterior: \$40,000

Tables, chairs, glassware, silverware: \$10,000
Distillation equipment: \$5,000

Asch Properties LLC is a local business that has a ten year history of home restoration and renovations. The restoration projects have valued over \$1.4 million. We are experienced in working with local contractors and subcontractors, which we will use for this project.

General Contractor: First Wausau Building and Remodeling
Plumbing, Heating and Cooling: PGA
Electrical: Current Connections
Solar: All Energy Solar
Roofing: Kulp's of Stratford

Financing of the project will be from Asch Properties LLC. The liquid assets are over \$300,000. There is no need for a city loan or exemption. Asch Properties is a small, family-run organization with owners Mathew and Kristen Aschbrenner. Mathew is a Wausau native and physician with the Eye Clinic of Wisconsin. Kristen is a Hartland, Wisconsin native and a pharmacist. Our housing portfolio includes renovations done at multiple homes in the Wausau area. We have used the above contractors and subcontractors for multiple projects.

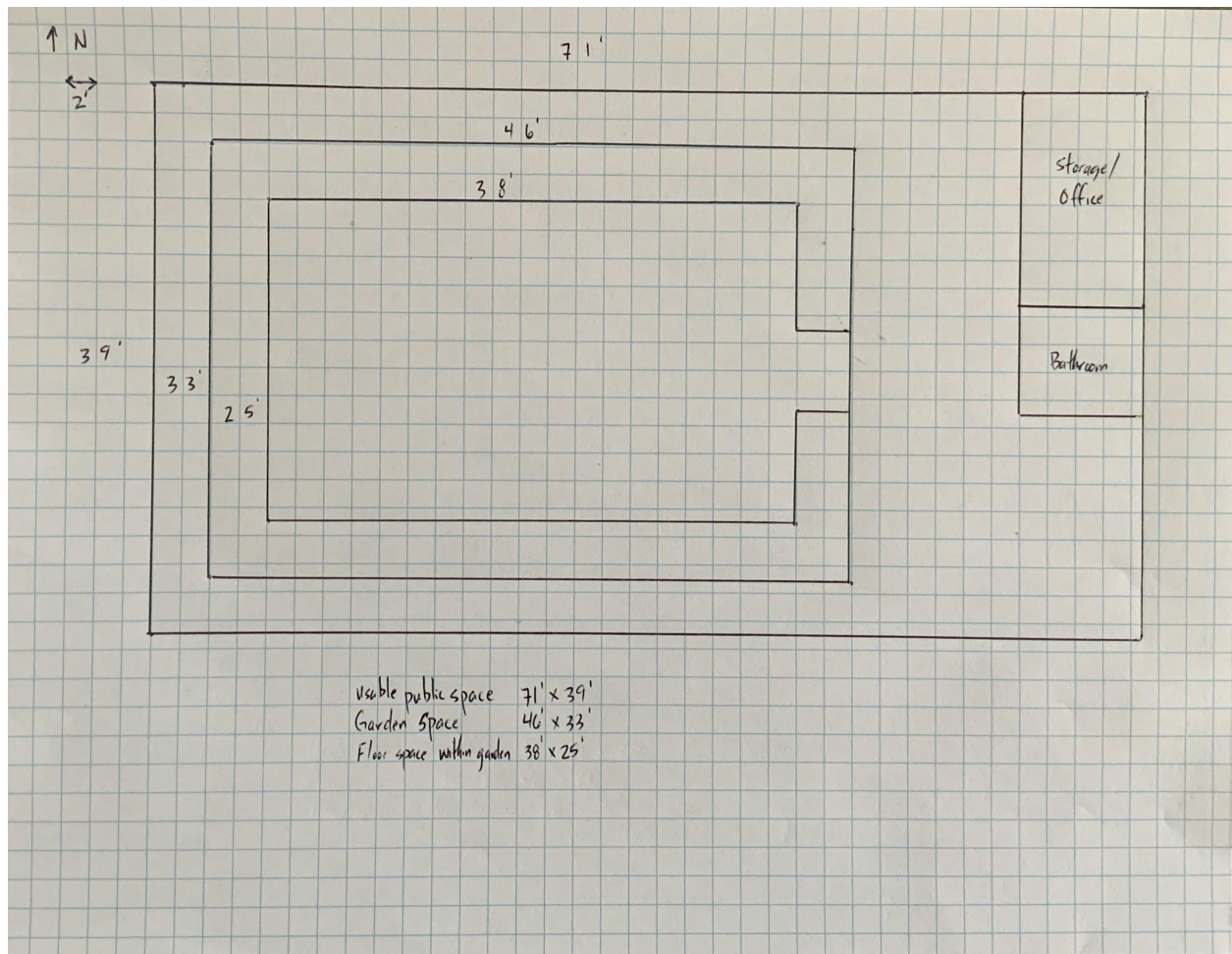
Photo exhibits A-H

A.

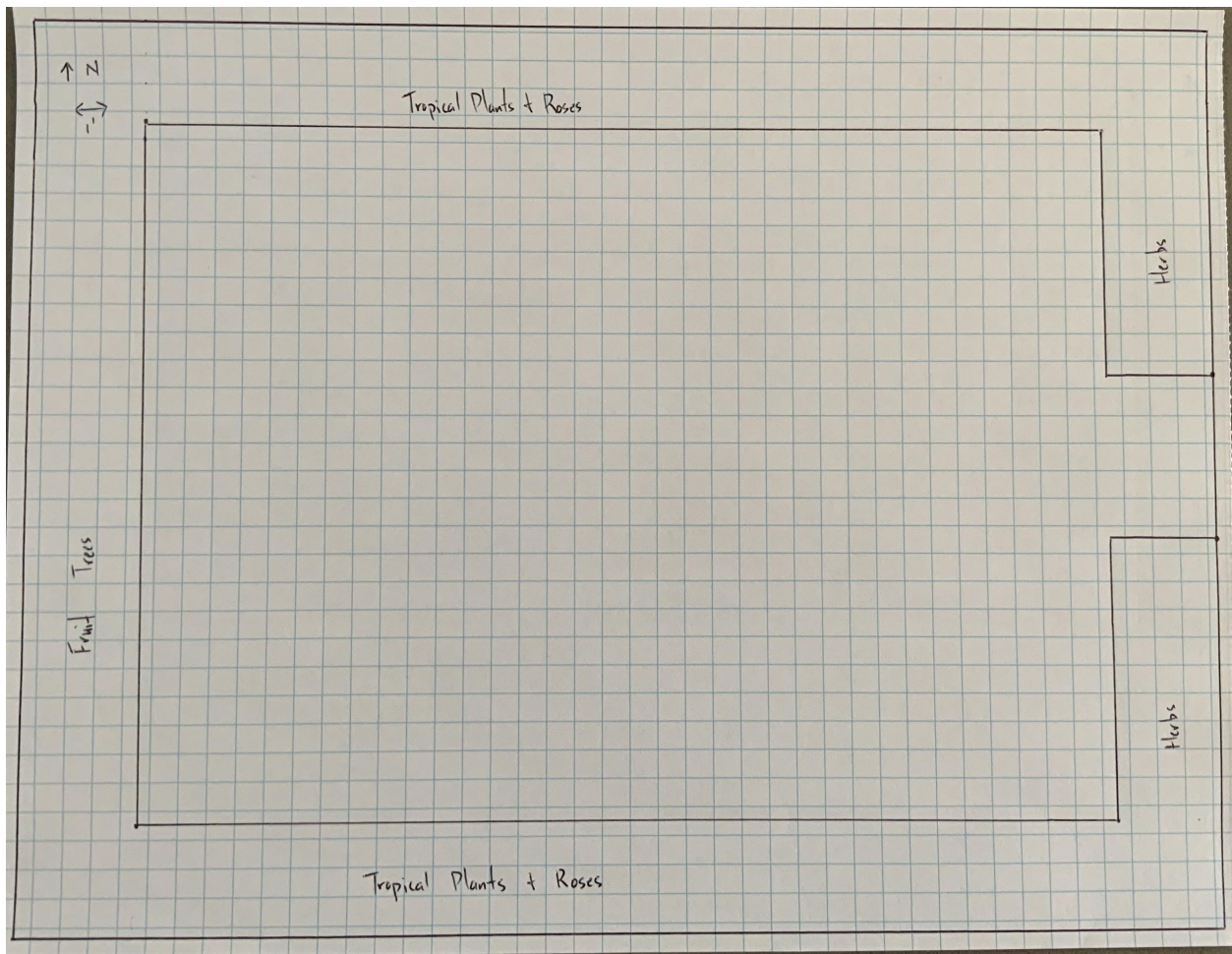


(A) A visually similar event space with surrounding garden beds, vines, and a pergola that will define the vertical space and allow for lighting and vine growth.

B.

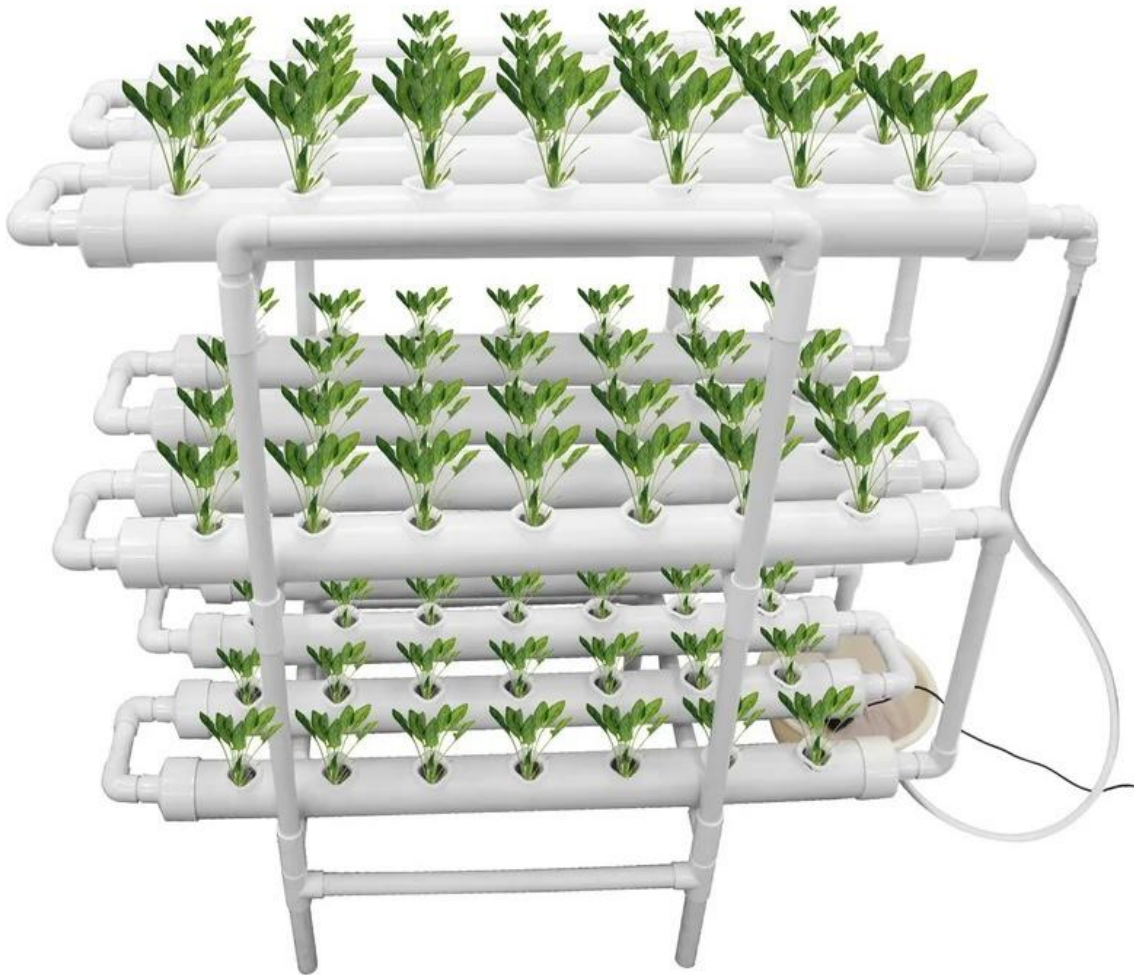


C.



The images above represent, to scale, the event space (B) and pergola.
(C) represents the meeting space.

D.



2 SIDES 72 PLANT SITES

MATERIAL : PVC

GROSS WEIGHT:22LB



E.

Above, images (D) and (E) represent the hydroponic units that will grow herbs.

F.



Image (F) is similar to the look of the building after doors and siding have been updated.

G.



(G) Most overhead doors will be replaced with glass doors.

H.





(H) A greenhouse addition will create additional communal space as well as a growing space.

To: Economic Development Committee
From: Randy Fifrick, Economic Development Manager
Date: June 30, 2022
Re: Agreement with Entrepreneurial & Education Center



The City of Wausau has been a consistent supporter and partner with the Entrepreneurial & Education Center (EEC) to foster new businesses in our community. The City and EEC executed a Development Agreement in 2005 to facilitate the development of the building at 100 N 72nd Avenue. Since then, the City and EEC have agreed to four separate amendments. Through those various agreements and amendments, the City provides various services to the EEC including snow removal, lawn mowing, accounting services, and accounts payable and receivable services.

The most recent amendment, dated June 1, 2021, added to the services provided by the City and included the City providing purchasing and procurement services for the EEC (Item 1C). As part of a recent review of all the agreements it was determined that it was not the intent of the EEC to have the City provide this service. The EEC will continue to complete purchasing and procurement internally. As such, we are requesting an amendment to remove this item from the list of services provided by the City to the EEC.

Staff recommends approving Amendment No. 5 to the Development Agreement between the City of Wausau and the Entrepreneurial & Education Center.

AMENDMENT NO. 5 TO DEVELOPMENT AGREEMENT

AMENDMENT NUMBER FOUR TO THE ENTREPRENEURIAL AND
EDUCATION CENTER, INC., (FKA) WAUSAU BUSINESS
INCUBATOR DEVELOPMENT AGREEMENT

This AMENDMENT to the Development Agreement between the City of Wausau and The Entrepreneurial and Education Center, Inc. (FKA) Wausau Business Incubator, Inc., is dated as of _____, 2022.

WHEREAS, the Development Agreement dated September 13, 2005, between the City of Wausau, Wisconsin, ("City") and the Wausau Business Incubator, Inc. ("Developer") was recorded in the office of the Register of Deeds for Marathon County, Wisconsin, on January 5, 2007, as Document No. 1466425 and rerecorded on February 22, 2007, as Document No. 1470292; and

WHEREAS, the Development Agreement between the City and Developer was amended and recorded in the office of the Register of Deeds for Marathon County, Wisconsin, on February 8, 2007, as Document No. 1470293; and on December 26, 2012, as Document No. 1638014; and on January 7, 2013, as Document No. 1638846, and on June 23, 2021 as Document No. 1838963; and

WHEREAS, effective January 1, 2021, the Developer entered into a Management Services Agreement with MCDEVCO, Inc., a Wisconsin non-stock corporation and the parties have agreed to amend the obligations of CITY in the Incubator Ground Lease (Exhibit C of Development Agreement), also dated September 13, 2005, for a term of fifty (50) years, automatically renewable on an annual basis, for a base rent of \$1 per annum, and the purpose of this agreement is to amend the provisions of the Ground Lease, attached to the aforescribed Development Agreement.

NOW, THEREFORE, in consideration of the mutual agreement set forth below and agreed to in the Development Agreement and Incubator Ground Lease, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Of those Obligations of CITY provided for in paragraph 11 of the Incubator Ground Lease, the following obligation is deleted in its entirety and added as an obligation of Tenant Incubator to paragraph 15. Repair of Premises, of the Incubator Ground Lease:

Maintain and bid service contracts contracted by Developer for water, sewer, electric and gas utilities, janitorial, electrical contracting/repair, plumbing repair, HVAC repair, elevator repair, phone/Internet, facility security, cleaning/bathroom supplies, refuse/recycling collection and website maintenance.

Recording Area

Name and Return Address

Office of the City Attorney
City Hall – 407 Grant Street
Wausau, WI 54403

Charge City of Wausau

PIN: 291.2906.254.0987

2. Description of Project Property:

Part of the NE $\frac{1}{4}$ of the SE $\frac{1}{4}$, Section 25, Township 29 North, Range 6 East, City of Wausau, Marathon County, Wisconsin, described as follows:

Commencing at the Northeast corner of said NE $\frac{1}{4}$ of the SE $\frac{1}{4}$; thence S00°01'57"E, along the East line of said NE $\frac{1}{4}$ of the SE $\frac{1}{4}$, 875.55 feet; thence N89°58'03"W, 33.00 feet to the West right-of-way of 72nd Avenue, the point of beginning;

Thence N89°39'00"W, 700.00 feet; thence S00°01'57"E, 441.07 feet to the South line of said NE $\frac{1}{4}$ of the SE $\frac{1}{4}$; thence S89°39'00"E along said South line, 700.00 feet to said West right-of-way of 72nd Avenue, thence N00°01'57"W, along said West right of way, 441.07 feet to the point of beginning.

IN WITNESS THEREOF, the parties have executed the Amendment No. 5 as of the date first set forth above.

[Signature Page Follows]

CITY OF WAUSAU

By: _____
Katie Rosenberg, Mayor

Attest: _____
Kaitlyn A. Bernarde, Clerk

STATE OF WISCONSIN)
) ss.
COUNTY OF MARATHON)

Personally came before me this ___ day of July, 2022, Katie Rosenberg and Kaitlyn A. Bernarde, of the City of Wausau, to me known to be the persons who executed the foregoing instrument and to me known to be such Mayor and Clerk, respectively, and acknowledged that they executed the foregoing instrument as such officers of the City of Wausau, by its authority.

Notary Public, State of Wisconsin
My commission: _____

ENTREPRENEURIAL AND EDUCATION
CENTER, INC.

By: _____
Jeffrey C. Plier, President

STATE OF WISCONSIN)
) ss.
COUNTY OF MARATHON)

Personally came before me this ____ day of July, 2022, Jeffrey C. Plier, to me known to be the person who executed the foregoing instrument and to me known to be the President of Entrepreneurial and Education Center, Inc., and acknowledged that he executed the foregoing instrument as such authorized representative of said entity and with its authority, and individually.

Notary Public, State of Wisconsin
My commission: _____

RECORDED

June 23, 2021 2:56 PM

DEAN J. STRATZ, REGISTER OF DEEDS

AMENDMENT NO. 4 TO DEVELOPMENT AGREEMENT

AMENDMENT NUMBER FOUR TO THE ENTREPRENEURIAL AND
EDUCATION CENTER, INC., (FKA) WAUSAU BUSINESS
INCUBATOR DEVELOPMENT AGREEMENT

This AMENDMENT to the Development Agreement between the City of Wausau and The Entrepreneurial and Education Center, Inc. (FKA) Wausau Business Incubator, Inc., is dated as of June 1, 2021.

WHEREAS, the Development Agreement dated September 13, 2005, between the City of Wausau, Wisconsin, ("City") and the Wausau Business Incubator, Inc. ("Developer") was recorded in the office of the Register of Deeds for Marathon County, Wisconsin, on January 5, 2007, as Document No. 1466425 and rerecorded on February 22, 2007, as Document No. 1470292; and

WHEREAS, the Development Agreement between the City and Developer was amended and recorded in the office of the Register of Deeds for Marathon County, Wisconsin, on February 8, 2007, as Document No. 1470293; and on December 26, 2012, as Document No. 1638014; and on January 7, 2013, as Document No. 1638846; and

WHEREAS, effective January 1, 2021, the Developer entered into a Management Services Agreement with MCDEVCO, Inc., a Wisconsin non-stock corporation and the parties have agreed to clarify the obligations of CITY in the Incubator Ground Lease (Exhibit C of Development Agreement), also dated September 13, 2005, for a term of fifty (50) years, automatically renewable on an annual basis, for a base rent of \$1 per annum, and the purpose of this agreement is to amend the provisions of the Ground Lease, attached to the aforescribed Development Agreement.

NOW, THEREFORE, in consideration of the mutual agreement set forth below and agreed to in the Development Agreement and Incubator Ground Lease, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. In addition to those Obligations of CITY provided for in paragraph 11 of the Incubator Ground Lease:
 - a. Plow snow timely to allow for ingress and egress from the parcel as well as for adequate parking for tenants, guests, and other visitors to the INCUBATOR.
 - b. Provide in-season grounds crew, including lawn mowing and weed control.

DOC# 1838963 PAGES: 3

Recording Area

Name and Return Address

Office of the City Attorney
City Hall - 407 Grant Street
Wausau, WI 54403

Charge City of Wausau

PIN: 291.2906.254.0987

The CITY agrees to provide the additional services:

- c. Maintain and bid service contracts contracted by Developer for water, sewer, electric and gas utilities, janitorial, electrical contracting/repair, plumbing repair, HVAC repair, elevator repair, phone/Internet, facility security, cleaning/bathroom supplies, refuse/recycling collection and website maintenance.
- d. Open mail addressed to the Developer (excluding tenants), and authorize payment for services received by Developer, processing invoices received.
- e. Invoice all conference room rentals from the previous month and invoice all rentals for the kitchen and for kitchen client storage.

2. Description of Project Property:

Part of the NE $\frac{1}{4}$ of the SE $\frac{1}{4}$, Section 25, Township 29 North, Range 6 East, City of Wausau, Marathon County, Wisconsin, described as follows:

Commencing at the Northeast corner of said NE $\frac{1}{4}$ of the SE $\frac{1}{4}$; thence S00°01'57"E, along the East line of said NE $\frac{1}{4}$ of the SE $\frac{1}{4}$, 875.55 feet; thence N89°58'03"W, 33.00 feet to the West right-of-way of 72nd Avenue, the point of beginning;

Thence N89°39'00"W, 700.00 feet; thence S00°01'57"E, 441.07 feet to the South line of said NE $\frac{1}{4}$ of the SE $\frac{1}{4}$; thence S89°39'00"E along said South line, 700.00 feet to said West right-of-way of 72nd Avenue, thence N00°01'57"W, along said West right of way, 441.07 feet to the point of beginning.

IN WITNESS THEREOF, the parties have executed the Amendment No. 4 as of the date first set forth above.

[Signature Page Follows]

CITY OF WAUSAU

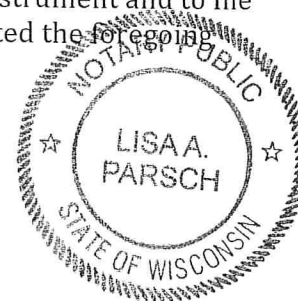
By: Katie Rosenberg
Katie Rosenberg, Mayor

Attest: Leslie M. Kremer
Leslie M. Kremer, Clerk

STATE OF WISCONSIN)
) ss.
COUNTY OF MARATHON)

Personally came before me this 23rd day of June, 2021, Katie Rosenberg and Leslie M. Kremer, of the City of Wausau, to me known to be the persons who executed the foregoing instrument and to me known to be such Mayor and Clerk, respectively, and acknowledged that they executed the foregoing instrument as such officers of the City of Wausau, by its authority.

Lisa A. Parsch
Notary Public, State of Wisconsin
My commission: 8/3/24

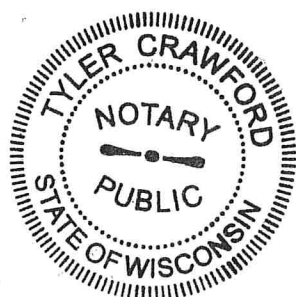


ENTREPRENEURIAL AND EDUCATION
CENTER, INC.

By: Jeffrey C. Plier
Jeffrey C. Plier, President

STATE OF WISCONSIN)
) ss.
COUNTY OF MARATHON)

Personally came before me this 18th day of June, 2021, Jeffrey C. Plier, to me known to be the person who executed the foregoing instrument and to me known to be the President of Entrepreneurial and Education Center, Inc., and acknowledged that he executed the foregoing instrument as such authorized representative of said entity and with its authority, and individually.



Tyler Crawford
Notary Public, State of Wisconsin
My commission: 4-8-2024

To: Economic Development Committee
From: Liz Brodek, Development Director
Date: July 5, 2022
Re: Request For Proposal (RFP) Process



Economic Development Staff has received several inquiries recently about the Request For Proposal (RFP) process. This memo is intended to help answer some of those questions.

It may be informative to start with an explanation of when property disposition processes are used.

When the City buys property, it generally acquires that property for a strategic reason – not all property offered to the City will be considered for purchase. The property must be in a strategic (re)development location, have an architecturally or historically significant building on it, or be at a point of access to key resources or artillery roads, or some combination thereof. These are illustrative and not exhaustive possibilities of when the City would acquire and own property.

Often, when property is acquired, there is a vision and plan for what the City wants to see in that location. Sometimes there is no clearly defined vision, but the location is significant enough for the City to be involved. An example of this situation is the Wausau Club. The City did not necessarily envision a world-class museum in that building, but the City saw the building as too significant to the city's history to leave to not be involved in the disposition process.

Another example of a strategic acquisition that spawned several celebrated ideas is Westside Battery. The City acquired this key gateway property because of its riverfront location on a main arterial roadway. The area was not part of a plan that dictated its use. Through three RFP processes, three different projects came to light, and each fulfilled a potential use for the property in a way that adds to the city's amenities. The first and second proposals were for restaurants on the river, and the third (most recently, Gorman's project) is a needed affordable housing development.

A recent strategic acquisition with a more clearly defined plan of use was 180 E Wausau Avenue. There is a general redevelopment plan for the area, and when the City acquired that property, it was zoned as Light Industrial. Understanding the intention to create a mixed use commercial and residential district, the City pre-emptively re-zoned the property to Urban Mixed Use. When the RFP was issued, we focused on potential entertainment uses to complement surrounding businesses and anticipated new development along the river.

In general, the City uses the RFP process for transparency, fairness, and planning ability. The RFP process provides the opportunity for all interested developers to submit their proposal and then allows the City the ability to review all proposals at the same time and choose their preferred option.

These considerations are the main reasons we RFP much of our prime real estate, and areas that we have a desire to see specific types of development. Our RFP scoring criteria speaks to that desire to maintain control of the development and tapestry of the area as well. Other City considerations such as value for the property are also included in scoring criteria. (Our most recent RFPs for Westside Battery and 180 E Wausau Avenue, as well as most recent competitive scoring process for Westside Battery, are included as examples of different criteria

the City used to reflect considerations for the areas.) RFPs allow professional city staff to set more parameters for development, which is especially important in strategic areas and/or highly coveted locations. These criteria are subject to review when Staff brings a draft RFP to Committee. Committee members are free to make suggestions for edits and additions before the RFP is released. The criteria and associated points listed in the RFP becomes the criteria against which projects are scored.

RFPs are advertised in the Wausau Daily Herald, the paper of record for Wausau. Economic Development Staff also sends them to an RFP mailing list we are continuously updating. Staff also follows up with previously interested parties to ensure they know about the RFP and to answer any questions they may have. (Most recently, that led Economic Development Manager Randy Fifrick to create an FAQ document that can be found at _____.)

Staff has also received questions about using real estate professionals (agents, brokers, and/or Realtors) in the property disposition process. Like any other professional service with rates that fall within the Procurement Policy, the City need to issue an RFP to hire professional real estate services. In contrast to putting an RFP out for the site directly, this can add another month (or more) to the property disposition process. Real estate professionals are best used to sell City property when development is straightforward, like single parcels in single family home residential neighborhoods. (We are considering this and similar approaches for several such small lots we currently own.) These areas are already zoned appropriately for the type of development the City wishes to see, and the size of the parcel dictates and restricts what can be built. With an agent, the process is more of a “first come first served” basis, but still subject to Committee and Council approval. So if an undesirable buyer proposes a sale, it can prolong the sale process because Committee and Council would vote the proposal down, and the agent, broker, or Realtor would go back out to find another, more desirable buyer. This process can lead to less transparency because there is often no requirement that the potential buyer disclose (or adhere to) their stated plans for the property.

Approaches at City property disposition have varied over the years as different considerations have changed in priority. Currently, RFPs are the main method the City uses to sell commercial property for the reasons cited above. Community and Economic Development Staff are continuously learning and remain open to evolving priorities, new ideas, and best practices that may alter the way we buy and sell real estate.

Office of the Mayor
Katie Rosenberg



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

April 11, 2022

Dear Interested Parties,

The City of Wausau is pleased to release this Request for Proposals (RFP) for redevelopment of the former Wausau Chemical building at 180 East Wausau Ave. This is the smaller of the former Wausau Chemical buildings that the City purchased. This 0.89 acre parcel has an existing 14,000 square foot building on it.

The City of Wausau is proud of a long track record of successful public-private partnerships for development which has resulted in over \$100 million invested in downtown in the past decade and another \$80 million currently under construction.

Successful proposals should:

- Be creative in its use and add value to the neighborhood and surrounding businesses
- Propose a use that complements the existing uses and maximizes property tax value of the land to City.
- Utilize the existing building or proposes an architecturally unique building which meets the City's Urban Design Guidelines.

Event	Date
1. RFP Released	April 13, 2022
2. Proposals Due	May 26, 2022
3. Initial Review of Proposals (Economic Development Committee)	June 7, 2022

Questions and/or additional information on this RFP and private tours of the existing building are available upon request. Please contact:

Randy Fifrick, Economic Development Manager, 715-261-6684, randy.fifrick@ci.wausau.wi.us

Sincerely,

Katie Rosenberg
Mayor

History & Background

The City of Wausau is pleased to accept proposals for the redevelopment of the former “Wausau Chemical” building at 180 East Wausau Ave (PIN: 291-2907-243-0956). This 0.89 acre parcel has an existing approximately 14,000 square foot building on it. Private tours of the building are available upon request by contacting Randy Fifrick, Economic Development Manager, 715-261-6684, randy.fifrick@ci.wausau.wi.us.

The City seeks creative proposals which could involve the reuse of the existing building or the construction of new building(s). Successful proposals should:

- Be creative in its use and add value to the neighborhood and surrounding businesses.
- Propose a use that complements the existing uses and maximizes property tax value of the land to City.
- Reuse the historic building or propose an architecturally unique building that meets the City's Urban Design Guidelines and fulfills the gateway nature of the site.
- Allow for parking on this lot for events at Athletic Park while adjacent area is developed.



Proposal Format and Required Information

The submitted proposals should include each of the following sections:

1. Interested developer name, address, telephone, and email.
2. Executive Summary of the project.
3. A draft site plan for the property. Plan does not need to be engineered but should generally be to scale.
4. Proposed use of the area, including plans and elevations of the proposed project, or relevant examples.
5. Proposed purchase price offered.
6. Estimated construction value and approximate construction timeline.
7. Other successful urban redevelopment project examples.
8. Any request for city participation. If city participation or funding is requested, the proposer will need to complete an Application for City Assistance, which can be found online at:

<https://cloud.bmisw.com/cityofwausau/Tif>

The City's development and incentive strategy particularly encourages the diversification of housing typology and rents, deployment of alternative energy technology, achievement of high energy efficiency standards, and/or the use of Property Assessed Clean Energy (PACE) tools; the priority hiring of local contractors and subcontractors; and workforce agreements with the local Building Trades Council.

City Participation

The property is located in [Tax Increment District #12](#). As part of the proposal the Developer must identify if they are requesting City participation in the project. If city participation or funding is requested, the proposer will need to complete an Application for City Assistance.

Zoning

The property is currently zoned as Heavy Industrial. The City is in the process of having the property rezoned to Urban Mixed Use which will support the land uses envisioned by the City on this site such as Mixed-Use Buildings, Artisan Production Shops, Physical Activity Studios, Commercial Kitchens, Restaurants, Taverns, and Indoor Commercial Entertainment or similar uses.

Parking

The City has an agreement to allow parking on this lot for events at Athletic Field, home of the Wausau Woodchucks. The developer will need to take this into consideration as part of the development plans for this property.

Environmental

The City of Wausau had a Phase 1 Environmental Analysis completed on the property in 2019. That analysis did not identify any concerns at that time. This report is linked on RFP announcement page on the City's website.

Design Standards

City Urban Design Standard must be integrated into the proposed project. If the project will involve utilizing the existing building, improvements to the exterior façade should be included with the project. More details can be found on the RFP announcement page on the City's website.

Landscaping

The property is currently completely covered by impervious surface. The City encourages the new development to incorporate some landscaping into the redesign.

Proposal Preparation

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. Information and attachments provided as part of the RFP are provided to help the developer in understanding the site. All information should be verified by the developer.

Evaluation Criteria

The Economic Development Committee and internal staff evaluation shall consider proposals based on the quality of response, proposed use, appropriateness for the neighborhood, and projected investment. To be selected, a proposer must be able to comply with general city land purchase requirements and any other applicable laws and requirements.

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.

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 creative in its use and adds value to the neighborhood and surrounding businesses (25 points)*
- *Proposal maximizes the use of the site and provides significant taxable value to the City. (25 Points)*
- *Proposal will complement the ongoing waterfront redevelopment plans. (10 Points)*
- *Developer possesses diverse resources, a successful track record, and strong financial backing for the project. (10 points)*
- *Proposal offers a reasonable purchase price to the City. (5 Points)*
- *Availability of high-quality design personnel and contractors to complete the project. (5 Points)*
- *Proposal furthers one or more strategic goals including 1) innovative companies, 2) talented workforce, and/or 3) placemaking. (10 points)*
- *Proposal incorporates green building, alternative energy technology and achieves high energy efficiency. (5 Points)*
- *Proposal incorporates shared Athletic Park parking needs (though 2029) (5 Points)*

The response that is deemed to be the most advantageous for the City and region will be given the highest consideration. The City reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability;
- Accept or sell land on the basis of initial offers received, without discussions or requests for best and final offers;
- Negotiate the nature and scope of the project before final Committee and Council approval;
- Accept no proposal and re-RFP or bid properties again in the future.

Event	Date
1. RFP Released	April 11, 2022
2. Proposals Due	May 26, 2022
3. <i>Initial Review of Proposals (Economic Development Committee)</i>	<i>June 7, 2022</i>
4. <i>City Council Review and Approval</i>	<i>June 14, 2022</i>
5. <i>Sales and Development Agreement (Finance Committee)</i>	<i>July, 2022</i>
6. <i>City Council Approval of Sales and Development Agreement</i>	<i>July, 2022</i>

The timeline Committee and Council Meetings is tentative.

Send proposals by 4:30 p.m. on Thursday, May 26, 2022, to the attention of:

Randy Fifrick, Economic Development Manager
randy.fifrick@ci.wausau.wi.us
407 Grant Street
Wausau, WI 54403-4783
Office: 715-261-6684

Exterior Views of the Building



West side of the building and parking area



Southeast of the building looking across East Wausau Ave.

Aerial View of the Area



The area west of the railroad tracks (north and south of E Wausau Ave) will be transformed with new development in the coming years as the City of Wausau has acquired these former manufacturing parcels. Although no plans are set at this point, the expectation is this area will see expanded residential and commercial development in the next 10 years.

Office of the Mayor
Katie Rosenberg



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

September 7, 2021

Dear Interested Parties,

The City of Wausau is pleased to release this Request for Proposals (RFP) for redevelopment of the former "Westside Battery" (0.22 acre) and "L&S Printing" (0.57 acre) parcels at 415 South First Avenue on the City's West Riverfront.

The City of Wausau is proud of a long track record of successful public-private partnerships for development which has resulted in over \$100 million invested in Downtown in the past decade and another \$80 million currently under construction.

Proposals must include 1. proposed property purchase or lease price; 2. estimated construction value; 3. estimated taxable value; 4. architectural renderings of the proposed construction; 5. any request for city participation.

Successful proposals should:

- Complement Downtown Wausau's mix of retail and commercial office.
- Propose a use that complements urban density and maximizes property tax value of the land to City.
- Reutilizes the historic building or proposes an architecturally unique building which meets the City's Urban Design Guidelines.

Event	Date
1. RFP Released	September 9, 2021
2. Proposals Due	October 14, 2021
3. Initial Review of Proposals	October 15, 2021

Questions and/or additional information on this RFP and private tours of the existing building are available upon request. Please contact:

Liz Brodek – Planning, Community & Economic Development, liz.brodek@ci.wausau.wi.us

Sincerely,

Katie Rosenberg
Mayor

History & Background

The City of Wausau is pleased to accept proposals for the redevelopment of the former Westside Battery and L&S Printing sites on the West Riverfront. The existing structure of the former Westside Battery building is approx. 3,080 square feet and includes a partial basement. Private tours of the building are available upon request by contacting Liz Brodek, City of Wausau Development Director, at liz.brodek@ci.wausau.wi.us or (715) 261-6685.

The City seeks creative proposals which can utilize both of the sites and which could involve the reuse of the existing building or the construction of new buildings. Successful proposals should:

- Complement Downtown Wausau's mix of retail, restaurant, service, and commercial office space
- Propose a use that complements urban density and maximizes property tax value of the land.
- Reuse the historic building or propose an architecturally unique building that meets the City's Urban Design Guidelines and fulfills the gateway nature of the site.



Proposal Format and Required Information

The submitted proposals should include each of the following sections:

1. Interested developer name, address, telephone, and email.
2. Executive Summary of the project.
3. A draft site plan for the property. Plan does not need to be engineered but should generally be to scale.
4. Proposed use of the area, including plans and elevations of the proposed project, or relevant examples.
5. Proposed purchase price offered.
6. Estimated construction value and approximate construction timeline.
7. Other successful urban redevelopment project examples
8. Any request for city participate. If city participation or funding is requested, the proposer will need to complete an Application for City Assistance, which can be found online at:

<https://www.wausaudevelopment.com/TIFDevelopment.aspx>

The city's development and incentive strategy particularly encourages the diversification of housing typology and rents, deployment of alternative energy technology, achievement of high energy efficiency standards, and/or the use of Property Assessed Clean Energy (PACE) tools; the priority hiring of local contractors and subcontractors; and workforce agreements with the local Building Trades Council.

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

The Economic Development Committee and internal staff evaluation shall consider proposals based on the quality of response, proposed use, appropriateness for the neighborhood, and projected investment. To be selected, a proposer must be able to comply with general city land purchase requirements and any other applicable laws and requirements.

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.

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 waterfront. (25 points)*
- *Proposal maximizes the use of the site and provides significant taxable value to the City. (25 Points)*
- *Proposal offers a reasonable purchase price to the City. (10 Points)*
- *Developer possess diverse resources, a successful track record, and strong financial backing for the project. (10 points)*
- *Availability of high-quality design personnel and contractors to complete the project. (10 Points)*
- *Proposal incorporates green building, alternative energy technology and achieves high energy efficiency. (10 Points)*
- *Proposal furthers one or more strategic goals including 1) innovative companies, 2) talented workforce, and/or 3) placemaking. (10 points)*

The response that is deemed to be the most advantageous for the City and region will be given the highest consideration. The City reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability;
- Accept or sell land on the basis of initial offers received, without discussions or requests for best and final offers;
- Accept more than one right to develop;
- Negotiate the nature and scope of the project before final Committee and Council approval;
- Accept no proposal and re-RFP or bid properties again in the future.

Send proposals by 4:30 p.m. on Wednesday, September 29th, 2021, to the attention of:

Liz Brodek, Planning, Community & Economic Development
407 Grant Street
Wausau, WI 54403-4783
Office: 715-261-6685
Cell: 715-370-9634
liz.brodek@ci.wausau.wi.us

West Side Battery RFP

Rating Form

		Criteria*							
Proposal		Architecturally unique	Maximizes use	Reasonable purchase price	Developer track record	Personnel	Green infrastructure	Strategic goals	TOTAL
		0-25 points	0-25 points	0-10 points	0-10 points	0-10 points	0-10 points	0-10 points	100 max points
1	Gorman								
2	WOZ								

*Explanation of Criteria:

Architectuerally unique – Proposal is architecturally unique, creative in its use, and activates the street and public waterfront

Maximizes use -- Proposal maximizes the use of the site and provides significant taxable value to the City

Reasonable purchase price --Proposal offers a reasonable purchase price to the City

Developer track record -- Developer pocesses diverse resources, a successful track record, and strong financial backing for the project

Personnel -- Availability of high-qiality personnel and contractors to complete the project

Green infrastructure -- Proposal incorporates green building, alternative energytechnology, and achieves high energy efficiency

Strategic goals -- Proposal furthers one of more strategic goals including 1) innovative companies, 2) talented workforce, and/or 3) placemaking

Notes