

Request for Proposals for the Use and Management of  
Commercial Space in Property Owned by the City of La Crosse,  
La Crosse, WI



410 Veterans Memorial Drive, La Crosse WI

CITY OF LA CROSSE | PARKS, RECREATION AND FORESTRY DEPARTMENT

FEBRUARY 26, 2021



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## 1.1 Statement of Purpose

The City of La Crosse is requesting proposals for the use and management of commercial space in property located at 410 Veterans Memorial Drive. This iconic Riverside Park landmark is located at the North end of the Park. The manner of property use must be consistent with the City's adopted plans and must meet certain criteria as to the use of this property. This Request for Proposals (RFP) contains a description of the property, the goals and criteria set by the City of La Crosse for this property, and additional information about the site and the RFP process.

## 1.2 Property Details/Background

Built in 1924 and ceded by the City to the Federal Government in the same year, the approximate 7,600 sq. ft brick two-story U.S. Fish Control Laboratory has a five-bay center structure covered by a Mediterranean influenced red tile roof and flanked by recessed flat roofed wings giving a horizontal emphasis to the eclectic structure. The brick quoins, the belt and string courses, and the pedimented entry framed by Tuscan columns are architectural details associated with the early 20th century Neo-classical style popular in the design of public buildings. Added to the National Register in 1981, the former U.S. Fish Control Laboratory is historically significant as one of the very few fish laboratories in the United States. Architecturally well maintained, the Fish Control Laboratory represents La Crosse's continuous association with the Mississippi River. Ole U.S. Facility for fish rescue, warm and cold-water culturing, control of mussel population, and the study center for control of the lamprey eel. N in the photo codes stands for national register. This building was constructed by local contractor, Charles Noble. (Historical notes from the Wisconsin Architecture and History Inventory).

## 1.3 Site Development Goals and Criteria

Use of this property shall accomplish the following City goals:

- Create a use that will be seen as a benefit to Riverside Park.
- The first-floor space will have a white box finish. Any alterations or additions will need to be completed by the user.
- The second floor will remain structurally unaltered with only upgrades to the mechanical system. Any other updates or changes must be noted in the narrative description.

## 1.4 Submittal Requirements

All viable submissions shall include the following:

- A narrative description of the proposed use and rehabilitation vision.
- A description of the ability and capacity of the proposer. This includes the following:
  - Project timeline.
  - Alteration plan and conceptual floor plan. Include a narrative of what areas/details/features that will be addressed.
  - Business plan for proposed use. Ability to finance the project based on the proposed budget. This should include a letter of commitment from a financial institution.
  - Examples of any past similar projects.
- A proposal for the terms of the lease.
- A narrative description of the managing entity of the project. This includes the following:
  - Business history
  - Background of the managing professional. This includes experience of the project manager and examples of similar, past projects.
  - Other key individuals to be associated with the restoration and rehabilitation of the building.
  - Key personnel contact information

Only complete proposals will be reviewed by the Parks and Recreation Department and forwarded on to the City's Board of Park Commissioners. A proposal is only considered complete if it includes, at a minimum, all of the items

listed in Section 1.4 above. Project contacts will be contacted for an interview to further discuss details of the proposed project.

Emailed proposals are preferred; however, a hard copy submittal will be accepted and shall be sealed and marked "410 Veterans Memorial Dr". No faxed responses shall be accepted. Please submit copy of the proposal to:

City of La Crosse  
Parks and Recreation Department  
400 La Crosse Street  
La Crosse, WI 54601  
[trussonid@cityoflacrosse.org](mailto:trussonid@cityoflacrosse.org)

## 1.5 Schedule/Submittal Deadline

**The submittal date for proposal is March 26<sup>th</sup>, 2021. Proposals will be reviewed and evaluated at that time. A selected proposal will be sent to the Board of Park Commissioners for final approval.**

## 1.6 Inquiries

For questions or clarification regarding this RFP, please contact:

Dan Trussoni, Parks and Forestry Supervisor  
608-789-4915, [trussonid@cityoflacrosse.org](mailto:trussonid@cityoflacrosse.org)

Jim Flottmeyer, Project Specialist  
608-789-7559, [flottmeyerj@cityoflacrosse.org](mailto:flottmeyerj@cityoflacrosse.org)

## 1.7 Ownership

RFP's submitted become the property of the City upon submission, and the RFP will not be returned to the Proposer's. By submitting, the Proposer agrees that the City may copy the RFP for purposes of facilitating the evaluation.

All Proposals submitted in response to this RFP become the property of the Parks and Recreation Department and will be considered public records, and as such may be subject to public review at least ten (10) days before selection and award. If a Developer claims a privilege against public disclosure for trade secret or other proprietary information, such information must be clearly identified in the Proposal.

## 1.8 Evaluation

The Board of Park Commissioners will conduct the selection process and shall be the final decision-maker regarding this selection. The Board reserves the right to reject any or all responses or to terminate development negotiations at any time. The Board reserves the right to request clarification or additional information from individual respondents and to request some or all respondents to make presentations to Parks, Recreation and Forestry staff, the Board of Park Commissioners, or others. The selection will be based generally upon their response to Section 1.4 of this RFP and their willingness to carry out the project in a careful and coordinated manner with the full collaboration of the Parks, Recreation and Forestry Department and Board of Park Commissioners.

Proposal will be reviewed and scored on a competitive basis using the evaluation criteria below:

- |  |       |
|--|-------|
| A. Submittal of a complete proposal                    | (5%)  |
| B. Narrative Description/Project Vision                | (15%) |
| C. Capacity of the developer/business owner            | (50%) |
| D. Narrative Description/Experience of Project Manager | (15%) |
| E. Proposed lease agreement/fee                        | (15%) |

## 1.9 Liability and Insurance

The selected respondent will be required to maintain General Liability, Worker's Compensation, Automobile Liability, Professional Liability, and other form of insurance, with firms authorized to do business in the State of Wisconsin, during the duration of performance of activities pursuant to this RFP. The Lead Developer will also be required to indemnify the City of La Crosse against claims and obligations due to actions and activities of the Lead Developer and not arising from negligence or misconduct of the City of La Crosse and its employees. Terms of required insurance and indemnification will be included in the Development Agreement.

The Parks and Recreation Department shall not be liable for any pre-agreement expenses incurred by any company in relation to the preparation or submittal of Proposal. Pre-agreement expenses include, but are not limited to, expenses by company in: preparing Proposal or related information in response to RFP; negotiations with Planning Department on any matter related to this RFP; and costs associated with interviews, meetings, travel or presentations. Additionally, the Parks and Recreation Department shall not be liable for expenses incurred as a result of the rejection of any Proposal made in response to this RFP.