



Ownership, use and taxation
of land, buildings, businesses, property and aircraft

* * * * *

RYAN R. SEIB
(608) 501-2759
ryan@assuritylegal.com

**CITY OF LA CROSSE
RESPONSE – RFP BID PROPOSAL**

TO: Diane McGinnis Casey, Community Development Manager
Samantha Johnson, RFP Coordinator
Re: RFP Services
400 La Crosse St
La Crosse, WI 54601

Subject: Response to RFP AL-RFP-2023-001: City of La Crosse (the “City”) Legal Services

Dear Ms. McGinnis,

On behalf of Assurity Legal LLC, primarily by Atty. Ryan Richard Seib, Esq. (“I”, “We”, the “Firm”), I am pleased to submit my proposal in response to the Request for Proposal (RFP) AL-RFP-2023-001 for providing legal services related to the creation of forms and templates to be used in the City’s Housing Rehabilitation and Replacement Housing programs on behalf of the City of La Crosse, Wisconsin. With my extensive experience in property and contract enforcement and deep knowledge of the local landscape, I believe I am well-equipped to provide the City with high-quality legal support and representation.

Qualifications and Experience:

I am a licensed attorney in the state of Wisconsin, with more than eight years of experience practicing law in the areas of property and housing enforcement, land use, and zoning. I have successfully represented hundreds of both both property developers, owners and property users as clients, including statewide businesses and property owners, in cases involving code enforcement, property disputes, and other related matters.

Throughout my career, I have demonstrated a strong commitment to upholding and enforcing property contracts, regulations and standards, ensuring that property and housing options are properly equipped with demonstrated protections and enforcement options. I am familiar with the City's zoning and housing code, and have a proven track record of successfully navigating the local legal systems.

Attached below as Exhibit A is my resume for your reference. I am a dual-licensed Wisconsin and Illinois attorney. I am also licensed as a Wisconsin real estate Title Agent, and real estate Broker. The attorney who will be handling this matter directly with the City on behalf of the firm is myself, Atty. Ryan Richard Seib.

Proposed Approach and Methodology:

My proposal includes addressing each of the following requirements of the City:

1. Review and provide recommendations regarding current document templates and forms for the City’s Housing Rehabilitation and Replacement Housing Programs, funded by the US Department of Housing and Urban Development (HUD); and
2. Create various forms, documents and templates for the City’s Programs; and
3. Review Program objectives and provide recommendations to increase efficiency, management, oversight, compliance and enforcement.

My approach to providing legal services for the City of La Crosse will involve the following key steps:

1. Conducting a thorough review of the City's property and housing development code to identify any areas requiring clarification or improvement.
2. Conducting a further review of current standards as applied for existing and past TIF, CDBG, HOME funds, and other applicable state and federal regulations as applied to the City’s existing or planned projects and program, including the current and likely revised Comprehensive Plan.
3. Collaborating with City staff to develop and implement effective enforcement of all desired policies and procedures.

* * * * *

4. Providing ongoing legal advice and support to City staff, including the Planning, Development and Assessment Department and City Attorney's Office.
5. Drafting and reviewing all necessary legal documents to enforce applicable codes, policies and procedures, including complaints, citations, and orders.
6. Representing the City in administrative hearings and judicial proceedings related to property maintenance enforcement.

I am deeply committed to providing exceptionally prompt and timely assistance to the City regarding absolutely every and all unexpected problems. I carry a mobile phone with me at all times, which receives any calls to the firm number (which are not otherwise routed). My mobile connection also provides email, text and internet access. In addition, I carry a small laptop with me for any extended absences from my regular office. I have internet access through a secure mobile hotspot to protect the absolute confidentiality of the City.

Fee Structure and Cost Estimate:

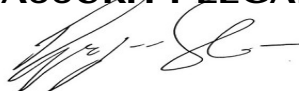
My proposed fee structure is based on an hourly rate of \$100 for legal services related to the above services. I anticipate that the total cost for providing these services over a two month period will be approximately \$2,500, depending on the specific needs and requirements of the City.

Conflict of Interest and Involvements:

I am willing to complete a conflict of interest form. However, I have no personal relationships with any City Staff or appointed or elected officers to my knowledge, with a single exception. I am an appointed member of the City's Aviation Board as of last year. I was appointed by Mayor Reynolds as a citizen appointee to that board.

I appreciate the opportunity to submit my proposal for the City of La Crosse Legal Services RFP. I am confident that my experience and commitment to excellence make me the ideal candidate for this important work. If you require any further information or clarification, please feel free to contact me at (608) 501-2759 or ryan@assuritylegal.com.

Very Sincerely,
ASSURITY LEGAL LLC



Ryan R. Seib
Attorney at law, WI SBN #1101054
IL ADRC # 6334584

2809 Fish Hatchery Road
Suite 201
Madison, WI 53713
Tel: (608) 501-2759
Fax: (608) 856-8022
Email: ryan@assuritylegal.com

Encl. Resume of Atty. Seib

EXHIBIT A**RYAN R SEIB**

(608) 797-5053 | Ryan@AssurityLegal.com
706 7th Street South, La Crosse, Wisconsin

WORK EXPERIENCE

Attorney-Principal 2015 – Present

Assurity Legal LLC, Wisconsin

Owner and Managing Attorney; -principally outside business counsel, real estate, contract, business planning, and aviation law.

- Principal attorney regularly handling transactions for multimillion dollar commercial property.
- Representative/Advocate in transactions of business operations with attached real estate.
- Representative/Advocate for real estate professionals, lenders, real estate investors, businesses.
- Representative/Advocate to enforce real estate contracts; handle title issues; land disputes; development of land and improvement uses; TIF, credits and lending matters.
- Structuring agreements, partnerships and groups throughout Wisconsin and Illinois.
- Negotiate transactions from leases to acquisition; oversee due diligence.

Managing Attorney 2019 – Present

Badger Title Company LLC, Wisconsin

- Owner and manager of law-firm-attached real estate title insurance company; finalized over 200 real estate transactions through 2022 totaling more than 30 million dollars. Underwriting title for real estate projects for engineering firms, banks, mortgage brokers, real estate agents, and Wisconsin Department of Transportation.
- Stewart Title Guaranty Company Agent.

EDUCATION

Loyola University Chicago School of Law, J.D., June 2014

Health, Tax and Commercial Law; Annals of Health Law Journal, Junior Editor;
Federal Tax Attorney for Low Income Taxpayer Clinic, managed both ongoing and new cases;
Phi Alpha Delta; Intellectual Property Society; National and local Student Bar Association.

University of Wisconsin-Madison, B.A., December 2009

Chancellor's List; Internship in journalism and also for a US House Representative; Sierra Club scholarship; Student Newspaper Editor and Writer; CISCO computer Networking Academy.

RELATED SCHOLARSHIP

Book: Commercial Real Estate Transactions in Wisconsin (3rd Ed. 2021-22), author, two chapters: *10. Closing Issues and Documents*, and *9. Tax Strategies*, published by the State Bar of Wisconsin PINNACLE, ISBN: 978-1-57862-623-6, June 2022.

CERTIFICATIONS AND VOLUNTARY PROFESSIONAL ACTIVITIES

WI Attorney (No. 1101054); **Illinois Attorney** (No. 6334584); **Real Estate Title Agent** (WI No. 19170734, IL 07/18/22); Real Estate Broker License (Wisconsin No. 58627-90, inactive).

City of La Crosse, Aviation Board Member

Superintend the City of La Crosse Regional Airport budget, directors, and staff. Appointed October 2022.

City of Fitchburg, Wisconsin Chamber of Commerce Board of Directors

Oversee and direct the operational staff of City chamber and Wisconsin Statute Section 66 Tourism Entity.

Lawyer Pilot's Bar Association Member

Active in aviation organization for legal professionals who practice aviation law and are certified pilots.

Aircraft Owners and Pilots Association

Advise aviation businesses, pilots, and mechanics on legal matters including transactions, tax planning, and insurance. Passionate local counsel aviation to Wisconsin pilots, businesses, and flying clubs.

Small Claims and Legal Aid Clinic Volunteer Attorney

Volunteer attorney at the Dane County Courthouse to answer questions about the small claims process, filing, or pursuing matters before the courts. Through 2022.

Legal Action of Wisconsin Volunteer Attorney

Pro bono legal assistance in real estate and other areas of law.

Civil Air Patrol, Senior Member; Former Wing Finance Officer

1st Lieutenant. State of Illinois headquarters CAP—official auxiliary of the US Air Force. Inactive.

LEGAL PRESENTATIONS AND SEMINARS

Business Drafting Essentials: LLC/Partnership Agreements, Shareholder Agreements, and Common Contracts, National Business Institute; November 2022.

Title Objection Letters and Responses, National Business Institute, June 2022.

Asset Purchase Agreements: Drafting & Negotiation Techniques, National Business Institute; March 2022, May 2021, September 2020, December 2019, September 2018.

Advanced Business Contracts, National Business Institute; November 2022 and December 2018.

The Title Search Process: Step-by-Step, National Business Institute, October 2019.

Advanced Real Estate for Paralegals, National Business Institute, August 2019.

Assisting Clients with Real Estate Transfers, Legal Action of Wisconsin in Madison, October 2017.