



400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512 | F: (608) 789-7318



NOTICE OF INTENT

REQUEST FOR PROPOSALS

INDOOR PUBLIC MARKET

FEASIBILITY AND SITE LOCATION STUDY

DRAFT

Project Description/Purpose

The City of La Crosse and the Redevelopment Authority is accepting proposals to conduct a feasibility and site location study for the construction or renovation of an existing space, and the operation of a permanent, year-round indoor Public Market in La Crosse, WI.

The purpose of the analysis is to:

- A. Determine the feasibility and costs of construction or rehabilitating existing space for the operation of a year round indoor market.
- B. Determine the funding necessary (sources and uses) for the construction or rehabilitation and operation of an indoor market.
- C. Identify potential funding methods and options.
- D. Determine the social and economic impact a Public Market would have in the City of La Crosse.
- E. Determine the best location for such a Public Market in the City of La Crosse.

The City of La Crosse is seeking to retain an individual or company with experience in planning, developing and/or managing year-round public markets to undertake a focused feasibility and site location analysis.

Requirements/Scope of Service

The consultant must be familiar with the creation and operation of similar public markets.

The Scope of Service includes, but is not limited to the following:

1. Conceptual Plan
 - a. Develop a Conceptual Plan including facility layout
 - b. Identify potential partners
 - c. Identify vendors of regionally produced and prepared foods
 - d. Include complementary venues, partners that could enhance the indoor market such as arts, cultural activities and unique food processing activities on site
2. Development Concept
 - a. Identify facility size
 - b. Identify cost of construction/rehabilitation
3. Demand Analysis
 - a. Determine the demand for goods and services for the vendors identified in the Conceptual Plan
 - b. Determine the value and demand of such vendor products and services
4. Site Analysis
 - a. Determine location
 - b. Size and dimensions
 - c. Infrastructure requirements
 - d. Transportation/Parking requirements
5. Operating Analysis
 - a. Identify costs to operate facility
 - b. Identify sources of revenues needed to operate facility, including financing mechanisms
 - c. Identify best operation and management structure

Qualifications

Please prepare and submit a proposal in the following order:

1. Letter of Interest (not to exceed two pages)
2. Table of Contents
3. Company Background
 - a. Type of Organization:
 - i. Corporation proposing as a single entity for all services
 - ii. Corporation proposing as prime entity for all services with sub-consultant(s)
 - iii. Joint Venture
 - iv. Partnership
 - v. Other
 - b. Provide the length of time that the company has been in business and ownership history of prime and its sub-consultant(s) or joint venture partner(s). (If prime entity is a wholly-owned subsidiary of another corporation, please provide details)
 - c. Provide the location of the principal office that will be responsible for implementing this contract
 - d. Provide the location of other offices from which resources may be drawn
 - e. Size, resources, and capabilities of responding entity:
 - i. Organizational structure of business entity for this project:
 1. Partners
 2. Associates
 3. Consultants
 4. Subcontractors
 5. Other participant(s) and title(s)
 6. Organizational hierarchy
 - ii. Services and professional disciplines provided in-house by prime responding entity
 - f. Specialized Experience and Qualifications:
 - i. The lead consultant team shall have demonstrated expertise with feasibility studies for municipal city government clients.
 1. Organization and Key Personnel
 2. Identify primary contact (project manager) and any key personnel/staff and provide their experience, responsibilities, and qualifications. One page resumes of the proposed project team preferred.
 3. Names of Staff and professional experience:
 - g. Reference information and project details from at least three entities that have been provided similar services in the past 5 years and are preferably similar in size:
 - i. Client name
 - ii. Contact name and title
 - iii. Address and phone number
 - h. Consultants shall describe their approach to the project and how they will provide deliverables based on previous section.
 - i. A description of the consultants understanding and approach to the project, including projected timeline showing milestone dates and anticipated project deliverables.

- ii. Description of the type and level of support the consultant will require/expect from the project sponsor—such as staff support, provision of meeting/studio space, materials, meals, etc.
- i. Consultant shall indicate the anticipated expenditures.
- j. Review and incorporation of existing plans including, but not limited to,:
 - i. “Confluence: the City of La Crosse Comprehensive Plan”
 - ii. Riverside Redevelopment Project Plan
 - iii. Various TIF District Project Plans
 - iv. First Impressions Study by UW Extension
 - v. Park and Open Space plans for the City
 - vi. County/City Strategic Plan for Sustainability
 - vii. 5-Year City of La Crosse Park and Recreation Strategic Plan
 - viii. The City Vision 2020 Master Plan of the City of La Crosse
 - ix. Port and Waterfront Plan
 - x. Economic Development Strategic Plan
 - xi. Riverside North Master Plan
 - xii. La Crosse Bicycle and Pedestrian Master Plan
 - xiii. La Crosse Area Planning Commission Regional Plans
 - xiv. Great River Road Plan
 - xv. City of La Crosse Transportation Vision
 - xvi. City/County Housing Task Force Report

Request for Proposal and Project Timeline

All questions must be submitted in writing via email to schnicka@cityoflacrosse.org

Questions must be received no later than **January 15, 2018** in order for the City of La Crosse and the Redevelopment Authority to issue a timely response.

Request for Proposal Release	December 15, 2017
Evaluation Window	December 15, 2017 – January 15, 2018
Deadline for Questions on RFP	January 15, 2018
Completed Proposals Due	February 1, 2018
Notification of Selected Proposal	February 16, 2018
Notice to Proceed/Contract for Services	February 23, 2018
Preliminary Study Due	March 16, 2018
Completed Study Due	April 20, 2018

Proposal Evaluation Criteria

The City of La Crosse and the Redevelopment Authority will begin evaluation of all proposals **2/1/2018**. To ensure consideration for this request for proposal, your proposal should be complete and include all of the following criteria:

1. Format to be followed as requested in the RFP.
2. Proposed solutions meet the scope and services herein and are presented in a clear manner.
3. Presentation of qualifications related to, and experience with public market feasibility studies, including references and record of past performance.
4. Cost/Budget to deliver results of feasibility study.
5. Includes creative approaches and financial solutions.
6. Availability and commitment of high quality personnel to complete the project.

Reservation of Rights

The City of La Crosse and the Redevelopment Authority reserves the right to:

- Cancel or withdraw the RFP prior to or after the submission deadline
- Modify or issue clarifications to the RFP prior to the submission deadline
- Reject any submission it deems incomplete or unresponsive to the submission requirements
- Consider a submission that is in non-compliance with the submission requirements
- Reject all submissions that are submitted under the RFP
- Modify the deadline for submissions or other actions
- Reissue the RFP, a modified RFP, or a new RFP whether or not any submissions have been received in response to the initial RFP issuance.