A quorum of the Administration Committee, Board of Public Works, Park Board, and/or Common Council may attend this meeting; (Although it is not expected than any official action of any of those bodies will be taken).

CITY OF MENASHA
REDEVELOPMENT AUTHORITY
Special Working Group for Lake Park Real Estate Marketing Services
Council Chambers, 3rd Floor, City Hall
140 Main Street, Menasha

November 23, 2011

6:00 PM

AGENDA

A. CALL TO ORDER

B. ROLL CALL/EXCUSED ABSENCES

C. ACTION ITEMS
   1. Approval of Lake Park Square and Villas Real Estate and Marketing RFP

D. ADJOURNMENT

Menasha is committed to its diverse population. Our Non-English speaking population or those with disabilities are invited to contact the Community Development Department at 967-3650 at least 24-hours in advance of the meeting so special accommodations can be made.

DRAFT

An updated version will be distributed at November 23, 2011 RDA Special Working Group Meeting

Request for Proposals

REAL ESTATE BROKERAGE AND MARKETING SERVICES

FOR LAKE PARK SQUARE & LAKE PARK VILLAS AREA

Menasha Redevelopment Authority

Date of Issuance: November 29, 2011

Proposals Due: 12:00pm (Noon), December 14, 2011

TABLE OF CONTENTS

I.	**Background**	3
II.	**Purpose**	3
III.	**Description of Lake Park Square & Lake Park Villas Area**	3
IV.	**Description of Services Required**	4
V.	**Project Timeline**	4
VI.	**Contact**	5
VII.	**Proposal Format & Deliverables**	5
VIII.	**Submission of Proposals**	6
IX.	**Evaluation and Scoring of Proposals**	6
X.	**Proprietary Information**	6
XI.	**Incurring Costs**	6
XII.	**Estimated Schedule of Events**	7
XIII.	**Acceptance of Proposal Content**	7
XIV.	**Contract Negotiations**	7
XV.	**Nondiscrimination & Equal Opportunity**	7
XVI.	**Insurance & Hold Harmless**	7
XVII.	**Submission Form**	8
XVIII.	**Exhibits**	
	a. **Lake Park Area Map**	9
	b. **RDA-Owned Lake Park Villas Lot Information**	*
	c. **RDA-Owned Lake Park Square Information**	*
	d. **Lake Park Villas Covenants**	*
	e. **Lake Park Villas Homeowners Association Information**	*

**Exhibits b-e will be provided at the 11/23/2011 RDA Special Working Group Meeting*

I. Background

The Menasha Redevelopment Authority (RDA) recently acquired vacant commercial and residential property from the City of Menasha in Lake Park Square and Lake Park Villas, located near the intersection of Lake Park Road and Highway 10/114. Development of these two adjacent sites has been relatively stagnant in recent years due to the financial insolvency of the original developer, and the concurrent recession that has hampered real estate development throughout the Fox Cities and beyond. The RDA has been charged with reigniting development at this site, and is seeking professional services to assist in this endeavor.

The RDA has recently sold neighboring property to Ponds of Menasha, LLC, where Lexington Homes is embarking on a 124 lot residential development; as well as Cypress Homes, LLC where a new 16 unit condominium development broke ground this summer. The City of Menasha and the RDA have entered into agreements to accelerate development of these residential neighborhoods. Although these properties are not part of the scope of this project, we highly encourage proposers to coordinate with the developers of the Ponds of Menasha and Cypress Homes in creating an overall branding and/or marketing umbrella for the general Lake Park area where applicable.

II. Purpose

The Menasha Redevelopment Authority (RDA) is seeking proposals for real estate brokerage and marketing services for vacant commercial properties in Lake Park Square and vacant residential properties in Lake Park Villas that are currently owned by the RDA. The RDA wishes to partner with a creative team of professionals who can develop a real estate brokerage and marketing strategy to serve as a catalyst for developing the Lake Park area into one of the most vibrant commercial and residential developments within the Fox Cities.

The RDA recognizes that real estate firms typically specialize in either Commercial or Residential real estate services. As such, the RDA will accept separate proposals for the Commercial and Residential components of this project. We highly encourage firms to partner in developing their proposals; where this is not feasible, coordination between multiple firms will be required to ensure cohesive and mutually beneficial marketing of the entire site (commercial <u>and</u> residential).

III. Description of Lake Park Square & Lake Park Villas Area

Lake Park Square and Lake Park Villas, located centrally within the Fox Cities, is located in a highly desirable area adjacent to the Lake Park Road & Highway 10/114 Intersection, with easy access to State Highway 441. Current surrounding development consists of mostly single-family residential to the North and Northeast, with some commercial and limited industrial use on the east side of Lake Park road.

As depicted in Exhibit A, Lake Park Square already contains Lake Park Swim and Fitness, Little Inspirations Family Daycare, and the Gardens of Fountain Way, a senior living

facility. The City of Menasha's design standards for commercial buildings and signage ensure that all development in Lake Park Square is of high quality and is visually appealing. The Menasha Redevelopment Authority (RDA) owns nine (9) vacant commercial lots that are ready for development, which are further described in Exhibit C.

Lake Park Villas is a condominium development and association (Exhibit E) featuring naturally landscaped common areas, numerous ponds, walking trails, and a gazebo. Restrictive covenants (Exhibit D) ensure homes constructed are of high quality and fit the desired visual character for the area. Lake Park Villas currently has 47 residential units, all but two of which are single-family detached units. The RDA currently owns 67 vacant residential lots that are available for development, which are further described in Exhibit B.

IV. Description of Services Required

The scope of services to be provided by the consultant shall include the major work elements identified in this section.

A. Real Estate Advising. Advise the Menasha Redevelopment Authority (RDA) in the following areas:
   a. Asking price for lots
   b. Lot configuration
   c. Covenants/restrictions
   d. Other real estate advising you see as necessary

B. Anticipated Marketing Strategy. Identify target market(s), tools, and strategies you would use to market the properties (e.g. MLS, Print, internet, social media, TV, radio, other).

C. Coordination with Partners. Multiple firms may be involved in marketing the RDA owned commercial and residential properties in the Lake Park area. In addition, the Ponds of Menasha/Lexington Homes and Cypress Homes are key players in the development of the Lake Park area through separate agreements with the City of Menasha and the RDA. Indicate how you would coordinate with these partners to ensure overall cohesiveness for marketing the Lake Park Area.

D. Progress Reporting. Progress reporting on your part will ensure constant feedback to the Menasha Redevelopment Authority of your activities in fulfilling your obligations. Indicate what format and metrics you would utilize for progress reporting, as well as your desired frequency for providing them.

V. Project Timeline

The Menasha Redevelopment Authority seeks to initiate marketing of the Lake Park Square and Lake Park Villas area as soon as practicable. Length and terms of any contract resulting from this RFP will be negotiated.

VI. Contact

All requests for further information shall be directed to:

Greg Keil, Executive Director, Menasha Redevelopment Authority &
Community Development Director, City of Menasha
140 Main Street
Menasha, WI 54952
920.967.3651
gkeil@ci.menasha.wi.us

VII. Proposal Format & Deliverables

Please label responses to correspond to the section of the RFP that is being addressed. Please be sure to include responses for the following items:

A. Signed Submission Page. Provide all of the required information as indicated and include an **original signature** of an official authorized to bind the proposer to the proposal response (see page 8 of this RFP).

B. Focus of Services. Please indicate whether you are proposing services for the Residential and/or Commercial properties.

C. Work Plan. All proposers shall provide a detailed work plan explaining how services outlined in Item IV (Services Required) of this proposal will be designed, approached and executed for the Menasha Redevelopment Authority. Note anticipated outcomes resulting from your proposed services.

D. Firm's History & Staff Experience. All proposals shall provide a brief history of the firm including staff's qualifications, experience, and accomplishments that are relevant to the scope of services stated in this proposal. Include the name and contact information of the person overseeing this project on behalf of your firm.

E. Compensation. All proposals shall include requested commission and other forms of compensation necessary to undertake your proposed activities. We encourage creating pricing strategies and/or a la cart pricing for specific marketing services.

F. References. Three (3) references of individuals who can attest to your firm's ability to undertake and complete the requested services.

G. Conflict of Interest Statement & Supporting Documentation. Proposals shall disclose any professional or personal financial interests which could be a possible conflict of interest in representing the Menasha Redevelopment Authority. In addition, all proposals shall further disclose arrangements to derive additional compensation from various investment and reinvestment products, including financial contracts.

VIII. Submission of Proposals

Applicants must submit ten (10) printed copies and a .pdf version of all materials no later than December 14, 2011 at 12:00pm (noon). Proposals shall be addressed to:

Kara Homan, AICP, Principal Planner
Attn: RDA Lake Park Real Estate RFP
c/o City of Menasha
140 Main Street
Menasha, WI 54952
E-Mail: khoman@ci.menasha.wi.us

IX. Evaluation and Scoring of Proposals

Accepted proposals will be evaluated by a review team comprised of, but not limited to, Menasha Redevelopment Authority members, support staff from the City of Menasha, and other key personnel as deemed necessary. The proposals will be evaluated using the following criteria:

A. Suitability of design & approach to addressing requested services
B. Qualifications & experience of firm and personnel
C. Anticipated outcomes from marketing
D. Requested commission and other forms of compensation
E. References
F. Responsiveness of proposal

X. Propriety Information

Any restrictions on the use of data in the proposal must be clearly stated. All proposals and products, unless otherwise noted, become property of the Menasha Redevelopment Authority. All submitted proposals and information included therein or attached thereto shall become public record upon submittal of proposals.

XI. Incurring Costs

The Menasha Redevelopment Authority is not liable for any costs incurred by parties replying to this RFP.

XII. Estimated Schedule of Events*

RFP Released:	November 29, 2011
Proposal Due Date:	12:00 PM (Noon), December 14, 2011
Period for Evaluation & Selection**	Dec. 15, 2011 through December 20, 2011
Contract Negotiations:	Jan 21, 2011 through Jan 1, 2012
Contract Approved by Menasha Redevelopment Authority:	Week of January 1st, 2012

** Schedule is subject to change*
***We anticipate scheduling presentations/interviews with proposers during the evaluation period.*

XIII. Acceptance of Proposal Content

By submitting a proposal, the proposer agrees that all or portions of the proposal's contents may become part of a contract, if accepted, and the Menasha Redevelopment Authority will reject any proposal submitted by a proposer who does not accept this condition.

XIV. Contract Negotiations

The Menasha Redevelopment Authority reserves the right to negotiate the award and conditions of the proposal prior to entering into a written agreement.

XV. Nondiscrimination & Equal Opportunity

SEEKING LANGUAGE FROM CITY ATTORNEY

XVI. Insurance & Hold Harmless

SEEKING LANGUAGE FROM CITY ATTORNEY

XVII. Submission Form

SUBMITTED TO: Menasha Redevelopment Authority
140 Main St
Menasha, WI 54952

FOR: RDA Lake Park Real Estate RFP

DATE: _____

NAME OF
PROPOSER: _____

SIGNATURE
OF PROPOSER:_____

ADDRESS: _____

_____

TELEPHONE: _____

EMAIL: _____

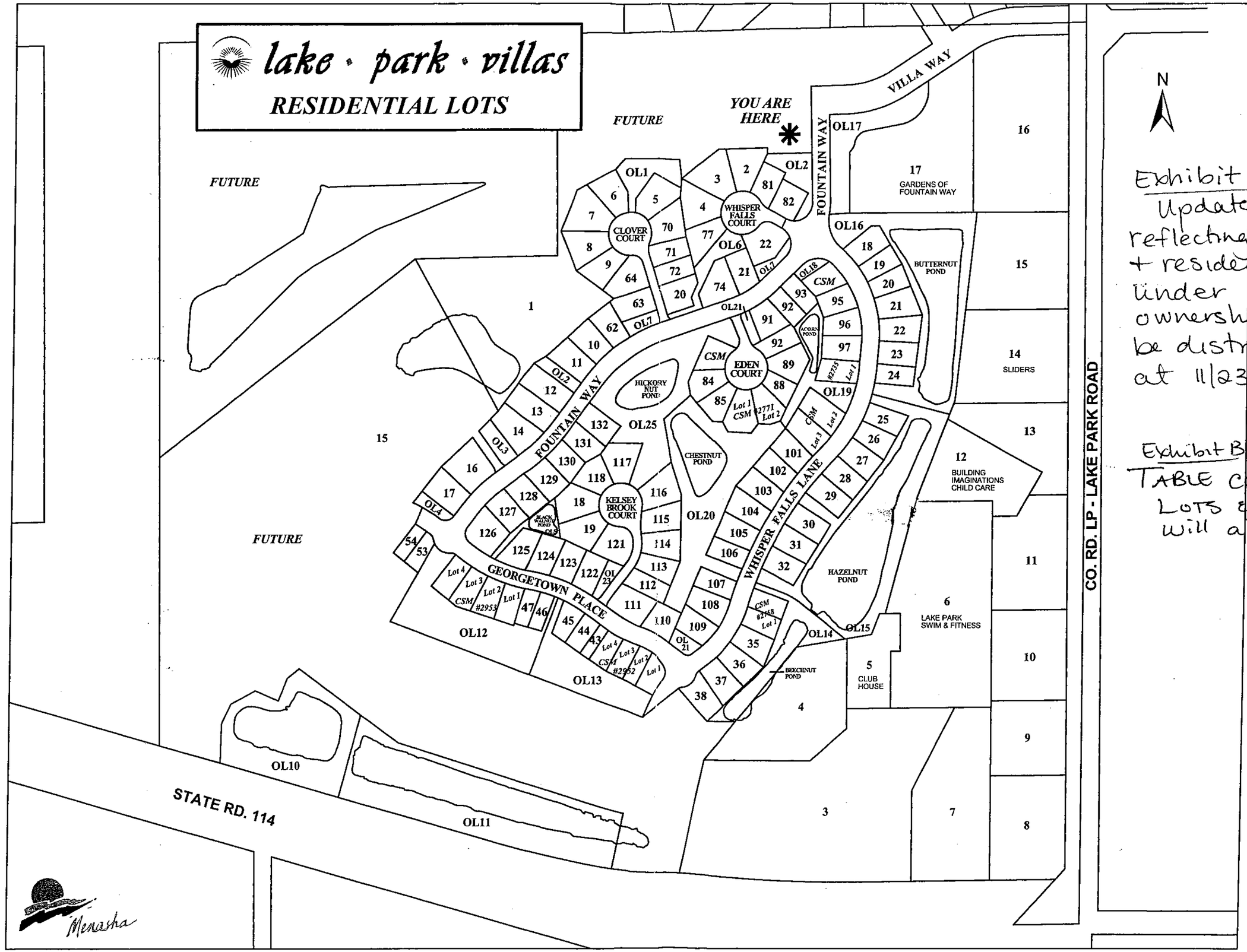

Exhibit A:
Updated map reflecting Commercial + residential lots under RDA ownership to be distributed at 11/23 meeting.

Exhibit B:
TABLE containing Lots & dimensions + zoning will also be included.