

REQUEST FOR

PROPOSALS

Kewaunee, WI



Exceptional Waterfront Development Opportunity
97 Ellis Street · Kewaunee · Wisconsin



REQUEST FOR PROPOSALS
AUGUST, 2017





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EXECUTIVE SUMMARY

The Kewaunee County Economic Development Corporation (KCEDC), on behalf of the City of Kewaunee is pleased to present the following Request for Proposal (RFP) for the purpose of acquisition and development of a 3.2 acre waterfront site (“The Property”) located at 97 Ellis Street along the City of Kewaunee’s Harbor.





The goal of the City of Kewaunee is to provide for the disposition of the property to a private developer or development team for a diverse waterfront redevelopment that enhances the economic core of the community. The city intends to leverage the redevelopment of the property to spur continued growth and revitalization in the downtown/"Harbor District".

Offering Summary

SITE	Approximately 3.2 Acres	RFP ISSUANCE DATE:	August 28, 2017
PRICE	Market	RFP Questions:	Accepted September 5, 2017 – September 22, 2017.
OWNER	City of Kewaunee	RFP Responses Due:	No later than 5:00 PM CST, October 27, 2017
ADDRESSES	97 Ellis St. Kewaunee, WI	RFP Format:	Please submit response in electronic PDF format via e-mail
ZONING	B-2 Central Business District		to Fred Schnook (City of Kewaunee) at fschnook@cityofkewaunee.org & Jennifer Brown (KCEDC) at Brownjk@kcedc.org.
POTENTIAL USES <i>(not limited)</i>	Mixed-use development with retail, office, residential and/or hotel/hospitality.		

GEOGRAPHIC OVERVIEW

Located on the shores of Lake Michigan in Northeastern Wisconsin, the City of Kewaunee offers an array of picturesque natural amenities and rich European heritage. This authentic and dynamic waterfront community offers residents and visitors highly desirable recreational amenities from premier deep-water fishing to top notch biking and ATV trails. Conveniently





positioned 30 miles east of the City of Green Bay and 30 miles north of Manitowoc, Kewaunee provides easy access for a balanced life of work and play.

Economy

The City of Kewaunee serves as the county seat of Kewaunee County and is an integral component of the regional economy. Currently in the process of economic revitalization and expansion, the City of Kewaunee maximized a \$4.2 M grant from the State of Wisconsin by investing in waterfront infrastructure and amenities. The investment provides a strong foundation for the continued economic resurgence of the city’s downtown/“Harbor District”. The City of Kewaunee plays a vital role in Kewaunee County’s blossoming tourism renaissance which offers regional access to outdoor amenities such as; beaches, fishing, lighthouses, trails and much more.

Kewaunee County is economically diverse with employment opportunities across numerous industries including; manufacturing, agriculture, professional and business services, financial activities, construction, and leisure & hospitality. Kewaunee County ranks consistently

TOP EMPLOYERS (private sector)	# of EMPLOYEES (EE)
WS Packaging Group, Inc	450 (EE)
Kewaunee Fabrications	252 (EE)
NEW Plastics Corp	198 (EE)
Vollrath Co.	140 (EE)
Agropur, Inc.	140 (EE)
Pagel’s Ponderosa Dairy	126 (EE)
D&S Machine Service	121 (EE)
Floral Plant Growers, LLC	120 (EE)
Bank of Luxemburg	86 (EE)

among the top Wisconsin Counties with the lowest unemployment rate, currently at 3.2%. Households in Kewaunee County earn a median yearly income of \$61,433; earning more than the state and national average. Additionally, median household expenditures average \$54,953 per year.

Although Kewaunee County has a strong manufacturing and agricultural economic base, the community is experiencing some growth in industries like professional and business services, construction and tourism-focused services. Employers are drawn to the area by the access to the skilled workforce and abundant recreational amenities that lend to a high quality of life. With a commitment to innovative partnerships that foster workforce development, Kewaunee County is successfully working collaboratively to diversify and grow of the local and regional economy.

Tourism

Kewaunee County has noted strong and steady growth in the tourism sector. Visitor spending increased an average of 8.5% annually since 2010. Tourism currently generates \$32M in economic activity. This encouraging growth is due

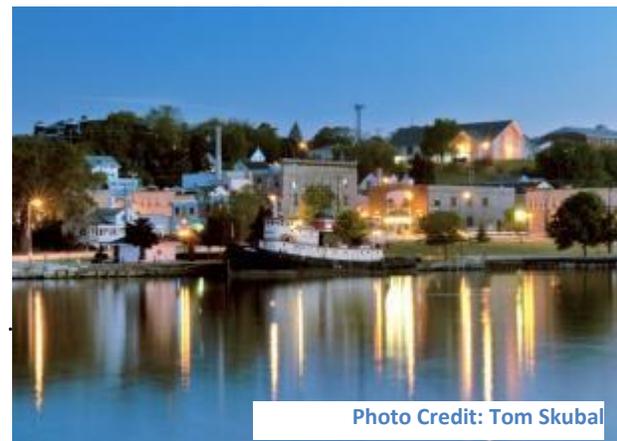


Photo Credit: Tom Skubal





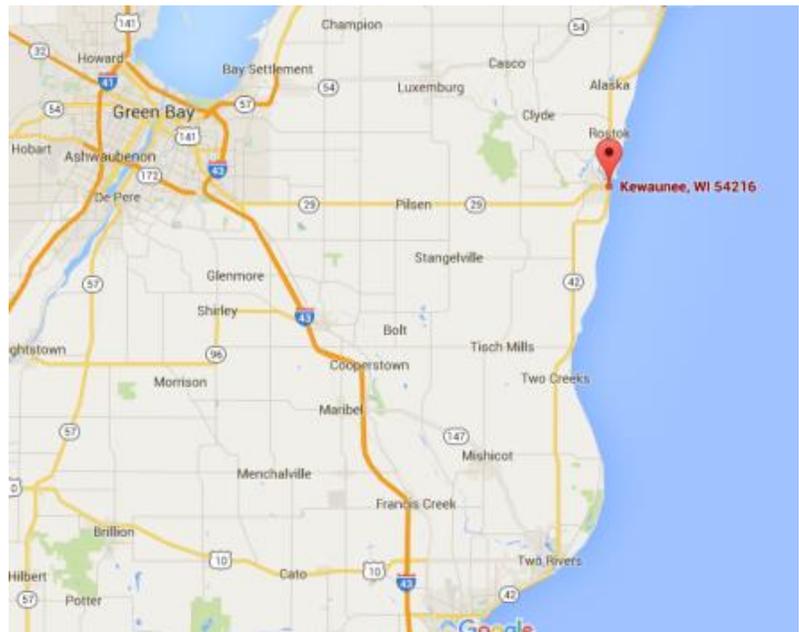
to some of the best and scenic recreational opportunities in the state of Wisconsin including, the best deep water fishing on Lake Michigan, two challenging golf courses, two craft breweries and three growing wineries. The City of Kewaunee has also become an increasingly popular wedding destination ([Lakehaven Hall](#), [Barnsite Retreat & Events Center](#) and [The Hollyhock House & Gardens](#)). In addition, Kewaunee County has 23 acres of park land per 1,000 residents and 2.6 miles of bike and hiking trail per 1,000 residents (not including trails/land within incorporated areas). More information about Kewaunee County tourism from an article in the Wisconsin State Journal, "[More to Catch in Kewaunee County than Just Fish](#)" (8/24/17).

Access to Kewaunee

The City of Kewaunee is easily accessible to the rest of Wisconsin and the world through a network of transportation.

Air Transportation

Austin Straubel International Airport (Green Bay) is located 34 miles from downtown Kewaunee. The Airport is currently served by five major airlines with six direct service cities making connections available to any destination in the world.



Interstate / Highway Transportation

Kewaunee is supported by a strong highway system with Highway 42 (North/South) and Highway 29 (East/West) providing immediate access to the surrounding areas. Hwy 42 and Hwy 29 intersect with I-43 providing travelers with direct access to Green Bay and Milwaukee. I-43 travels in a North/South direction with drive times to

Green Bay approximately 30 minutes and Milwaukee approximately 2 hours. Kewaunee is also approximately 3.5 hours drive to Chicago.

Introduction to the RFP Opportunity

The City of Kewaunee is pleased to issue this Request for Proposals seeking qualified respondents to acquire the Property in downtown Kewaunee located at 97 Ellis Street.





Background is available on the City of Kewaunee’s website (<http://www.cityofkewaunee.org/>).

The property is just steps from the Kewaunee Harbor, where a \$4.2 million harbor improvement project was completed in June of 2017.

Harbor improvements include an aesthetically enhanced public park, fishing platforms, 850 feet of seawall replacement, a renovated (in progress) lighthouse and more than 1,300 feet of new pedestrian boardwalk creating a seamless pedestrian route from Harbor Park to the Kewaunee lighthouse, passing directly in front of this property.



Harbor Improvement Photos





Property Overview

i. Current Site Conditions

Users and Owners

The property is ±139,392 Sq. Ft. (3.2 acres) and is located in downtown Kewaunee, Wisconsin. The property formerly housed a food processing machinery facility. Currently, the property is vacant and owned by the City of Kewaunee.

ii. Environmental Conditions

Phase I and Phase II Environmental Surveys on the property will be available on the City website (<http://www.cityofkewaunee.org/>). Any prospective purchaser shall not rely on the findings as outlined herein or in these Phase I and II reports but should independently satisfy themselves as to the condition of the property. **THE CITY MAKES NO REPRESENTATIONS OR WARRANTIES CONCERNING THE ENVIRONMENTAL CONDITION OF THE PROPERTY.**



iii. Zoning

The property is zoned B-2 Community Business District and is ideally suited for a mixed-use development. The City's Comprehensive Plan outlines opportunity to increase growth in the core Central Business District. The City of Kewaunee's current zoning ordinances can be found online (<http://www.cityofkewaunee.org/>).



iv. Use and Activities

The City of Kewaunee adopted a Waterfront plan in 2009 (available online at <http://www.cityofkewaunee.org/>). The Kewaunee Harbor contains a mix of commercial, some industrial, recreational and residential. The plan identifies goals and strategies for improving Kewaunee's harbor and the surrounding Central Business District.

The property was identified as one of the key redevelopment sites. The City of Kewaunee is open to proposals that provide for the following uses for the property;

- Service
- Retail
- Residential (market rate)
- Lodging
- Commercial



Harbor View with Lighthouse



97 Ellis Street looking South from Ellis

DETAILS OF THE PROPOSAL

Developers are required to include a detailed and comprehensive proposal. The city reserves the right to request additional information during the evaluation of submitted proposals and to reject any or all responses. The following attributes are required:

Project Concept Summary

Provide a concise narrative summary of the project concept, including:

- General description of the vision and proposed project concept for the Property
- Breakdown of the Property's various concepts and/or uses
- Outline of Purchase Terms
- Outline of Development Terms
- Outline of economic incentives which the developer expects to apply for, if any.
- Proposed Development Schedule
- Economic Impact of Development (including tax revenues)

Physical Details

- Total Square Footage
- Total number of parking spaces within Property or surrounding parking
- Proposed types of uses and square feet of each use

Ownership Objectives (Short / Long Term) and Financial Details

- Equity source and required approvals



- Percentage of total project costs to be funded with equity
- Source of debt funding and details
- Details of debt structure (term assumptions)
- Total Project Cost

Development Process

- Project Scope
- Design involvement
- Developer’s approach to engage with City and Community
- Developer Qualifications
- Ownership structure
- Key company principals and executives / roles
- Number of years in business
- Specific projects similar to this opportunity

SELECTION PROCESS AND EVALUATION CRITERIA

Selection Process

MILESTONE	DATE
RFP Posted	August 28, 2017
Question Period	Accepted beginning September 5– September 22, 2017.
Proposals Due	No later than 5:00 PM CST, October 27, 2017
Proposal Review and Evaluation	Week of October 30, 2017
Presentations	Nov. 14 & 15. 2017





Upon submission of the proposals, the City of Kewaunee with assistance from KCEDC shall evaluate all

Developer(S) Selection(S)	Week of November 27, 2017
EVALUATION CRITERIA	
Financial Resources, Structure, Benefit And Value To City	
Conceptual Project Planning/Design/Architecture, including alignment with waterfront use.	
Proposal and Development Team Experience	

content of the proposals based upon the evaluation criteria set forth below. Each respondent submitting a proposal may, at the City’s sole option and discretion, be provided the opportunity to present their development concept. Questions may be submitted by email to KCEDC until the date below. Additional documents requested will be posted on the City’s website, if possible.

Evaluation Criteria

The City intends to select a development team or teams and project concept(s) based upon the following criteria in the sole opinion of the City and KCEDC.

Contract Negotiations – The City will use the requirements set forth in the RFP as the basis for proposal evaluations. After identifying one or more responsive and responsible vendors who appear to be most advantageous to the City, the City may enter into contract negotiations with the vendor(s). If at any time the contract negotiations are judged to be ineffective, the City may cease all activities with a vendor and begin/continue contract negotiation and preparation activities with another vendor, and the process may continue until a contract is executed with approval of the City Council.

As a part of this process, the City may obtain “best and final offers” from all respondents judged to be finalists. The City reserves the right to cease all contract negotiation activities at any time and reject all proposals if such action is determined by the City to be in its best interest. Proposals will be evaluated according to the following evaluation criteria.

Proposals that significantly deviate from the City’s requirements may be found “non-responsive” without further evaluation.

SUBMITTALS

Responses may be shared via drop box, google drive or email (if size permits) to Jennifer Brown (KCEDC) at Brownjk@kcedc.org or mailed to the address below and must be identified on the outside of the envelope(s) as: **“Kewaunee RFP Response”**

Kewaunee County Economic Development Corp.
Po Box 361
Luxemburg, WI 54217





The City reserves the right to reject any or all responses or portions thereof, to reissue or to proceed to obtain the services desired otherwise, at any time or in any manner considered to be in its best interest.

Contact Information:

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The following referenced documents can be found online at <http://www.cityofkewaunee.org/>.

1. RFP
2. Phase I & Phase II
3. City of Kewaunee Comp Plan
4. Zoning Ordinance
5. Waterfront Plan

