



REQUEST FOR PROPOSALS (RFP)

Department of Administration
County of Dane, Wisconsin

COUNTY AGENCY

Alliant Energy Center

RFP NUMBER

RFP #116023

RFP TITLE

ALLIANT ENERGY CENTER PARTIAL CAMPUS DEVELOPMENT

PURPOSE

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for compatible private development of a select area or areas of the Alliant Energy Center Campus.

DEADLINE FOR
RFP SUBMISSIONS

**2:00 P.M. Central Time
April 29, 2016**

LATE, FAXED OR UNSIGNED PROPOSALS WILL BE REJECTED

SUBMIT RFP TO
THIS ADDRESS

DANE COUNTY PURCHASING DIVISION
ROOM 425 CITY- COUNTY BUILDING
210 MARTIN LUTHER KING JR BLVD
MADISON, WI 53703-3345

VENDOR SITE VISITS

March 11, 2016

SPECIAL
INSTRUCTIONS

- ☐ Label the lower left corner of your sealed submittal package with the RFP number.
- ☐ Submit (1) original and (6) copies of your technical proposal.
- ☐ Submit (1) original and (3) copy of your cost proposal.
- ☐ Submit (1) complete electronic copy in Microsoft Word or PDF format saved on a Flash Drive or burned to a CD/DVD.

DIRECT ALL
INQUIRES TO

NAME	Pete Patten
TITLE	Purchasing Agent
PHONE #	608-267-3523
FAX #	608-266-4425
EMAIL	patten.peter@countyofdane.com
WEB SITE	www.danepurchasing.com

DATE RFP ISSUED: 2/15/2016

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1.0 GENERAL INFORMATION

1.1 Introduction and Project Context

Introduction

The purpose of this document is to solicit proposals from interested parties to develop one or more identified undeveloped sub-areas of the Alliant Energy Center (AEC) campus, which are exhibited herein as Appendix A. The areas will be developed under a ground lease arrangement. After factoring out land area subject to primary environmental constraints, they comprise a total of 6.7 buildable acres, or 4 percent of the total AEC campus area of 164 acres: Area A is comprised of 3.7 buildable acres; Area B is comprised of 1.0 buildable acre; Area C is comprised of 0.5 buildable acre; and Area D is comprised of 1.5 buildable acres. Chiefly among other criteria, all proposed development must be complementary to and compatible with AEC's primary function as a multi-building entertainment, conference, and convention center facility. The primary near-term reasons that Dane County is exploring this opportunity is to a) generate revenue to supplement AEC operating costs, and b) expand onsite amenities offered to those attending events at AEC, which may in turn contribute to increased event bookings.

Dane County acknowledges that this is a near-term, limited initiative in the context of concurrent longer-term master planning for the broader AEC campus and surrounding properties. The AEC Strategic Design Study Committee of the Dane County Board of Supervisors recently completed under contract with the Hammes Company a [Strategic Feasibility Study of the Alliant Energy Center](#), and efforts are continuing via County Board resolution to further explore these longer term possibilities. The project initiated by this RFP can be considered an exploratory venture to discover what real estate development interest and opportunities currently exist at AEC. This initiative is intended to complement and inform the longer-term master planning efforts currently under way, while expediting the need for more immediate financial relief to AEC operational costs and near-term benefits to those attending events at AEC.

Project Context

The Alliant Energy Center is a self-sustaining, multi-building event venue for expositions, conventions, conferences, meetings, banquets, consumer shows, outdoor events, concerts, and other events. The large campus encompasses 164 acres, includes five premier facilities, and offers over 5,800 paved, illuminated surface parking stalls. AEC is estimated to provide \$88 million in direct local economic impact, and welcomes more than one million people to more than 500 events annually.

The five existing facilities on the campus include the following (which are also depicted on the map in Appendix B):

1. [Veterans Memorial Coliseum](#). With 8,000 permanent seats and a capacity of more than 10,000, the Coliseum is designed to host sporting events, large concerts and entertainment productions. The Coliseum hosted 43 events in 2014.
2. [Exhibition Hall](#). With 255,000 s.f. of floor area, the Exhibition Hall is AEC's premier venue for conventions, meetings, banquets, and related activities, and it hosts on average roughly 500 events annually.
3. [New Holland Pavilions](#). Completed in October 2014, the two pavilions have a total of 290,000 s.f. and enable AEC to be an industry leader in the agricultural

- show market. The multi-purpose design of the pavilions also makes them perfectly suited for flat shows, trade shows, and much more.
4. Willow Island. As AEC's primary outdoor venue, Willow Island features 29 acres of natural space surrounded by two ponds, and it's perfect for outdoor concerts, festivals, and other occasions.
 5. Arena. This 22,000 s.f. venue is suited for smaller trade shows, staged performances, and consumer events. It is also perfect for equine events and other shows that can take advantage of its show ring and grandstand seating.

AEC is located in the town of Madison, wholly surrounded by the capital city of Madison, Wisconsin, in the center of Dane County. Dane County is home to over 500,000 people, nearly half of whom live in the city of Madison. Madison has long and repeatedly been noted by many different sources as one of the most attractive, livable cities in the United States. As both the state capital and home to the University of Wisconsin-Madison, the area has enjoyed relative economic stability and prosperity. As a result, Dane County is growing by more people per year than any other town, city, village or county in the state of Wisconsin.

AEC is accessed by the larger community by way of outstanding transportation connections. The campus is bounded by Olin Avenue to the north and John Nolen Drive and Rimrock Road to the east. Based on available city of Madison traffic volume maps, Olin Avenue's Average Weekday Traffic (AWT) volume in 2015 was 8,850 vehicles, while John Nolen Drive's was 41,400 in 2013 just west of Rimrock Road. Rimrock Road's AWT was 18,100 in 2013 just south of John Nolen Drive. Transit service is provided by Madison Metro, mostly via Route 13, which generally runs between the South Transfer Point and the UW campus. Weekday service runs between 5:48 a.m. and 11:38 p.m., with buses running every 30 minutes during the AM and PM peak hours, and every hour during the off-peak hours. There is outstanding off-road bicycle access between AEC and Downtown Madison via the Capital City Trail, which runs parallel to and north of John Nolen Drive, and the Wingra Creek Bike Path, which parallels the creek to the west of the AEC campus and can be easily accessed from the campus across Quann Park. The Capital City Bike Trail had an AWT of 634 bikes in 2014, just east of the Sheraton Hotel at Rimrock Road. The Wingra Creek Bike Path also provides excellent bicycle access between the Capitol View Heights neighborhood (located to the south and west of AEC) and Downtown along the western boundary of Quann Park and ultimately connecting to the Capital City Trail by way of an underpass along Wingra Creek running beneath John Nolen Drive.

From a land use perspective, the AEC campus presents a unique real estate opportunity comprised of 164 acres, the vast majority of which is vacant and largely dedicated to surface parking stalls, centrally located less than two miles from Downtown Madison. As noted above, these four sub-areas comprise in total only 6.7 acres, or 4 percent of the full campus land area. In addition to the great opportunities for onsite campus infill development, there are many notable surrounding land use features that establish AEC's land use context.

There are a number of prominent City of Madison parks located in the vicinity of AEC, as shown on the map in Appendix B, including the following: Olin-Turville Park, located on the north side of John Nolen Drive, between AEC and Lake Monona; Quann Park, located immediately to the west of AEC, which is mostly comprised of a dog park, but also includes on its southern end community gardens and tennis courts; and Goodman Park and Community Pool, located west of Quann Park and across Wingra Creek.

The primary residential neighborhood located in closest proximity to AEC is Capitol View Heights, located immediately to the southwest of and adjacent to AEC. Extending further to the west is the Bram's Addition Neighborhood, located between Capitol View Heights and Park Street. According to the 2010 US Census, there were over 150 housing units and nearly 400 people living in the Capitol View neighborhood.

Other notable land uses in the vicinity of AEC beyond those noted above include the following: The Madison Water Utility, located immediately northwest of AEC, and WPS Insurance, the Coliseum Bar, and the Wonder Bar, located to the north of AEC across Olin Avenue. The Wisconsin Department of Revenue is located to the southeast of AEC across Rimrock Road. There is an enclave of commercial uses located to the south of AEC, north of USH 12/18/151, which includes a Hyundai Dealership, Coyle Carpet One, Klein-Dickert Auto Service, and Gates Auto Body, among others.

It is within this land use, transportation, and AEC operational context in which this project will be staged. Additional details on the intended scope of work, the project goals, instructions on how to submit a proposal, and an explanation of how proposals will be scored are provided further below.

The County may ultimately use the results of this process to enter into negotiations with a selected vendor or multiple vendors regarding a potential lease or other financial arrangement to enable the proposed development(s) to proceed.

The contract resulting from this Request for Proposals (RFP) will be administered by Mark Clarke, Director of the Alliant Energy Center.

This RFP is issued on behalf of Dane County by the Purchasing Division, which is the sole point of contact for the County during the procurement process.

1.2 Scope

The scope of this project essentially consists of a single product: the submittal of a proposal to develop one or more of four sub-areas of the AEC campus, which are identified in Appendix A. The proposal must achieve some or all of the project goals outlined in Section 1.3, and it must satisfy the general requirements of Section 4.0 and the technical requirements of Section 5.0. The extent to which the proposal satisfies these criteria will be measured by Dane County using the format outlined in Section 3.3. Some or all vendors submitting proposals may be selected to give a presentation to a review panel. Dane County may then select one or more of the proposals to proceed on to a formal development agreement between the proposer and Dane County to bring the proposed development to fruition.

Over time, Dane County intends for AEC to become a destination unto itself, not just to the benefit of AEC customers and event attendees, but also for residents and visitors of the greater Dane County area. To accomplish this goal, the campus will need additional development and amenities to help create that destination experience. Event attendees have expressed that there is a shortage of entertainment facilities, restaurants, select retail opportunities, and hotel rooms in the immediate campus area. However, proposals for hotels will not be considered due to Dane County's existing association and contractual obligations with the Clarion Suites hotel, which already resides on the AEC campus.

Dane County's intent is to solicit proposals from interested developers to start creating a destination experience on the campus by offering amenities that will be of interest to AEC customers, visitors, and residents of the larger community. While there must be

a component of the proposal(s) that directly benefits AEC event attendees, there may also be additional components such as residential, office, and other uses as part of a mixed-use development proposal that extend benefits to the broader community. The AEC campus location has many appealing attributes, many of which are cited above under the 'Introduction and Project Context' section of this RFP.

The four sub-areas identified in Appendix A represent areas of the campus that are not presently utilized for AEC operations. They do not detract from existing surface parking, which is vital to AEC operations, particularly for larger events like World Dairy Expo and Midwest Horse Fair, yet they possess excellent visibility from the existing, highly traveled transportation network, and as such they have optimal opportunities for ingress/egress by multiple modes of transportation. These sites were additionally selected because they would minimally, if at all, interfere with future master planning and potential comprehensive redevelopment of the campus, if the county chooses to pursue such activities. As noted above, they represent in total only four percent of the campus area. These sites can offer short-term benefits, while keeping future options open.

There has been some preliminary environmental analysis completed by Dane County of these four sub-areas. There was a [Wetland Delineation Report](#) completed by Stantec Consulting Services, Inc. in September of 2015, and there was a [follow-up analysis completed by Dane County Land and Water Resources Department \(LWRD\) staff](#) to look at how existing county and state shoreland, wetland, and stormwater management/erosion control regulations may affect these areas. Appendix C of this RFP includes the wetland delineation map from the Stantec report, and each of the maps in Appendix A include information derived from the LWRD analysis. The estimated 'buildable area' calculations on the sub-area maps are based largely on these analyses.

With respect to land use jurisdiction, the AEC campus is not in the city of Madison; it is under town of Madison and Dane County zoning jurisdiction, so whatever development proposal(s) that may ultimately be selected will need to acquire the appropriate zoning and other related approvals. As such, proposed timelines should reflect sufficient time for this process. Staff of the Dane County Zoning Division can be contacted at (608) 266-4266, and information can be accessed online via the following link: [Zoning Information](#).

As part of the zoning process, the selected developer(s) will be required to provide advance notification to surrounding property owners to introduce the proposed development(s), receive input, and answer questions before formal submittal of the zoning application.

1.3 Project Goals

The county is looking for development proposals on any or all of these four sub-areas that achieve as many of the goals of this project as possible, which are outlined below by subject.

Restaurant, Entertainment, and Retail

- ☐ Create appealing, tasteful, and accessible dining, entertainment, shopping, and service opportunities for those attending events at AEC, either before, during, or after such events, and for residents and visitors to the larger community.

Residential

- ☐ Create a range of residential opportunities within the urban core and in close proximity to the Central Business District of the county to increase the potential that alternative modes of transportation can be utilized for commuting purposes, reducing the amount of time that employees spend in transit and reducing greenhouse gases and air pollution from automobile emissions.
- ☐ Attract residents to the campus to increase the economic vitality of proposed and future dining, entertainment, shopping, and service establishments at AEC.

Employment and Economy

- ☐ Retain, strengthen, and expand the business of the Alliant Energy Center.
- ☐ Create a range and mix of accessible employment and workforce development opportunities for community residents.
- ☐ Invigorate the local and regional economy by leveraging the location, existing uses, and proposed uses to create economic synergies.

Overall Density and Design

- ☐ Promote high-quality, mixed-use development at higher densities to better utilize land area and existing infrastructure within the urban core.
- ☐ Minimize development on the urban periphery to reduce encroachment into rural agricultural lands and other sensitive natural resource areas.
- ☐ Utilize the premier location and views of the State Capitol, Lake Monona, and Downtown Madison.
- ☐ Utilize interesting architecture and tasteful urban design to enhance the visual appeal of the campus and create a sense of place.
- ☐ Incorporate usable outdoor features and potential views to create a sense of place and enable exposure to the outdoors.

Transportation

- ☐ Utilize and enhance the existing multi-modal transportation infrastructure surrounding the AEC campus, and identify ways in which alternative modes in particular can be promoted and incorporated into potential future development on the campus.
- ☐ Create both perceived and tangibly more expedient transportation linkages between AEC and Downtown Madison.

Revenue

- ☐ Generate revenue to supplement AEC operational and capital reinvestment costs to Dane County.

1.4 Definitions

The following definitions are used throughout the RFP.

County means Dane County

County Agency means Department /Division utilizing the service or product

Proposer/vendor means a firm submitting a proposal in response to this RFP.

Contractor means proposer awarded the contract.

1.5 Clarification of the specifications

All inquiries concerning this RFP must be directed to the **person indicated on the cover page** of the RFP Document. (electronic mail is the preferred method)

Any questions concerning this RFP must be submitted in writing by mail, fax or e-mail on or before the stated date on the **Calendar of Events** (see Section 1.7)

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

Mailing Address:

**Dane County Purchasing Division
Room 425 City-County Bldg
210 Martin Luther King Jr. Blvd
Madison, WI 53703-3345**

Proposers are prohibited from communicating directly with any employee of Dane County, except as described herein. No County employee or representative other than those individuals listed as County contacts in this RFP is authorized to provide any information or respond to any question or inquiry concerning this RFP.

1.6 Addendums and/or Revisions

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments and/or supplements will be posted on the Purchasing Division web site at www.danepurchasing.com.

It shall be the responsibility of the proposers to regularly monitor the Purchasing Division web site for any such postings. Proposers must acknowledge the receipt / review of any addendum(s) at the bottom of the RFP Cover Page /Signature Affidavit.

Each proposal shall stipulate that it is predicated upon the terms and conditions of this RFP and any supplements or revisions thereof.

1.7 Calendar of Events

Listed below are specific and estimated dates and times of actions related to this RFP. The actions with specific dates must be completed as indicated unless otherwise changed by the County. In the event that the County finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing a supplement to this RFP and posting such supplement on the Dane County web site at www.danepurchasing.com. There may or may not be a formal notification issued for changes in the estimated dates and times.

<u>DATE</u>	<u>EVENT</u>
February 15, 2016	- RFP Issued
March 11, 2016	- Vendor Conference and Tour of AEC Campus and four Sub-Areas
March 25, 2016	- Last Day to Submit Written Questions (2:00 p.m. Central Time)
April 6, 2016	- Addendums or Supplements to the RFP posted on the Purchasing Division web site at www.danepurchasing.com
April 29, 2016	- Proposals due from vendors (2:00 p.m. Central Time)

1.8 Vendor Questions and Vendor Conference

Vendors are encouraged to attend the Vendor Conference and tour the AEC Campus, at which specific questions may be asked. Vendor Conference will take place on March 11, 2016 on the Alliant Energy Center Campus. Specific time and location for vendor's to meet will be posted on the Dane County Purchasing website by March 1.

Alliant Energy Center located at 1919 Alliant Energy Center Way, Madison, WI 53713.

1.9 Reasonable Accommodations

The County will provide reasonable accommodations, including the provision of informational material in an alternative format, for qualified individuals with disabilities upon request. If you need accommodations at a proposal opening/vendor conference, contact the Purchasing Division at (608) 266-4131 (voice) or Wisconsin Relay (711).

2.0 PREPARING AND SUBMITTING A PROPOSAL

2.1 General Instructions

The evaluation and selection of a contractor and the contract will be based on the information submitted in the proposal plus references and any required on-site visits or oral interview presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

Elaborate proposals (e.g. expensive artwork) beyond that sufficient to present a complete and effective proposal, are not necessary or desired.

2.2 Proprietary Information

All restrictions on the use of data contained within a proposal and all confidential information must be clearly stated on the attached "Designation of Confidential and Proprietary Information" form. Proprietary information submitted in a proposal, or in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s).

To the extent permitted by law, it is the intention of Dane County to withhold the

contents of the proposal from public view until such time as competitive or bargaining reasons no longer require non-disclosure, in the opinion of Dane County. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

2.3 Incurring Costs

Dane County is not liable for any cost incurred by proposers in replying to this RFP.

2.4 Vendor Registration

All proposers wishing to submit a proposal must be a paid registered vendor with Dane County. Prior to the RFP opening, you can complete a registration form online by visiting our web site at www.danepurchasing.com, or you can obtain a Vendor Registration Form by calling 608-266-4131. Your completed Vendor Registration Form and Registration Fee must be received for your bid to be considered for an award.

2.5 Submittal Instructions

Proposals must be received in by the County Purchasing Division by the specified time stated on the cover page. All proposals must be time-stamped in by the Purchasing Division by the stated time. Proposals not so stamped will not be accepted. Proposals received in response to this solicitation will not be returned to the proposers.

All proposals must be packaged, sealed and show the following information on the outside of the package:

- ☐ Proposer's name and address
- ☐ Request for proposal title
- ☐ Request for proposal number
- ☐ Proposal due date

2.6 Required Copies

Proposers must submit one original and six copies of the technical proposal, one original and three copies of the cost proposal and one flash drive, CD, or DVD containing the entire bid proposal as instructed on the cover page of the RFP.

All hard copies of the proposal must be double-sided, 8.5 x 11 format, individually and securely bound, except for the original, which should remain unbound for ease of reproduction.

In addition, proposers must submit one complete electronic copy of the proposal in Word or PDF format saved on a thumb drive, CD, or DVD.

2.7 Proposal Organization and Format

Proposals should be organized and presented in the order and by the number assigned in the RFP. Proposals must be organized with the following headings and subheadings. Each heading and subheading should be separated by tabs or otherwise clearly marked. The RFP sections which should be submitted or responded to are:

1. Introduction (See Section 4 of this RFP)
2. Response to general requirements (See Section 4 of this RFP)
 - Organizational capabilities
 - Staff qualifications and Facilities
 - References
3. Response to technical requirements (See Section 5 of this RFP)
4. Cost proposal (See Section 6 of this RFP)
5. Required forms (See Section 7 of this RFP)
 - Attachment A Signature Affidavit
 - Attachment B Vendor Registration Certification
 - Attachment C Reference Data Sheet
 - Attachment D Designation of Confidential and Proprietary Information
 - Attachment E Cost Summary Page
6. Appendices (Additional information the proposer may submit)

2.8 Multiple Proposals

Multiple proposals from a vendor will be permissible, however, each proposal must conform fully to the requirements for proposal submission. Each such proposal must be separately submitted and labeled as Proposal #1, Proposal #2, etc. If more than one identified area of the campus is being proposed for development, then multiple proposals will be required: Please submit only one proposal per campus area (Area A, B, C, or D) identified on the maps in Appendix A.

2.9 Oral Presentations

Top ranked selected proposers may be required to make oral interview presentations to supplement their proposals, if requested by the County. The County will make every reasonable attempt to schedule each presentation at a time that is agreeable to the proposer. Failure of a proposer to conduct a presentation to the County on the date scheduled may result in rejection of the vendor's proposal.

3.0 PROPOSAL SELECTION AND AWARD PROCESS

3.1 Proposal Scoring

Accepted proposals will be reviewed by an evaluation team and scored against the stated criteria. This scoring will determine the ranking of vendors based upon their written proposals. If the team determines that it is in the best interest of the County to require oral presentations, the highest ranking vendors will be invited to make such presentations. Those vendors that participate in the interview process will then be scored, and the final ranking will be made based upon those scores.

3.2 Right to Reject Proposals and Negotiate Contract Terms

The County reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the County may negotiate a contract with the next highest scoring proposer.

3.3 Evaluation Criteria

The proposals will be scored using the following criteria:

Description	Percent
1. General Requirement (35%)	
Organization's Capabilities & Experience	15%
Staff Experience	20%
2. Technical Requirements (35%)	
Project Concept and Design	10%
Preliminary Project Financials	10%
Response to Project Goals	15%
3. Projected Revenue to Dane County (30%)	30%
<hr/>	
Total 100%	

3.4 Award and Final Offers

The award will be granted in one of two ways. The award may be granted to the highest scoring responsive and responsible proposer. Alternatively, the highest scoring proposer or proposers may be requested to submit final and best offers. If final and best offers are requested, they will be evaluated against the stated criteria, scored and ranked. The award will then be granted to the highest scoring proposer.

3.5 Notification of Intent to Award

As a courtesy, the County may send a notification of award memo to responding vendors at the time of the award.

4.0 GENERAL PROPOSAL REQUIREMENTS

4.1 Introduction of Vendor

Identify the legal name of the organization sponsoring the proposal, the legal name(s) of the individual(s) or officers authorized to act on behalf of the organization, and provide an overview of the organization/development team and affiliates.

4.2 Organization Capabilities

Describe and demonstrate the firm's experience and capabilities in successfully completing projects similar to the type requested herein. Be specific and identify projects, dates, and results. Proposers must demonstrate the firm's financial capability and stability to complete the proposed project. Please include any experience the organization may have had with public/private partnerships.

4.3 Staff Qualifications

Provide resumes describing the education, work experience, and availability of each of the key staff who would be assigned to the project. Identify who would be the project manager and the primary contact to be working with Dane County on a regular basis, if this person is different from the project manager.

4.4 Proposer References

Proposers must include in their RFPs a list of organizations, including points of contact (name, address, and telephone number), that can be used as references for recent work performed in the area of service required on projects comparable in size and scope. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project.

5.0 TECHNICAL REQUIREMENTS

5.1 Project Concept and Design

Provide all of the following, each of which should be accompanied by a complete explanation:

- ☐ a site plan map and text identifying the following:
 - location on which of the four sub-areas of the campus the project is proposed to be developed;
 - lot coverage and building footprint(s), identifying preliminary setbacks;
 - approximate uses, areas expressed in square feet, unit counts, etc.
 - greenspace and other open space;
 - preliminary landscaping;
 - ingress/egress;
 - parking and transportation linkages; and
 - public space and amenities.
- ☐ preliminary design elevations to convey a sense of building height, density, bulk, and tentative architectural design theme;
- ☐ explanation of green building practices and other sustainability features;
- ☐ estimate of the number and types of permanent jobs (full-time and/or part-time) anticipated from the proposed development; and
- ☐ description of the County's anticipated role in the development process.

5.2 Preliminary Project Financials

Describe the elements of your proposed transaction structure, including the following:

- ☐ land area to be leased;
- ☐ proposed lease price (the County must receive Fair Market Value (“FMV”) for any and all property leased);
- ☐ preliminary estimate of project costs;
- ☐ preliminary market analysis that would support the proposed development and anticipated financing;
- ☐ preliminary development timeline and phasing; and
- ☐ other material terms and conditions required by the vendor if selected for exclusive negotiations, including what, if any, incentives, subsidies, or direct investments you are assuming in addition to those represented in this RFP and supporting materials (note that the County is not assuming any additional incentives, subsidies, or direct investments will be required).

5.3 Response to Project Goals

Identify which of the project goals identified in Section 1.3 of this RFP are achieved by the proposed development and explain how. Proposals that meet multiple project goals will be looked upon more favorably by Dane County.

6.0 COST PROPOSAL

6.1 General Instructions on Submitting Cost Proposals

Proposers must submit an original and the required number of copies of the cost proposal as instructed on the **cover page of the RFP** (Special Instructions).

Cost proposal should be submitted in a separate envelope labeled **Cost Proposal** with the written proposal. (Refer to Cost Proposal Form)

The proposal will be scored using a standard quantitative calculation where the most cost criteria points will be awarded to the proposal with the greatest financial return to Dane County.

7.0 REQUIRED FORMS

The following forms must be completed and submitted with the proposal in accordance with the instructions given in Section 2.0. Blank forms are attached.

Attachment A	Signature Affidavit
Attachment B	Vendor Registration Certification
Attachment C	Reference Data Sheet
Attachment D	Designation of Confidential and Proprietary Information
Attachment E	Cost Summary Page

8.0 APPENDICES

Appendix A	Maps of Potential Development Areas: Areas A, B, C, & D
Appendix B	AEC Campus, Facilities, and Surrounding Features Map
Appendix C	Wetlands Map Based on 2015 Stantec Wetlands Delineation

**RFP COVER PAGE
SIGNATURE AFFIDAVIT**

NAME OF FIRM:

In signing this proposal, we also certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal hereby agrees with all the terms, conditions, and specifications required by the County in this Request for Proposal, and declares that the attached proposal and pricing are in conformity therewith.

Signature

Title

Name (type or print

Date

☐ **Addendums** -This firm hereby acknowledges receipt / review of the following addendum(s) (If any)

Addendum #_____ Addendum #_____ Addendum #_____ Addendum #_____

VENDOR REGISTRATION CERTIFICATION

Per Dane County Ordinance, Section 62.15, "Any person desiring to bid on any county contract must register with the purchasing manager and pay an annual registration fee of \$20."

Your completed Vendor Registration Form and Registration Fee must be received for your bid to be considered for an award. Your bid/proposal may not be evaluated for failure to comply with this provision.

Complete a registration form online by visiting our web site at www.danepurchasing.com. You will be prompted to create a username and a password and you will receive a confirmation message, then log back in and complete the registration. Once your registration is complete you will receive a second confirmation. Retain your user name and password for ease of re-registration in future years.

Payment may be made via credit card on-line or by check in the mail or in person at the Purchasing Division office. If paying by check make check payable to Dane County Treasurer and indicate your federal identification number (FIN) on the subject line.

CERTIFICATION

The undersigned, for and on behalf of the **PROPOSER, BIDDER OR APPLICANT** named herein, certifies as follows:

- ☐ This firm is a paid, registered vendor with Dane County in accordance with the bid terms and conditions.

Vendor Number # _____

Paid until _____

Date Signed: _____

Officer or Authorized Agent

Business Name

REFERENCE DATA SHEET		
Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for three (3) or more installations/services with requirements similar to those included in this solicitation document		
NAME OF FIRM:		
STREET ADDRESS:		
CITY, STATE, ZIP		
CONTACT PERSON:		EMAIL:
PHONE #:		FAX #:
Product(s) and/or Service(s) Used:		
NAME OF FIRM:		
STREET ADDRESS:		
CITY, STATE, ZIP		
CONTACT PERSON:		EMAIL:
PHONE #:		FAX #:
Product(s) and/or Service(s) Used:		
NAME OF FIRM:		
STREET ADDRESS:		
CITY, STATE, ZIP		
CONTACT PERSON:		EMAIL:
PHONE #:		FAX #:
Product(s) and/or Service(s) Used:		

Designation of Confidential and Proprietary Information

The attached material submitted in response to this Proposal includes proprietary and confidential information which qualifies as a trade secret, as provided in Sect 19.36(5), Wisconsin State Statutes, or is otherwise material that can be kept confidential under the Wisconsin Open Records law. As such, we ask that certain pages, as indicated below, of this proposal response be treated as confidential material and not be released without our written approval. Attach additional sheets if needed.

Section	Page Number	Topic

Check mark : _____ This firm is not designating any information as proprietary and confidential which qualifies as trade secret.

Prices always become public information when proposals are opened, and therefore cannot be designated as confidential.

Other information cannot be kept confidential unless it is a trade secret. Trade secret is defined in Sect. 134(80)(1)(c) Wis. State Statutes, as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

In the event the Designation of Confidentiality of this information is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the Designation of Confidentiality.

Failure to include this form in the proposal response may mean that all information provided as part of the proposal response will be open to examination or copying. The County considers other markings of confidential in the proposal document to be insufficient. The undersigned agree to hold the County harmless for any damages arising out of the release of any material unless they are specifically identified above.

Signature

Title

Name (type or print

Date

COST SUMMARY	
NAME OF COMPANY:	

Indicate the initial projected annual rent: \$ _____

APPENDIX A

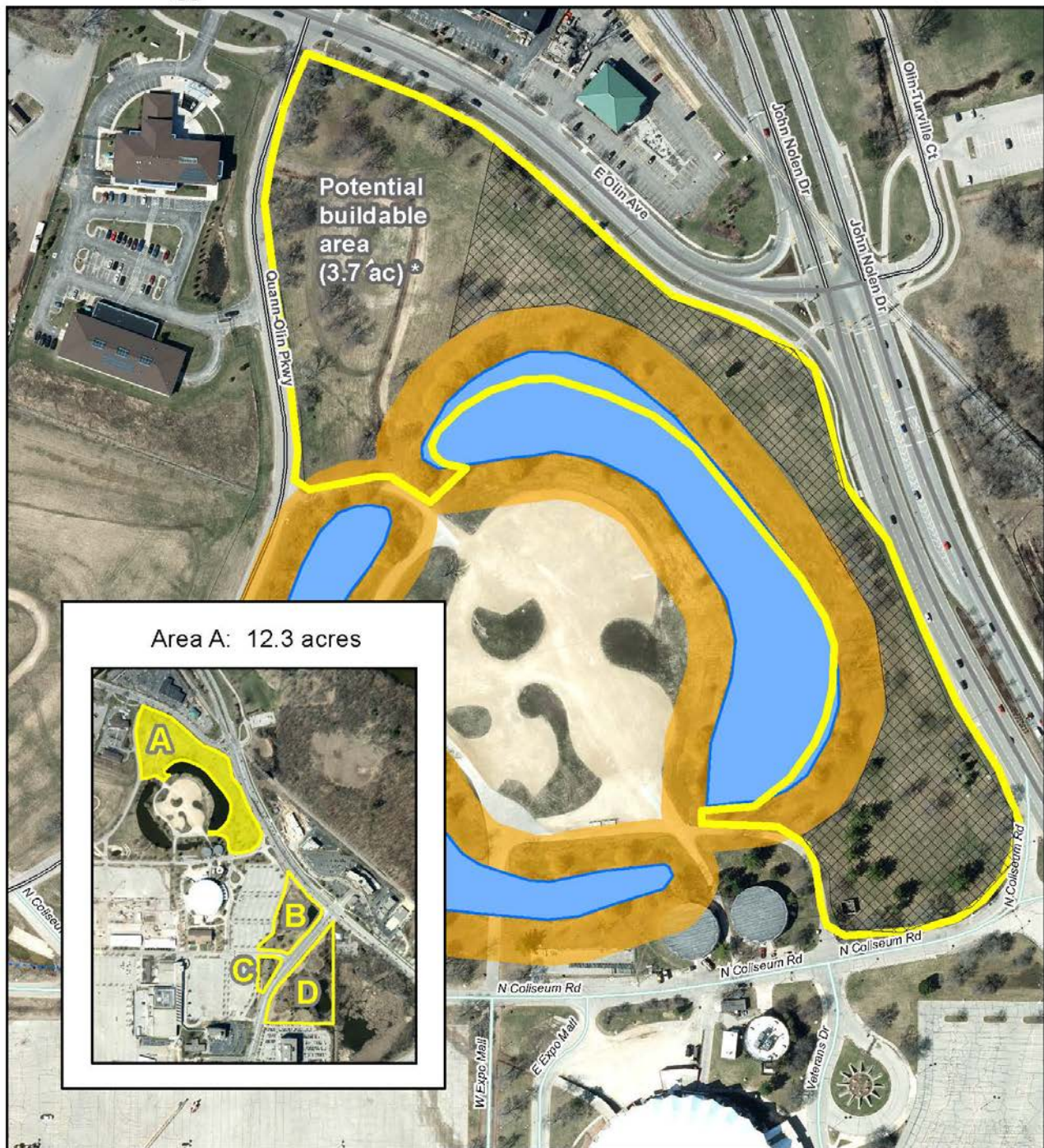
Maps of potential development areas on the Alliant Energy Center Campus

Areas A, B, C & D (there is not a specific map of Area C included)

Allowable Building Site Area Alliant Energy Center: Area A

0 80 160 240 320
Feet

Digital orthophoto taken April 2014.
Map created Dec. 11, 2015 by Dane Co. LWRD.



Approximate Area Boundary

Navigable Pond (WDNR)

Wetland (Stantec, 2015)

75-foot Setback

Acres excluded for display purposes (30% maximum impervious surface)

* Does not include area required for stormwater management and mitigation



Allowable Building Site Area Alliant Energy Center: Area B

0 40 80 120 160
Feet

Digital orthophoto taken April 2014.
Map created Dec. 11, 2015 by Dane Co. LWRD.



- Approximate Area Boundary
- Navigable Pond (WDNR)
- 75-foot Setback
- Wetland (Stantec, 2015)

* Does not include area required for stormwater management and mitigation

North Arrow

Allowable Building Site Area Alliant Energy Center: Area D

0 50 100 150 200
Feet

Digital orthophoto taken April 2014.
Map created Dec. 11, 2015 by Dane Co. LWRD.



- Approximate Area Boundary
- Navigable Pond (WDNR)
- 75-foot Setback
- Wetland (Stantec, 2015)

* Does not include area required for stormwater management and mitigation

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APPENDIX B

Alliant Energy Center Campus, Facilities, and Surrounding Features Map



APPENDIX C

Wetlands Map from 2015 Stantec Wetlands Delineation

