



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, DECEMBER 20, 2023 AT 6:00 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

IN-PERSON/VIRTUAL MEETING

By Phone or GoToMeeting: <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend **by calling:** (US)+1 (872) 240-3412

Access Code: 471-703-029

1. PLEDGE OF ALLEGIANCE

2. ROLL CALL

3. DETERMINATION OF QUORUM AND CALL TO ORDER

4. APPROVAL OF PRIOR MEETING MINUTES

A. RDA minutes from November 29, 2023

5. OPENING FOR PUBLIC COMMENT

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

6. NEW BUSINESS

A. Update on Downtown River Corridor RFP

B. Sponsorship/Participation Request

1. Bentzin Family Town Square 1st Annual Birthday Bash

7. OLD BUSINESS

A. RDA Financial Status Update: Update on Fund Status

8. STATUS REPORTS

A. Community Support/Communication

1. Social Media Strategy Update

2. RDA Impact Report Update

B. Common Council Update-Bartz/Lampe

C. Executive Director Update

1. Town Square Construction Update

a. Historic Art Wall Update

2. 111 S. Water St. Update: RFP Status

3. Revolving Loan Fund Update

a. Application Update-Becker

4. Beltz Grant Status Update-Becker

5. Items for next agenda

6. Confirm next meeting date: January 17, 2024 at 6:00 pm

9. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only



Wednesday, November 29, 2023

6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

By Phone or GoToMeeting:

<https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend by calling: (US) +1 (872) 240-3412

Access Code: 471-703-029

All public participants' phones will be muted during the meeting except during the public comment period where applicable.

RDA STRATEGIC PRIORITIES

- 1) ~~100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

AGENDA

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Becker, Bartz, Hurtgen (virtual), Lampe, Maas, Nowatka (virtual), and Wagner
 - B. Absent: Zimmermann
 - C. Also Present: Mueller, Mark Stevens, Community Caller (virtual)
3. Determination of Quorum and Call to Order at 6:04 pm
4. **Review/Approve:** Minutes of Previous Meetings – October 18, 2023
 - A. **Bartz motioned to approve October 18, 2023 Minutes.**
Wagner seconded the motion. Motion carried unanimously.
5. Public Comment: None
6. Business:
 - A. Jacob Maas appointed to board.
 - B. Downtown River Corridor RFP draft is completed.
 Becker met with Plan Commission & Public Works to review the RFP.
 Becker will email document to the Board for comment and then finalize.
 TIMELINE: RFP sent out for bid in January 2024.
7. Business:
 - A. Stevens reported financials/budget were entered into the system.
 Reviewed Town Square financials noted State grants were run through the City (Fund 5).
 Waiting for some Grant monies (\$514,000). Those funds will be collected by City.
 Becker is following with donors. Estimated balance of \$550,000 remaining in Town Square fund.
8. Status Reports:
 - A. Community Support/Communication
 1. Social media/web analytics reviewed.
 2. A Mid-America EDC (Economic Development Corporation) Economic Placemaking award was received for Watertown's Main Street. Mid-America EDC Conference is Nov. 29-Dec. 2. The award will be announced to the public once the conference is over.

3. This is Mueller's last RDA Meeting. Her contract ends on 12/15/23. She noted an 8 month assignment turned into 4 years. She's proud of the work the RDA accomplished and was honored to help share the stories.

B. Common Council Update

1. Bartz – Police and Fire Department contracts negotiated and accepted.
2. Fire Department construction updates. Approved spend of \$14 M for the building.
3. Budget passed. Smallest tax increase in 10 years.
4. Lampe – Gave positive bridge repair update.
5. Public Safety – Revising Special Events Policy affects the Town Square. He noted that Public Safety opened Water Street. Santa's House, Holiday Displays will be moved when street is reopened.

C. Executive Director Update

1. Town Square Update (refer to 7A)
 - a. History Wall – Becker is working with Sign Art to coordinate History Wall completion. They say it will be finished in December and delivered. Wall will be placed in storage and installed after bridge completed (2024).
 - b. Damaged and replacement Town Square plaques. Sign Art is still working on them (order placed May 2023). Sign Art looking for new supplier.
2. 111 S. Water Street update. TWall still has possession of land. Becker is receiving inquiries on the parcel from developers.
3. Revolving Loan Fund: Loan paperwork completed for Dan Rahfaldt property. Waiting for information from Budget Print to complete loan paperwork.
 - a. Fund has approximately \$100,000 to lend. Program will be remarketed in January 2024.
4. Update on Beltz Grants
 1. Heros for Heros (check presentation) w/Dr. Beltz.
 2. Central Block completed front door and awnings.
 3. Jingle Bell on the Rock to be held 12-2-23.
 4. New round of funding will be advertise in January 2024.
5. RDA background/history video narrated by Becker was played. Will be posted on RDA website. Wagner suggests the video to be shown to Council.
6. ARPA funds. Becker received a number of inquiries. Working with THRIVE for the possibility of additional funds for recipients.
7. Future Agenda Focus: Ideas? E-mail Mason.
8. Next Meeting: Wednesday, December 20 at 6:00 PM

9. Adjournment at 6:58 pm

Bartz motioned to adjourn, Maas seconded the motion. Motion carried unanimously.

Meeting adjourned.

Mason,
Great meeting. Here is a summary of what we talked about:

May 18th, 2024

11am-7pm

(Proposed schedule)

11am Mayor and RDA speak

11:30-12:30 Magician on FB Stage (approx. cost: \$800-\$1K)

12:30-3:00 interactive DJ on upper stage (approx. cost: \$500-\$1K)

3:00-5:00 Acoustic band on Fisher Barton stage (\$500)

3:00-5:00 DJ teardown/Band Set up upper stage

5:00-7:00 Band on upper stage (approx. cost: \$2k-\$4K)

Food Trucks all day. Ice cream, cotton candy, bbq and burgers, maybe a coffee drink

Childrens activities: bounce house, face painter, balloon twister, kart park (may add a few more there)
(approx. cost: \$400-\$1K)

Portos: (approx. cost: \$700)

Looking for some sponsors to help cover the cost of the event. Also looking to request 1st quarter Beltz Grant.

Notes:

Checking with Mullens to do a special Birthday Flavor for the month of May.

Maybe one of the local bakeries will donate birthday cookies to hand out for free that day.

We plan to have a beer sales. Selling hopefully done by City so we can re-coupe some of the cost.

Ordinance needed for this to happen.

Additional ideas are warmly welcomed!

Thank you! 😊

Steph Juhl

Programming Event Coordinator

City of Watertown

(Note: Steph Juhl is requesting that the RDA consider participating in funding this event, perhaps by sponsoring the 3-5 PM band, helping to serve beverages, or some other contribution)

Watertown **Redevelopment Authority**



The Bentzin Family Town Square - July 31, 2023

2023 IMPACT REPORT



EXECUTIVE BOARD (until 4/2024?)

CHAIR:

Ryan Wagner

ryanwagner0381@gmail.com

VICE-CHAIR:

Karrisa Hurtgen

karrisa.hurtgen@diversey.com

BOARD MEMBERS:

Dan Bartz

dbartz@cityofwatertown.org

City Council

Jonathan Lampe

JLampe@watertownwi.gov

City Council

Jacob Maas

jacob_maas@yahoo.com

Ryan Nowatka

ryan@pn-fh.com

David Zimmermann

papadavex3@gmail.com

EXECUTIVE DIRECTOR:

Mason Becker

MBecker@watertownwi.gov

(920) 206-4266



“This success will have a thousand fathers and mothers.”

Rob Marchant, RDA Chair (2017-2022)

Dear Friends and Community,

It has been a year of endings and new beginnings.

On May 17, the RDA officially transferred ownership of the Bentzin Family Town Square to the City of Watertown. Three days later, the community came together to celebrate the long-awaited grand opening of Watertown’s world-class gathering space located at 1 West Main Street.

This \$4.7M RDA project, the vision of Mayor John David (2013-2019), is now complete. “Some days it felt very Sisyphean, like we were pushing a rock up a hill by ourselves,” said Nate Salas. “But more and more, as time passed, people came alongside, people helped push. There are so many people that played a role in making this day possible. ...We have done it, we can do it, and we will do it again.”

- Remarks made at the Bentzin Family Town Square Grand Opening

Truly, there are so many people to thank for their unwavering support of the Town Square project. Topping the list are retiring RDA board members Brad Kuenzi, Nate Salas, and Matt Zastrow. As well, current board members David Zimmerman and Dan Bartz and past members Chris Ruetten and Rob Marchant. We know it wasn’t always easy...you’ve done good...thank you very much.

The RDA’s mission, however, is not yet accomplished. In 2023, we were privileged to welcome new board members Karrisa Hurtgen, Jacob Maas, Ryan Nowatka, and City Council member Jonathan Lampe. As a Board, we are looking forward to new opportunities, challenges, and supporting the overall economic vitality of our downtown through loans from the Revolving Loan Fund and grants made possible by the new Beltz Foundation Grant program. In addition, the RDA was selected to facilitate the new Housing Rehab Grant Program supported with \$100,000 of American Rescue Plan Act (ARPA) funds.

With endings come new beginnings. We are grateful to all who have and continue to offer their support, encouragement, and inspiration. Thank you.

Ryan Wagner
2023 Board Chair

Karrisa Hurtgen
2023 Board Vice Chair



May 20, 2023 – Grand Opening Ceremony at the Bentzin Family Town Square.

On May 20, the community of Watertown and its friends joined in celebrating the opening of the Bentzin Family Town Square. In his remarks, Mason Becker, RDA Executive Director, encouraged attendees to “remember that opportunity runs through the City of Watertown. Let us embrace the Bentzin Family Town Square as a symbol of economic opportunity, collaboration, and the power of coming together. May this Square be a place of inspiration where people come to celebrate both the past and the possibilities of a brighter future for us all.”

About the Watertown Redevelopment Authority

MISSION: “Turning Opportunity into Results”

The Watertown Redevelopment Authority (RDA) was established in December 2016 to:

- Develop urban renewal projects
- Encourage private/public reinvestment in under-utilized areas resulting in:
 - New infill housing and commercial developments
 - Job creation
 - Expanded tax base
 - Improved quality of life for the citizens of Watertown

MANAGEMENT/OVERSIGHT

The City of Watertown Strategic Initiatives and Development Coordinator serves as the Executive Director of the RDA.

The RDA Board, appointed by the Mayor and approved by the Watertown Common Council, is made up of seven members from the Watertown community who are involved in enhancing the economic vitality of the City through their professional and/or civic affiliations. The Board is the governing body that meets on a regular basis to provide guidance by contributing to the organization’s strategic purpose and advocating on behalf of the RDA’s redevelopment efforts.



Dear Friends and Community,

Headlining the RDA's 2023 accomplishments is the Grand Opening of the Bentzin Family Town Square. As Ryan and Karrisa noted, many people were instrumental in making this a reality. On behalf of the RDA Board and community, I add my thanks to Alex Allon and Kristen Fish-Peterson, my predecessors, for their leadership and determined commitment to the goal of creating a world-class gathering space for people of all ages to enjoy. Thank you.

In June, the RDA reopened the application period for its Downtown Commercial Rehabilitation Loan Program. We thank Bank First, Ixonia Bank, and Bank of Lake Mills who continue to help fund this revolving loan program. This year, two businesses were awarded loans for their rehab projects.

In July, Dr. John Beltz, through the Dr. John Beltz Charitable Foundation, provided a total of \$50,000 per year for three years to facilitate two Grant Programs. The purpose of these grants is to encourage growth and programming in the Downtown Watertown Redevelopment District Target Area. Our sincere gratitude and thanks to Dr. Beltz for supporting continued revitalization in the downtown.

In August, the Town Square was awarded the prestigious 2023 US EPA Region 5 Brownfields Success Award. This award celebrates the Bentzin Family Town Square brownfield redevelopment project funded, in-part, by the DNR's Wisconsin Assessment Monies (WAM) program and Knowles-Nelson Stewardship Grant.

In November, Watertown's historic district received the Large Division Mid-America EDC (Economic Development Corporation) Economic Placemaking Award. To date, revitalization of the downtown, which includes the Town Square, has increased overall property value by 180%. Foot traffic grew by one-third as we welcomed more than 58,000 new visitors to our city streets.

Once defined by its problems, Watertown is now attracting attention from potential investors, new businesses, the media, visitors, and residents. A recent review by OnlyInYourState stated, "Some big things are happening in Watertown, Wisconsin. This historic city recently redeveloped the heart of its downtown, and it's now a lively destination for family fun." Watertown has much to be proud of.

Looking ahead, the RDA will continue to focus its efforts and resources on the downtown area. Here, in this concentrated, high-value area, is where the RDA believes it can make the greatest impact by fulfilling its mission of turning opportunity into results.

Mason Becker

Executive Director - Watertown Redevelopment Authority

RDA Revolving Loan Program

Established in December 2017, the Commercial Rehabilitative Revolving Loan Program is designed to:

- Foster business growth and expansion
- Facilitate the development of high-quality upper-level residential units
- Update and preserve historic structures
- Increase the overall economic vitality of downtown Watertown

The purpose of this Program is to attract private investment, which in turn increases property values, attracts more businesses, and provides a destination where people can live, shop, dine, and enjoy.



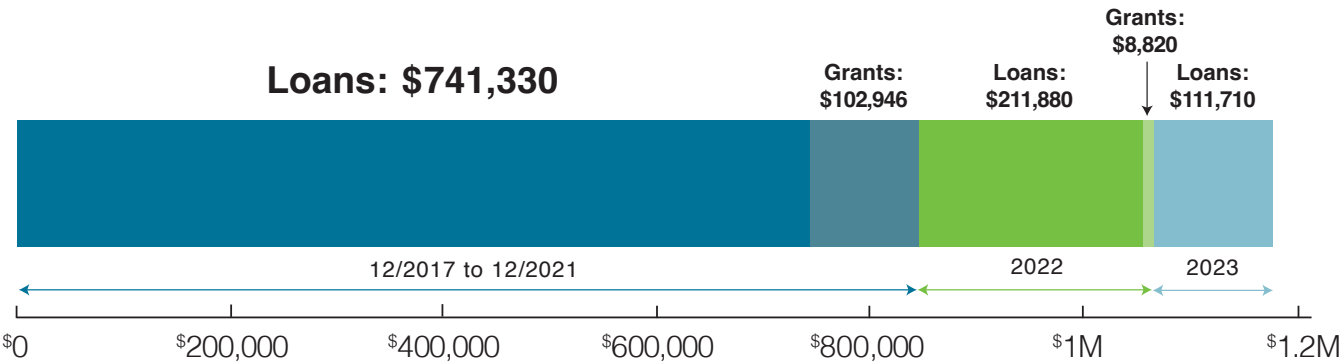
Loan Program Boundary Map

The Program had seed funding from a portion of the City’s surplus TIF dollars. In addition, three community-focused institutions – Bank First, Ixonia Bank and Bank of Lake Mills, provide funding for projects. To date, the program has provided \$111,277 in grant funds and nearly \$1.2M in low interest loans for 15 downtown properties, a total of 18 projects.

Projects Financed (January to December 2023)



Total Projects Funded (December 2017 to December 2023)





Beltz Foundation Downtown Watertown Grant Program

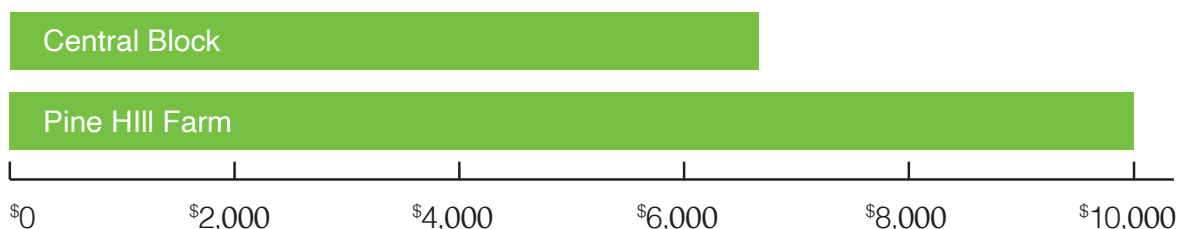
Dr. John Beltz, through the Dr. John Beltz Charitable Foundation, funds a total of \$50,000 per year (until 2025 with an option to renew his gift) to facilitate two new RDA Grant Programs.

**"Opportunities come when people see value in what's happening...
forward thinking entrepreneurs see beyond the current state
and invest in what something can become."**

– Dr. John Beltz

The Beltz Foundation **Downtown Watertown Business Grant Program** offers funding to encourage unique businesses to relocate or expand into the Target Area. Funds can be used towards eligible expenses such as capital improvements, renovations, and signage. Preference will be given to businesses that fall in categories that align with the program: entertainment and family and full service, fine dining, grab-and-go lunch stops, and craft beer. In addition, organic and gourmet food stores, retail establishments offering quality merchandise, and non-chain/non-franchised businesses.

Downtown Watertown Business Grants

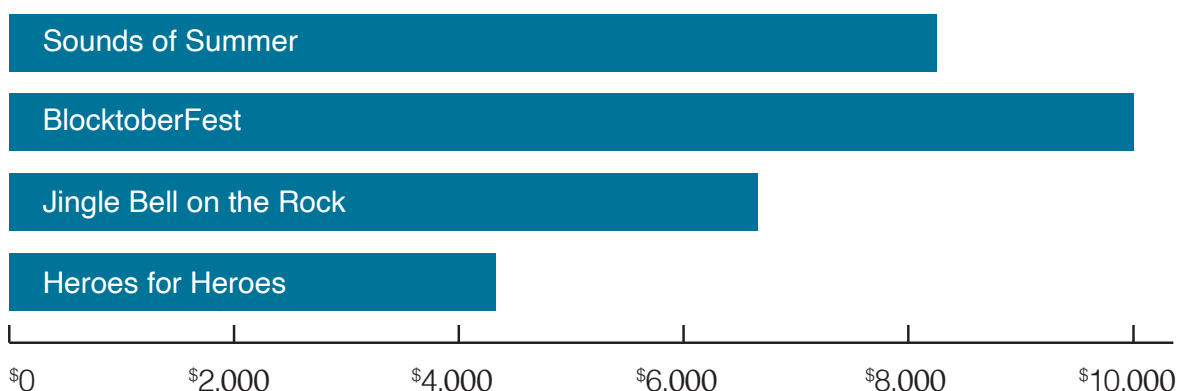


The Beltz Foundation **Downtown Watertown Special Events Grant Program** provides grants up to \$10,000 per event to public events that attract more than 150 attendees, meet economic development goals of the area, contribute to the unique identity of downtown Watertown, make the City's core a compelling destination, provide economic impact, and promote business and community involvement.

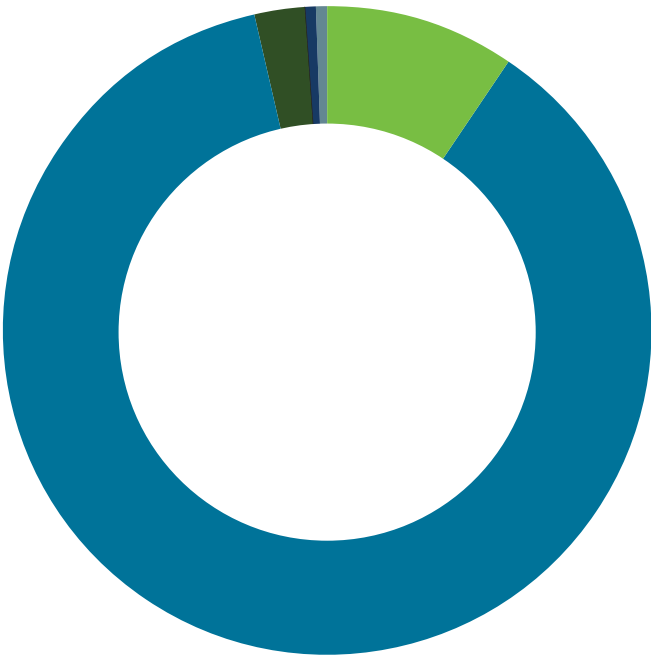
Heroes for Heroes representatives NAME, NAME, and DOG with Dr. John Beltz at the Bentzin Family Town Square.



Downtown Watertown Special Events Grants



FINANCIAL REPORT

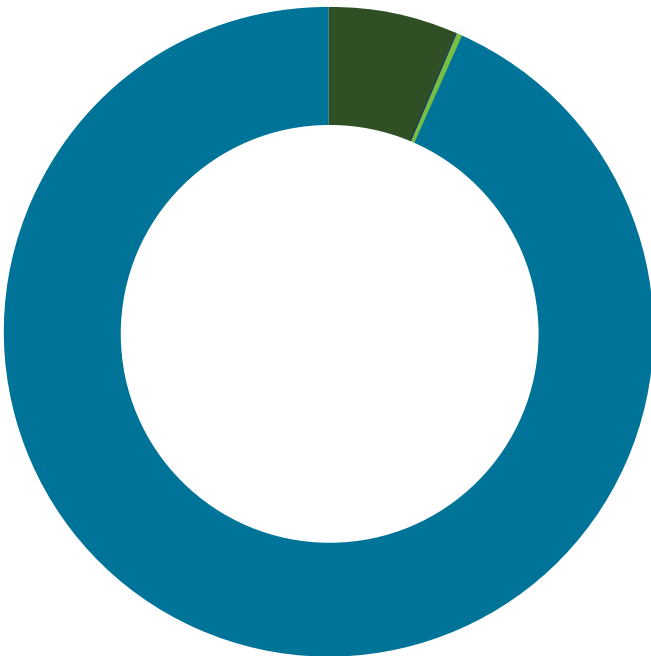


Revenue

Grants	\$155,323	9.5%
Town Square Donations	1,421,000	87%
Other Donations	40,500	2.5%
Loan App. Fees	150	.01%
Interest Rec'd	8,467	.5%
Revolving Loan Fund Interest Rec'd	8,097	.49%
<hr/>		
TOTAL	\$1,633,537	

Expenses

Administration	\$111,788	6.5%
Projects and Programs	2,240	.15%
Debt Service Interest	4,200	.35%
Town Square	1,613,695	93%
<hr/>		
TOTAL	\$1,731,923	



City of Watertown, WI 111 S. Water Street **REQUEST FOR PROPOSAL**



CONTACT:

Mason Becker, Strategic Initiatives and
Development Coordinator
106 Jones Street
Watertown, WI 53094

ISSUED: December 15th, 2023

DUE: January 18th, 2024 - 4:00 p.m.



THE CITY OF
WATERTOWN

Opportunity runs through it.

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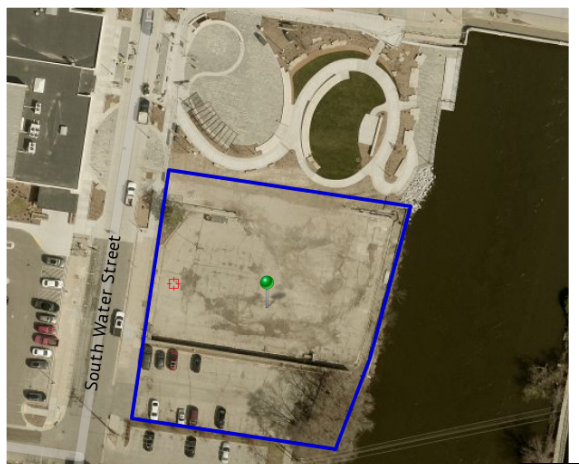
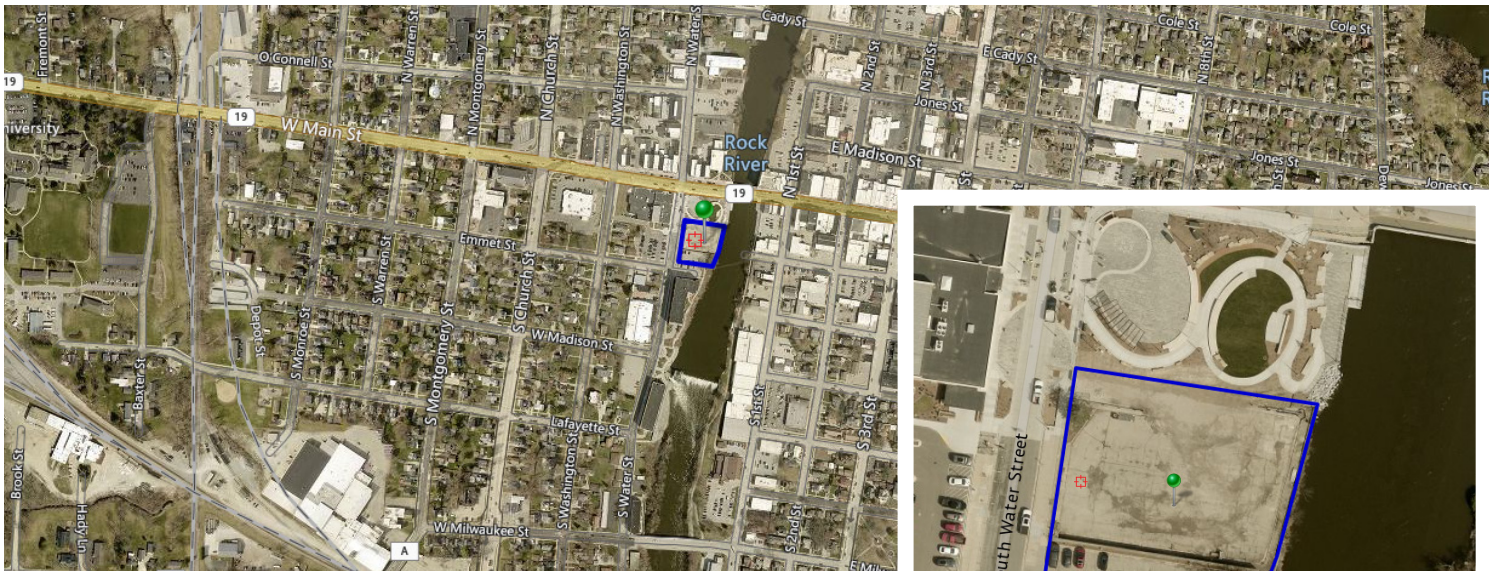
THE OPPORTUNITY

The City of Watertown, WI (“The City”) is pleased to announce a development opportunity within the very center of a vibrant central business district. The City is seeking statements of interest, evidence of capacity, and proposals through this RFP from qualified development teams with the vision, resources, and expertise to develop a significant contribution to an already thriving downtown.

This parcel presents a prime opportunity for a potential multi-family, mixed-use, or commercial development. The City will consider all potential proposed uses for this City-owned piece of real estate.

The parcel at 111 S. Water Street sits on the Rock River, and is immediately adjacent to two major, recently completed projects: In 2022, the renovation and expansion of the Watertown Public Library, a historic Carnegie library building, was completed. In 2023, the Bentzin Family Town Square, funded by a mix of public, grant, and privately donated funds, was completed. These significant public investments now leave this parcel situated for the next phase of revitalization in our historic downtown.

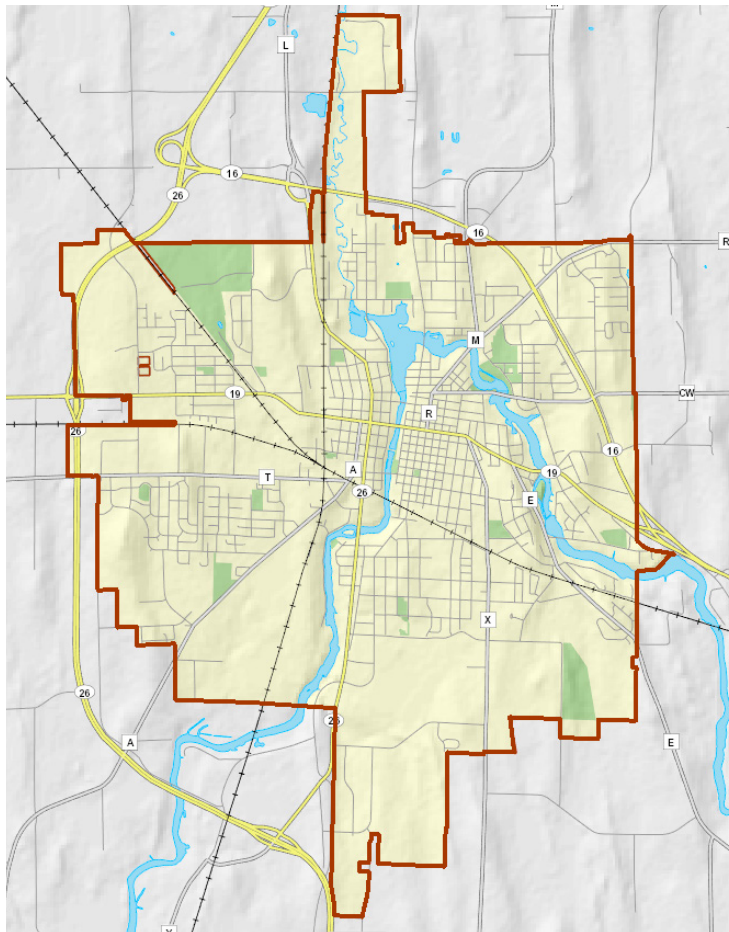
This project will tie into further planned revitalization efforts. Upcoming developments include reconstruction of the nearby Main Street (Cole) Bridge (anticipated in 2024), strategic planning of the surrounding Downtown River Corridor in 2024, and complete reconstruction of Main Street in 2028. This property is well situated to capitalize on these upcoming downtown enhancements.



CITY SNAPSHOT

The City of Watertown, Wisconsin, pop. 24,000, is located in beautiful southeastern Wisconsin, midway between Milwaukee and Madison. We are a friendly, hard-working city surrounded by lush forests and beautiful farmland. Distinct and self-sufficient, Watertown is big enough to have all the amenities you'll need, but small enough to access them in 10 minutes or less. Watertown is truly a wonderful place to live, work, dine, shop, play and do business! It's a genuine American hometown.

- Major industries — Manufacturing, healthcare and education.
- Population trend — Current approx. population: 24,000 - increased 10.6% from 2000 to 2014 and continuing to increase. Continued growth pressures from nearby Dane County and Waukesha County.
- Government — Strong mayor, City Council form of government with geographically based aldermanic districts.
- The Rock River winds through the City, including the downtown, and includes two dams within the City boundaries.
- Watertown to Milwaukee: 48 miles, to Madison: 40 miles, to Chicago: 135 miles.



Watertown is home to:

- A strong manufacturing and industrial base, including Fisher Barton, Glory Global, Clausen Quality Chocolates, Wis-Pak, and more.
- A quality public school district, Madison College - Watertown, and major private schools including Luther Preparatory School and Maranatha Baptist University.
- A heritage of many public parks and amenities, as well as the recently opened Interurban Bike Trail.
- A thriving downtown with an extremely low first-floor vacancy rate - less than 5% on Main Street.
- An identified need for housing. Studies very recently conducted by Tracy Cross show the City of Watertown approximately 2,000 units short of its needed housing today. The current rental vacancy rate is under two-percent.
- The connecting point for two counties: Dodge County and Jefferson County, and sits along the Hwy 26 corridor, just north of I-94.
- An established municipal airport.



TIMELINE (TENTATIVE)

Activity	Deadline
RFP Release Date	December 15, 2023
Questions must be submitted via email	December 29, 2023
Questions and answers will be posted on www.watertownredevelopment.org	January 5, 2023
Responses to the RFP	January 18, 2024, 4:00 p.m.

A public announcement of Preferred Developer, following a thorough review, interviews, and discussions, will follow.

The City may amend this schedule at any time. Written notice of any changes to the schedule will be provided to all respondents to the RFP.

Send responses to:
 The City of Watertown
 Attn: Mason Becker
 Strategic Initiatives and Development Coordinator
 106 Jones Street
 Watertown, WI 53094

A successful bid will demonstrate a proposed project that maximizes future property tax revenue generation for the City, shows ability to secure funding for the project, and presents an aggressive timeline for construction. The City will also look for the project developer to complete a riverwalk extension along the length of the parcel.

The site’s central location in downtown Watertown makes it convenient for traveling the short distance to and from the municipal airport and interstate, commuting to work, or even taking a quick trip to Madison, Milwaukee, or Chicago.

The response format being requested by the City is detailed in the following sections of this RFP. The submission of a concise, professional, and complete response to the RFP will help the City identify the most qualified development teams and will be indicative of the level of the respondent’s commitment to the desired project. Any questions that arise during preparation of a submittal should be addressed to Mason Becker (mbecker@watertownwi.gov).

Respondents must demonstrate the experience, resources, and expertise needed to design, develop, and operate a successful project. Past design and development experience, especially with similar projects, will be critical in evaluating the RFP responses. Current financial capacity, access to funding sources and the ability to complete the project in a timely manner will also be important factors in determining the most qualified RFP responses.

Responses to this RFP shall not exceed a total of 15 pages, including any appendices, and should use a minimum font size of 11. Respondents must submit one unbound original hard copy, five bound hard copies, and one digital PDF file to be posted on a cloud drive that will be provided by the City. The firm’s proposal fee should be submitted in a separate sealed envelope labeled “111 S. Water Street Proposal Fee”.

Submittals must be received by the City no later than January 18, 2024 at 4:00 PM. Submittals received after this due date and time will not be accepted. Delivery of the RFP response to the specified location by the prescribed time and date is the sole responsibility of the respondent.



TRANSMITTAL LETTER

The submission must include a transmittal letter on official letterhead that provides contact information for the person with authority to negotiate on behalf of the development team. The letter must also include an affirmative statement that the respondent agrees to the minimum business terms identified in the RFP. The respondent must certify that the RFP response and exhibits are true and correct. Unsigned and/or undated submissions will not be accepted.

DEVELOPMENT TEAM

The respondent must identify the developer and other key members of the development team, including the project leader for day-to-day management and the key consultants that will be responsible for implementing said project. Also, provide a succinct narrative describing the role and relevant expertise of each of the firms and key individuals that would be involved in the project's implementation.

PROPOSED CONCEPTUAL DEVELOPMENT SCOPE

Provide a one-page narrative that describes the development concept that is envisioned for the Site. As part of this description, identify any responsibilities proposed to be imposed on the City. At the respondent's discretion, up to three graphics, such as a conceptual site plan, may also be provided.

EXPERIENCE

Provide descriptions of at least three, but no more than five, projects that the respondent has undertaken within the past five years that are directly analogous to the project being proposed for the Site. Each description should include the following information:

1. The project's name and location.
2. Development Scope:
 - a. If a commercial project, the name of the operator.
 - b. A project description that identifies the square footage and the number of units or spaces, and/or development size and configuration.
 - c. A description of the quality level, market mix and amenities provided at the project.
 - d. Photographs of the project.
3. Financial Characteristics:
 - a. The total development costs.
 - b. Detailed explanation of how the project was funded.
4. A description of the role the respondent and other team members played in the development and operation of the project.

5. Public Sector Contact:

- a. Provide contact information for a representative of the jurisdiction in which the project is located, including telephone number and email address.
- b. Indicate if the project was undertaken as a public/private partnership. If so, describe the responsibilities accepted by the public sector partner.

FINANCIAL CAPACITY

Provide evidence of the development team's financial ability to undertake and successfully complete the proposed project including the following:

1. Financial Statements:

- a. If available, submit audited financial statements for the past two years for each development entity that is part of the developing team.
- b. If audited financial statements are not available, provide documented evidence of prior development transactions in which substantially all of the funding was obtained by the respondent. This information should include letters from the project lenders that identify the size of the loans and the repayment terms, as well as letters from the equity investors that identify the investment amounts and summaries of the transaction terms.

2. Provide a statement identifying the threshold rate of return requirement anticipated to be imposed on the proposed project. The threshold can be presented as a stabilized return on total investment or an Internal Rate of Return (IRR) on total investment.

3. List and explain any litigation or disputes any member of the development team is involved in that could result in a financial settlement that has a materially adverse effect on the ability of the development team to complete the proposed project.

4. Provide a statement detailing if any member of the development team has ever filed for bankruptcy or had projects that have been declared in default or foreclosed upon. If the answer is 'yes' to any of these questions, list the dates and describe the circumstances.

5. Include an explanation of how the project will be funded, including mix of sources.

EVALUATION AND SELECTION

Section 8, Item C.

The City of Watertown recognizes the sensitive nature of the financial capacity information that is requested in this RFP. Therefore, respondents are only required to submit one copy of the requested financial capacity information, and it should be submitted in a separate envelope that is marked "CONFIDENTIAL," and is addressed to:

The City of Watertown
Attn: Mason Becker, Strategic Initiatives and
Development Coordinator
106 Jones Street, Watertown WI, 53094



RFP SELECTION PROCESS

The selection process will be divided into the following three phases:

1. The City will evaluate the responses to the RFP, and will select a short list of development teams to move on to the Developer Review stage of the selection process.
2. The short-listed development teams will be asked to respond to the City in a format that requires the teams to provide more detailed information about the proposed project. This will include: Identifying an operator (if a commercial project), creation of preliminary design drawings, preparation of a pro forma analysis, and a description of any proposed lease terms.
3. At the completion of the evaluation process, the City intends to enter into a negotiation period with the selected development team for the purpose of negotiating the terms of a development agreement.

RFP EVALUATION CRITERIA

The following RFP evaluation criteria will be used to select the short list of development teams that will be invited to respond to the RFP for the Site:

1. The respondent's agreement to abide by the minimum business terms identified in this RFP.
2. Development of projects of a similar scope and scale.
3. Financial capacity to undertake a project of the proposed magnitude.
4. Overall quality of the development team.
5. Experience with similar public/private development agreements with public sector entities
6. Quality and completeness of the RFP response.

DECLARATION AND ADDITIONAL INFO.

DECLARATION AND ADDITIONAL INFORMATION

The City's Rights Pertinent to this Solicitation

1. The City reserves the right to reject all submittals for any legally permissible reason without indicating the reasons for rejection.
2. The City reserves the right to amend this RFP by addendum. The City is bound only by what is expressly stated in this RFP and any authorized written addenda to be posted on the City website.
3. The City accepts no financial responsibility for any costs incurred by the respondent during any phase of the selection process. All submittals shall become the property of the City (except for items marked CONFIDENTIAL) and may be used in any way deemed appropriate.

WITHDRAWAL OF SOLICITATION

The City reserves the right to withdraw this RFP at any time without prior notice and makes no representation that any agreement will be awarded to any respondent. Additionally, the City expressly reserves the right to postpone opening responses to this solicitation for its own convenience, and/or to waive any informality or irregularity in the responses received.

CONFIDENTIALITY

All submittals in response to this RFP are considered confidential until the City makes a selection, at which time the submittals will become public information and available to the public for review. However, the financial capacity information portion of each submittal will be treated as confidential and will not be available for public review at any time.

EXAMINATION OF SOLICITATION

The respondent understands that the information provided in this RFP is intended solely to assist the respondent in preparing a submittal. To the best of the City's knowledge, the information provided is accurate. However, the City does not warrant such accuracy, and any errors or omissions subsequently will not invalidate this RFP.

CONFLICT OF INTEREST

Respondents must comply with the requirements imposed by all applicable federal, state and local laws, including those pertaining to conflict of interest. All members of responding development teams must disclose any and all circumstances that could give rise to any potential conflict of interest or appearance thereof with its participation in the project with the City, and its agents, representatives and consultants.

