



REQUEST FOR PROPOSAL

MILWAUKEE COUNTY, WISCONSIN

DEPARTMENT: DEPARTMENT OF ADMINISTRATIVE SERVICES, ECONOMIC DEVELOPMENT
SOLICITATION #: RFP-ED2402
RFP TITLE: DUE DILIGENCE SERVICES FOR THE ANALYSIS OF 800 WEST WELLS STREET, MILWAUKEE, WISCONSIN
DATE ISSUED: AUGUST 2, 2024

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1 INTRODUCTION

1.1. Purpose of RFP

Milwaukee County, through its Economic Development Division (the “County”) is seeking professional due diligence services to provide a thorough overview of assets and liabilities of the property, as well as an analysis of options for the disposition, of 800 West Wells Street, Milwaukee, Wisconsin (taxkey # 36-11701115). The County is looking to engage a firm that can provide consulting services to include ALTA survey(s), engineering and architectural assessments of the building and land, and any other consulting services needed to determine the current state and value of the property, and that can deliver an overall analysis of various options for use of the land, with recommendations and potential obstacles summarized, to enable the County to make an informed decision for divestment.



This RFP **does not** include any purchase and/or development rights to the Property, only technical analysis services to provide the County with information.

The successful proposer (“Successful Proposer”) will be required to enter into a Professional Services Agreement with Milwaukee County to provide consulting services.

1.2. Definition of Terms

Any special terms or words used in this solicitation are defined in this Section. Terms or words not defined in this Section should be read according to their dictionary definitions and/or common meanings. The County reserves the right to identify additional special words or terms separately in one or more attachments to this RFP.

Milwaukee County (“County”) means Milwaukee County, a municipal body corporate located in the State of Wisconsin, and all the Divisions and Departments thereof. For purposes of this solicitation, the County is represented by its Department of Administrative Services, Procurement Division, and its Department of Administrative Services, Economic Development Division.

Proposer(s) means any organization or individual interested in doing business with Milwaukee County desiring to provide information, data, comments, or reactions regarding the opportunity to provide consulting services.

Property means the identified, County-owned property at 800 West Wells Street, Milwaukee, Wisconsin, currently home to the Milwaukee Public Museum.

1.3. Property Information

The Property is an approximately 451,161-square-foot, seven-story building with a basement and mechanical room, four stories of museum exhibit space, and additional floors for offices and storage space. The building is located on West Wells Street, a block east of the Milwaukee County Courthouse, in downtown Milwaukee. The main building, designed by a local architecture firm, was completed in 1962, with Discovery World and IMax expansions in 1994 and 1995, respectively. It includes spaces for museum display, gathering, storage, office, dining and laboratory functions, and has been used as a public museum its entire history.

The Property is directly connected to McArthur Square parking structure, a Wisconsin DOT highway offramp, and McArthur Park (atop the parking structure), to the north of the building.

The Property is currently home of the Milwaukee Public Museum. A new home for this museum is under construction at another site several blocks east of the Property, and when the new building is completed (anticipated Spring 2027), museum offices and all artifacts will be removed to the new building and the current building will no longer be needed by the museum or the County.

1.4. Scope of Solution

Once the museum has vacated to their new building, Milwaukee County will divest the property and wishes to do so with an understanding of the current state and with future value and community benefit in mind. The County would like a thorough understanding of the value of this property, including any advantages as well as any limitations or difficulties. County will also need to understand the pros and cons of different scenarios for the future of the property (including but not limited to demolition, adaptive



reuse, and parcel separation), and each scenario's potential value to the County and greater community.

Any disposition or future use of the property will need to take into account the current building and parcel size and location, particularly in relation to Milwaukee downtown area. The City of Milwaukee Downtown Plan 2040 (attached for reference) identifies a preference for this parcel to be redeveloped with high-density mixed-use development with a goal of including mixed income housing and neighborhood supporting commercial uses on the ground floor. While this preference by the City should be taken into consideration, it should not limit analysis of all possible development options. Also, the current museum building's attachment to the MacArthur parking structure, and connection to underground DOT tunnels from the highway, will need to be accounted for.

Condition of the current building should also be evaluated as part of any assessment of potential uses of the site. The museum has substantial deferred maintenance needs. A Facility Condition Assessment was conducted on the building in 2015, and data compiled in 2018. According to this assessment, the building had deferred maintenance and 5 year anticipated capital renewals equaling approximately \$28.68 million, additional capital needs and projects of approximately \$11.75 million, and has a 20 year outlook for anticipated capital renewals of approximately \$87 million. While these numbers would need to be reevaluated for use of the building as something other than a museum, this assessment does demonstrate the significant challenges of using or renovating the building largely as-is for other uses.

The selected firm will be expected to fully review the opportunities for the site.

Deliverables: The goal of the due diligence services is to provide a "road map" for disposal of the site and assist the County in understanding the value of the site, feasibility of development options, and liabilities. Results from the due diligence service conducted by the successful bidder shall be compiled into a report submitted to Milwaukee County, to include at least the following specific deliverables:

1. Site Design Analysis:
 - a. Survey of physical development options based on the topographic features, multijurisdictional government considerations, zoning, legal considerations, architectural considerations, etc.
 - b. Alta Survey
 - c. Environmental report, if deemed necessary (phase 1)
 - d. Review of impact of DOT ramps & McArthur Square
2. Site Use Development Analysis:
 - a. Examination of the types of development that are appropriate for the site, noting limitations. Examples include, splitting the property to extend 8th Street to the green space above McArthur Square garage, demolition, commercial, mixed use, housing, green space, adaptive reuse, etc.
 - b. Constraints and opportunity analysis of development options
 - c. Economic demand and feasibility of options



2 GENERAL INFORMATION

2.1 RFP Administration & Contact Information

The Milwaukee County Department of Administrative Services, Economic Development Division is responsible for the oversight and management of this solicitation. The RFP Administrator is the sole point of contact for this RFP. The project manager assigned as RFP Administrator for this solicitation is:

Heather Reindl
 Contracts Manager
 Department of Administrative Services, Economic Development Division
 633 W. Wisconsin Avenue, Suite 932
 Milwaukee, WI 53203
 Email: heather.reindl@milwaukeecountywi.gov

2.2 RFP Schedule

The following schedule is based upon the best available knowledge as of the date this RFP is issued. The County may, at its discretion, delay or shift the schedule of this RFP as appropriate. Any changes made to the RFP schedule will be publicly posted through the Bonfire Portal prior to the closing date of this RFP.

Schedule		
Description	Date	Time
RFP Issued	August 2, 2024	5:00 PM CDT
Deadline for Written Questions	September 4, 2024	4:00 PM CDT
Deadline for Submitting Responses	September 11, 2024	4:00 PM CDT

2.3 County’s Right to Amend or Cancel

Milwaukee County reserves the right to amend or cancel this RFP at any time and for any reason, if amendment or cancellation is in the best interest of the County. If it is necessary to clarify, revise, or cancel this RFP, amendments will be posted to the RFP’s Project Board on the Bonfire Portal. It is the responsibility of Respondents to check the Bonfire Portal regularly for any amendments prior to the RFP’s closing date and time.

2.4 Americans with Disabilities Act and Reasonable Accommodations

If a Respondent or any employee or representative of a Respondent needs accommodations, the Respondent should contact the RFP Administrator as soon as possible to discuss reasonable accommodations. DAS-Economic Development will provide reasonable accommodations, including provision of informational material in an alternative format, for individuals with disabilities.



2.5 Advancing Racial Equity in Milwaukee County

The County's vision is "By achieving racial equity, Milwaukee will be the healthiest County in Wisconsin." In May of 2019, the County became the first jurisdiction in the Country to declare racism a public health crisis. As a governmental body, the County recognizes its power to make change at a systemic level, Milwaukee County passed an ordinance (Milwaukee County Code of Ordinances (MCCO)- Chapter 108, Achieving Racial & Health Equity) that commits itself to identify and address policies, practices, and power structures, whether intentionally or unintentionally, that work in favor of white people and create barriers for Black, Brown, Indigenous people, and people of color (BIPOC).

Core Principles:

- MCCO-Chapter 18 ensures racial equity is a top priority of Milwaukee County government and remains larger than any one government leader.
- Institutionalization of racial equity in the County's mission, vision, values, and services are of the utmost priority.
- Racism has been, is, and will continue to be, a public health crisis until race is no longer a predictor of quality or length of life in Milwaukee County.
- Equity involves trying to understand and give people what they need to enjoy full, healthy lives.
- Milwaukee County has a county-wide goal to improve equitable service delivery and develop an organizational culture of equity.

Milwaukee County seeks to achieve its vision by dismantling institutional racism in the organization and building up policies, practices, and a culture that ensures race no longer predicts health outcomes, and outcomes for everyone improve. The strategic focus areas include creating intentional inclusion, bridging the gap, and investing in equity.

In support of the County's vision, it is requested that Respondents agree to collaborate with the County in working to achieve racial equity for our constituents and commit to improving racial equity within Milwaukee County.

For more information about Milwaukee County and its initiatives, mission, vision, and goals, please visit www.county.milwaukee.gov

2.6 Disclosure of Information and Compliance with Wisconsin Open Records Laws

Solicitation opportunities will be publicly advertised as required by law and County ordinance.

Milwaukee County and the Economic Development Division are required by law to respond to all Freedom of Information Act ("FOIA") and Wisconsin Public Records Law ("Open Records") requests. In submitting information, data, comments, or reactions to this RFP, Respondents acknowledge that such information constitutes a "record" for purposes of Wis. Stat. §19.21, *et. seq.*, and that such information is subject to Open Records requests.

Respondents are advised that in complying FOIA and Open Records requests, the County presumes the right "of complete public access, consistent with the conduct of government business." Denial of access is considered contrary to the public interest and will only be denied in exceptional instances.

Records are closed or confidential only if specifically stated in law.

Respondents may make written requests to hold confidential any trade secrets or other proprietary data contained in a response to this RFP. Respondents must clearly identify the material considered



confidential and must explain why the data is confidential. If Milwaukee County receives a request for public information, the Economic Development Division, in consultation with the Office of Corporation Counsel, shall determine whether the information is an exception to Wisconsin Public Records Law and the information shall be processed accordingly.

3 INSTRUCTIONS TO RESPONDENTS

By submitting a response to this RFP, the Respondent acknowledges that it has read and agrees to comply with the information and instructions provided in this RFP document.

3.1 Preparing a Response

Respondents should prepare a response that is accurate, concise, and uses plain language in a manner that is easily understandable by non-technical personnel. Please clearly label attachments to enable readers to easily organize and navigate the response documents. When preparing a response, Respondents are encouraged to supply creative concepts and solutions for financing and potential uses for maximum benefit to the County and to the area.

Responses should be subject-matter specific and should not include unnecessary advertisements, sales materials, general media or other information that does not add substance to the Respondent's response.

3.2 Questions

Milwaukee County uses Bonfire to advertise and accept solicitation responses digitally. Respondents must submit questions or requests for clarification regarding this RFP using the Bonfire Portal. The Q&A period for this opportunity is **August 2, 2024 8:00 AM CDT to September 4, 2024 4:00 PM CDT**. Respondents will not be able to send messages after this time.

Questions should cite the RFP title, number, page, section, and paragraph. Please be as clear and as specific as possible when asking a question or requesting clarification. **Responses to all questions and inquiries received by the County will be posted on the RFP's Project Board on the Bonfire website.**

3.3 Submission Instructions

Milwaukee County uses Bonfire to advertise and accept solicitation responses digitally. Respondents must submit questions and responses to this RFP using the Bonfire Portal. The Portal may be accessed at:

<https://countymilwaukee.bonfirehub.com/opportunities/149093>

The Q&A period for this opportunity is listed in **Section 3.2: Questions**.

Submissions must be uploaded, submitted, and finalized prior to the Closing Time of **September 11, 2024, 4:00 PM CDT**. Respondents should allow sufficient time and **at least ONE (1) day** before Closing Time to begin the uploading process and to finalize submissions.



3.4 Costs for Preparing Responses

Each response should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond what is sufficient to supply a complete presentation. The cost for developing the response to and participating in this RFP process is the sole responsibility of the Respondent. **The County will not provide reimbursement for Respondent costs.**

4 REQUESTED INFORMATION

Please submit information following the tabbed format below. When submitting electronic documents, please ensure that your document is searchable and includes a clear Table of Contents that matches the format provided in this Section.

4.1 Introduction

This section should include a contact person's name, email, and phone number, as well as the Proposer's business name, address, and phone number. Provide a Letter of Interest not to exceed three (3) pages.

4.2 Respondent Qualifications and Experience

Provide documentation that supports the Proposer's demonstrated ability to provide the types of surveying, architectural and engineering, and other professional services, and to provide a comprehensive and detailed analysis of alternative options for the Property with recommendations and obstacles clarified. Specific examples of similar projects Proposer has worked on in the past would be helpful.

State the number of years of operation of the Proposer's business, and state how many years the Proposer has conducted activities comparable to those proposed. Identify locations where your operations are currently in use. Include a profile of your company and key personnel.

4.3 Price Proposal

Total cost estimate for all included due diligence services required.

4.4 Additional Information

Any additional information not specifically requested, but which the Proposer deems important and relevant may also be submitted.

5 ADDITIONAL INFORMATION

County may, at its discretion, ask one or more parties to provide additional information and/or meet with the Economic Development Division to further discuss their submitted information.



6 ATTACHMENTS AND EXHIBITS

The following Attachments and Exhibits are included with the RFP and are posted on the Bonfire Portal:

Number	Description
Attachment 1	Proprietary Information Disclosure Form
Attachment 2	Respondent Information Form
Exhibit A	Property Description
Exhibit B	City of Milwaukee Downtown Plan 2040