

WHEREAS, the Common Council adopted the East Washington Capitol Gateway Corridor Plan and Recommendations as a supplement to the City of Madison Comprehensive Plan on February 5, 2008 (Legislative File ID No. 05532); and,

WHEREAS, through the aforementioned resolution, the Common Council directed City staff to work with neighborhood and business associations, property owners, residents and other interested groups to begin to implement the East Washington Capitol Gateway Corridor Plan's recommendations; and,

WHEREAS, through the aforementioned resolution, the Common Council directed the appropriate City agencies to consider including the recommendations of the East Washington Capitol Gateway Corridor Plan and Urban Design Guidelines in future work plans and budgets in accordance with the priorities stated in the Plan; and,

WHEREAS, City staff has identified the need for implementation and redevelopment management services; including the possible need for developing and staffing an oversight committee, facilitating stakeholder outreach, working with prospective businesses looking to move to or expand within the Corridor, profiling available space, facilitating the successful implementation of redevelopment projects, identifying and profiling City involvement, profiling public amenities, managing public relations activities, and other related tasks; and,

WHEREAS, City staff has identified the need to market the Corridor, including the preparation of collateral materials, identification of target markets, the development of a website, and other similar activities; and,

WHEREAS, The Bower Group and Vandewalle & Associates/The Hiebing Group was hired through a competitive process in 2009 to complete the aforementioned activities; and,

WHEREAS, the existing contract with The Bower Group expires on August 1, 2010 with a balance of \$0.00 remaining under the current contract; and, the existing contract with Vandewalle & Associates/The Hiebing Group expires on June 30, 2010 with a balance of \$26,000.00 remaining under the current contract; and,

WHEREAS, the City desires to continue the implementation services noted above with the aforementioned consultants; and,

WHEREAS, MGO 4.26(4)(a) 7 notes that "the City may enter into negotiated contracts without a competitive bidding process for the purchase of services if a particular consultant has provided services to the City on a similar or continuing project in the recent past, and it would be economical to the City on the basis of time and money to retain the same consultant;" and,

WHEREAS, the 2010 Capitol Budget includes \$200,000 within TID 36 for "professional fees for project management, marketing and studies related to transportation improvements and other potential projects within the District."

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby authorize the Mayor and City Clerk to amend the existing contracts for an amount not to exceed \$98,000 for The Bower Group and \$103,000 (\$26,000 encumbered in 2009, with \$77,000 new expenditure in 2010) for Vandewalle & Associates/The Hiebing Group Inc. for implementation of the East Washington Avenue Capitol Gateway Corridor Plan, and related projects within the Capitol East District, for a term of the agreement through December 31, 2010.