



Office of the Comptroller

**PURCHASING SERVICES**

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**DATE: September 24, 2007**

**RE: ADDENDUM NO. 1  
RFP No. 7873-0-2007/MM  
MARKETING WI BIOAG GATEWAY & SOUTHEAST MADISON BUSINESS CENTERS**

**TO: All Potential Proposers**

Please be advised of the following clarifications and revisions to above referenced request for proposal:

1. Attached is a compilation of answers to questions submitted in writing and received from proposers during the pre-proposal meeting on September 18, 2007. Questions that are similar in nature have been grouped together and responded to only once.
2. The City is faced with a tight timetable to have marketing materials available for the BIO Conference in June 2008. The RFP noted conclusion of Phase I at the end of December 2007. The City maintains some discretion to extend the development of the marketing plan (Phase I) into 2008, mindful of our decision to have some of the materials (Phase II) available by June 2008. A December 31, 2007 deadline for completing Phase I should not dissuade a firm from submitting a proposal if they believe they could produce the working plan (Phase I) by December 31, 2007 or within a reasonable period of time thereafter.
3. To register as a local business and receive 5% extra preference points go to:  
<http://www.cityofmadison.com/Business/localPurchasing/signup.cfm>

Please send all additional requests for clarifications or questions in writing to the contact information below.

Thank you.

Monette McGuire

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**ADDENDUM NO. 1**  
**RFP No. 7873-0-2007/MM**  
**MARKETING WI BIOAG GATEWAY & SOUTHEAST MADISON BUSINESS CENTERS**

**QUESTIONS**

1. What is the relationship between Dept of Commerce, Forward WI, REDE and this project?

Answer: These agencies would be aware of this project and it would be the City's intent for the selected firm to work with these organizations as appropriate. The WI Dept of Agriculture, Trade and Consumer Protection (DATCP) will be most closely involved with this project as they are located adjacent to the BIOLINK Incubator.

2. Other than TIF 24, are there any other funding sources, i.e. from the state level or other sources?

Answer: This marketing project is funded by the City of Madison. The funds specifically come from Tax Increment Finance District # 24. There are no additional funds currently available.

3. Will DATCP funds for the BIOLINK Incubator roll into this project??

Answer: DATCP has provided some funding for the development of a business plan for the incubator. The City cannot speculate about future possible DATCP funding.

4. Is the budget amount for Phase 2 inclusive of all costs, which might include various multimedia tools, developed, AV media, staff time, travel, publications, etc?

Answer: This amount covers production of all materials and all labor associated with this production.

5. Do you expect Phase 1 to include outreach to existing business groups for implementation strategy purposes or is it primarily intended for research and feedback?

Answer: The purpose of this outreach is to gather background information about existing companies and the area, and to elicit input from these local businesses, property owners, developers, etc.

6. How does this fit into the County and City's efforts to bring in new business?

Answer: The purpose of this marketing plan is to target/promote this area of the City for business development, specifically BioAg and technology businesses. This marketing plan is not to compete or raid businesses from other business parks in Madison, but rather it will offer businesses a greater selection of sites for their businesses to locate. To this end, the City desires this marketing process to work closely with other local marketing initiatives.

7. To avoid competition with other business parks will the selected consultant have access to the marketing materials and plans from other business parks?

Answer: Yes, to the extent other developers and business parks are willing to share these items with the selected firm.

8. Of the undeveloped land, will there be separate RFPs for each of the build out processes?

Answer: This area of the City has a range of business sites available for development, including everything from undeveloped farmland to existing vacant buildings. This range can be seen as a positive aspect by offering businesses what they need at their particular stage of business development. This includes both public and privately owned parcels.

9. What is the build out timeframe and will this have an impact on the marketing strategy?

Answer: This depends on the businesses needs. No specific percentage or amount of construction has been set as a goal.

10. Is there an overall development plan as to number of buildings, building amenities, etc?

Answer: There is not. From existing zoning we could determine the maximum size and square footage of buildings.

11. Are you looking for the marketing plan to suggest concepts for a theme/construction design for the place?

Answer: no, this area does not have overall design covenants other than what the zoning code will allow as to lot line setbacks and building size. A small portion of the properties along Highway 12 & 18 and Hwy 51 are in Urban Design District #1 which has design requirements. The City's Comprehensive Plan also outlines desired land uses in this area.

12. What is the land ownership?

Answer: The City of Madison owns 27 acres of land and will sell this land. There are numerous other property owners and developers in this area seeking to sell or lease their land and buildings. This marketing plan will promote the privately owned and the publicly owned land and buildings. There is no single entity overseeing development within Southeast Madison.

13. Is there a specific goal of targeting existing companies to move here or to have new companies locate here?

Answer: There is no specific number of businesses targeted to locate in this area. We hope to market this area to businesses in the Midwest and nationally. Businesses with existing connections to Wisconsin or the University are probably more likely than others to be interested in locating in this area.

The annual BIO conference draws biotechnology businesses from across the nation and internationally. The City partners with other local entities and shares a booth at the Conference. The next BIO conference is in June of 2008 and it is desired that some marketing MATERIALS WOULD BE READY FOR USE AT THE CONFERENCE TO TARGET THIS NATIONAL/INTERNATIONAL MARKET.

14. How will the City know if this marketing is successful?

Answer: It is desired that the City will receive inquiries from businesses wishing to locate in this area and some will also actually locate here. It is likely this marketing campaign will raise awareness in Madison that this is a prime location for business development. The absorption rate for industrial property is 5-10 years on average so results are not expected immediately.

15. Who will inquiries be directed to?

Answer: Depending on the circumstance, it could be the Department of Commerce, REDE, the City of Madison, a private broker or an owner.

16. Will the zoning be developed for this area?

Answer: All property in this area is currently zoned for business, including BioAg manufacturing. As a side note, the City of Madison is starting to rewrite its zoning code but this will not be finished for 2 or 3 years. Also the Stoughton Road Revitalization Project is currently concluding and could call for some rezoning of nearby property.