



## Economic Development Division

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**TO:** Board of Estimates and Common Council

**FROM:** Matthew B. Mikolajewski, Office of Business Resources Manager

**SUBJECT:** Capitol East District Contract Extension (Legistar # 21172)

**DATE:** February 14, 2011

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The City of Madison executed contracts with Vandewalle & Associates/The Hiebing Group and The Bower Group in 2009 to begin implementation of the East Washington Avenue Capitol Gateway Corridor Plan. The following memo outlines a proposed work plan, deliverables, and scope of services for these firms in 2011.

### **Primary Tasks of 2011**

Following are the primary tasks for the Capitol East District in 2011. Following each task is an indication of involvement on the part of City staff (Economic Development Division – EDD), Alders, consultants retained by the City, and/or the current staff and consultant team working on the Madison Sustainability Commerce Center (MSCC Team). The first organization listed will have primary lead on the task, with the remaining organizations playing a supporting role.

- A. Completion of Don Miller/Schappe purchases (**EDD**).
- B. Preparation and issuance of a Request for Interest for the Don Miller/Schappe holdings, and selection of developer(s) if appropriate (**EDD**, Alders, The Bower Group, Vandewalle & Associates).
- C. Demolition and remediation of Don Miller/Schappe holdings (**EDD**, City Engineering).
- D. Business planning for Madison Sustainability Commerce Center (MSCC) (**MSCC Team**, The Bower Group, EDD).
- E. RFP and selection of a developer for the MSCC (**MSCC Team**, Alders, The Bower Group, Vandewalle & Associates, EDD).
- F. Amendment of TID 36 boundary and project plan; and, exploration of additional funding mechanisms for public infrastructure and private investment (**EDD**, Alders, The Bower Group, Vandewalle & Associates).

- G. Attract/expand one or two (medium to large) employers within District, while working to retain/expand/attract small business within the District (**The Bower Group**, Vandewalle & Associates, Hiebing, EDD).
- H. Continued engagement with The Mullins Group regarding the future repositioning of their holdings, and the development of the Urban Technology Campus (**The Bower Group**, Vandewalle & Associates, EDD).
- I. Continued planning and implementation of streetscape along E. Main Street and adjacent to Breese Stevens Field (**Vandewalle & Associates**, Planning, EDD).
- J. Planning/implementation of Breese Stevens enhancements, including parking (**Vandewalle & Associates**, Parks).
- K. Continued community outreach and support (**Hiebing**, EDD, The Bower Group).
- L. Continued update meetings with Alders, Mayor, and other City staff (**EDD**, The Bower Group, Vandewalle & Associates, Hiebing)

**General Allocation of Resources**

Following is a summary of the budgeted amounts for each firm for general Capitol East District work, as well as specific Madison Sustainability Commerce Center efforts:

**2011 Capitol East District (\$250,000 available)**

\$84,000	-	The Bower Group (8 hours per week for 50 weeks)
\$43,150	-	Hiebing
\$72,000	-	Vandewalle & Associates
\$50,850	-	Miscellaneous/reserve
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\$250,000	-	Total

**2011 Madison Sustainability Commerce Center (\$75,000 available)**

\$21,000	-	The Bower Group (2 hours per week for 50 weeks)
\$15,000	-	Vandewalle & Associates
\$39,000	-	Other consultant services
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\$75,000	-	Total

The balance of funds needed to retain other consultants to assist with business planning/RFP preparation for the MSCC will be taken out of the \$300,000 Capital Area Regional Planning Commission (CARPC) grant recently received by the City.

**Deliverables By Firm**

Following are the deliverables and proposed funding levels for the three consulting firms:

**The Bower Group (\$105,000)**

Primary lead on Tasks G and H above.  
Supporting role on Tasks B, D, E, F, K, and L above.

**Hiebing (\$43,150)**

Primary lead on Task K above.  
Supporting role on Task G and L above.

**Vandewalle & Associates (\$87,000)**

Primary lead on Tasks I and J above.  
Supporting role on Tasks B, E, F, G, H, and L above.

**Scope of Services By Firm**

Following are more specific scopes of services for how each firm is expected to meet the deliverables noted above.

**Bower Group LLC**  
**Scope of Services**  
**Implementation and Redevelopment Management Services**  
**Capitol East District**

All aspects of the following scope of services will be closely coordinated with City project staff:

- 1 Continue to refine and manage the development of the overarching project implementation strategy.
- 2 Based on defined priorities, assist in implementing key components of project work plan.
- 3 Develop and assist in implementing overarching district-wide and area-specific development strategies for the project.
- 4 Develop overarching development approaches and strategies for specific high priority sites. Work with developers and prospects in pre-qualifying interest and providing coordination of development issues as they arise.
- 5 Assist, as appropriate, in developing and coordinating strategies around property repositioning and site control.
- 6 Coordinate with City staff on prospecting efforts in the CED.
- 7 Prepare agendas and facilitation of weekly CED team meetings in order to facilitate proper coordination with potential prospects and developers.
- 8 Develop project budgets as needed
- 9 Coordinate with City staff and consultants stakeholder outreach.
- 10 Work with City staff, the Mayor's Office and the Common Council to secure necessary approvals when needed.
- 11 Coordinate with other consultants and City staff to ensure effective implementation is occurring based on limited resources.
- 12 Assist in drafting funding requests and grants.
- 13 As directed, refine and coordinate the development of implementation/organizational structures to ensure long-term implementation of redevelopment in the CED.
- 14 Assist with business planning, prospecting, and developer selection for the Madison Sustainability Commerce Center (MSCC).
- 15 Oversee preparation of document submissions for regulatory agencies.
- 16 Perform other duties as required or assigned

The above scope of services is a range of potential services the Bower Group may provide but is subject to budget limits associated with this contract. City staff shall direct these services as required and will assist in providing prioritization of activities on an ongoing basis to ensure resources are deployed on the highest priority issues.

**CAPITOL EAST DISTRICT**  
**SCOPE OF SERVICES – VANDEWALLE & ASSOCIATES AND HIEBING**

**Task 1** – General Redevelopment and Positioning Activities

- Vandewalle & Associates Tasks
  - Attend weekly Capitol East District team meetings.
  - Ongoing preparation of graphic visualization/plan development to advance District projects, especially the Capitol East Center and Urban Technology Campus.
  - Meeting attendance and presentations to prospects and developers.
  - Design integration of public and private improvements, especially along E. Main Street, and adjacent to Breese Stevens Field.
  - Attend and support at least two (2) stakeholder meetings, four (4) quarterly promotional events, and other events as needed.
  - Assistance with Congress for New Urbanism Conference (as needed).
  - Input toward, and assistance with, email updates noted above.
- Hiebing Tasks
  - Help facilitate two neighborhood stakeholder meetings (\$750).
  - Attendance at weekly Capitol East District team meetings as needed, and additional marketing/outreach efforts as needed (\$12,200).

*Task 1 Budget = \$57,950 (Vandewalle & Associates = \$45,000, Hiebing = \$12,950)*

**Task 2** – Marketing and Public Relations Activities

- Prepare two “one-pager” marketing pieces tailored to the recruitment of specific firms to the Capitol East District (\$6,000).
- Plan and launch an email campaign to provide regular (likely quarterly) updates regarding the Capitol East District to interested residents, prospective businesses, and other stakeholders (\$10,000).
- Plan and coordinate four quarterly promotional events regarding the Capitol East District targeted to the Madison business community (\$5,200).
- Prepare materials and assist with media support for up to two development milestones throughout the year (\$4,000).
- Assist with development/maintenance of copy and design within the Capitol East District webpage on the City’s website (\$5,000).

*Task 2 Budget = \$30,200 (Hiebing)*

Task 3 – Capitol East Center – Don Miller/Schappe

- Prepare development concept plans/strategies for 800N, 800S, and 700W blocks as related to RFI/developer selection for Don Miller/Schappe holdings.
- Prepare improvement and enhancement plan for Breese Stevens/Paterson Street parking area.
- Programming and positioning for Breese Stevens improvements, including coordination with Parks Division.

*Task 3 Budget = \$17,000 (Vandewalle & Associates)*

Task 4 – Urban Technology Campus

- Engagement with the Mullins Group on furthering the vision of the Urban Technology Campus.
- Prepare map design plan for parking/pedestrian way along railroad tracks between Baldwin Street and Dickinson Street.

*Task 4 Budget = \$10,000 (Vandewalle & Associates)*

Task 5 – Madison Sustainability Commerce Center

- Implementation guidance and core team meeting attendance as needed.
- Prepare project plan/graphic communications as needed.
- Prepare developer RFP.

*Task 5 Budget = \$15,000 (Vandewalle & Associates)*

*Total Project Budget: \$130,150 (Vandewalle & Associates = \$87,000, Hiebing = \$43,150)*

\*\*Additional task items that arise during 2011 that are outside of this scope of services will be handled through a contract amendment.

