



Legislation Details (With Text)

File #: 08316 **Version:** 2 **Name:** SE Madison Marketing Resolution
Type: Resolution **Status:** Passed
File created: 11/27/2007 **In control:** BOARD OF ESTIMATES (ended 4/2017)
On agenda: 1/22/2008 **Final action:** 1/22/2008
Enactment date: 1/29/2008 **Enactment #:** RES-08-00054

Title: SUBSTITUTE - Authorizing hiring of The Hiebing Group Inc./Vandewalle & Associates for consultation services to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.

Sponsors: Judy Compton, Zachariah Brandon

Indexes:

Code sections:

Attachments: 1. 7873 Addendum 1 Final.pdf, 2. 7873-0-2007-MM Final WI BioAg Gateway.pdf, 3. 7873 Addendum 2 Final.pdf, 4. SE MadConsultantHire08316vers1.pdf, 5. Bio-Ag RFP from Vandewalle 10-18-2007, 6. Letter_of_Protest_from_NES.pdf, 7. M_May_NESmemo_010808.pdf, 8. Response to NES Protest 1-8-08.pdf

| Date | Ver. | Action By | Action | Result |
|------------|------|---|---|--------|
| 1/22/2008 | 2 | COMMON COUNCIL | Adopt | Pass |
| 1/14/2008 | 2 | BOARD OF ESTIMATES (ended 4/2017) | RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER | Pass |
| 1/9/2008 | 2 | ECONOMIC DEVELOPMENT COMMITTEE | Return to Lead with the Following Recommendation(s) | Pass |
| 12/27/2007 | 2 | Department of Planning and Community and Economic Development | Re-refer | |
| 12/5/2007 | 2 | ECONOMIC DEVELOPMENT COMMITTEE | Refer | Pass |
| 12/5/2007 | 1 | ECONOMIC DEVELOPMENT COMMITTEE | | |
| 12/4/2007 | 1 | BOARD OF ESTIMATES (ended 4/2017) | Refer | |
| 12/4/2007 | 1 | COMMON COUNCIL | Refer | |
| 11/28/2007 | 1 | Department of Planning and Community and Economic Development | Referred for Introduction | |

Fiscal Note

The proposed cost to complete Phase # 1 of the project (development of the marketing plan) is \$85,000. The proposed cost to complete Phase # 2 of the project (implementation of the marketing plan) is up to \$250,000, with recognition that a final budget can not be completed and agreed upon by the City until after the completion of Phase # 1. The 2007 adopted capital budget of the Department of Planning and Community and Economic Development includes \$100,000 for marketing and outreach (Project #10, "TID 24 - Southeast Industrial Development), of which \$15,000 has been previously committed, leaving a balance of \$85,000. The 2008 adopted PCED capital budget includes a total of \$284,000 in Project #8, "TID 24 - Southeast Industrial Development," for loans to businesses and for marketing.

Title

SUBSTITUTE - Authorizing hiring of The Hiebing Group Inc./Vandewalle & Associates for consultation services to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.

Body

WHEREAS, the City of Madison desires to identify ways to enhance the marketability, and promote, the southeastern portion of the City as an attractive location for new business development; and,

WHEREAS, the City purchased 27-acres of the Wisconsin BioAg Gateway campus in 2006; and,

WHEREAS, in 2007 the City budgeted \$100,000 through TID 24 for professional fees related to marketing and outreach efforts to assist in the retention and expansion of existing businesses, and to attract new businesses to the Southeast Industrial District, with up to \$284,000 budgeted through TID 24 in 2008; and,

WHEREAS, the City of Madison issued a Request for Proposals seeking a consultant experienced in developing and implementing real estate and business marketing plans; and,

WHEREAS, eight proposals were received and evaluated by a selection team; and,

WHEREAS, four consultants were interviewed by the selection team; and,

WHEREAS, the selection team recommended the approval of New Economy Strategies; and,

~~NOW THEREFORE BE IT RESOLVED that the Common Council does hereby~~ WHEREAS, based on an initial calculation of selection team points that also supported the hiring of New Economy Strategies, a resolution was introduced on December 4, 2007 to the Common Council to authorize the Mayor, Director of the Department of Planning & Community & Economic Development, and City Clerk to execute a contract with New Economy Strategies to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway; and,

WHEREAS, City staff subsequently identified an error in the calculation of selection team points; and,

WHEREAS, of a possible 2000 total points, the score received by New Economy Strategies equals 1719, while the score received by The Hiebing Group Inc./Vandewalle & Associates equals 1720.95; and,

WHEREAS, The Hiebing Group Inc./Vandewalle & Associates score of 1720.95 includes an 81.95 bonus provided under the Local Preference Purchasing Policy, while the New Economy Strategies score of 1719 does not include a bonus.

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby authorize the Mayor, Director of the Department of Planning & Community & Economic Development, and City Clerk to execute a contract with The Hiebing Group Inc./Vandewalle & Associates to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.