



Legislation Details (With Text)

**File #:** 33385      **Version:** 1      **Name:** 2014 Capital East District Contract Extension  
**Type:** Resolution      **Status:** Passed  
**File created:** 3/11/2014      **In control:** BOARD OF ESTIMATES (ended 4/2017)  
**On agenda:** 4/8/2014      **Final action:** 4/8/2014  
**Enactment date:** 4/10/2014      **Enactment #:** RES-14-00240

**Title:** Authorizing the Mayor and City Clerk to amend the contracts with Vandewalle & Associates and The Hiebing Group for consultation services to implement the East Washington Avenue Capitol Gateway Corridor Plan and related projects within the Capitol East District ("District"), and authorizing the DPCED Director to hire additional outside consultant(s) to complete District-related work, with a recognition that all of the aforementioned contracts and contract amendments shall not exceed \$100,000 and are approved through December 31, 2014.

**Sponsors:** Ledell Zellers, Marsha A. Rummel

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
4/8/2014	1	COMMON COUNCIL	Adopt	Pass
3/31/2014	1	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
3/18/2014	1	COMMON COUNCIL	Referred	
3/11/2014	1	Economic Development Division	Referred for Introduction	

The 2014 adopted Capital budget of the Planning and Community and Economic Development agency authorizes funding of \$100,000 for project managing and marketing, included in project No. 15, "TID 36 - Capitol Gateway Corridor," Acc't No. 823601. No additional appropriation is required.

Authorizing the Mayor and City Clerk to amend the contracts with Vandewalle & Associates and The Hiebing Group for consultation services to implement the East Washington Avenue Capitol Gateway Corridor Plan and related projects within the Capitol East District ("District"), and authorizing the DPCED Director to hire additional outside consultant(s) to complete District-related work, with a recognition that all of the aforementioned contracts and contract amendments shall not exceed \$100,000 and are approved through December 31, 2014.

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 facilitating stakeholder outreach, working with prospective businesses looking to move to or expand within the Capitol East District ("District"), 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 District, including the preparation of collateral materials, identification of target markets, the development of a website, publication of an electronic newsletter, hosting District networking events and neighborhood meetings, and other similar activities; and,

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

WHEREAS, the existing contracts with Vandewalle & Associates and The Hiebing Group expired on December 31, 2013; 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 2014 Capital Budget includes \$100,000 within TID 36 for "project management, marketing, and outreach efforts to assist the retention and expansion of existing businesses, and to attract new businesses to the Capitol East District corridor."

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby authorize the Mayor and City Clerk to amend the existing contract for an amount of \$30,000 for The Hiebing Group for marketing efforts for a term of agreement through December 31, 2014; and,

BE IT FURTHER RESOLVED that the Common Council does hereby authorize the Mayor and City Clerk to amend the existing contract for an amount approved by the Director of the Department of Planning & Community & Economic Development for Vandewalle & Associates to complete public improvement planning and other general redevelopment implementation and positioning advising for a term of agreement through December 31, 2014; and,

BE IT FURTHER RESOLVED that the Director of the Department of Planning & Community & Economic Development is authorized to amend or extend the Scope of Services of one or both of these contracts at a future date as long as the combined potential value for both contracts does not exceed \$100,000 through December 31, 2014; and,

BE IT FINALLY RESOLVED that the Mayor and City Clerk are authorized to execute, deliver, accept and record any and all documents and take such other actions as shall be necessary or desirable to accomplish the purpose of this resolution in a form approved by the City Attorney.