

Request For Proposals

703 S Center Ave

City of Merrill, Wisconsin 54452

City of Merrill, Wisconsin

The City of Parks

Office of the City Administrator

Merrill, Wisconsin

(715) 536-5594

March 2025

Request For Proposals

Contents

Introduction -	Page 1
Property Overview -	2
Contemplated Uses -	2
Proposal Submission -	3
Proposal Components -	4
Proposal Schedule -	5
Evaluation & Selection Criteria -	6
Maps -	7

Introduction -

Background - The City of Merrill, Wisconsin, invites qualified individuals and development teams to submit a proposal to the city for acquisition and redevelopment of the approximately 1.0 acre 703 S Center Ave property.

The City of Merrill recognizes the need for additional modern rental housing units and/or condominium units within the City. Development of this prime property as modern rental property or condominiums meets a need of the City to improve the livability of our community.

The City of Merrill's settlement commenced in 1843, five years before Wisconsin was established as a State. Originally called "Jenny Bull Falls", the city was a hub of social and economic activity through the timber boom years. Located at the crossroads of State Highways 51 and 64 Merrill has a population of approximately 10,000. Today, Merrill is a full service community with a diverse economy. The past decade has seen a positive turn-around in Merrill's economic outlook. Major new amenities include the River Bend Trail along the Wisconsin River, the Bierman Family Aquatic Center, a new 3,000 seat grandstand at the Merrill Festival Grounds, and a new senior center and expo hall at the Merrill Festival Grounds completed in 2017, as well as new and expanding businesses.

Purpose - In an effort to increase available housing the City of Merrill is offering this approximately 1.0 acre parcel with the intent to see new housing units built on this site.

There is a demonstrated need for all types and levels of housing in Merrill

This request for proposals is designed to provide sufficient background and property information so that individuals and developer teams may submit a proposal to the city for this purpose.

Property Overview –

Site Overview and Zoning –

Located on Merrill's south side, this prime 1.0 acre is presently zoned Thoroughfare Commercial. Depending upon redevelopment plans, future rezoning may be required.

The parcel is bordered on the west by Center Ave., on the North by O'day St. and on the east by Martin St.

Lot 1 of CSM 475 is 1.0 acre. (See attached map) This property is of even grade and easily developable. The site is served by all municipal and private utilities necessary for development of housing units and/or commercial/retail units.

Proximity to many amenities makes this an appealing residential site.

Contemplated Uses -

The City of Merrill is anticipating that developers would look at this property for the development of high quality rental units, townhomes, and/or condominiums, but recognize that developers may propose a wide range of possibilities for use of this prime building site.

Possible uses include:

- Residential dwelling units: housing for individuals and families is a desired future use in connection with the City's objective to provide new units housing.
- Commercial uses: commercial use may include retail, financial, or restaurant, for new or expanding businesses.
- Mixed use: Any combination of residential, commercial or retail uses that would make the proposal an attractive marketable development.

PROPOSAL SUBMISSION –

Proposals submitted to the City of Merrill should be presented in concise form responding specifically and directly to the type of redevelopment activity being proposed for the site.

All questions regarding the proposal shall be directed to:

Rod Akey, City Administrator
1004 East First Street
Merrill, Wisconsin 54452
Telephone: (715) 536-5594

- Proposals shall respond to the outline of the components as presented.
- The entire proposal shall be not more than 15 pages including all spreadsheets, drawings and sketches.
- Proposals shall be submitted by the deadline: 4:00pm CST, April 30th, 2025 to the above listed office.

City contact for information is:

- Rod Akey, City Administrator 715-536-5594

PROPOSAL COMPONENTS –

Prospective developer proposals shall include the suggested components as listed below:

1. Proposal Summary –

A statement or outline on the project's principal features for the proposed work including a description of proposed use(s) and anticipated user(s).

2. Project Summary Outline and Tentative Schedule –

Provide an outline of primary tasks including design, permitting, financing, construction, occupancy and any other tasks required to complete the proposed project. Material shall include a timeline for completion of the proposed project.

3. Development Organization –

Provide necessary information about the organization of the development entity to include official registered name, place and date of organization, level of experience in comparable projects and a statement which demonstrates financial capacity to perform. Also, provide any irregularities relative to suspensions, defaults or bankruptcies and other matters which may have an effect or impact on this proposal.

Include contact information for the individual or company as well as contact information on project team leader or primary contact to include office number, cell phone numbers and email addresses which will be used in developing this project.

In the event more than one individual or company teams with another entity all of the above information is required for that entity or company as well and the arrangements and relationships are fully disclosed. A prime developer will be the responsible party for all contractual performances and guarantees.

4. Project Team and Management Qualifications-

Include material (website address), a list of or a brief description of experience and qualifications of owner entity and experience.

5. Financial Viability and Investment Strategy –

The developer shall demonstrate proof of financial viability. This may include a variety of documents including financial statements, loan commitments, or other evidence of performance.

The developer shall provide a summary indicating the amount and timing of investments necessary to complete the proposed development in a timely way.

REQUEST FOR PROPOSAL SCHEDULE

- March 10th, 2025 - RFP Available For Distribution.
- April 30th, 2025 - Proposal Due Date to City (4:00 pm.).
- Wednesday May 7th, 2025 - Redevelopment Authority Meeting with internal City recommendation of proposal(s).
- Tuesday May 13th, 2025 - Common Council Meeting with project selection/approval on the agenda.

- Note: The City of Merrill acquired this property solely for the purpose of redevelopment. If insufficient proposals are submitted or rejected under this Request For Proposals, the City of Merrill reserves the right to negotiate and enter into discussion with future individual developers or development entities without future advertising or providing public notice. The property will be continually available for sale until sold or transferred for new development.

EVALUATION AND SELECTION CRITERIA –

Any award to be made for this project will be based upon the proposal with consideration for operational, technical, cost, and management requirements. The following items will be the primary considerations utilized to evaluate proposals and for selection of the developer:

1. The extent to which the proposal fulfills stated requirements.
2. An assessment of the developer's organization and ability to deliver the project as proposed.
3. Developer's experience, history and record of performance.
4. Availability of skilled and experienced personnel for project tasks.
5. Overall Investment level, which equates to increased tax base.
6. General sense of the proposer's understanding and approach to the redevelopment process.

The City of Merrill reserves the right to discontinue this Request For Proposal process without notice for any reason; the City may reject any and all proposals; may waive formalities in the review of proposals and the City may select whichever proposal it deems to be in the best interest of the City.

MAPS

CSM 475

Location Map with utilities