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**City of Appleton
Department of Community and Economic Development
100 N. Appleton Street
Appleton, Wisconsin 54911-4799**

**Request for Proposals
for
Rewrite of the Downtown Plan and
Five-Year Updates to City's Comprehensive Plan**

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Proposal Due Date: Tuesday, November 24, 2015 by NOON CST

Contact Person: Monica Stage, Deputy Director
Phone: 920-832-3943
Email: monica.stage@appleton.org

Section I

GENERAL INFORMATION TO PROPOSERS

1.1 INTRODUCTION

The City of Appleton is seeking a qualified person or firm to contract for consulting services to complete an in-depth rewrite of the Downtown Plan, Chapter 14 of the City's Comprehensive Plan ("Downtown Plan"), and complete the Five-Year Comprehensive Plan updates to the overall City Comprehensive Plan ("Plan") including the Parks and Recreation Master Plan.

The City of Appleton is located in the Fox River Valley of northeastern Wisconsin and has a population of approximately 73,000. Appleton is located at the crossroads of Interstate 41 and US Highway 10 and is 90 miles north of Milwaukee and 30 miles southwest of Green Bay. More information about the City is available on our website at www.appleton.org.

The Downtown Plan was originally developed in 2007; however, it was incorporated as Chapter 14 of the City's Comprehensive Plan that was adopted in 2010. The adopted Downtown Plan rewrite is intended to inform public policy and help to guide and build on the physical, natural, cultural and social assets including the volunteer efforts that drive Downtown's role as the heart of the city. Appleton Downtown, Inc. (ADI) will be the City's partner in this process.

Downtown Appleton is the heart of the Fox Valley and as an Arts and Entertainment district, the Downtown has embraced the creative economic energy of business, tourism, education and love of the Fox River. Downtown's resurgence and increased vibrancy has drawn recent praise, with College Avenue being named one of the Great Places in America by the American Planning Association in 2014. Despite these accolades, strategic and ongoing investment in Downtown remains a top priority for the City. Rewriting the Downtown Plan is a critical step in this process.

The adopted Five Year updates to the Comprehensive Plan should account for progress made over the past five years, incorporate current data and trends, and introduce new recommendations, as needed. A summary of amendments that have been made to the Comprehensive Plan since 2010 has been prepared by staff and is available with this RFP.

Several major projects currently in progress will impact the City in general and Downtown specifically, as they will influence future mobility, connectivity to the riverfront, attraction of conventions and visitors and residential density. These include, but are not limited to: a proposed exhibition center, a rehabilitated or new library, the continued redevelopment of numerous riverfront sites, and proposed changes to the parking system. Appleton overall continues to see increasing demand for new housing units and a solid commercial and industrial base.

1.2 REQUEST FOR PROPOSAL (RFP) PROCESS

This RFP will be publicly advertised and released in accordance with the applicable laws of the State of Wisconsin and shall include the notification of the time and place when and where the RFP is due. The RFP may be obtained from primary contact:

Monica Stage, Deputy Director of Community and Economic Development
City of Appleton
100 N. Appleton St.
Appleton, Wisconsin 54911-4799
Office: (920) 832-3943
Fax: (920) 832-5994
monica.stage@appleton.org

Additionally, the RFP may be mailed to those businesses that are included on the City's list that is created specifically for this RFP. Businesses on that list will be known to be a potential provider of goods and services of the type required by this RFP. Those who the City has mailed the RFP to and those who have requested a copy of the RFP will receive all information regarding the RFP. The information includes, but is not limited to, any amendments to the RFP, answers to inquiries received regarding the RFP, or changes in the RFP Schedule. The RFP and all attachments are also available on the City's website at www.appleton.org.

Consultants interested in responding to this RFP should submit six hard copies (one unbound) of their proposal and one electronic copy (MS Word or PDF format) **no later than 12:00 PM (NOON) CST, Tuesday, November 24, 2015.** **Submittals received after the deadline will not be considered.**

The evaluation team will include representation from the City and Appleton Downtown, Inc. (ADI). The evaluation process will include review of submittals, references and other information necessary, as well as rating of submittals. Interviews with Proposers will provide an opportunity for the City, ADI and potential candidates to further gauge their fit and ability to work with each other.

Please be sure to reserve Monday, December 7, 2015 on your schedule now, to ensure that the appropriate representative, including the designated Project Manager, will be available to attend an interview (in-person, phone or via Skype) if selected as a finalist.

Tentative Process Schedule (subject to change as needed):

- | | |
|------------------------------------|----------------------------|
| • Issuance of RFP: | November 4, 2015 |
| • Closing date for RFP responses: | November 24, 2015 NOON CST |
| • Evaluation Committee meets: | December 3, 2015 |
| • Proposers to Interview notified: | December 3, 2015 |
| • Interviews (as needed): | December 7, 2015 |
| • Finalist notified: | December 7, 2015 |
| • Committee approval: | December 9, 2015 |
| • Council approval: | December 16, 2015 |

1.3 DEFINITIONS

For the purposes of this RFP, the following terms have the following meanings:

- a) “ADI” shall mean Appleton Downtown, Inc.
- b) “City” shall mean the City of Appleton, Wisconsin.
- c) “Contract” shall mean the agreement between the city and vendor chosen as a result of this RFP.
- d) “Contractor”, “Consultant” or “Successful Proposer” shall mean the firm or its authorized assignee chosen by the City to perform the requested services.
- e) “Proposal” shall mean the written document submitted to the City of Appleton Community and Economic Development Department in response to this RFP.
- f) “Proposer” shall mean an individual or business entity submitting a Proposal in response to this RFP.

Section II

PROPOSAL TERMS & CONDITIONS

2.1 RFP DOCUMENT

Information provided herein is intended solely to assist Proposers in the preparation of their Proposals. To the best of the City’s knowledge, the information provided is accurate. However, the City does not warrant such accuracy and any errors or omissions subsequently determined will not be construed as a basis for invalidating this RFP.

Electronic copies of the current Plan and Downtown Plan (MS Word or PDF) will be provided to the selected proposer. The City will also make available ESRI GIS maps and data layers for use in the analysis and development of the Plan and Downtown Plan.

2.2 ADDENDA INTERPRETATIONS

If it becomes necessary to revise any part of this RFP, a written addendum will be provided. The City is not bound by any oral clarifications changing the scope of the work for this project. All addenda issued by the City will become part of the official RFP and will be mailed or emailed to all Proposers of record based upon the contact information used at the original time of issuance.

2.3 LABELING OF PROPOSALS

All proposals must be submitted in a sealed envelope plainly marked, Community and Economic Development, Downtown Plan & Comprehensive Plan Update RFP, Attn: Monica Stage and name and address of the Proposer in the upper left hand corner. No responsibility will attach to the City, any official or employee thereof, for the pre-opening, post-opening, or failure to open a proposal not properly addressed and identified.

2.4 ASSIGNMENT OF CONTRACTUAL RIGHTS

It is agreed that this contract must not be assigned, transferred, conveyed, or otherwise disposed of by either party in any manner, unless approved in writing by the other party. The firm or firms will be an independent service provider for all purposes and no agency, either expressed or implied, exists.

2.5 OWNERSHIP OF RECORDS

The City will retain ownership of all interim and final plan documents, surveys, maps, graphics, analyses and related reports either produced or developed in conjunction with the Consultant's contract. The Consultant is prohibited from copying or distributing any of these documents or other reports developed in conjunction with the City Appleton without written permission from the City.

2.6 RFP INQUIRIES/QUESTIONS

All questions/inquiries must be submitted in writing via mail or email to the primary contact. The City will review all inquiries received prior to the RFP submittal deadline and will email written answers. Direct contact with any of the City's departments or personnel may only be scheduled by the primary contact. During the review or preparation of the RFP Proposal, if a Proposer discovers any errors, omissions or ambiguities, within the RFP, they should identify them in writing to the City prior to the RFP submission deadline.

2.7 DISCLOSURE, OWNERSHIP OF PROPOSAL CONTENTS AND CONFIDENTIALITY

The Proposal of the selected Proposer will become the basis for any contract entered into and will become subject to the City's provision on public access to open records and information.

To the extent a Proposer includes any uniquely proprietary or confidential information in the Proposal, the Proposer must clearly and unequivocally mark such information. The City will not reveal any such information to any third party, unless required to do so by law.

Proposers must agree to make no other distribution of their Proposal beyond that made to the City and once under contract, all information gained in the process and work product is the ownership of the City.

2.8 RFP PROPOSAL COSTS

The City is not liable for any costs or expenses incurred by any Proposer in the preparation of the Proposal, attendance at any conference, or meeting related to this RFP. The City is not liable for payment of any amount to the selected Proposer until a Contract has been awarded and executed by the City, and the Contractor has performed services pursuant to the Contract that entitle the Contractor to receive payment under the terms of the Contract.

2.9 SUB-CONTRACTORS

It is intended that a single contractor have total responsibility for the Five-Year Comprehensive Plan update and Downtown Plan rewrite so as to assure a cohesive, fully workable plan. Therefore, any Proposer desiring to use sub-contractor(s) must identify each on a document supplied as an attachment to the Proposal and titled attachment “Sub-Contractors”. Include for each sub-contractor, their company’s name, the company’s principal owners, description of their involvement in the project, and qualifications for each aspect of the Downtown Plan and Plan in which they will be involved. The sub-contractor(s) cannot be changed after submission of the Proposal except with the written approval of the City.

The Consultant is responsible for all actions, workmanship, performance and payment for their sub-contractor(s).

2.10 RFP PROPOSAL SUBMISSION

The Community and Economic Development Department must receive all Proposals no later than the Proposal Submission date and time identified in the RFP Schedule. Proposals may be mailed or hand-delivered, but in either case must be received and stamped by the specified date and time. **Late proposals will not be considered.**

Proposals must contain all required documentation, guides and certifications as requested by this RFP, otherwise the Proposal will be considered non-conforming and will be disqualified. The Proposer must supply **six (6)** hard copies, including one unbound, (8.5” by 11.0”) of the Proposal and one electronic copy of the Proposal in either MS Word or PDF format.

The City reserves the right to request additional information from any, all or no Proposers after Proposal Submission.

Proposers shall distribute their RFP Proposals only to the City of Appleton, Community and Economic Development Department, C/O Monica Stage, Deputy Director of Community and Economic Development, 100 N. Appleton St., Appleton, Wisconsin 54911-4799.

One (1) RFP Proposal must contain the original signature(s) of an official or officials authorized to bind the Proposer to its provisions. Additionally, the authorized signature(s) must appear on company letterhead.

Sections of the Proposal must be clearly labeled and pages numbered consecutively for ease of review. Responses are strongly encouraged to be provided in the same sequence as outlined in the Submittal Requirements section of this RFP.

In case of a difference between written words and figures in a Proposal, the amount stated in written words shall govern. Alterations or erasures are discouraged, but if present, must be crossed out and the corrections printed in ink or typewritten adjacent thereto. Each person signing the Proposal must initial each such correction.

All Proposals received by the City in response to the RFP shall remain valid for ninety (90) days from the deadline date of submittal.

2.11 INSURANCE

If awarded a contract as a result of this RFP, Proposer agrees to provide to the City of Appleton a current and valid Certificate of Insurance as evidence of compliance with Appendix “A” Insurance Requirements, prior to commencing work under the contract.

2.12 INDEMNITY

The contract resulting from this RFP shall contain the following provision:

“Contractor agrees to indemnify, defend and hold harmless the City and its officers, officials, employees and agents from and against any and all liability, loss, damage expense, costs (including attorney fees) arising out of this agreement, caused in whole or in part by Contractor or anyone for whose acts any of them may be liable, except where caused by the sole negligence or willful misconduct of the City.”

2.13 REJECTION OF PROPOSALS

The City reserves the right to waive any informality, and/or to reject, at any time and for any reason, any and all Proposals received as a result of this RFP. The City’s intent is to enter into a Contract as a result of this RFP. However, if after reviewing the Proposals received, the City determines that the City should not enter into any Contract, or to enter into a partial or different contract from the Contract contemplated by this RFP, the City will act in accordance with what the City determines at that time to be in its best interest. No Proposer or any other party has any entitlement, interest, or right in this decision by the City and by submitting a Proposal, acknowledges the City’s right to exercise its discretion in this regard without any right of recourse by the Proposer.

2.14 OTHER CONDITIONS OF PROPOSAL SUBMITTAL

- A. No proposal will be accepted from any persons, firm or corporation that is in arrears for any obligation to the City, or that otherwise may be deemed irresponsible or unresponsive by City Council or City staff.
- B. Only one proposal will be accepted from any person, firm, or corporation.
- C. All proposals shall be prepared in a comprehensive manner as to content.
- D. The City is an Equal Opportunity Employer, requires all consultants to affirm that they do not discriminate against individuals or firms because of their race, color, material status, age, sex, national origin, handicap, creed, or sexual orientation.
- E. All Proposals submitted become public information and may be reviewed by anyone requesting to do so at the conclusion of the evaluation process.

F. A portion of this project funding is provided from U.S. Department of Housing & Urban Development Community Development Block Grant. The following Federal Contract provisions will also be included with any contract:

1. All contracts in excess of \$10,000 must address termination for cause and for convenience by the non-Federal entity including the manner by which it will be effected and the basis for settlement.
2. Debarment and Suspension (Executive Orders 12549 and 12689)—A contract award (see 2 CFR 180.220) must not be made to parties listed on the governmentwide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR part 1986 Comp., p. 189) and 12689 (3 CFR part 1989 Comp., p. 235), “Debarment and Suspension.” SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

Section III

SCOPE OF SERVICES

3.1 SCOPE OF SERVICES-GENERAL

The successful Proposer will be expected to respond to both of the following scope of services requests (A) Five-Year Update to the City’s Comprehensive Plan, and (B) Downtown Plan rewrite:

A. Five-Year Update to the Comprehensive Plan (Plan) Scope of Work must include:

1. Review the adopted Plan and all adopted amendments to the Plan since its original adoption in 2010. Identify the goals/objectives completed to date. See Attachment B for summary of Plan amendments.
2. Compile current demographic and economic data, particularly with the issues and opportunities element (Chapter 4), housing and neighborhood element (Chapter 5), and the economic development element (Chapter 9). Utilize same data sources, when available.
3. Compile applicable information regarding community services, utilities, and facilities to update these elements of the Plan.
4. Solicit recommendations from City staff, the Common Council, the Plan Commission, other City boards and commissions, and external community stakeholders (including but not limited to: Fox Cities Convention & Visitors

Bureau, Fox Cities Chamber of Commerce/Fox Cities Regional Partnership, Appleton Area School District, Appleton Downtown Inc., Appleton Northside Business Association, Realtor Association for the Fox Valley, Valley Home Builders Association, Community Foundation for the Fox Valley Region, etc.) for issues that may be addressed in the update process.

5. Prepare an update to the Parks and Recreation Master Plan to meet the requirements of the Wisconsin Department of Natural Resources (Chapter 18).
6. Conduct a public participation process to gain input on community needs and desires, and to update the goals and objectives in the Plan (see preliminary stakeholder list from item 4 above). Creative outreach to garner feedback from Appleton residents and businesses is strongly encouraged.
7. Prepare an amendment to the Comprehensive Plan that addresses issues raised through the internal and public review process.
8. Assist City Staff with the formal review and approval process. This may include presentations to Plan Commission and Common Council.
9. Work with City Staff to update the Future Land Use Map for select areas in ESRI GIS format.

B. Downtown Plan (Chapter 14) Rewrite Scope of Work must include:

1. In conjunction with City and ADI staff, review the current Downtown Plan and complete an overall assessment including an evaluation of each initiative that provides a:
 - i. Status of each initiative,
 - ii. Success/challenges of each,
 - iii. Impact on the Downtown, and
 - iv. Lessons learned.
2. Perform a literature review to understand current conditions in Downtown, including: Appleton Downtown Inc.'s (ADI) Annual Operating Plan, the Business Improvement District (BID) Plan, the City's Economic Development Strategic Plan, the Parking Analysis for Downtown Appleton, the overview of the proposed Exhibition Center and proposal for rehabilitation and expansion or relocation of Appleton's Library. Other literature/reports/data review deemed integral to understanding the current conditions of Appleton's Downtown may also be necessary.
3. Gather and analyze information to become familiar with the City of Appleton's Downtown, including but not limited to: existing demographic and socioeconomic data, labor force characteristics, occupancy rates by industry (retail, office,

hospitality, residential, other), attraction attendance (the Building for Kids, the Trout Museum, The History Museum at the Castle, the Fox Cities Performing Arts Center, etc.), financial indicators and other key economic indicators. A demographic market segmentation of the downtown residents should also be gathered and analyzed.

4. Conduct real estate market analysis for Downtown for all major industries, including but not limited to: retail, office, hospitality, attractions and residential. The analysis should include, but is not limited to:
 - i. A review of recent trends in inventory, rents, sales, and occupancy/vacancy/absorption rates for residential, retail, office, and hospitality.
 - ii. Review of recent trends in visitors and spending for Downtown attractions as well as review of the supply of hotel rooms.
 - iii. A residential analysis quantifying the number of households by market segmentation or income that would consider Downtown for their residence.
 - iv. A leakage analysis of our retail industry to identify competitive opportunities to increase retail occupancy.

Using this analysis, identify and describe specific actions for the City and ADI to complete to reduce leakages by industry and additional ways to grow and diversify the economy. Targeted industries for Downtown should be included in the Implementation Plan. Identifying benchmarks for growth by industry for the Downtown is also important in the final plan.

Specific goals for this real estate market analysis include, but are not limited to: growing Downtown as a visitor destination, strengthening our residential density, attracting new businesses to Downtown, increasing the vibrancy and diversity of our hospitality and attraction industry, and improving connections to the growing riverfront area.

5. Analyze Downtown's built environment and make recommendations for targeted development and redevelopment areas. Connect specific targeted industries to sites/areas recommended for development and redevelopment. Include recommendations for improved access and connectivity to the riverfront.
6. Analyze Downtown's aesthetics and walkability and provide recommendations to improve streetscapes, incorporate public art and create/improve gathering spaces, and other key recommendations to encourage visitors and residents to enjoy Downtown. The City is currently in the process of developing its "Downtown Appleton Mobility Plan," which is intended to determine and evaluate strategies that would improve multi-modal mobility and traffic circulation in Downtown Appleton (expected completion is 6/1/16). The Consultant must work cooperatively with the City and its consultant (AECOM) to ensure integration with this project.

7. Review the availability and effectiveness of Appleton Downtown Inc., City, County, State and Federal incentive programs to support the growth and vibrancy of Downtown. Provide recommendations to better support the growth and vibrancy of Downtown.
8. A competitive analysis of Downtown Appleton to local and regional competition for office/retail/hospitality and attraction of tenants. Recommendations to improve Appleton's competitive advantage should be incorporated into the Implementation Plan.
9. Develop and complete a creative, comprehensive public involvement program that engages the community in the process to rewrite the Downtown Plan including a SWOT analysis (strengths, weaknesses, opportunities, threats) of Downtown.

Electronic surveys, community open houses, social media, info booth at local events (Downtown Farmer's Market, Downtown Summer Concert Series, etc.), stakeholder interviews and other forms of community outreach are strongly encouraged to be used to achieve this objective.

The community involvement should engage current customers/residents/visitors of Downtown as well as people/groups that do not use Downtown on a regular basis.

Staff from the City and ADI can assist as requested with identifying opportunities for public engagement. Additionally, provide summaries of all public input.

10. Using the results from items 1-9 in this Downtown Plan Scope of Work, prepare a Downtown manifesto that tells the story of the history and current state of downtown and where we see it going in the future. This should be more than a vision statement in building on key considerations for moving downtown to the desired future state.

This manifesto work can also build on the 2013 Vision and SWOT exercise completed by ADI in conjunction with numerous community stakeholders. A summary of this 2013 process is available in Attachment F.

11. Develop a new Chapter 14 Downtown Plan, including a detailed Implementation Plan with key initiatives, goals and objectives, benchmarks for performance, baseline measurement, organization responsible for implementation and timelines. Work with City staff and elected officials, ADI Staff and Board of Directors and key stakeholders to identify and prioritize items in the Implementation Plan including a review of the complexity, costs, and risk and potential barriers to execution of the Implementation Plan.
12. Assist City Staff with the formal review and approval process for the rewritten Downtown Plan. This may include presentations to Appleton Downtown, Inc., Plan Commission and Common Council on the final plan.

13. The Scope of Work outlined for the Downtown Plan rewrite may be customized based on the Proposer's expertise and experience in these matters with successful downtowns. The Proposer shall clearly identify edits, additions, and other adjustments to this Scope of Work in their Proposal.

3.2 DELIVERABLES

- A. A comprehensive, visually appealing, detailed document covering the consultant's completed work for Items 3.1.A Five-Year Comprehensive Plan Update described above in an electronic (MS Word to allow for future updates by City Staff and PDF version to be made available online) and hard-copy format. Provide 20 hard copies of the Plan in a binder format to allow for ease in future updates and amendment.
- B. A comprehensive, visually appealing, detailed document covering the consultant's completed work for Items 3.1.B Downtown Plan rewrite described above in an electronic and hard-copy format. A MS Word version of the document should be provided to allow for 5 year updates of this document by Staff as well as a PDF version for online publication.
- C. All maps provided electronically in an ESRI GIS format that will be property of the City of Appleton.
- D. A summary of all public input in an electronic (MS Word or PDF) and hard-copy format.
- E. All other data, information and graphics collected through the process shall be provided to the City.
- F. **The final presentation shall be provided to the City (MS Power Point format) as well as an Executive Summary document and overview brochure or poster plan of the new Downtown Plan and Comprehensive Plan updates.**

3.3 TIMELINE

The project completion shall be by October 2016.

Section IV

PROPOSAL ORGANIZATION

Proposals must be organized in the following order of sections:

Section I Letter of Interest

The Proposal must include the name, title, address, telephone number, fax number, and email address of one (1) or more individuals who will serve as Proposer's contact for purposes of this RFP. The Proposer shall fully disclose details regarding its legal identity, i.e., corporation, partnership, etc. If the Proposer is a partnership, all partners must be named regardless of status, activeness, or percentage of ownership.

Section II Proposer Qualifications

The Proposer must describe its qualifications and experience in providing the work described in this RFP. Experience should include examples of performing similar or related plans/studies; this also should include details as to the type of planning and date of service delivery.

The Proposer shall provide a team organization chart, which lists the names of key personnel that will be assigned to this project along with a brief resume for each individual that describes their education and relevant professional work experience. A description of the work expected to be performed by each individual including an estimate of the amount of time each will be assigned to work on the project should also be provided. Any subcontractors anticipated to be utilized to perform work on this project should be identified and brief resumes submitted.

The City reserves the right to approve all persons assigned to the project. No contract awarded pursuant to a proposal submitted in response to this RFP may be assigned, either in whole, or in part, without first receiving written consent from the City. The City must approve any changes in the project team.

The Proposer must submit three (3) references of similar engagements during the last three (3) years. The references must have had experience with the Proposer similar in scope to those described in the RFP. The Proposer must name a contact person and contact information for whomever is responsible for the review at each provided reference.

Section III Work Plan

The proposal should contain a detailed statement of the Proposer's understanding of the Scope of Services required under this RFP. The proposal should also contain an explanation of the project approach including proposed approach to the process, proposed schedule, and description of proposed public involvement methods. Additionally, include Proposer's ability to meet the City's anticipated timeline; proposed interaction with staff, ADI and stakeholders; and any other features of the proposer's ability to execute the requirements and

achieve the objectives of this RFP. The proposal should also include a Preliminary Work Plan containing a description and timeline of the phases or segments into which the proposed project can logically be divided and performed.

Section IV Schedule of Performance

The proposal shall address separately each of the major tasks, activities, or significant milestones to be achieved and a schedule of performance. If the Proposer expects that the services will extend beyond the timeframe specified in Section 3.3 of this RFP, the respondent shall provide a justification for the extended time.

Section V Items Required from the City

In this section, the Proposer shall detail any and all information, documents, work required from City staff, ADI, or other resources not listed herein or included in the Attachments section at the end of this RFP.

Section VI Fee Schedule

Proposals must include fee information that delineates the costs associated with providing consulting services being requested under this RFP. The schedule should include the following:

1. A Schedule of Fees that itemizes costs of providing all services required under this RFP broken down by (a) salaries, including work hours required and hourly rates for each employee; and (b) other expenses, such as travel, supplies, etc.
2. A Schedule of Payments that corresponds to completion of major tasks, milestones, or deliverables.

Note: Should the City enter into negotiations with a successful respondent that results in a revision to the scope of services in this RFP, the fees may correspondingly be negotiated to reflect the changes.

Section V

PROPOSAL EVALUATION AND AWARD

- 5.1** The City and ADI evaluation team will select a preferred candidate, based on the interviews, written proposals, and other information, as well as the results of the reference checks. The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements (incomplete responses may be rejected)
- Experience with similar projects

- Creativity of approach
- Proven experience in effective public involvement and incorporating input
- Demonstrated facilitation skills in successfully working with City Councils and Downtown advocacy groups
- Demonstrated knowledge and experience with actual implementation of possible strategies
- Demonstrated experience in urban planning and development
- References
- Cost

5.2 City staff, in cooperation with ADI, will make a recommendation to the Council on the selection of the Proposer determined to be the most qualified for the project. While cost is an important factor, the lowest cost proposal will not necessarily ensure award. It is anticipated that the City and the selected Proposer will enter into a professional services contract.

Section VI

ATTACHMENTS

6.1 LIST OF ATTACHMENTS

Due to the size of these attachments, the files are available for direct downloading from the City's website www.appleton.org

| | |
|--------------|---|
| Attachment A | City of Appleton's Comprehensive Plan 2010-2030 |
| Attachment B | Comprehensive Plan amendments since 2010 |
| Attachment C | City of Appleton's Economic Development Strategic Plan |
| Attachment D | Appleton Downtown Inc.'s & the Business Improvement District's 2014 Annual Report |
| Attachment E | Downtown Plan Study Area Map |
| Attachment F | Appleton Downtown Inc. 2013 Vision Process & SWOT Analysis – Summary of Sessions |
| Attachment G | 2016 Business Improvement District Operating Plan |

APPENDIX “A”

INSURANCE REQUIREMENTS

It is hereby agreed and understood that the insurance required by the City of Appleton is primary coverage and that any insurance or self-insurance maintained by the City of Appleton, its officers, council members, agents, employees or authorized volunteers will not contribute to a loss. All insurance shall be in full force prior to commencing work and remain in force until the entire job is completed or the length of time that is specified in the contract.

1. PROFESSIONAL LIABILITY

A. Limits

(a) \$500,000 each claim/\$1,000,000 annual aggregate

B. Must continue coverage for 2 years after final payment for service/job

2. GENERAL LIABILITY COVERAGE

A. Commercial General Liability

(a) \$1,000,000 general aggregate

(b) \$1,000,000 products - completed operations aggregate

(c) \$500,000 personal injury and advertising injury

(d) \$500,000 each occurrence limit

B. Claims made form of coverage is not acceptable.

C. Insurance must include:

(a) Premises and Operations Liability

(b) Blanket Contractual Liability

(c) Personal Injury

(d) Explosion, collapse and underground coverage

(e) Products/Completed Operations

(f) The general aggregate must apply separately to this project/location

3. BUSINESS AUTOMOBILE COVERAGE

A. Limits - \$250,000 each person/\$500,000 each accident for Bodily Injury and \$100,000 for Property Damage

OR

\$500,000 Combined Single Limit for Bodily Injury and Property Damage each accident

B. Must cover liability for "Any Auto" - including Owned, Non-Owned and Hired Automobile Liability

4. WORKERS COMPENSATION AND EMPLOYERS LIABILITY - If required by Wisconsin State Statute or any Workers Compensation Statutes of a different state.

A. Must carry coverage for Statutory Workers Compensation and Employers Liability limit of:

\$100,000 Each Accident

\$500,000 Disease Policy Limit

\$100,000 Disease - Each Employee

5. ADDITIONAL PROVISIONS

*** Additional Insured - On the General Liability Coverage and Business Automobile Coverage. City of Appleton, and its officers, council members, agents, employees and authorized volunteers shall be Additional Insureds.**

*** Endorsement -**

The Additional Insured Policy endorsement must accompany the Certificate of Insurance.

*** Certificates of Insurance -**

A copy of the Certificate of Insurance must be on file with the City Clerk.

*** Notice -**

NOTE: City of Appleton requires 30 day written notice of cancellation, non-renewal or material change in the insurance coverage.

****The insurance coverage required must be provided by an insurance carrier with the "Best" rating of "A-VII" or better. All carriers shall be admitted carriers in the State of Wisconsin.***