

Request for Proposals:
Economic Impact Study for
Proposed Mindiola Soccer Complex

April 1, 2021

Issued by: City of Waukesha

City of Waukesha Representative: Jeff Fortin, Senior Planner

jfortin@waukesha-wi.gov

(262) 524-3755

Submittal Deadline: 4:00 PM on Monday, April 19, 2021.

I. *Introduction*

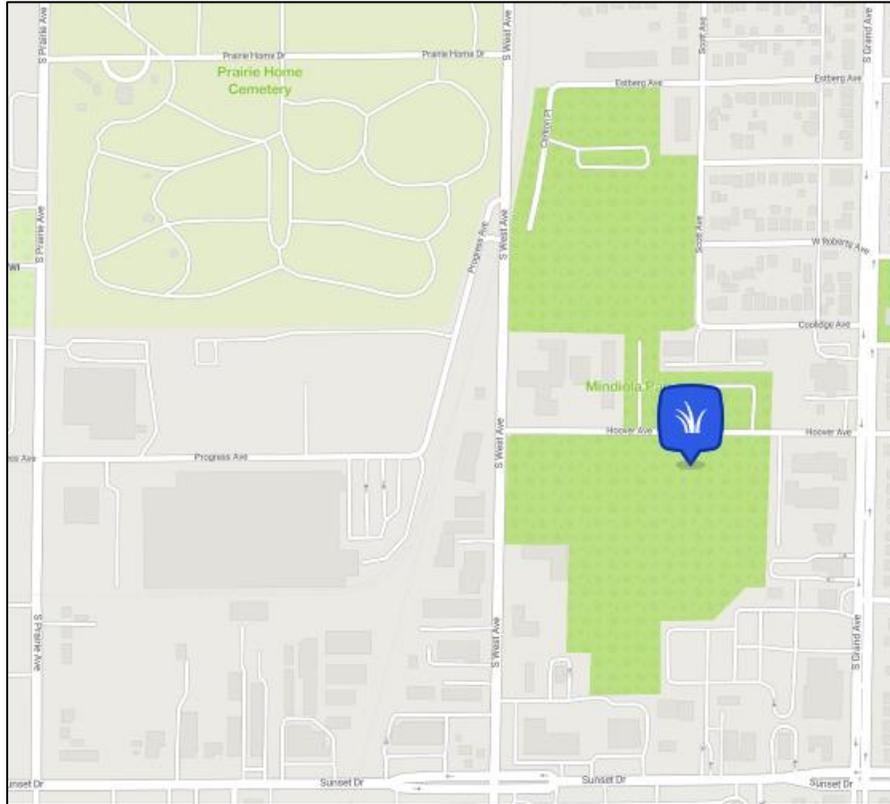
The City of Waukesha Parks, Recreation and Forestry Department (WPRF) is considering development of a comprehensive Community Soccer Complex at Mindiola Park in Waukesha, WI. Conceptually, twelve (12) fields are currently proposed including four (4) with synthetic turf playing surfaces. The complex would also feature shelter/restroom facilities, playground equipment, basketball courts and ample off-street parking. WPRF is seeking proposals to prepare and perform a study measuring the economic impact of the proposed soccer complex at the Mindiola Park location.

II. *Background*

Mindiola Park is located in the southern portion of the City of Waukesha off of West Sunset Drive. The property, a former landfill, known as the West Avenue Landfill, was used for the disposal of waste from the early 1960s until the early 1970's. The landfill property was privately owned, however, City waste disposal operations were conducted from the mid-1960s to 1975. The City acquired title to a portion of the landfill property south of Hoover Avenue in the 1990s after the landfill was closed, for the purpose of developing the vacant parcel into a public soccer field and recreational park. The City also acquired title to several properties located on the landfill in the 1990s to gain control of certain problem areas of the landfill. In 2006, the City acquired several residential properties along the northern portion of the landfill. The apartment buildings on the properties were demolished by the City, and the properties were properly capped in accordance with Wisconsin Administrative Code (WAC) Chapter NR 500. In addition, in 2011, the City acquired the property located at 900 Scott Avenue adjacent to the northeast portion of the landfill and also uses that as park land.

Mindiola Park currently includes 26.21 acres. It is located north of Sunset Drive and east of West Avenue. More specifically, the park is divided by Hoover Avenue into two sections. The southern section is bordered by W Sunset Drive on the South, S. West Avenue on the West, Hoover Avenue on the North and S. Grand Avenue on the East. The Northern section of the park is bordered by Hoover Avenue on the South, S. West Avenue on the West, Estberg Avenue on the North and S. Grand Avenue and Scott Avenue on the West.

Mindiola Park Location Map



Currently Mindiola Park contains one (1) full-sized lighted synthetic turf field, four (4) grass soccer fields, two (2) basketball courts and three (3) parking lot areas. WPRF currently uses the park for league and informal soccer games and maintains the existing fields. As stated in the introduction, the City hopes to fully redevelop the park and has a conceptual plan that includes twelve (12) fields, four (4) of which will have synthetic turf playing surfaces. The complex would also feature shelter/restroom facilities, playground equipment, basketball courts and ample off-street parking.

The neighborhoods around Mindiola Park includes a mix of uses. To the north and east are residential neighborhoods, to the west is an aging industrial area, and to the south is the W. Sunset Drive commercial corridor. The area is in a HUD designated Low to Moderate Income census tract. Recent data from 2015 indicates that 62.16% of the households fall into the low-to-moderate income level. To the north is one of the City's designated Neighborhood Revitalization Strategy Areas (NRSA).

Commercial and industrial redevelopment at the east and west ends of Sunset Avenue have resulted in a decline in investment/development in this area, there are several small retail strip malls, single-tenant commercial buildings, and industrial properties that struggle to maintain a healthy, sustainable tenant mix. Many properties are not well maintained, are run down and in need of repair or have buildings that are not suited to the needs of many retailers. Visually, the area is not attractive or welcoming. There are a minimal amount of street trees and no other streetscape elements.

It is the city's hope that updates to Mindiola Park will provide many benefits to the neighborhood and the surrounding community. This request for proposals is to determine what economic impact that full development of Mindiola Park would have on the immediate area, as well as the city as a whole.

Responding firms are encouraged to review the documents hyperlinked below to get a better understanding of the plans for the park, the surrounding neighborhood, and other planning efforts in the area.

1. [Waukesha Parks, Recreation and Forestry Strategic Plan Update](#)
2. [Sunset Drive and West Avenue Redevelopment Master Plan and Recommendations](#) (UW Milwaukee Student Project). *Note: This plan has not been adopted by the City but contains valuable demographic information and other information on the area.*

III. Project Scope

WPRF is seeking a study measuring the economic impact of a comprehensive Community Soccer Complex at Mindiola Park in the City of Waukesha. Mindiola Park is located adjacent to an existing, but aging, commercial district on Sunset Dr. The Redevelopment Authority seeks information on the types of business that would benefit from and be attracted to a new soccer complex. This study will be used to help create redevelopment plans for the surrounding area and targeted business recruitment to the area.

The economic impact study shall include a report on the economic impact of local use, as well as travel to Waukesha by out-of-city and out-of-state teams/spectators for a full calendar year and provide comparable data for the previous five years. If possible, the impact data should be presented for each quarter in 2022 in addition to the annual figures.

The study must include:

- Resident spending associated with Mindiola soccer complex
- Non-resident spending associated with Mindiola soccer complex
- Direct and indirect job creation associated with Mindiola soccer complex
- Types of business attraction/retention associated with Mindiola soccer complex
- Financial impact on existing hotel/motel industry as well as the need for additional rooms to accommodate visitors
- Financial impact on local restaurants and local retail/hospitality industry and need for any additional hospitality and/or retail businesses to accommodate users of the facility
- Impact on property values in (1-mile) radius of Mindiola soccer complex
- Return on Investment to taxpayers and society
- Competing venues in Waukesha and Milwaukee Counties
- Any other residual impacts on the City

The objective is to determine economic impact to WPRF, the Sunset Drive business district, and the City of Waukesha. Two (2) meetings each with the Redevelopment Authority and PRF Board. Additional meetings with staff should also be expected.

IV. *Proposal Requirements*

All firms responding to the RFP must include the following information:

1) Experience & Qualifications

- Provide a brief history of the organization and describe the organizations experience with similar projects/services
- Provide a list of proposed project team members and a summary of qualifications, education, and relevant experience for each.
- Include details from similar projects completed in the last five (5) years. The information on these projects should also include contact information to be used as references.

2) Project Approach and Research Methods

- Describe the methods that will be used to collect data and complete all required analysis.

3) Identify Proposed Services and/or Deliverables

4) Schedule/Timeline

- Provide an estimated timeline for project completion. The schedule outline phases and target dates.

5) Fee Schedule/Costs

- Provide itemized costs of all processes/phases and the total project cost.

V. *Proposal Evaluation Criteria*

All proposals will be reviewed and scored by the City to determine if the responding organization can properly complete the 'Project Scope' identified in Section III and meet the identified 'Proposal Requirements' outlined in Section IV. The following criteria will be used in evaluating each proposal:

<u>CRITERIA</u>	<u>POSSIBLE POINTS</u>
Experience & Qualifications	30
Project Approach & Research Methods	40
Schedule/Timeline	15
Fee Schedule/Costs	15
TOTAL AVAILABLE POINTS	100

The City reserves the right to reject any and all proposals, to waive technical defects, and to select the proposal(s) deemed most advantageous to the City.

VI. RFP and project timelines

Schedule

Activity	Dates
RFP Issued	Thursday, April 1, 2021
Proposals Due	Monday, April 19, 2021
Estimated selection date	Friday, April 23, 2021
Project completion	Friday, August 13, 2021

Vendors may propose an earlier completion date in their proposal.

VII. Questions and Submittal Instructions

Please direct any questions about the proposal to Jeff Fortin, Senior Planner, at jfortin@waukesha-wi.gov or 262-524-3755 prior to the April 19th, 2021 submittal deadline.

Proposals must be submitted be in digital (PDF) format (no paper copies required) and can be emailed to jfortin@waukesha-wi.gov. A confirmation email will be sent when we receive your submittal. Proposals can also be mailed or hand delivered on a USB thumb drive to:

Jeff Fortin, Senior Planner
City of Waukesha Community Development Dept.
201 Delafield Street
Waukesha, WI 53188

Proposals are due no later than 4:00 PM on Monday, April 19, 2021.