



City of Green Bay
Department of Community and Economic Development

Request for Qualifications The Shipyard: Management Agreement



GREEN BAY SHIPYARD

AERIAL PERSPECTIVE

Redevelopment Authority of the City of Green Bay
Released 13 August 2019

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PROJECT



GREEN BAY SHIPYARD

CONCEPT PLAN

The City of Green Bay (“City”) and the Redevelopment Authority of Green Bay (“RDA”) seek to complete a major redevelopment project known as The Shipyard, which involves remediating brownfields, repurposing vacant and underused structures, and enhancing a residential neighborhood on the near west side of the City. The catalyst for development involves the construction of a signature outdoor public recreation and entertainment facility at 100 W. Mason Street (Tax Parcel 2-78), along with related public improvements.

The Shipyard is an attraction that will draw people, year round, to the waterfront for events and daily activities. It is a combination of well-designed spaces (like a **beer garden**) that facilitate social interaction. A **great lawn** will be used for concerts, festivals, large-screen viewing, runs and walks, markets, and other special events. Recreational amenities including an **urban beach**, playground, splash pad, and dog park encourage healthy outdoor activity and provide the neighborhood with access to the waterfront. The **container park** provides a place for food, beverage, and retail entrepreneurs to start and grow a business (and provide employment opportunities), without having to invest in significant amounts of capital.

The Department of Community and Economic Development works to link and leverage our natural, built, human, and social assets in order to generate valuable products, services, and experiences within the City. The City supports development projects like the Shipyard that make our community more:

1. safe; projects that remove blighted and neglected properties with high complaint and/or police call volumes and remediate environmental contamination and/or enhance the physical landscape
2. productive; projects that rehabilitate and/or build new structures with high-performance designs, systems, and finishes and generate property taxes greater than the cost of providing infrastructure
3. accessible; projects that rehabilitate and/or build new structures for individuals of all ages and abilities and are located in places easy to reach on foot, bicycle, or transit
4. innovative; projects that expand our range of (residential, commercial, and industrial) real estate products and create and/or enhance unique public spaces, amenities, and art



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GREEN BAY SHIPYARD

BEER GARDEN PERSPECTIVE



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GREEN BAY SHIPYARD

GREAT LAWN PERSPECTIVE



GREEN BAY SHIPYARD

URBAN BEACH PERSPECTIVE



GREEN BAY SHIPYARD

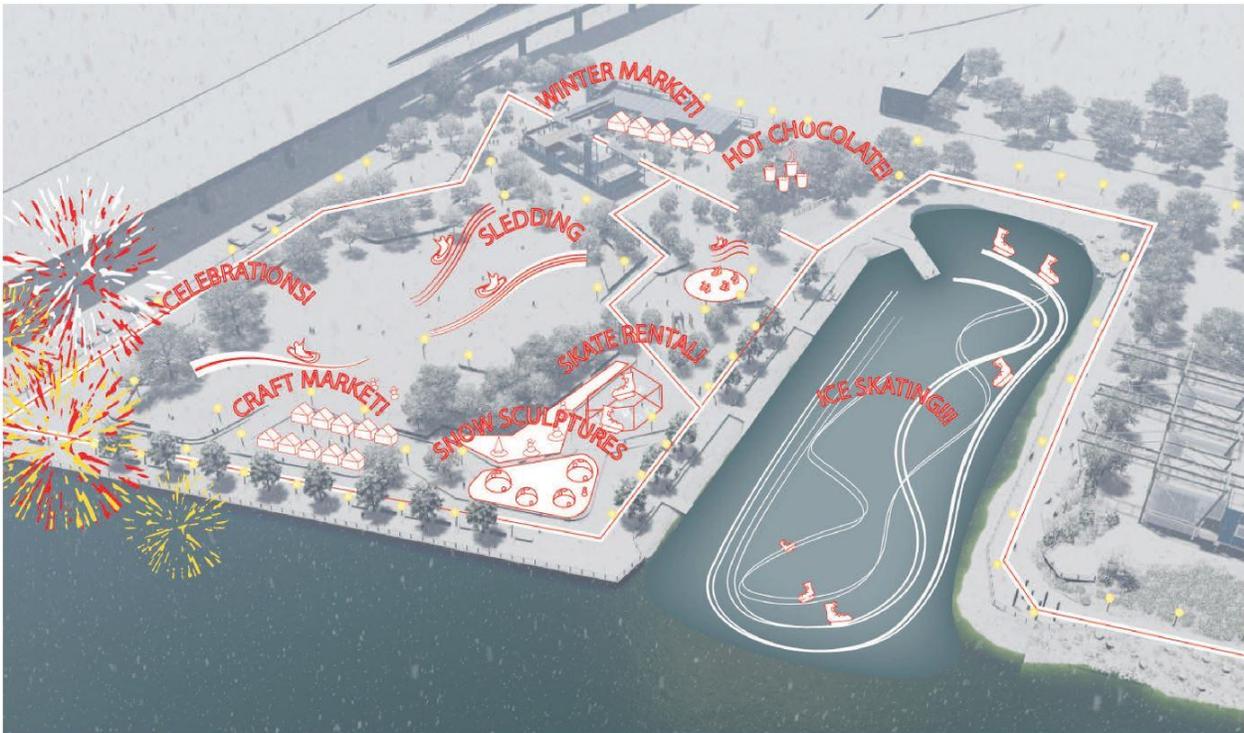
CONTAINER PARK PERSPECTIVE



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GREEN BAY SHIPYARD

WINTER ICE SKATING PERSPECTIVE



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GREEN BAY SHIPYARD

WINTER PROGRAM

REQUEST

The RDA is seeking approval to hire an Operator (which may be either a single entity or collaboration of firms) to enter into a Management Agreement(s) to operate and manage the Shipyard as a public facility, which shall be open to users, service providers, and attendees on a non-discriminatory basis.

- A. Facility Management. Operating and maintaining a great lawn, urban beach, playground, splash pad, dog park; a multi-modal public path along the entire waterfront boundaries of the slip, composed of a combination of concrete, pavers, asphalt, crushed limestone, wood or engineered decking, and/or similar hard surfaces; and a floating dock for transient boaters and an accessible kayak launch.
- B. Parking Management. Operating and maintaining approximately two hundred and sixty (260) surface parking spaces, including approximately one hundred and twenty (120) spaces within S. Broadway and 613 S. Broadway (Tax Parcels 2-107 and 2-109) and the Mason Street right-of-way between S. Broadway and the Fox River; approximately twenty (20) spaces within 525 S. Broadway and 531 S. Broadway (Tax Parcels 2-76 and 2-77); and approximately one hundred and twenty (120) spaces within 401 S. Broadway, S. Broadway, 505 S. Broadway, 511-513 S. Broadway, 515 S. Broadway, and 517 S. Broadway (Tax Parcels 3-568, 3-568-1, 2-946, 2-949-A, 2-70, and 2-71).
- C. Program Management. Developing and operating concerts, festivals, large-screen viewing, runs and walks, public speeches, political rallies, worship services, or similar events of public assembly; markets, trade shows, expositions, or similar events of a commercial nature; parties, weddings, receptions, or similar special events of a private nature; and any incidental activities related the aforementioned uses.
- D. Container Park Management. Operating and maintaining approximately twenty-four (24) permanent and/or seasonal structures (e.g. shipping containers) for food, beverage, retail, and recreation; recruiting and retaining businesses; collaborating on programming on technical assistance.

REQUIREMENTS

Each Proposal shall include the following items placed in this order:

- A. A statement describing the scope of the work the Operator seeks to undertake. It should clearly express what aspects of management – the facility, parking, program, and/or container park –the Operator seeks to pursue. It should identify any modification to, or expansion of, the general scope of work outlined in this RFQ. *Preference will be given to Operators who can manage more than one aspect.*
- B. A statement proposing general terms and conditions from which an Agreement will be drafted, including term length and financial structure. *Preference will be given to Operators that offer the greatest value.*
- C. A statement that provides general information about the proposed Operator, including the scope and nature of services the Operator routinely provides, as well as the professional and technical qualifications of key personnel who will be involved. *Preference will be given to Operators with experience and expertise in facility, program, and/or retail space management.*
- D. A statement, with specific examples, that describes past performance on this type of work, including experience with working with regulatory agencies on permitting and approvals. *Preference will be given to Operators with past experience and good working relationships.*

PROCESS

This is a high-priority project for the RDA and City, and thus is reflected in an aggressive schedule:

Tuesday 13 August	RDA releases Request for Qualifications
Tuesday 10 September	Operators submit questions via e-mail (kevinvo@greenbaywi.gov) to RDA by 11:59 p.m. CDT
Tuesday 17 September	RDA posts answers to questions as Addendum to RFQ on City website
Tuesday 24 September	Operators submit Qualification Proposals via e-mail (kevinvo@greenbaywi.gov) to RDA by 11:59 p.m. CDT
Tuesday 8 October	RDA selects Operator
	following RDA and Operator negotiate and execute final contract

DISCLAIMER

This RFQ prepared by the RDA does not purport to be all-inclusive or to contain all of the information a prospective private developer may desire. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFQ. The RDA reserves the right to revise any part of this RFQ by issuing an Addendum at any time prior to the submittal deadline. The RDA reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this request if any such action is determined to be in the best interest of the RDA and/or City. All materials submitted in response to this RFQ become the property of the RDA. The RDA will not be responsible for costs associated with preparing a Proposal. By submitting a Proposal, each Operator agrees to be bound in this respect and waives all claims regarding such costs and fees.

PROJECT LOCATION

