

PLANNING COMMISSION

Brown County



305 E. WALNUT STREET, ROOM 320
P.O. BOX 23600
GREEN BAY, WISCONSIN 54305-3600

PHONE (920) 448-6480 FAX (920) 448-4487
WEB SITE www.co.brown.wi.us/planning

CHUCK LAMINE, AICP

PLANNING DIRECTOR

MEMORANDUM

DATE: May 2, 2017

TO: Troy Streckenbach, County Executive
Chad Weininger, Director of Administration

FROM: Chuck Lamine, Planning Director

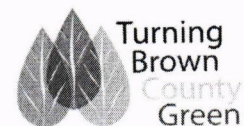
RE: Review of Response Submittals to the Request for Information (RFI) for Potential Redevelopment of Site Occupied by the Veterans Memorial Arena and Shopko Hall Project # 2136

The County Board authorized proceeding with the attached RFI at their meeting on March 15, 2017. As the RFI stated: "This RFI is to help determine if there is an interest in private sector participation in the re-development on approximately 8.3 acres of land located at 1901 South Oneida St." and "In the event Brown County decides to discontinue operations at the Brown County Veterans Memorial Arena and Shopko Hall, Brown County is researching options for private participation in redevelopment of the land at the current facility. **The RFI requests information and interest in this property and in no way obligates Brown County to any contractual obligations.**"

The RFI resulted in Brown County receiving responses from the following:

1. Ben Schenkelberg Architect, 3309 Spur Lane, Green Bay, WI 54313
2. Redbridge Development Partners, 333 East 69th Street, 10th Floor, Suite G, New York, NY 10021

In both cases the responses suggested development of an exposition hall on the site similar in scope to the recommendations identified in the March 2017 AECOM *Brown County Veterans Memorial Arena and Shopko Hall Adaptive Reuse Update* study. More specifically, they identified their vision for the site as 96,000 sf expo hall with 18,000 sf courtyard for Ben Schenkelberg Architect and 125,000 combined sf expo center for Redbridge Development Partners. Neither of the proposals suggested a private for profit ownership model. Ben Schenkelberg Architect indicates "that...the land should remain under Brown County ownership" and further states that "I am not interested beyond the designer level." Redbridge Development Partners proposed a design build, finance or design build project where ultimately Brown County



would continue to own the building. Their response indicates that "at no time will Redbridge Development Partners have an ownership stake or privileges in the project, nor operator or management responsibilities in the completed facilities."

The responses received appear to reflect interest in providing services such as design, construction or financing of a future exposition facility. They do not reflect a privately funded project that will generate direct tax base or job creation. If the County decides to proceed with development of an exhibition facility as suggested in the AECOM study, it is recommended that the two firms who submitted responses to the RFI be informed when Requests for Proposals (RFP) or Requests for Quotes (RFQ) associated with design and construction of the new facility are made available to the general public.

CL:lw

Enclosure

**Request for Information (RFI)
For
Brown County**

**Potential Redevelopment of Site Occupied
by the Veterans Memorial Arena and Shopko
Hall**

Project # 2136



***Posting Date:* March 28, 2017**

***Response Deadline:* April 28, 2017 3:00 PM Local Time CDT**

**To:
Brown County Purchasing Department**

Table of Contents

POTENTIAL REDEVELOPMENT OF SITE OCCUPIED BY THE VETERANS MEMORIAL ARENA AND SHOPKO HALL - Project # 2136	1
RFI PROJECT DETAILS	3
1. General	3
2. RFI Tentative Project Timeline.....	3
2. RFI Non-Mandatory Site Visit: April 5, 2017 and 10:00AM	3
3. RFP Questions Due: April 14, 2017 at 3:00 PM.....	3
4. RFP Questions & Answers Posted Date: April 19, 2017 at 3:00 PM	3
5. RFP Due Date & Delivery Address Details: April 28, 2017 at 3:00 PM	4
6. RFI Attachments	4
ATTACHMENT A: RFI SCOPE OF WORK & SPECIFICATIONS.....	5
ATTACHMENT B: RFI DESIGNATION OF CONFIDENTIAL & PROPRIETARY INFORMATION.....	10

RFI PROJECT DETAILS

1. General

Brown County is a county in the U.S. state of Wisconsin. As of 2010, the population was 248,007. The county seat is Green Bay. The United States Census Bureau's Green Bay Metropolitan Statistical Area includes all of Brown, Kewaunee, and Oconto counties.

Brown County is one of Wisconsin's two original counties along with Crawford County and originally spanned the entire eastern half of the state when formed by the Michigan Territorial legislature in 1818. It has since been subdivided to its present area. According to the U.S. Census Bureau, the county has a total area of 615 square miles, of which 529 square miles is land and 87 square miles (14%) is water.

This RFI (Request for Information) is being requested on behalf of Brown County. This RFI is for planning and budgetary purposes, requests information and interest in this future project and in no way obligates Brown County to any contractual obligations. In the event Brown County decides to pursue this project, a separate RFP (Request for Proposal) or RFQ (Request for Quote) shall be issued at a later date.

2. RFI Tentative Project Timeline

Please Note: These dates are for planning purposes. They represent the County's desired timeline for implementing this project. Any revision to the Due Date for submission of project will be made by addendum. All other dates may be adjusted without notice, as needs and circumstances dictate

	Date	Time (CDT)
RFI Published	March 28, 2017	
RFI Non-Mandatory Site Visit	April 5, 2017	10:00 AM
RFI Questions Due, Post Site Visit	April 14, 2017	3:00 PM
RFI Questions & Answers Published	April 19, 2017	3:00 PM
RFI Responses Due from Vendors	April 28, 2017	3:00 PM

3. RFI Non-Mandatory Site Visit: April 5, 2017 at 10:00AM

Site visits are mandatory based on the date & time listed in the Tentative Project Time Line above	
Contractors meet:	Veterans Memorial Arena located at 1901 S. Oneida St., Green Bay, WI 54304
Site Visit conducted by:	Doug Marsh & Chuck Lamine
Site Visit contact phone number for questions:	920-662-2154

4. RFI Questions Due: April 14, 2017 at 3:00 PM

Questions-All questions related to this project must be in writing and received by the Brown County Purchasing Department, no later than the due date. **Mailed, phone call and faxed questions WILL NOT BE ACCEPTED.**

- Questions can be delivered via e-mail to: bc_administration_purchasing@co.brown.wi.us
- Questions MUST be clearly marked in the subject line: "Questions for Project # 2136"

5. RFI Questions & Answers Posted Date: April 19, 2017 at 3:00 PM

Answers - If any questions are received; answers to all written questions will be issued in the form of an addendum.

- Answers will be published on the Brown County website at: www.co.brown.wi.us > Departments > Purchasing > Open Projects
- AND on the Demand Star Onvia website at: http://onviacenter.com/content/demandstar_subscriptions

It is the responsibility of all interested vendors to access the web site(s) for project information. Calls for assistance with the web site can be made to (920) 448-4040.

6. RFI Due Date & Delivery Address Details: April 28, 2017 at 3:00 PM

Responses are due to Brown County Purchasing no later than the Due Date.

Prospective vendors can submit proposals via email, hand deliver or by mail via DHL, FedEx, UPS, USPS, etc as outlined below:

Emailed proposal must include the following items:

- Be clearly marked in the subject line with perspective project #2136.
- Be received, dated & time stamped by the due date and received at the following address:
 - Bc_Administration_Purchasing@co.brown.wi.us
 - A courtesy email response will be generated after receipt of all proposals.

Hand delivered or mailed proposal must include the following items:

- Be clearly marked with project #2136 on the outside of the sealed envelope in the lower left hand corner.
- Be received, dated & time stamped by the due and received at the following address:

Delivery Address for DHL, FedEx, Hand Delivery, UPS, etc.
Brown County Clerk Project 2136 305 E. Walnut St. Room 120 Green Bay, WI 54301

Delivery Address for Mail, USPS
Brown County Purchasing Department Project 2136 305 E. Walnut St. 5th Floor Green Bay, WI 54301

Note: It shall be the responsibility of the sender to ensure proposals arrive by the required due date and time. Any information received after the due date and time will be rejected. When hand delivering project; prospective vendors are encouraged to verify the time on the atomic clock as this is the official time used for the receiving of all information. Time discrepancies between wall clocks, watches, cell phones, etc. will not be honored. Please make sure the outside package is clearly labeled with the project number and description of the project when mailing proposals via a 3rd party delivery service. This ensures the proposal can be applied to the appropriate project.

7. RFI Attachments

- A. RFI Scope of Work, Specifications / Drawings:
- B. RFI Designation of Confidential & Proprietary Information

8. RFI Other

No vendor will be provided with financial and/or competitive vendor information contained in responses to this RFI. To the extent possible, it is the intention of Brown County to withhold the contents of this RFI from public view until such time as competitive or bargaining reasons no longer require non-disclosure, in the opinion of Brown County. At that time, all RFIs will be available for review in accordance with the Wisconsin Open Records Law. Brown County shall not be held liable for any claims arising from disclosure required under the Wisconsin Open Records Law.

ATTACHMENT A: RFI SCOPE OF WORK & SPECIFICATIONS

(This form provides detailed requirements that must be considered for this product/service. There is no need to sign or mail it back.) Please provide specific procedures and explanations to each requirement in your submitted documents.

This RFI is to help determine if there is an interest in private sector participation in the re-development on approximately 8.3 acres of land located at 1901 South Oneida St., Ashwaubenon, WI 54304. The site is presently occupied by the Brown County Veterans Memorial Arena (5,248-seat multi-purpose arena), former Packers Hall of Fame Building (32,850 square foot) and Shopko Hall (43,000 plus square foot exposition hall). It is situated on the corner of Lombardi Avenue and Oneida Street, across from historic 81,463 seat Lambeau Field home of the National Football League's Green Bay Packers.

The site is immediately adjacent to the Resch Center which is a 10,500 seat arena venue hosting concerts, sporting, family shows and theater type events and the home of Green Bay Gamblers Hockey, UW-Green Bay Men's Basketball and Green Bay Blizzard Professional Indoor Football. The site is also adjacent to the indoor and outdoor training fields for the Green Bay Packers which serve as an annual summer tourist draw for training camp. One third of a mile to the west and to the immediate west of Lambeau Field is the destination \$120 million mixed use 34 acre Titledown District which is being developed by the Green Bay Packers.

In the event Brown County decides to discontinue operations at the Brown County Veterans Memorial Arena and Shopko Hall, Brown County is researching options for private participation in redevelopment of the land at the current facility.

This letter requests information and interest in this property and in no way obligates Brown County to any contractual obligations.

In the event Brown County decides to pursue such an option, a separate Notice of Offering shall be issued at a later date. The following is a list of the type of information being requested:

- What would be your proposed use for this property?
- How would the proposed use fit into the existing and proposed neighboring land uses?
- Are you interested in land purchase, lease, or other option?
- Please describe your experience in large scale land development in excess of \$30 million valuation adjacent to major sports or entertainment facilities and provide examples of previous projects.
- Please describe any experience with redevelopment of land or buildings similar in nature to the Brown County Veterans Memorial Arena and Shopko Hall complex.
- Based on your experiences with the redevelopment of similar government owned properties or development adjacent to major sports or entertainment facilities please provide any suggestions on how Brown County should proceed with this development project.

See Following Four (4) Attachments for Site Information

Brown County Arena & Exposition Center (Shopko Hall)

Subject Property Details

Land

Address: 1901 South Oneida St, Ashwaubenon, WI
Parcel IDs: Part of Parcel# VA-42 and VA-41-7
Land area: Approximately 8.3 acres

Existing Structures

Brown County Veterans Memorial Arena (5,248-seat multi-purpose arena)
Former Packers Hall of Fame Building (32,850 square feet)
Shopko Hall (43,000 plus square foot exposition hall)

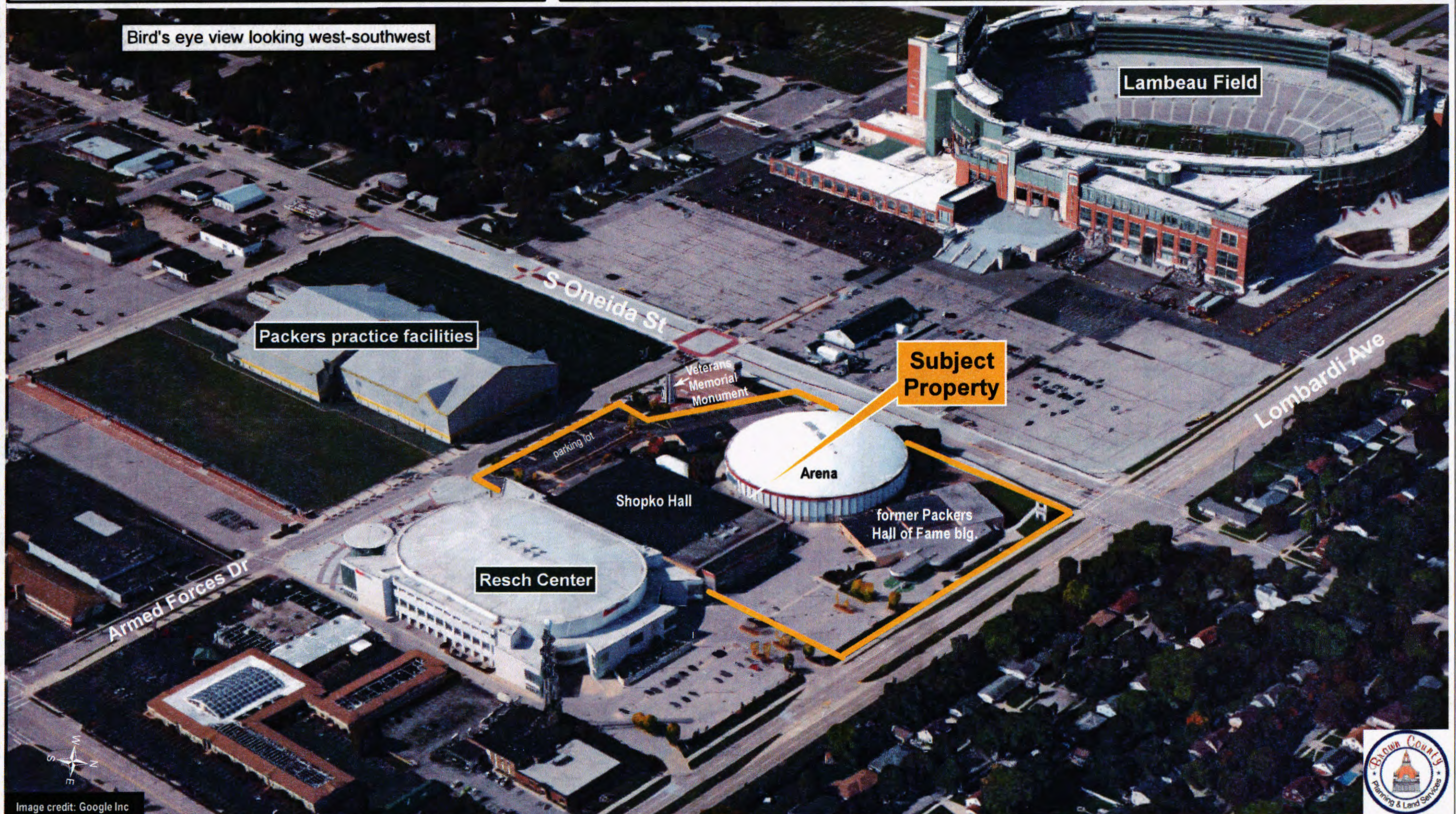
Neighborhood Characteristics

The site is adjacent to historic 81,463-seat Lambeau Field, home of the Green Bay Packers. It is also immediately adjacent to the Resch Center which is a 10,500 seat arena venue hosting concerts, sporting, family shows and theater-type events. The Resch Center is also the home of Green Bay Gamblers Hockey, UW-Green Bay Men's Basketball and the Green Bay Blizzard Professional Indoor Football.

The site is also adjacent to the indoor and outdoor training fields for the Green Bay Packers which serve as an annual summer tourist draw for training camp. One third of a mile to the west (to the immediate west of Lambeau Field) is the destination \$120 million mixed-use 34-acre Titletown District which is being developed by the Green Bay Packers.

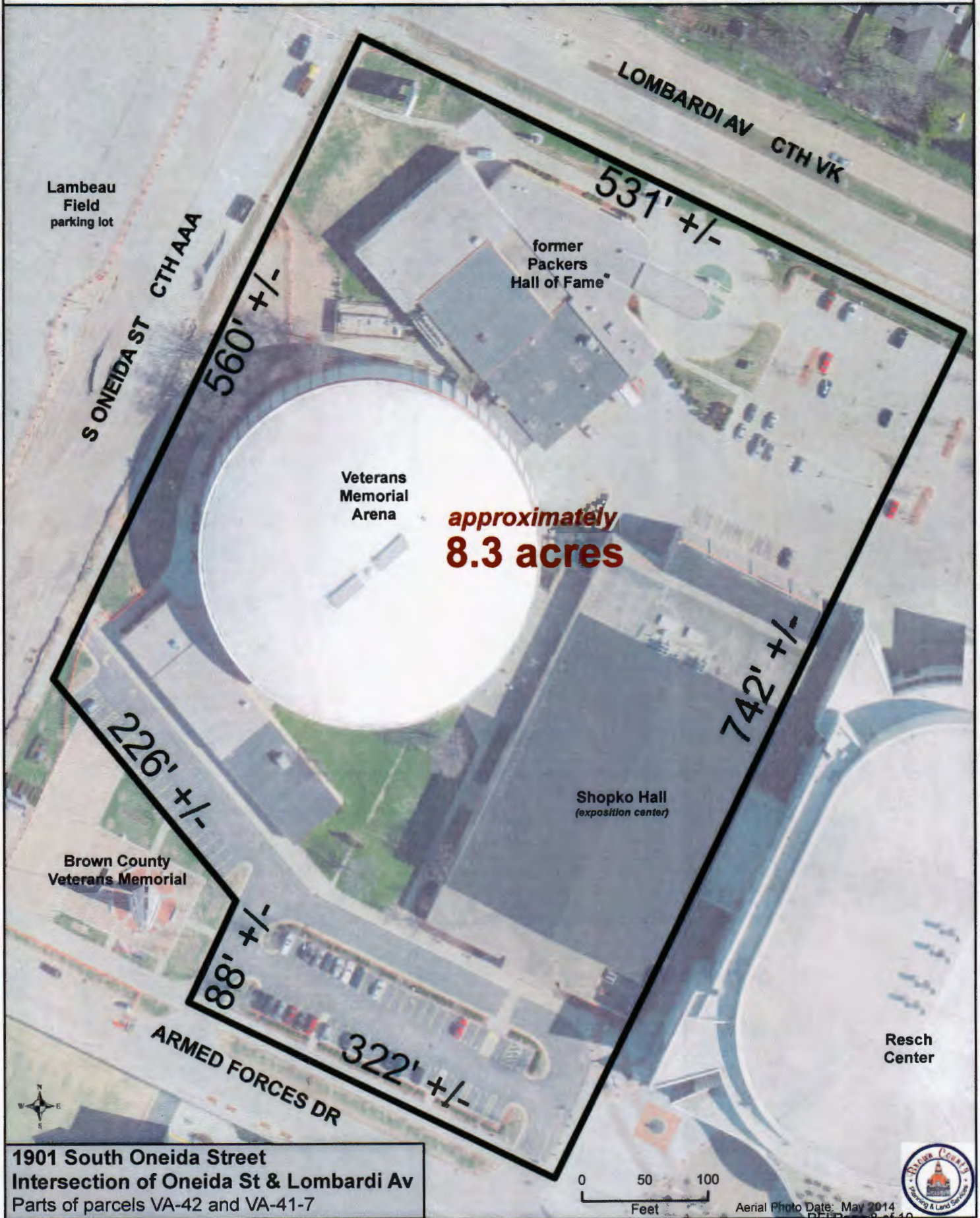
Approximately 60,000 permanent residents live within 2.5 miles of this site according to the US Census. Also within 2.5 miles are approximately 3300 businesses. This includes the Bay Park Square Mall which is about 1 mile south and Downtown Green Bay which is about 2 miles northeast of this site.

Bird's eye view looking west-southwest





Brown County Arena and Exposition Center (Shopko Hall)



Annual Average Daily Traffic within 2 miles of the Brown County Arena / Shopko Hall



ATTACHMENT B: RFI DESIGNATION OF CONFIDENTIAL & PROPRIETARY INFORMATION*(Use of this form is required when submitting proposal)*

The attached material submitted in response to this project includes proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5) Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this proposal response be treated as confidential material and not be released without our written approval.

Prices always become public information when bids/proposals are opened, and therefore cannot be kept confidential. Blanket labeling of confidential/proprietary information in headers/footers of documents will not be considered as confidential/proprietary.

Information cannot be kept confidential unless it is a trade secret. Trade secret is defined in s. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

We request the following pages not be released:

Section	Page #	Topic

IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY AND AGREES TO HOLD BROWN COUNTY HARMLESS FOR ANY COSTS OR DAMAGES ARISING OUT OF THE COUNTY'S AGREEING TO WITHHOLD THE MATERIALS.

Failure to include this form in the proposal response may mean that all information provided as part of the proposal response will be open to examination and copying. The County considers other markings of confidential/proprietary in the proposal document to be insufficient. The undersigned agrees to hold the County harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Company Name: _____

Printed Name: _____

Signature: _____

Date: _____