

Please Note Start Time

**The Maplewood City Council Serves as the
Maplewood Area Economic Development Authority.
This Meeting Will Be Held Preceding the City Council Meeting**

**AGENDA
MAPLEWOOD AREA ECONOMIC DEVELOPMENT AUTHORITY**

6:45 P.M. Monday, February 24, 2014
City Hall, Council Chambers

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. APPROVAL OF MINUTES

1. Approval of January 27, 2014 Economic Development Authority Meeting Minutes

E. PUBLIC HEARING

None

F. UNFINISHED BUSINESS

None

G. NEW BUSINESS

1. Approval of RFP for Real Estate Broker

H. ADJOURNMENT

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MEMORANDUM

TO: Charles Ahl, City Manager

FROM: Michael Martin, AICP, Planner
Melinda Coleman, Assistant City Manager

DATE: February 18, 2014

SUBJECT: Approval of RFP for Real Estate Broker

Introduction

The city has three former fire station properties it no longer needs and will be looking to market these properties to sell for redevelopment. City staff would like to have a designated broker to assist the city with the selling of these properties.

Discussion

Because of the city's consolidating of fire station resources, and the building of the new station near 3M, the city has three properties it no longer uses. City staff would like to issue an RFP to help select a real estate broker to represent the city in the selling of these properties for redevelopment. The issuance of the RFP will ensure the city conducts an open process on selecting its representatives. In addition to the former fire station properties, the city would also utilize any selected brokers to assist the city with the potential future sale of any properties.

Commission Review

The housing and economic development commission reviewed this RFP at its meeting on February 12, 2014 and recommended approval.

Budget Impact

None.

Recommendation

Recommend approval of the attached RFP.

Attachments

1. Draft RFP

**City of Maplewood, Minnesota
Request for Proposals
Real estate Broker Services
to sell real Property
owned by the City of Maplewood and the Maplewood EDA**

OVERVIEW

The Maplewood Area Economic Development Authority (EDA) is seeking proposals from real estate brokers/firms to sell real property located in the within the corporate limits of Maplewood. It is the intent of this Request for Proposal (RFP) to have the successful broker/firm, enter into a Professional Services Contract with the EDA to supply real estate services as outlined herein.

BACKGROUND

The City of Maplewood was incorporated as a City in 1957. The City operates under the Council- Manager form of government with an elected Mayor and City Council appointing a full-time City Manager. The City's population is approximately 38,000.

AVAILABLE LAND

- A. Residential Parcels
 1. 5.92 acres, zoned Farm, ownership City of Maplewood
 2. 1.30 acres, zoned Farm, ownership City of Maplewood

- B. Commercial Parcels
 1. 1.84 acres, zoned Business Commercial, ownership City of Maplewood

See attached Appendix A for a more detailed description of each parcel.

PROPOSAL OVERVIEW:

The following information must accompany your proposal:

Provide a cover letter indicating your interest in serving as the City/EDA's real estate agent/firm to sell land in the City of Maplewood (check all that apply):

- _____ Residential
- _____ Commercial
- _____ Industrial

Back-up information should be provided including:

1. List years in business with a description of your firm including size of firm, location, number and nature of the professional staff to be assigned to this contract, with a brief resume for each key person listed.
2. Describe experience (minimum five years previous experience with proven results) your firm or organization has in pertinent real estate experience.
3. Describe the methods of identifying target user groups and a description of the marketing materials and the strategy for presenting the site to a national and global marketplace.
4. Additional services offered through your firm.
5. Fee schedule:
 - a. State your commission rate for listing and selling of properties.
 - b. State your proposed method of compensation for representing the City/EDA in negotiations for purchasing properties.
 - c. State any other costs the City/EDA may anticipate relating to the real estate services to be provided.
6. References: Provide a list of three applicable references. Include name, title, and contact information for each reference as well as a brief description of the specific services provided.

GENERAL INSTRUCTIONS

1. The proposal must be submitted in a sealed envelope marked **“Real Estate Broker Services”** to the City Clerk’s office, 1830 County Road B East, Minnesota 55109 on or before 3:00 p.m. on _____ at which time they will be publically opened and read. The proposals will then be forwarded to a Selection Committee established by the City of Maplewood. The Selection Committee will review the proposals and develop a list of finalists to interview. *The Applicants are responsible for ensuring that their proposal, however submitted, is received on time and at the location specified.*
2. To be considered, firms must submit a complete response to the RFP in the form requested. Firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected.
3. The City of Maplewood reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any bid if it is in the best interest of the City of Maplewood. All proposals, plans, and other documents submitted shall become the property of the City of Maplewood. Responses to this RFP are considered public information and are subject to discovery under the Freedom of Information Act.
6. Respondents are responsible for their own expense in preparing, delivering or presenting a proposal, and for subsequent negotiations with the City of Maplewood, if any.
7. All questions may be directed to the following contact person: Melinda Coleman, Assistant City Manager, Phone (651) 249-2055 or Email at; melinda.coleman@ci.maplewood.mn.us

SCOPE OF SERVICES

The successful firm shall agree to contract with the City/EDA to provide the following:

- Develop strategies for sale of designated City-owned properties (such as conducting a study of comparable properties);
- Develop marketing materials (electronic and/or hard copy) to advertise sites for sale, distribute the materials to potential buyers via the appropriate form(s) of media and report results to the City/EDA on an agreed upon frequency;
- Advise the City/EDA related to strategies to promote and sell the designated sites.
- Participate in site tours of City/EDA-owned property that is for sale for potential buyers;
- Analyze offers from potential buyers and advise the City/EDA with respect to negotiations;
- Represent the City/EDA in negotiations with a prospective buyer from the time of offer until closing;
- Coordinate real estate transaction closings; and
- Handle all other customary activities and services associated with real estate transactions.

Presentations at public meetings may be required.

REQUIREMENTS

Respondents to the RFP shall have the following qualifications:

1. Must be licensed and in good standing with the State of Minnesota to sell real estate.
2. Must have an excellent reputation in the real estate community.
3. Must be knowledgeable in the regional real estate market and should have experience with similar properties.

TERM OF CONTRACT

The successful agent/firm shall be given a master contract of three years from date of award. The contract may be renewed for additional terms upon satisfactory performance by the broker/firm and at a negotiated rate agreed to in writing by both the agent/firm and the City of Maplewood. Alternate contract periods may be considered.

EVALUATION AND AWARD PROCESS

Issuance of this RFP and receipt of proposals does not commit the City/EDA to award a contract. The City/EDA reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.

SELECTION CRITERIA

Selection of a broker/firm will be made based on the following criteria:

1. Ability of the contractor(s) to meet or exceed the requirements defined in the RFP;
2. Experience, qualifications and references;
3. Knowledge of regional real estate market and ability to market to prospects beyond the region;
4. Regional reputation;
5. Fee schedule; and
6. Willingness to think “outside the box” and present innovative ideas for marketing the specific City/EDA-owned properties designated for sale.

ORAL PRESENTATION/INTERVIEWS

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way change the original proposal submitted. Interviews are optional and may or may not be conducted.

If an interview is conducted, it is essential that the consultant’s personnel to be assigned to the work, as well as key representatives, be present at and participate in the interview. A recommendation of the selected consultant will be made to the Maplewood City Council/EDA. The selected consultant and City of Maplewood representatives will negotiate a mutually acceptable contract. The negotiated contract shall be approved by the Maplewood City Council and EDA.

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