

City of Ramsey
Agenda
City Council Work Session
Tuesday, November 12, 2013
Immediately Following Committee Meetings
Lake Itasca Room 7550 Sunwood Drive NW

- 1. Call to Order**
- 2. Topics for Discussion**
 1. Newsletter Advertising Contract
 2. Discuss RFP for Real Estate Broker Services
- 3. Topics for Future Discussion**
- 4. Mayor/Council/Staff Input**
- 5. Adjournment**

Meeting Date: 11/12/2013

Information

Title:

Newsletter Advertising Contract

Purpose/Background:

Purpose: Selection of a newsletter advertising vendor that is most cost effective for the city - both in price and service.

The city currently contracts with Wheels of Thunder to sell ads for the Ramsey Resident. The purpose of the ad sales was to offset the price of producing and mailing the Ramsey Resident. The contract with Wheels of Thunder has been in place since 2010, but the number of ad sales has greatly reduced, resulting in a higher cost to the city. In correlation with the reduction in ad sales, the number of complaints from ad customers has been increasing.

The city is required by charter to produce six newsletters per year. To save on production costs, two black & white issues are placed in with the quarterly utility bill and four are full-color with ads.

Timeframe:

15 minutes.

Funding Source:

The newsletter is supported by the ad sales and the General Fund Budget.

Responsible Party(ies):

Administration handles the production of the newsletter.

Outcome:

Selection of a newsletter advertising vendor.

Attachments

Pros cons of ad vendors

Website examples

est profit-loss outsourcing

profit loss chart

Form Review

Inbox

Kurt Ulrich

Form Started By: Diana Lund

Final Approval Date: 11/07/2013

Reviewed By

Kurt Ulrich

Date

11/07/2013 02:48 PM

Started On: 10/11/2013 10:23 AM

CITY OF RAMSEY
RAMSEY RESIDENT ADVERTISING PROPOSALS
- PROS and CONS -

	PROS	CONS
Wheels of Thunder (Current)	Established Relationship with Firm. We have worked with this vendor since 2010. There may be some efficiencies in the process gained with established work history	Does not require written contracts with advertising clients. There has been conflicts with clients regarding the terms of the sale and approval of ad sales. Without a written contract, the city is unable to support/dismiss conflicts.
	Local Company. Wheels of Thunder is located in the city of Ramsey.	Advertising sales promoted through Wheels of Thunder website. Their website is primarily focused on promoting Midwest Wheels of Thunder All Motor Sports Magazine (see attached example). The city of Ramsey does not have a dedicated page to explain and promote the Ramsey Resident. Some potential clients may be deterred from purchasing advertising space after visiting this website due to confusion or lack of confidence in our product.
		Poor communication. The city has received complaints that the communication with this vendor is poor. Complaints include but are not limited to assuming the ad will re-run in succeeding issues without approval and confusion of ad size.
		Decreasing Sales: The number of ads sold for the last Ramsey Resident was only 9. Need at least 20 ads to support the costs of production.
		The city handles accounting. The city invoices all ad sales and collects all payments. Additionally, the city calculates the 50% revenue payable to Wheels of Thunder. It is administratively cumbersome for a service we are outsourcing.
Frugal Shopper	Requires written contracts with advertising clients. The relationship between Frugal Shopper and Ramsey Resident advertisers will be clear and defined so there is no confusion on approvals, layout, payment, etc.	Potential conflict of interest between the Ramsey Resident and Frugal Shopper in competition of sales revenue. A circumstance may occur where an organization is faced with a fixed advertising budget and they can only purchase ad space in either the Ramsey Resident or Frugal Shopper. How would the sales efforts play out in this circumstance?
	Established customer base from "Frugal Shopper". This vendor produces a discount magazine circular with the local area. They may be able to leverage their current client-base to solicit new ad sales for the Ramsey Resident.	No online presence. Firm does not have a website to promote sales. May limit exposure to future clients.
	A+ Better Business Bureau rating. Highest rating possible with no recorded complaints.	
	Handles accounting. The firm would handle all billing and payment collection.	
Prime Advertising & Design	Requires written contracts with advertising clients. The relationship between Prime Advertising and Ramsey Resident advertisers will be clear and defined so there is no confusion on approvals, layout, payment, etc.	Potential conflict of interest between the Ramsey Resident and competing community newsletters Prime works with. A circumstance may occur where an organization is faced with a fixed advertising budget and they can only purchase ad space in either the Ramsey Resident or another local city's newsletter. How would the sales efforts play out in this circumstance?
	Established customer base. This vendor works with other cities (Elk River, Champlin, Anoka, Andover, Coon Rapids, Brooklyn Park, etc.). They may be able to leverage their current client-base to solicit new ad sales for the Ramsey Resident.	Do not offer Sales Only service. Prime only offers a turnkey newsletter product where sell ad space, design/print the newsletter, mail the newsletter, and perform accounting. We currently have a staff member trained to perform the designing of the newsletter. This individual spends approx. 20 hours per issue on the design work. A turnkey service would be at a greater expense without an offset of savings in-house. it may be more of a service than we need or are prepared to pay for.
	A+ Better Business Bureau rating. Highest rating possible with one recorded complaints with product/service.	Ad Sales: Retain 80% of all sales. Currently city retains 50%.
	Online Presence. This firm has a professional website with a section dedicated to community publications. Ad sales may be positively influenced after clients visit the site and research the firm and the process.	

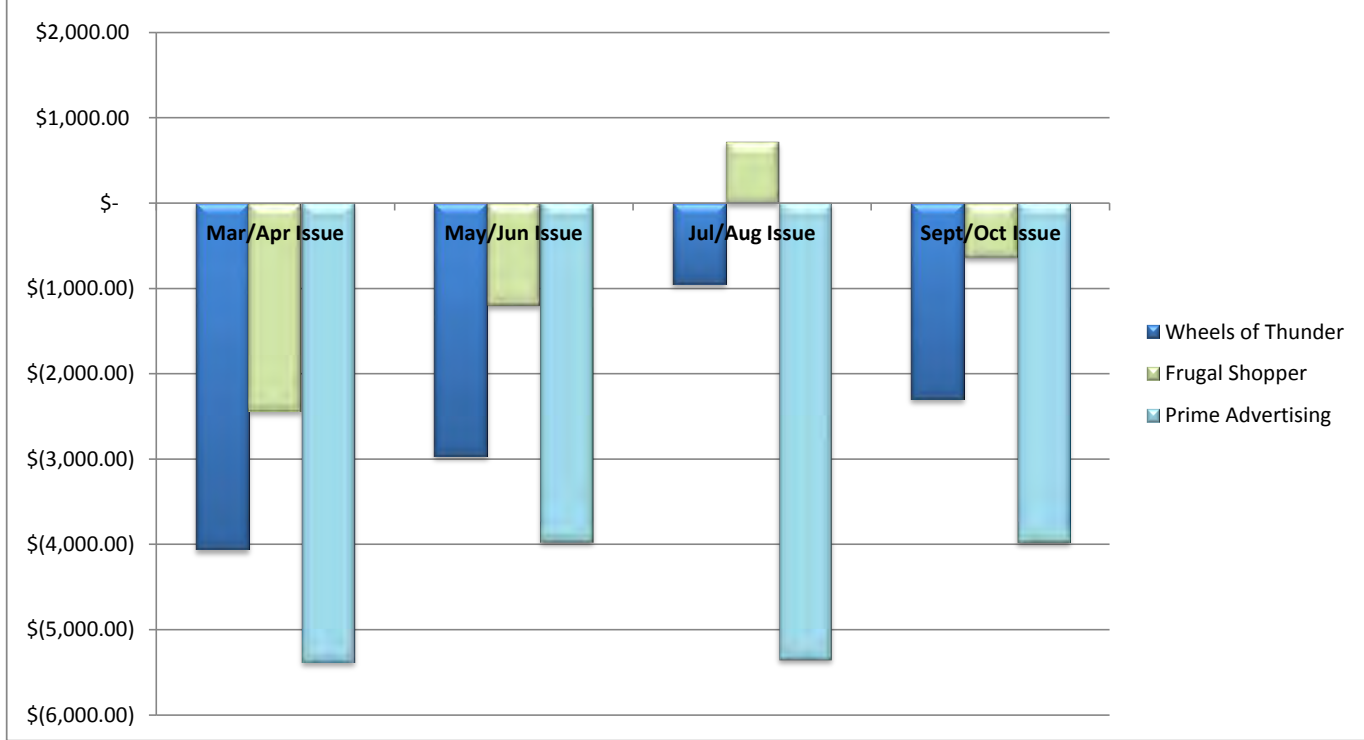
RAMSEY RESIDENT		CITY OF RAMSEY			
Profit & Loss Statement		Outsourced Advertiser: Wheels of Thunder			
	<u>Mar/Apr Issue</u>	<u>May/June Issue</u>	<u>Jul/Aug Issue</u>	<u>Sept/Oct Issue</u>	
Revenues					
Gross Sales	\$ 3,976.00	\$ 3,912.00	\$ 4,069.50	\$ 4,069.50	
Less Wheels of Thunder Share (50%)	(1,988.00)	(1,956.00)	(2,034.75)	(2,034.75)	
Total Revenue	<u>1,988.00</u>	<u>1,956.00</u>	<u>2,034.75</u>	<u>2,034.75</u>	
Expenditures					
Labor	466.63	370.79	529.72	556.27	
Postage	1,352.22	-	1,432.53	-	
Outsourced Printing	4,225.00	4,540.51	1,019.00	3,776.50	
Total Expenditures	<u>6,043.85</u>	<u>4,911.30</u>	<u>2,981.25</u>	<u>4,332.77</u>	
Net Profit/loss	<u>\$ (4,055.85)</u>	<u>\$ (2,955.30)</u>	<u>\$ (946.50)</u>	<u>\$ (2,298.02)</u>	
NOTES					
Number of ads sold	11.00	10.00	11.00	11.00	

RAMSEY RESIDENT		CITY OF RAMSEY			
ESTIMATED Profit & Loss Statement		Outsourced Advertiser: Frugal Shopper			
	<u>Mar/Apr Issue</u>	<u>May/June Issue</u>	<u>Jul/Aug Issue</u>	<u>Sept/Oct Issue</u>	
Revenues					
Gross Sales*	\$ 7,229.00	\$ 7,432.00	\$ 7,398.50	\$ 7,398.50	
Less Frugal Share (50%)	(3,614.50)	(3,716.00)	(3,699.25)	(3,699.25)	
Total Revenue	<u>3,614.50</u>	<u>3,716.00</u>	<u>3,699.25</u>	<u>3,699.25</u>	
Expenditures					
Labor	466.63	370.79	529.72	556.27	
Postage	1,352.22	-	1,432.53	-	
Outsourced Printing	4,225.00	4,540.51	1,019.00	3,776.50	
Total Expenditures	<u>6,043.85</u>	<u>4,911.30</u>	<u>2,981.25</u>	<u>4,332.77</u>	
Net Profit/loss	<u>\$ (2,429.35)</u>	<u>\$ (1,195.30)</u>	<u>\$ 718.00</u>	<u>\$ (633.52)</u>	

RAMSEY RESIDENT		CITY OF RAMSEY			
ESTIMATED Profit & Loss Statement		Outsourced Advertiser: Prime Advertising & Design			
	<u>Mar/Apr Issue</u>	<u>May/June Issue</u>	<u>Jul/Aug Issue</u>	<u>Sept/Oct Issue</u>	
Revenues					
Gross Sales*	\$ 7,229.00	\$ 7,432.00	\$ 7,398.50	\$ 7,398.50	
Less Prime Share (80%)	(5,783.20)	(5,945.60)	(5,918.80)	(5,918.80)	
Total Revenue	<u>1,445.80</u>	<u>1,486.40</u>	<u>1,479.70</u>	<u>1,479.70</u>	
Expenditures					
Outsourced Services	6,827.00	5,457.00	6,827.00	5,457.00	
Total Expenditures	<u>6,827.00</u>	<u>5,457.00</u>	<u>6,827.00</u>	<u>5,457.00</u>	
Net Profit/loss	<u>\$ (5,381.20)</u>	<u>\$ (3,970.60)</u>	<u>\$ (5,347.30)</u>	<u>\$ (3,977.30)</u>	

* Estimated by dividing current sales revenue by current number of ads and multiplying estimated additional ads sold (9 to 10 additional ads per issue)

Net Profit/Loss - By Vendor



Meeting Date: 11/12/2013

Information

Title:

Discuss RFP for Real Estate Broker Services

Purpose/Background:

Case Background

This case was originally discussed on September 10, 2013; at which time, Staff was directed to conduct a Request for Proposals (RFP) for real estate broker services on a select number of City owned properties. Attached to this case is the original RFP.

Staff solicited about 100 brokers to provide a response to the adopted RFP, the City received five total responses and Staff conducted three informal interviews. One response included interest in listing both commercial and residential real estate--the remaining four responses indicated interest in listing residential real estate only.

Overall, Staff was unsatisfied with the number, and quality, of RFP responses received. However, through the original RFP process, Staff has concluded that a better model is evident (for real estate broker services) than was prescribed in the original RFP. Consequently, staff is proposing the City Council terminate the original RFP process initiated on September 10; and, consider a new process for soliciting real estate broker services--Request for Qualifications (RFQ).

Purpose of Case

Terminate the RFP process initiated on September 10; and, consider a new process for soliciting real estate broker services--Request for Qualifications (RFQ).

New Proposed RFQ Process

Attached to this case is the newly proposed RFQ. Based on feedback from the broker community (three informal interviews) and staff research, staff is proposing the following changes be made to the original RFP process/document:

- (1) Rather than identifying a list of specific parcels to be listed by a broker (up front), staff is proposing a more flexible approach--for the City to select a 'preferred' broker. Parcels for sale would be added and removed from the preferred broker as requested by the City (this is the reason for the change from RFP to RFQ).
 - (2) Rather than only listing two specific small parcels in The COR, Staff is proposing the discussion be opened up to allow a large majority of The COR to be listed. NOTE: specifics/details of which parcels will be listed in The COR will be discussed by the Council at a later date, based on input from the selected broker (and a Staff recommendation). At this point, Staff is advertising a large portion of The COR will be available for listing by the selected broker.
 - (3) Rather than leaving the scope/requirements of the RFQ document very open ended, Staff is proposing certain parameters are narrowed (i.e. preferred method of compensation, term, carry-over fees, role of broker, desired outcome, etc.).
 - (4) Unlike the first RFP, Staff is including a section that outlines services the City is not expecting (development management services, re-branding services, *advanced* market analysis reports*, engineering services, website management, strategic/master planning or creation of *advanced* marketing materials*).
- *Beyond normal real estate broker standards. These, and other development tasks, including any incentive

analysis, would be the responsibility of City staff, primarily the Economic Development manager.

(5) Staff will be sending out the RFQ to over 100 brokers; and, will be following up with a phone call to a large pool of said brokers. Based on known merits of each real estate firm, Staff will determine which brokers are contacted via phone (i.e. perceived ability to market/sell Ramsey and The COR).

Timeframe:

- Due to Thanksgiving, the proposed RFQ process is set to close Wednesday, November 27.
- Interviews will be conducted on December 3, 4, 5 (where schedules permit, if possible).
- An award will be made on December 10 (if possible).
- If the proposed timeline above is too aggressive, the process may draw out into January.

Funding Source:

Land sale proceeds.

Responsible Party(ies):

Development Team:

Kurt Ulrich, Tim Gladhill, Patrick Brama, Bruce Westby, ED Manager

Patrick Brama is the lead on the RFQ process moving forward.

Outcome:

The primary purpose of the proposed contract for ‘*Real Estate Broker Services*’ is representation of the City of Ramsey from a professional real estate broker. The critical desired outcome of the proposed relationship is the sale of City owned land.

Attachments

RFQ (new) 11072013

RFQ Appendix

Original RFP 09102013

Original RFP Appendix

Form Review

Inbox	Reviewed By	Date
Tim Gladhill	Tim Gladhill	11/07/2013 10:48 AM
Kurt Ulrich	Kurt Ulrich	11/07/2013 04:29 PM
Form Started By: Patrick Brama		Started On: 11/06/2013 06:37 PM
Final Approval Date: 11/07/2013		

REQUEST FOR QUALIFICATIONS 2.0

REAL ESTATE BROKER SERVICES:
Sale of real property owned by the City of Ramsey, Minnesota

OVERVIEW

The City of Ramsey is seeking proposals for real estate brokers/firms to sell real property located within the corporate limits of Ramsey. It is the intent of this Request for Qualifications (RFQ) to have the successful broker/firm, enter into a professional services contract with the City of Ramsey to supply real estate services as outlined herein.

BACKGROUND

City of Ramsey

Located in the northwest Twin Cities Metro, the City of Ramsey is the fastest growing City in Anoka County. U.S. Highway 10, Minnesota Highway 169, Minnesota Trunk Highway 47 and the Northstar Commuter Rail connect the City of Ramsey to the Twin Cities and Greater Minnesota. Ramsey has an estimated population of 23,835, a high median household income of \$76,560, boasts an impressive manufacturing industry and is bordered by the beautiful Rum and Mississippi Rivers. For more information on the City of Ramsey please visit our website: cityoframsey.com or reference the attached document.

Request for Qualifications

The City of Ramsey owns a large inventory of surplus real estate available for development. It is the City's objective is to reduce its real estate inventory—and return tax exempt properties back to the private market for development.

The primary purpose of the proposed contract for 'Real Estate Broker Services' is representation of the City of Ramsey from a professional real estate broker. The critical desired outcome of the proposed relationship is the sale of City owned land.

LAND AVAILABLE FOR SALE

The City of Ramsey owns a large inventory of real estate available for sale and development; including commercial, retail, industrial, office, residential and mixed use properties, totaling over 150 acres on multiple parcels. A large portion of real estate the City of Ramsey would like to sell is known as The COR—a 300+ acre, mixed use, transit oriented development (TOD). More information can be found at coratramsey.com/for-developers and ci.ramsey.mn.us/available_city_land.

The selected real estate firm would become the City's 'preferred real estate broker.' The exact make up of parcels listed by the City's broker may change over time, depending on demand. For example, when additional City owned land becomes available for development—or, if the City Council determines certain parcels should be taken off the market.

The City expects 100-150 acres of land to be listed with the selected real estate broker. Before a specific inventory parcels is determined (for listing), the City Council would like to work the selected real estate broker to discuss strategies.

QUALIFICATIONS

The following information is required and must accompany your proposal:

1. **COVER LETTER:** Indicating your interest in serving as the City's real estate agent/firm.
2. **BACKGROUND:** Provide general background information on your firm.

For example, general description of your firm, number and nature of professional staff, available marketing methods, market research capabilities, ability to reach regional/national marketplace, unique services and capabilities, etc.

The City owns a large inventory of land with a mix of available uses (i.e. multiple types of residential, retail, industrial, office, mixed-use). Please indicate your firm's ability to market property for commercial and residential users alike.

3. **FEE SCHEDULE/TERM:**

Commission Fees

The City of Ramsey is seeking a relationship in which all fees for services are paid through commission fees, at the time of closing. The City does not wish to pay regular, monthly or upfront fees.

- A. Please state your required commission fee/rate
- B. Please state your required co-broker commission fee/rate, if applicable

Carry-Over Compensation

The City of Ramsey is seeking a relationship in which no "carry-over" compensation is required. Meaning, when the proposed contract for real estate services is terminated, compensation fees would no longer be required.

- C. Please indicate any 'carry-over' fees your firm would require.

Contract Term

The City understands the process to sell a large inventory of land will likely take several years. It is the City's intent to develop and sustain a long-term positive relationship with the selected brokerage firm.

With the above information in mind, the City is seeking a relationship in which both parties retain flexibility in relation to the term of the proposed contract for real estate broker services—the City does NOT wish to enter into a long term contract.

- D. Please indicate the minimum term contract your firm would require.
- E. Please indicate any early termination contract provisions required.

Other Fees/Compensation

The City of Ramsey is seeking a relationship in which the only fees required for real estate broker services are commission fees, at the time of closing.

- F. Please indicate “other” fees your firm may require for brokerage services.

NOTE: the City may call upon the selected broker for support on special projects/additional services. Additional fees for said special projects will be negotiated at that time of request. See “Scope of Services” section for greater detail—Item H.

- 4. CONFLICT OF INTEREST: In order to avoid a conflict of interest, or the appearance of a conflict of interest, your firm should not engage in any outside activities that are inconsistent, incompatible, or appear to conflict with your ability to exercise independent/objective judgment in the best interest of the City. Please outline all conflicts of interest that may exist for your firm in relation to providing real estate services for the City.
- 5. GOOD STANDING: Your firm must be in compliance with Federal, State, County and Local units of government; which specifically includes good tax payment status and good corporate registration status. Please indicate your firm's tax and corporate registration status.

SCOPE OF SERVICES

- A. Work with (and advise) the City on strategies for marketing, pricing and the sale of City owned properties.
- B. Develop, distribute, list, and maintain real estate marketing materials and related information.
- C. Conduct basic market analysis for City owned properties available for sale.

- D. Manage relationships with prospect buyers—including: responding to inquiries, showing property, answering questions for prospects, conducting negotiations, managing real estate transactions.
- E. Analyze offers from potential buyers and provide recommendations to the City Council.
- F. Provide regular activity updates:
 - Verbally, to the City’s development team, minimum twice per month
 - In writing, to the City Council, minimum once per quarter
- G. Handle all other customary real estate broker activities and services.
- H. It is NOT the objective of the proposed contract to provide development management services, re-branding services, in-depth market analysis reports*, engineering services, website management, strategic/master planning or creation of advanced marketing materials*.

*beyond services ordinarily provided by real estate brokers

APPLICATION PROCESS

1. The proposal must be submitted in a sealed envelope marked “Real Estate Broker Services” to the City Clerk’s office, 7550 Sunwood Drive NW, Ramsey, Minnesota 55303 on or before 3:00 p.m. on **November 27, 2013**, at which time they will be publically opened and read.
2. Proposals will be forwarded to a selection committee; and, a list of finalists will be selected for interviews. Interviews will take place on one of the following dates: **December 3, 4, or 5, 2013** (depending on schedules). A recommendation will be crafted by the selection committee and presented to the City Council for final direction.
3. All proposals, plans, and other documents submitted shall become the property of the City. Responses to this RFQ are considered public information and are subject to discovery under the Freedom of Information Act.
4. To be considered, firms must submit a complete response to the RFQ in the form requested. Firms not responding to items requested in the RFQ or indicating exceptions to such items may have their submittals rejected. Issuance of this RFQ and receipt of proposals does not commit the City of Ramsey to award a contract. The City of Ramsey reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFQ, or to negotiate with any of the brokers/firms submitting an RFQ, or to cancel all or part of this RFQ.
5. Questions: Patrick Brama, Asst. to the City Administrator, 763-433-9903, pbrama@ci.ramsey.mn.us; or, Kurt Ulrich, City Administrator, (763) 433-9845

City of Ramsey



City of Ramsey

Located in the Twin Cities Metro, the City of Ramsey enjoys many of the amenities of a large city while retaining the benefits of a small community.

Economic Development

The primary objective of the Economic Development Authority (EDA) is to aid, assist and promote the growth and expansion of commercial, retail and industrial development in the City of Ramsey.

New Downtown



Quick Facts

OVERVIEW

- Fastest growing City in Anoka County
- U.S. Highway 10, State Highway 169 and State Highway 47 access.
- Ramsey, Anoka and Coon Rapids are a major Twin Cities manufacturing hub
- Relevant, nearby, educational opportunities and workforce for manufacturing businesses.
- Home to The COR, a new urban downtown development with direct access to the Northstar Commuter Rail.
- Bordered by the Mississippi River, Rum River and Trott Brook, Ramsey is one of Minnesota's premier places to live.

DEMOGRAPHICS

- 2010 Population 23,835
Median Household Income: \$76,560

LABOR MARKET

- Anoka County Labor Force: 192,708
- Over 10,000 peoples between ages 20-49 in Ramsey (over 50%)
- Over 600 existing businesses & non-profit organizations in Ramsey

EDUCATION

- Over 50 universities located within 50 miles (Anoka Technical College within 1 mile)

UTILITIES

- Electric Provider: Connexus Energy
- Gas Provider: CenterPoint Energy
- Water/Sewer: City of Ramsey
- Fiber: Zayo, CenturyLink, Comcast

Source: Minnesota Department of Employment and Economic Development, 2012

Patrick Brama, Assistant to the City Administrator

PHONE: 763-433-9903 EMAIL: pbrama@ci.ramsey.mn.us
ADDRESS: 7550 Sunwood Drive, Ramsey, MN 55303

REQUEST FOR PROPOSALS
REAL ESTATE BROKER SERVICES:
Sale of real property owned by the City of Ramsey

OVERVIEW

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

AVAILABLE LAND

The following properties are owned by the City of Ramsey and are available for sale. For detailed information, please review appendix.

Summary, Table: 1

<u>ID#</u>	<u>Address</u>	<u>PID</u>	<u>Acres</u>	<u>Zoning</u>	<u>Type</u>
1.	5195 142 nd Ave NW	253225430043	1.01	B1 Biz Dist.	Commercial
2.	6710 Highway 10 NW	343225130005	1.23	B2 Biz Dist.	Commercial
3.	Lot 1, Blk 1, COR 2	NA (new plat)	1.51	COR 2 Retail	Commercial
4.	Lot 3, Blk 1, COR 2	NA (new plat)	1.33	COR 2 Retail	Commercial
5.	6590 141 st Ave NW	273225440003	1.00	E1 Employ.	Industrial
6.	14165 Ramsey Blvd.	273225330006	4.14	E2 Employ.	Industrial
7.	Lot 2, Blk 2, Gateway	NA (not platted)	1.24	E2 Employ.	Industrial
8.	Lots 1-4, Blk 2, COR 3	NA (not assign.)	0.21 (each)	R1 COR	Single Fam. Residential
9.	Lot 9, Blk 2, Winsorwood	NA (not assign.)	3.10	R1 Rural	Single Fam. Residential
10.	6203 Rivlyn Ave NW	353225310018	0.34	R1 MUSA	Single Fam. Residential
11.	Outlot A, Alpha Plat	NA (not assign.)	4.00	R1 MUSA	Single Fam. Residential

PROPOSAL OVERVIEW:

The following information is required and must accompany your proposal:

1. **COVER LETTER:** Provide a cover letter indicating your interest in serving as the City's real estate agent/firm to sell land in the City of Ramsey.

The inventory of City owned land outlined in the Summary Table 1 (above) can be broken down into three general categories: (A) Residential, (B) Commercial and (C) Industrial. Please indicate which type(s) of real estate you are interested in listing. You are not required to make a proposal for all three categories.

2. **BACKGROUND INFORMATION:** For example, 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.
3. **EXPERIENCE SUMMARY:** Describe your firm's pertinent real estate experience (minimum five years previous experience with proven effectiveness).
4. **MARKETING METHODS:** Describe the methods of identifying target user groups and a description of the marketing materials and the strategy for presenting the site to a regional and national marketplace (when appropriate).
5. **ADDITIONAL SERVICES:** Describe additional relevant/unique 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 of Ramsey in negotiations for purchasing properties.
 - c. State any other costs the City of Ramsey should anticipate relating to the real estate services to be provided.
 - d. State any required 'carry-over compensation' for your firm—meaning, compensation after real estate service agreement expires.

NOTE: Quoted fees shall be valid for a minimum of 60 days upon receipt.

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.
7. **CONFLICT OF INTEREST:** In order to avoid a conflict of interest, or the appearance of a conflict of interest, your firm should not engage in any outside activities that are inconsistent, incompatible, or appear to conflict with your ability to exercise independent/objective judgment in the best interest of the City of Ramsey. Please outline all conflicts of interest that may exist for your firm in relation to providing real estate services for the City of Ramsey.
8. **GOOD STANDING:** Your firm must be in compliance with Federal, State, County and local units of government; which specifically includes good tax payment status and good corporate registration status. Please indicate the payment status of taxes applicable to your firm. Additionally, please provide your firm's legal corporate name and Tax ID number, as reflected by State of Minnesota records.

GENERAL INSTRUCTIONS

1. The proposal must be submitted in a sealed envelope marked “Real Estate Broker Services” to the City Clerk’s office, 7550 Sunwood Drive NW, Ramsey, Minnesota 55303 on or before 3:00 p.m. on **October 21, 2013**, at which time they will be publically opened and read.

Proposals will then be forwarded to a Selection Committee established by the City of Ramsey. 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 Ramsey 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 Ramsey. All proposals, plans, and other documents submitted shall become the property of the City of Ramsey. Responses to this RFP are considered public information and are subject to discovery under the Freedom of Information Act.
4. Respondents are responsible for their own expense in preparing, delivering or presenting a proposal, and for subsequent negotiations with the City of Ramsey, if any.
5. All questions may be directed to the following contact person: Kurt Ulrich, City Administrator, phone (763) 433-9845, fax (763) 433-9898, email kulrich@ci.ramsey.mn.us.

SCOPE OF SERVICES

The successful firm shall agree to contract with the City of Ramsey 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 of Ramsey on an agreed upon frequency;
- Advise the City of Ramsey related to strategies to promote and sell the designated sites. Public presentations may be required.
- Participate in site tours of City of Ramsey-owned property that is for sale for potential buyers;
- Analyze offers from potential buyers and advise the City of Ramsey with respect to negotiations;
- Represent the City of Ramsey 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.

TERM OF CONTRACT

The contract period for the successful agent/firm will be six months 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 Ramsey. Alternate contract periods may be considered.

EVALUATION AND AWARD PROCESS

Issuance of this RFP and receipt of proposals does not commit the City of Ramsey to award a contract. The City of Ramsey 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, references;
3. Knowledge of regional real estate market and ability to market to prospects beyond the region;
4. Regional reputation and local presence/experience;
5. Fee schedule; and
6. Willingness to think “outside the box” and present innovative ideas for marketing the specific City 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 Ramsey City Council. The selected consultant and City of Ramsey representatives will negotiate a mutually acceptable contract. The negotiated contract shall be approved by the Ramsey City Council.

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 08 (RFP #01)
ADDRESS: 5195 142ND AVE NW
PID: 253225430043
LEGAL: Lot 1, Block 1, River's Bend Plaza 2nd Addition, Anoka County, Minnesota
ACRES: 1.01
VALUATION: \$195,900 (County, 2013)
ZONING: B1 Business District
MUSA: Yes
GIS IMAGE:



DESCRIPTION:

The subject property is located on the east side of Saint Francis Boulevard and on the north side of 142nd Avenue. This property is the former Amoco Oil Station and it is now vacant. This property is zoned Business District and is surrounded by businesses. A small bluff is located on the west side of the property. Besides a number of restrictions placed on the property from the previous owner (see owner and encumbrance report), this property is ready to be sold. The City has put a significant amount of investment in the property (between acquisition, demolition and clean up).

WETLAND:

No reason to use property for wetland banking. There are no issues with wetlands that would make this property unusable; or, affect adjacent properties.

MAINTENANCE: Mowed 6 times per year—\$75 per mow (\$900).

OWNER & ENCUMBRANCE: This is the former Amoco Oil Station site. The City has marketable title to the parcel and it can be sold, however, it is encumbered by **Amoco Oils' several restrictive covenants on the use of property**. See attachment for details. Generally, the restrictions prevent the sale of petroleum, prevent excavation, and prevent residential development.

DISPOSITION: The city is free and clear to sell this property. The subject property is suitable for a number of uses (that require minor excavation based on the O&E report).

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 40 (RFP #02)
ADDRESS: Sunwood and Krypton
PID: 343225130005
LEGAL: Lot 1, Block 4, Riverside West Plat
ACRES: 1.23, (53,751 square feet)
VALUATION: \$385,000 (Market Sale, 2013)
ZONING: B2 Business District
MUSA: Yes
GIS IMAGE:



DESCRIPTION:

The subject property is located on the west side of Dolomite Street and the south side of Highway 10, is 1.23 acres in size and is zoned for commercial development. This site is the former XXX Bookstore location. In August of 2013 all improvements to this site were demolished and cleared. Today, this site is ready for sale and development.

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 43 (RFP #03)
ADDRESS: Armstrong Boulevard/Sunwood Drive (just north of Hwy 10)
PID: NA, recently platted (2013)
LEGAL: Lots 3, Block 1, COR TWO, Anoka County, Minnesota
ACRES: 1.51 acres
VALUATION: TBD
ZONING: COR 2, commercial/retail
MUSA: Yes
GIS IMAGE:

Subject Property



DESCRIPTION:

The subject property is located on the east side of Armstrong Boulevard, just north of Hwy 10, on Sunwood Drive in The COR development. This parcel is approximately 1.51 acres in size and is zoned for commercial/retail use. This property is a greenfield and is ready for development.

In 2012, the City realigned Sunwood Drive several hundred feet to the north (147th Ave) in anticipation of the future Armstrong/Highway 10 interchange. As a result, three developable/serviced lots were created; including LOT 1.

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 42 (RFP #04)
ADDRESS: Armstrong Boulevard/Sunwood Drive (just north of Hwy 10)
PID: NA, recently platted (2013)
LEGAL: Lots 3, Block 1, COR TWO, Anoka County, Minnesota
ACRES: 1.33 acres
VALUATION: TBD
ZONING: COR 2, commercial/retail
MUSA: Yes
GIS IMAGE:



DESCRIPTION:

The subject property is located on the east side of Armstrong Boulevard, just north of Hwy 10, on Sunwood Drive in The COR development. This parcel is approximately 1.33 acres in size and is zoned for commercial/retail use. This property is a greenfield and is ready for development.

In 2012, the City realigned Sunwood Drive several hundred feet to the north (147th Ave) in anticipation of the future Armstrong/Highway 10 interchange. As a result, three developable/serviced lots were created; including LOT 3.

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 28 (RFP #05)
ADDRESS: 6590 141ST AVE NW
PID: 273225440003
LEGAL: See Metes and Bounds Description
ACRES: 0.95
VALUATION: \$101,100.
ZONING: E1 Employment District
MUSA: Yes
GIS IMAGE:



DESCRIPTION: The subject property is located on the east side of Basalt Street and the north side of 141st Avenue. This property is zoned Employment District, it is a developable compact corner lot, and is surrounded by office.

WETLAND: No reason to use property for wetland banking. There are no issues with stormwater/drainage that would make this property unusable; or, effect adjacent properties.

MAINTENANCE: There are no maintenance costs.

OWNER & ENCUMBRANCE: This parcel is owned unrestricted by the City and is available for sale. It was acquired by the City for economic development purposes.

DISPOSITION:

The subject property is ready to be developed. This property is currently being marketed by the Ramsey EDA. Previously, the property owner to the north had interest in purchasing the subject property.

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 37 (RFP #06)
ADDRESS: 14165 RAMSEY BLVD NW
PID: 273225330006
LEGAL: NA
ACRES: 4.14
VALUATION: \$440,000 (County, 2013)
ZONING: E2, Employment District
MUSA: Yes
GIS IMAGE:



DESCRIPTION:

The subject property is located on the east side of Ramsey Boulevard and on the north side of U.S. Highway 10. This property is 4.14 acres in size and is zoned E2 employment (manufacturing, office). Multiple lots located adjacent to the subject property are also owned by the City and are available to for combination if requested.

This parcel is located at the entrance to The COR development (and will border Highway 10 when it is realigned in the future). The City is interested in a user that will provide a quality building and proper screening (if needed).

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 38 (RFP #07)
ADDRESS: No Address (142nd Ave NW and Limonite St NW)
PID: 273225330017
LEGAL: LOT 2 BLK 2 GATEWAY NORTH INDUSTRIAL PARK, EX THAT PRT OF SD LOT LYG N OF FOL DESC LINE & ITS EXTNS: BEG AT A PT ON W LINE OF SD LOT 2 100 FT S OF NW COR THEREOF, TH SELY TO A PT ON E LINE OF SD LOT 2 135 FT S OF NE COR OF SD LOT 2 & SD LINE THERE TERM
ACRES: 1.24
VALUATION: \$159,400 (County, 2013)
ZONING: E2, Employment District
MUSA: Yes
GIS IMAGE:



DESCRIPTION:

The subject property is located just east of Ramsey Boulevard and just north of U.S. Highway 10 (corner of Limonite Street and 142 Ave NW). This property is 1.24 acres in size and is zoned E2 employment (manufacturing, office). Multiple lots located adjacent to the subject property are also owned by the City and are available to for combination if requested.

North Commons: Four Single Family Residential Sites

Shovel Ready • Parkside • Quick Access to Highway 10 • Near Northstar Rail Station

FACT SHEET

LOCATION

Ramsey, MN
Zeolite Street/148th Lane NW

FEATURES

- Located on north side of Ramsey's new urban transit oriented development —The COR
- Adjacent to new North Commons Park
- Near new Northstar Commuter Rail Station
- Easy access to Highway 10

DEVELOPMENT STATUS

- Road in place (curb/gutter)
- Zoning in place (single family)
- Utilities in place (water/sewer)
- Remaining Pad Preparation Work
 - Water/Sewer Stubs
 - Road Reconstruction
 - Sidewalk Construction
 - Turf Establishment*Estimated \$20,000 per lot*

SPECS

- | | |
|------------------|---------------|
| • Lot 1, Block 2 | 9,000 sq. ft. |
| • Lot 2, Block 2 | 9,000 sq. ft. |
| • Lot 3, Block 2 | 9,000 sq. ft. |
| • Lot 4, Block 2 | 9,072 sq. ft. |

REQUEST FOR OFFER

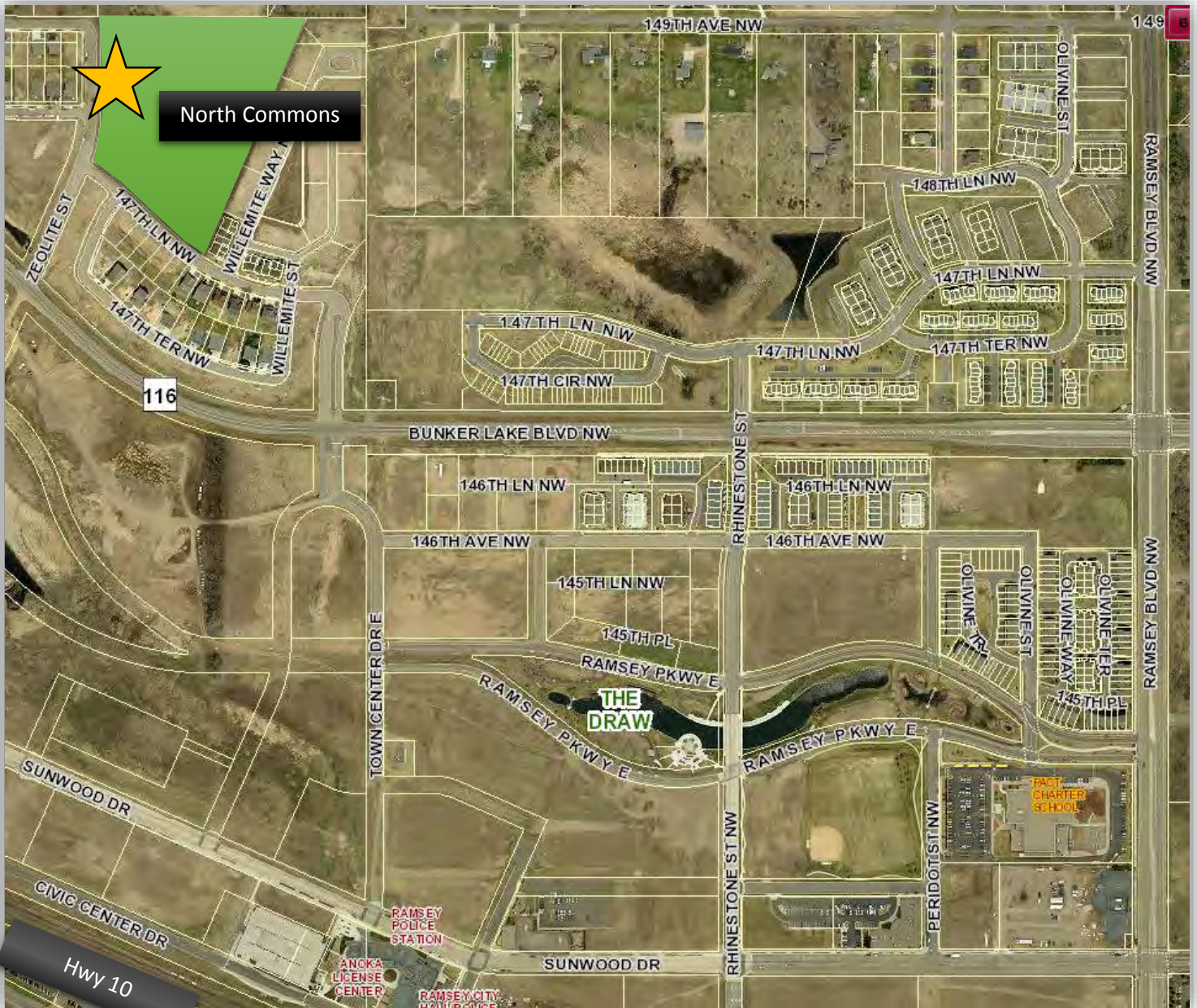
The owner is accepting offers on Lots 1-4, Block 2 through July 16, 2013. Offers should include all four lots.

Return: City of Ramsey HRA
7550 Sunwood Drive NW
Ramsey, MN 55303
kulrich@ci.ramsey.mn.us
763-433-9903



North Commons: Four Single Family Residential Sites

Shovel Ready • Parkside • Quick Access to Highway 10 • Near Northstar Rail Station



North Commons: Four Single Family Residential Sites

Shovel Ready • Parkside • Quick Access to Highway 10 • Near Northstar Rail Station



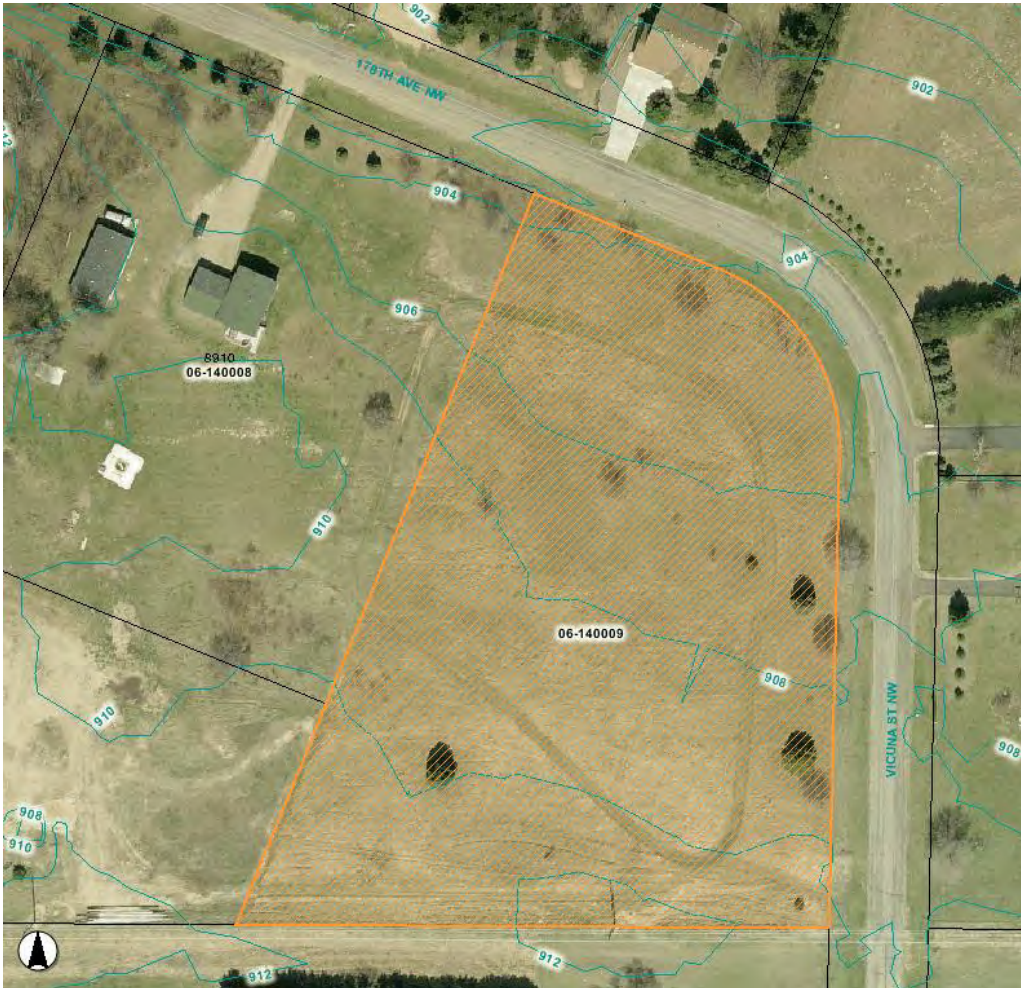
North Commons: Four Single Family Residential Sites

Shovel Ready • Parkside • Quick Access to Highway 10 • Near Northstar Rail Station



PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 34 (RFP #09)
ADDRESS: NA
PID: 063225140009
LEGAL: NA
ACRES: 3.10
VALUATION: 51,300 (County, 2013). Offer for \$42,000 received in 2012
ZONING: Public/Quasi-Public
MUSA: No
GIS IMAGE:



- DESCRIPTION:** The subject property is located on the south side of 176th Avenue and the west side of Vicuna Street. The property is zoned public/quasi-public and is surrounded by residential. This property is dry, high and buildable. Based on the GIS image above, it looks as though this parcel is being used by neighboring property owners.
- WETLAND:** This property is not adjacent to wetlands so banking is not a feasible use. It does not collect storm water from the neighborhood.
- MAINTENANCE:** There are no maintenance costs.
- OWNER & ENCUMBRANCE:** This property is unrestricted and can be sold.
- DISPOSITION:** The subject property was acquired in October of 1989. This is not a dedicated park. This property has free and clear title and is ready to be sold. If the council desires to dispose of this parcel, staff should rezone and list the property.

PUBLIC INPUT:

Staff has received interest for purchasing this parcel from both property owners located directly west of the subject property. Both property owners do not want this piece of land developed. No further public input was received.

PROPERTY IMAGES:



PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 43 (RFP #10)
ADDRESS: 6203 Rivlyn Ave NW
PID: 353225310018
LEGAL: NA
ACRES: 0.34
VALUATION: \$50,200 (County, 2013)
ZONING: R1 Musa, Residential
MUSA: No
GIS IMAGE:



DESCRIPTION:

The subject property is located on Rivlyn Avenue, just north of the Mississippi River and just south of Highway 10. This property is .34 acres in size, is zoned R1 Residential MUSA and has an existing structure (household). This property was acquired by the City in 2013 and is available for sale today.

PROPERTY PROFILE: CITY OF RAMSEY

NUMBER: 13 (RFP #11)
ADDRESS: NA (Puma and Alpine)
PID: NA (20-310003)
LEGAL: NA
ACRES: NA (about 4)
VALUATION: NA
ZONING: R1 Residential (MUSA)
MUSA: Yes
GIS IMAGE:



DESCRIPTION:

Acquired by the City as a dedication in the Legacy Plat (Alpha Plat). This property is not a park and not intended to be for public use. The subject parcel is zoned R1 Residential (MUSA) and is located on the south side of Alpine Drive and the east side of Puma Street.

This property is located on the south side of an existing residential neighborhood. The City is considering the parcels located just west of this site (across Puma) for a future business park. The parcels located just SW of this site are intended to be the home of a private school campus.

Today, sewer and water are located several thousand feet south of this site. Therefore, in the short term, this site would only be serviceable by well/septic. In the coming years, sewer and water are intended to be pulled up Puma Street to Alpine Drive (in which case, this site would have access to sewer/water).

This site is "raw" land; and is available for sale (platting/development fees required).