

1 By Supervisors _____ and _____
2

File No. 15-98

3 **A SUBSTITUTE RESOLUTION**

4 To create a task force to develop and implement improvement plans for
5 O'Donnell Park

6
7 WHEREAS, O'Donnell Park has between \$1.6 million and \$7 million of deferred
8 maintenance; and

9 WHEREAS, O'Donnell Park is estimated to cost \$12 million to demolish, and
10 nearly \$50 million to rebuild; and

11 WHEREAS, O'Donnell Park has an estimated \$7 million in debt; and

12 WHEREAS, adopted County Board Resolution File No. 11-154 created the Long
13 Range Lakefront Planning Committee, comprised of officials from Milwaukee County
14 and the City of Milwaukee, as well as other representatives from the various lakefront
15 attractions and the business community; and

16 WHEREAS, adopted County Board Resolution File No. 11-401 adopted the Long-
17 Range Lakefront Planning Committee's Report ("Lakefront Plan"), which specified "the
18 continuation of O'Donnell Park in its current function in the short-term, while
19 considering redevelopment options long-term;" and

20 WHEREAS, in the 2014 adopted County budget, an O'Donnell Task Force was
21 established, whose analysis concluded that the sale of O'Donnell Park was the best
22 financial option; and

23 WHEREAS, a 2014 Southeastern Wisconsin Regional Plan Commission (SEWRPC)
24 analysis concluded the parcel could be sold provided the parcel was developed
25 consistent with the Lakefront Plan; and

26 WHEREAS, in December of 2014 the County Board rejected a proposed sale, and
27 among the stated reasons for denial included that there was no RFP, and if an RFP were
28 considered a potentially higher price could be generated; and

29 WHEREAS, the Betty Brinn Children's Museum, Inc. (BBCM) has a long-term lease
30 with the County at O'Donnell Park, which necessitates that any RFP for redevelopment
31 include a requirement that BBCM agree to how the site will be redeveloped; and

32 WHEREAS, County Board Resolution 83-803 adopted a Procedure for Disposing
33 of Excess Properties that requires that land designated as parks be first declared excess
34 prior to solicitation of offers; and

35 WHEREAS, County Ordinances 32.96 allows Department of Administration to
36 issue a Request for Proposal (RFP) if real estate is declared surplus; and

37 WHEREAS, if a successful RFP is not selected, the County could remove the
38 designation as excess and surplus; and

39 WHEREAS, to ensure that O'Donnell Park continues to thrive going forward,
40 Milwaukee County must attract outside resources to invest in O'Donnell Park; now,
41 therefore,

42 BE IT RESOLVED, that Department of Administrative Services-Procurement is
43 authorized to issue a Request for Proposal (RFP) for the parking operations at O'Donnell
44 Park; and the contract awarded through the RFP shall follow established County
45 contracting rules, including submittal to the County Board if required ; and

46 BE IT FURTHER RESOLVED, that the O'Donnell Park parcel is hereby declared
47 surplus and excess; and

48 BE IT FURTHER RESOLVED, that Department of Administrative Services-Economic
49 Development is authorized to issue a Request for Proposal (RFP) for the redevelopment
50 of the entire O'Donnell Park Parcel; the RFP shall be for full redevelopment on the
51 southern half of the parcel and for redevelopment on the northern half of the parcel
52 that is consistent with the parks only provision of the existing City deed restriction; and
53 the contract awarded through the RFP shall follow established County contracting rules,
54 which for the sale of land includes submittal to the County Board; and

55 BE IT FURTHER RESOLVED, the RFP should not just prioritize the sale of the land
56 for the highest price offered, but rather should seek development proposals which will
57 provide the greatest future benefit in jobs, tax base and image for the community, green
58 spaced and green design, as well as, a fair price; and

59 BE IT FURTHER RESOLVED, that the RFP shall include at least the following
60 requirements:

61 (a) Disadvantaged Business Enterprise (DBE) goals at 25% participation for
62 hard construction costs (including Architectural and Engineering) and
63 17% participation for professional services costs (non-
64 Architectural/Engineering);

- 65 (b) Residential hiring goal for Milwaukee County residents of 30% of
66 worker hours
67 (c) Apprenticeship/Job Training goal of 12.5% of worker hours;
68 (d) Payment of prevailing wage for all construction employees.
69

70 BE IT FURTHER RESOLVED, that the RFP shall include a requirement that, if Betty
71 Brinn Children's Museum, Inc. (BBCM) elects to remain at the redeveloped property at
72 the O'Donnell Park parcel, the redevelopment shall include sufficient indoor and
73 outdoor operational space and parking for BBCM to support its educational mission and
74 continued growth and service to the community, which shall at a minimum be at least
75 as much space as BBCM currently uses or is entitled to use, and at least as much parking
76 as BBCM currently leases, on lease terms no less favorable than those in BBCM's current
77 lease, as amended or altered by any other agreement with the County. If BBCM elects
78 to remain at the redeveloped property, BBCM will continue to provide free parenting
79 education, admission, family membership, field trip and transportation assistance
80 programs that annually benefit at least 15,000 disadvantaged children and adults,
81 including but not limited to families living in low-income census tracts, low-income
82 families, foster families, teen parents, families with a disabled child, families that do not
83 speak English as a first language and others whose circumstances might otherwise limit
84 their access to BBCM resources; and

85 BE IT FURTHER RESOLVED, that the RFP may include additional amenities as
86 determined by the Department of Administration-Economic Development Division
87 (DAS-ED) that may benefit the public and disadvantaged families, including without
88 limitation, the co-location of other entities that serve the public that are complementary
89 to BBCM, or with BBCM's express consent and agreement, the expansion of BBCM
90 service offerings in early-childhood education; and

91 BE IT FURTHER RESOLVED, that prior to issuing the RFP, the DAS-ED Division will
92 order an updated appraisal that takes into account the full development value of the
93 southern half of the parcel; and

94 BE IT FURTHER RESOLVED, that until the time that O'Donnell Park is sold, any
95 revenue generated from the Parking, Pavilion Rentals, and other operations of O'Donnell
96 shall be used first to pay off debt related to O'Donnell Park, then towards cash financing
97 of any needed repairs, and then any excess shall be added to the Parks Department's
98 budget; and

99 BE IT FURTHER RESOLVED, that the O'Donnell Taskforce established by the 2014
100 budget is hereby recreated with the same members but with the following purpose: The

101 O'Donnell Taskforce shall review and provide comment on the draft RFPs for both
102 parking operations and redevelopment. Members of the RFP review committees for
103 both parking operations shall be selected from members of the O'Donnell Taskforce.
104 The criteria to be used in commenting on and reviewing the RFP shall be the
105 improvement of O'Donnell Park including aesthetic improvements, sustainability and tax
106 base improvements, and public access improvements.