

Request for Proposals

Redevelopment of
Former UWSP-Wausau Campus
518 S 7th Ave
Wausau, WI 54401

ISSUED: February 12, 2026

PROPOSALS DUE: 10:00 AM April 9, 2026—Deadline Extended



FOR FURTHER INFORMATION

PLEASE CONTACT:

Troy Torgerson, Facility Planner
Marathon County Facilities & Capital Management
1100 Lake View Drive Suite 800, Door #43
Wausau, WI 54401
(715)261-6980

facilities.capital@marathoncounty.gov

Section 1 PROJECT SUMMARY

Marathon County, in conjunction with the city of Wausau, is seeking redevelopment proposals for the former site of the Wausau campus of University of Wisconsin - Stevens Point at Wausau (UWSP-Wausau), located at 518 S 7th Avenue in Wausau, WI.

The County will review Developer proposals and prioritize them according to job creation potential, impact on workforce housing, market demand, and highest economic and financial benefit to the County; however, the County will review all proposals, regardless of the nature of corporate status (i.e., corporation, non-profit, etc.), and reserves the right to select the proposal it determines to be in the best interest of the County consistent with the evaluation criteria stated herein. The Developer has the option to pursue rezoning the property with the City of Wausau.

The County is open to proposals that address both rehabilitation or demolition and new construction. Developers may submit proposals for the entire campus or for specific buildings. The County will not accept proposals for partial occupancy of a building; proposals must be for entire building – not portions of a building. If Developer intends to share space, it is incumbent on the Developer to arrange shared space agreements. Appendix A includes a list of current lease holders along with their contact information. Developers with questions regarding the future plans of these organizations should contact the organizations directly.

The County reserves the right to prioritize proposals that provide for the redevelopment of the entire campus project area.

The County is also open to proposals that call for the County to maintain ownership with a long-term lease with the Developer. The County is not bound to accept any proposal for this project and reserves the right to reject any or all proposals.

Interested parties are encouraged to review the criteria for the release of redevelopment funding in connection with the Wisconsin Economic Development Commission's (WEDC) \$2 million University of Wisconsin Branch Campus Redevelopment Grant under the Wisconsin State Budget Act 250 grant program. A program summary is available on WEDC's website (<https://wedc.org/transparency/annual-report-on-economic-development/program-summaries/>). Marathon County government reserves the right to apply for funding via the program consistent with the winning proposal or proposals.

Section 2 PROJECT INTRODUCTION

SITE OVERVIEW

The UWSP Wausau Campus is currently occupied and managed by the University of Wisconsin system. In July 2026, UWSP-Wausau will relocate to the Wausau campus of North Central Technical College. UWSP will maintain the campus and honor current leases and usage reservations through December 2026.

The campus sits on 10.46 acres just East of Marathon County Park bordered by Stewart Avenue to the North and Pardee Street to the South. The neighborhood is mixed use with neighbors including Marathon County Parks facilities and Trinity Lutheran Church.

The campus is made up of five parcels with seven buildings: Main Campus Building (153,577 sq ft), Center for Community Engagement (33,356 sq ft), Fieldhouse (32,712 sq ft), Marathon Hall (Dorm 11,776 sq ft), East Arts Building (8,775 sq ft), West Arts Building (6,589 sq ft), and the Central Heating Plant (2,476 sq ft).

Marathon County
County-Owned Property
Request for Proposals

Below is a map and an aerial view of the campus. Photos and floorplans of each building are located in Appendix A.

Image 1: UWSP Wausau Campus Map

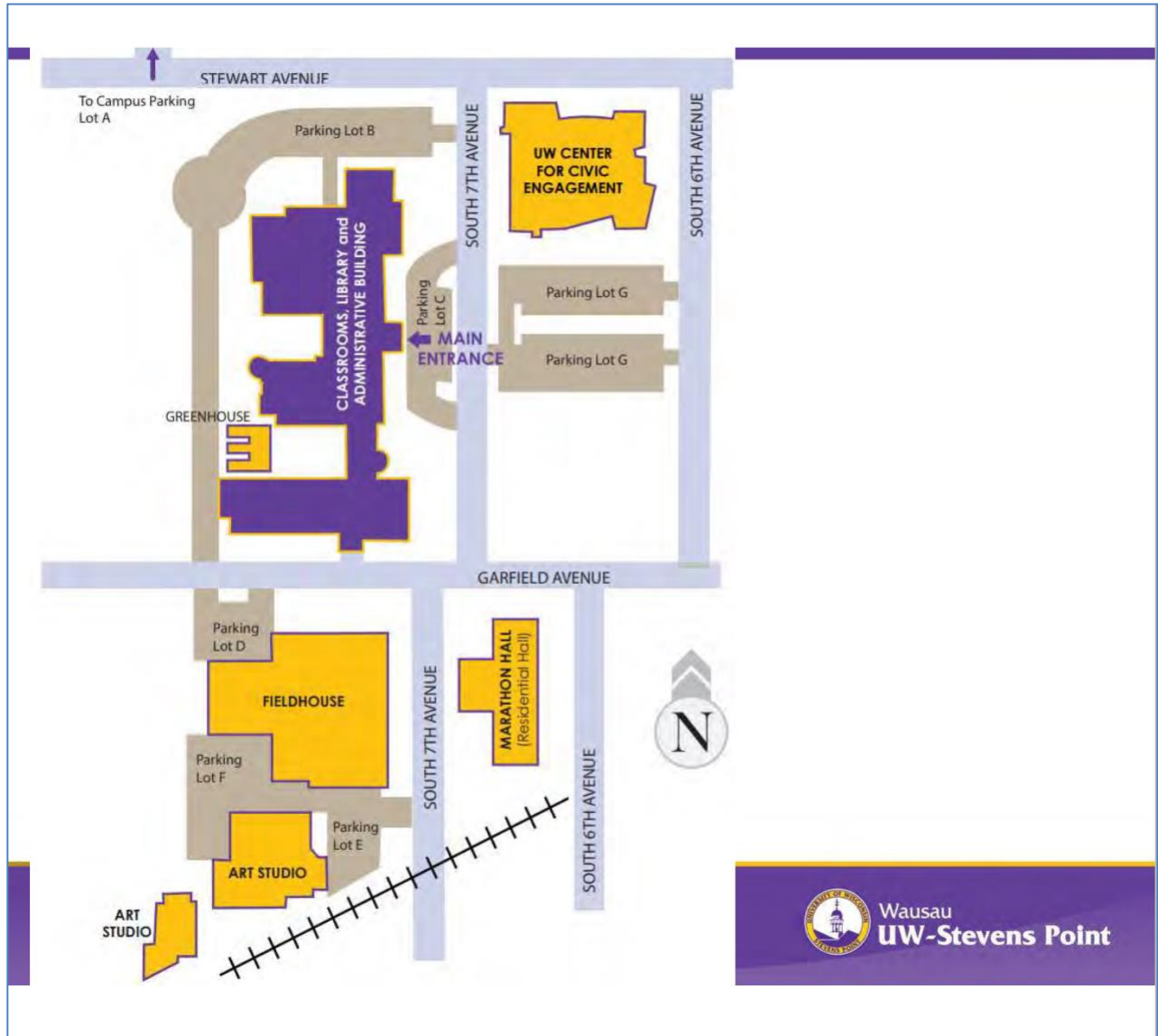
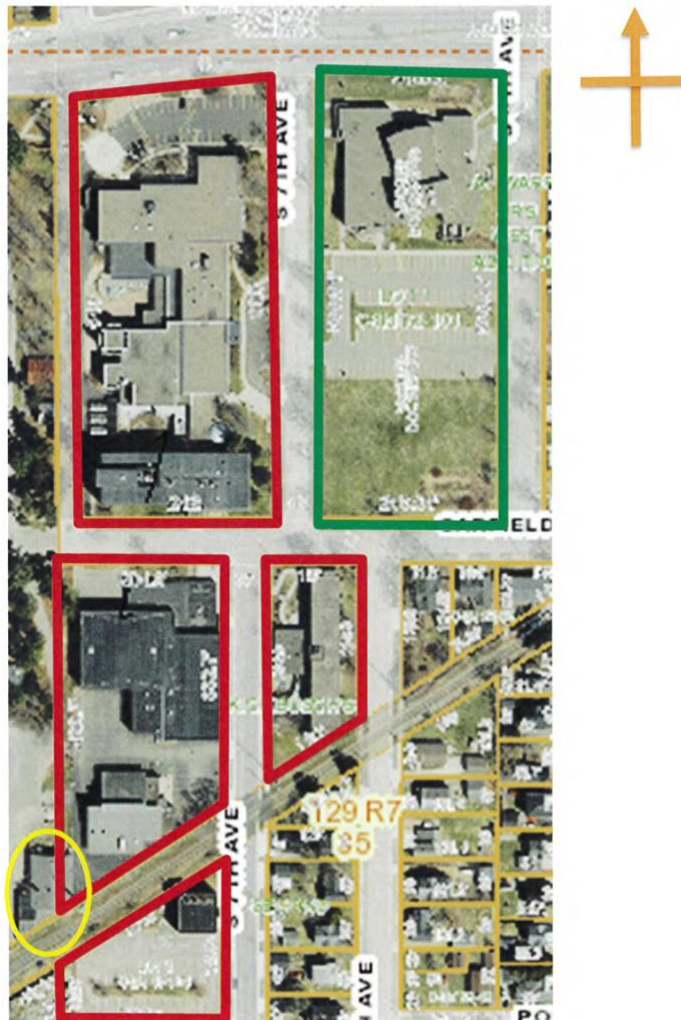


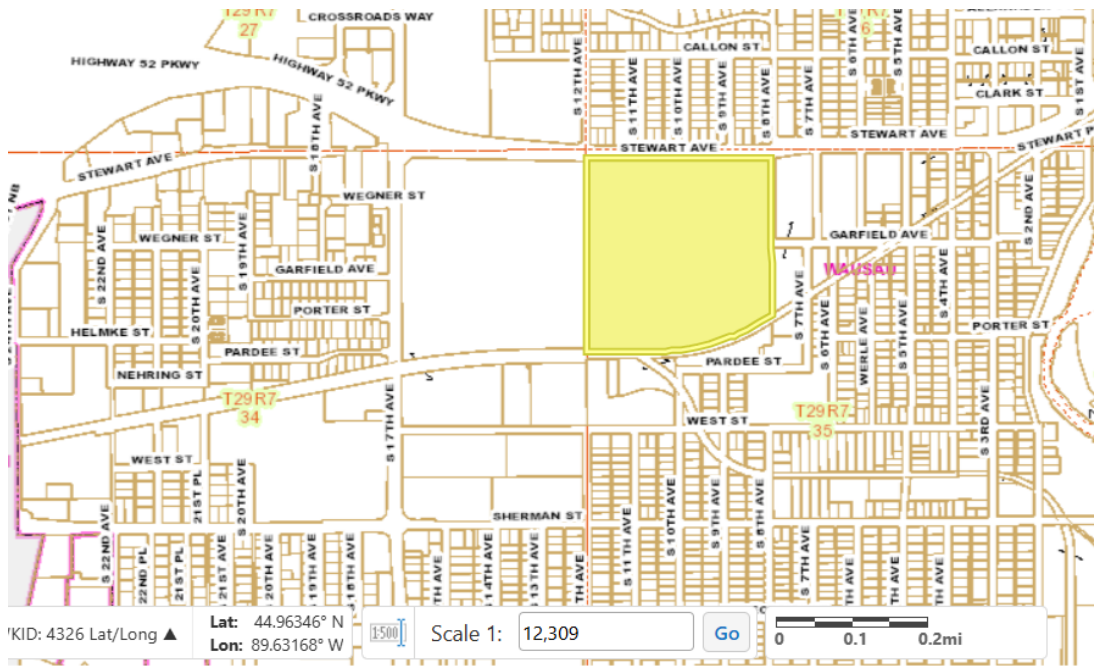
Image2: Aerial View



As seen in the aerial photo, the campus is made up of five parcels with seven buildings. The parcels outlined in red are tied to the Central Heating Plant (CHP), though there are associated HVAC systems that complement the CHP and take more of the load depending on the season.

The CHP was recently updated as was the overall HVAC approach in the CHP and associated systems. The Civic Center, framed in green, is a standalone building from an HVAC and utilities perspective. It is possible to shift other buildings to being standalone but will require some redesigning and investment of associated HVAC systems in each building.

Image 4: Tax Parcel View –



COMMUNITY OVERVIEW

Wausau is a city of approximately 39,900 people located in Marathon County, Wisconsin. The Wausau metropolitan area population is 84,535 and includes Weston, Rib Mountain, Schofield, Rothschild, and Kronenwetter. Marathon County is the largest geographical county in Wisconsin with a total population of 138,013.

Wausau and Marathon County have strong transportation, utility, higher education, cultural and workforce development networks that have produced a strong manufacturing base and extensive medical, retail, service, and residential development. The County focuses on collaborating with existing and new businesses in the development process-with an economic development goal to foster economic growth, job creation and quality of life through attracting and retaining business and industry, providing resources to promote small business development, encouraging tourism, and supporting community revitalization.

The Wausau metropolitan area is home to several major businesses, including Greenheck, Wausau Homes, Aspirus Health Care, Liberty Mutual Insurance, Wausau Tile, Marathon Cheese, and Kolbe & Kolbe.

Marathon County serves as a shopping hub for the region. Recognized national and regional stores are located within .5 miles of this site, including Hyvee Grocery Store, Festival Foods, Walgreens, Kwik Trip, Starbucks, several banks, restaurants, coffee shops, and many more. Aspirus Wausau Hospital and Clinics as well as Marshfield Clinic are 2 miles to the West, while Wausau's thriving downtown area lies 1 mile to the East, boasting the Grand Theater as well as many restaurants and local shops. The Rib Mountain Drive shopping area is 3 miles to the South and is home to several national chains such as Walmart, Sam's Club, Old Navy, Kohls, Chipotle, and many more.

GENERAL PROJECT COMMENTS / STANDARD CONDITIONS OF APPROVAL

The intended outcome of this Request for Proposals (“RFP”) process is a Development Agreement (“DA”) that will establish terms and conditions, and further define the scope, design, overall use and development of the Project upon which the selected Developer can purchase or enter a long-term lease agreement on the County property.

For the purposes of this RFP, “Developer” is intended to include any purchaser of site, such as a business owner, individual, or property development entity.

Developers and their employees, agents, or representatives, must attend a mandatory site visit on Tuesday, March 3, 2026 for the purpose of inspecting the property. The Developer shall defend, indemnify, and hold the County, its employees, officers and agents, harmless from any injury, property damage or liability arising out of the exercise by Developer of this right of access, other than injury, property damage or liability relating to the gross negligence or willful misconduct of the County or its officers, agents or employees.

Section 3: PROPOSAL REQUIREMENTS

A complete, concise, and professional response to this RFP will enable the County to identify the Developer who will provide the highest benefit to the County and will be indicative of the level of the Developer’s experience and commitment to the proposed project. Proposals must demonstrate that the approach, design, and financing plan for the proposed project will allow the project’s successful development and delivery. Proposals must include the following items.

1. **Executive Summary** – Provide a brief, high level description of the vision for the property and the overall project, including:
 - a. Size in acres and/or square feet of building space
 - b. Type of use(s) planned (e.g. commercial, residential, office, or a mixed-use combination)
 - c. Conceptual design
2. **Development Organization Overview:** Provide the following information about your company:
 - a. Official registered name (Corporate, D.B.A., Partnership, etc.),
 - b. Dun & Bradstreet Number
 - c. Primary and secondary Standard Industrial Classification (SIC) numbers
 - d. Address, main telephone number, toll-free numbers, and facsimile numbers.
 - e. Key contact name, title, address (if different from above address), direct telephone and fax numbers for the person authorized to contractually bind the organization for any proposal against this RFP.
 - f. Brief history, including year established and number of years your development team has taken on similar projects.
3. **Description of the Developer’s experience developing the proposed type of project elsewhere:**
 - a. Name and location of project(s)
 - b. Description of project(s)
 - c. Completion date of project(s)
 - d. Experience in dealing with other County projects and/or have experience in purchasing government property for private development

4. **Explanation of the role the Developer’s organization will play in the proposed project and a list of other members, partners, principals, etc. and their roles (if any).**
5. **The proposed general timeframe for the development of the Developer’s proposed project.** If multiple components or phases are planned, include a list of all.
6. **Demonstration of the Developer’s financial capacity to complete the project within the proposed timelines.**
7. **Description of the benefit(s) the proposed project brings to the County, including:**
 - a. Purchase price or primary long-term lease terms
 - b. Projected capital investment
 - c. Projected number of direct jobs if applicable
 - d. Projected number of workforce housing units and price point, if applicable
 - e. Property Tax and Sales Tax impact
 - f. Other benefits to the County

Additional details for the Proposal can be found in Section 7: Proposal Format

Section 4: TIMELINES

EVENT	DATE
Release Request for Proposals (RFP)	February 12, 2026
Mandatory Walk Through – 10:00 AM at 518 S 7th Ave	March 3, 2026
Deadline for submitting questions – 10AM	March 15, 2026
Proposal deadline - 10AM EXTENDED	April 9, 2026
Evaluation of Submission by County Staff *	April 10, 2026
Review of Proposals by HRFC*	May 2026
Community Engagement (if deemed necessary)	April 15 – May 15, 2026
HRFC Review & Recommendation to County Board*	June 10, 2026
Marathon County Board Educational Meeting Presentation*	June 18, 2026
County Board Proposal approved and developer selected *	June 23, 2026
Final Contract executed*	June 24, 2026
Project commences	TBD

*Subject to change at discretion of County

The deadline for final proposals is 10:00AM, Central Standard Time, on **April 9, 2026.**

One printed copy of the proposal along with an electronic copy on a USB Flash Drive or by e-mail shall be submitted. The printed copy is required even if the proposal is submitted by email.

Marathon County is not responsible for any technical issues, errors, or delays related to the electronic submissions of proposals. It is the sole responsibility of the proposer to ensure that all documents are submitted and received successfully, completely, and on time through the designated electronic system or platform. Proposers are strongly encouraged to allow sufficient time to address any technical problems that may arise. Late, incomplete, or corrupted submissions, regardless of the cause, may be disqualified from consideration at the sole discretion of the County. Proposers are also strongly encouraged to confirm receipt of electronic submissions with a separate communication (e.g., e-mail, phone call) to the Marathon County staff member who is the lead for the procurement they are responding to. Marathon County is not responsible for electronic submissions that are undelivered or filtered as junk mail or spam communications.

Section 5: INQUIRIES

Please direct all inquiries concerning this RFP to:

Marathon County
Attn: Troy Torgerson, Facility Planner
Marathon County Facilities and Capital Management
1100 Lake View Drive Suite 800, Door #43
Wausau, WI 54401
(715)261-6980
facilities.capital@marathoncounty.gov

The department can also be reached through the main entrance for 1100 Lake View Drive at Door #23. Use the desk phone to call the number above and someone will meet you.

Requests for additional information and/or clarification of RFP content or intent must be submitted in writing (e-mail or letter) to the above address.

Questions must be submitted no later than 10:00 AM on **April 9, 2026**

If responses are merited, they will be provided in writing and furnished to all prospective developers in an addendum.

Section 6: DEVELOPER'S RESPONSIBILITIES

Following Developer selection and execution of a Memorandum of Understanding, Developer shall proceed with detailed due diligence, pre-development, and entitlement activities while working with County to negotiate a Development Agreement that will include a Purchase and Sale Agreement or Long-Term Lease Agreement for the property.

The County anticipates that the general scope of the successful Developer team's responsibilities would include, but not be limited to:

ENTITLEMENTS

The Developer shall be responsible for all aspects of the Project including pre-development planning, any additional environmental review, and design. The selected Developer shall be responsible, at its sole expense, for obtaining all land use entitlements and other government approvals required for its proposed Project.

PREDEVELOPMENT COSTS

The selected Developer shall bear all predevelopment costs relating to this project. All fees or expenses of engineers, architects, financial consultants, attorneys, planning or other consultants or contractors retained by Developer for any study, analysis, evaluation, report, schedule, estimate, environmental review, surveys, planning and/or design activities, drawings, specifications or other activity or matter relating to the Project shall be the sole responsibility of and undertaken at the sole cost and expense of Developer and no such activity or matter shall be deemed to be undertaken for the benefit of, at the expense of, or in reliance upon the County.

LEGISLATIVE ACTION

County and Developer acknowledge that the County must exercise its independent legislative authority in making any and all findings and determinations required of it by law concerning the County Parcel. Developer selection does not restrict the legislative authority of the County in any manner whatsoever and does not obligate the County to enter into the Development Agreement or to take any course of action with respect to the Project.

FINANCING

The Developer shall be responsible for providing funding for the Project, whether it be in the form of debt financing, equity, tax credits or a combination of these methods. If debt financing is used, no financial risk or credit risk shall be imposed upon or borne by the County.

CONSTRUCTION

The Developer shall be responsible for demolition, construction and commissioning of the Project including obtaining all permits, fees, and approvals necessary for construction of the Project.

Section 7: PROPOSAL FORMAT

A complete, concise, and professional response to this RFP will enable the County to identify the Developer who will provide the highest benefit to the County and will be indicative of the level of the Developer's experience and commitment to the proposed project. Proposals must demonstrate that the approach, design, and financing plan for the proposed project will allow the project's successful development and delivery.

The following minimum information should be provided in each proposal and will be utilized in evaluating each proposal submitted. To expedite the evaluation of proposals, submittals should be no more than twenty-five pages. Proposals should include the following items:

- **Detailed completion of Questions 1 thru 6 in Section 3**
- **Scope of Development** which shall include the following:
 - The firm / team's statement of qualifications.
 - A narrative description that expresses the firm / team's understanding of the project and vision for development. The narrative should reflect the respondent's development design intent, strategy, implementation expertise, and understanding of the scope of work.
 - Resumes with related expertise of the specific Developer and any other consultant or subcontractor resumes with relevant expertise and experience. Resumes can be included as an appendix which does not affect the page limit.
 - **Descriptions of the firm's / team's last three completed projects** that demonstrate the Developer's:
 - Experience in working with municipalities and/or other public agencies to develop mixed use residential and commercial projects.
 - Ability to complete projects of a similar size, scope, and purpose in a timely manner.
 - Description of any other completed projects (representative examples) of similar types of projects. Include current addresses, telephone numbers, and the names of reference contacts for each project.
 - **Proposed offer price to purchase the Site** to include earnest money deposit amount and proposed terms, **or should the developer be seeking a long-term land lease with the County, a summary of all proposed terms the developer would seek in connection with said lease**. If public participation is anticipated, propose the public investment structure, and amount and provide financial analysis to demonstrate why such participation is necessary.
 - Analysis of the proposed job creation potential, market demand, and the economic and financial benefits of the uses proposed for the Site.
 - A proposed approach for undertaking this development, including:
 - Detailed scope of work and
 - Schedule for predevelopment analysis, entitlement review, construction, etc.
 - Standard statements:
 - A statement that this RFP shall be incorporated in its entirety as a part of the Developer's proposal.
 - A statement that this RFP and the Developer's proposal will jointly become part of the "Development Agreement" ("DA") agreement for this project when the DA is fully executed by the Developer and the County Board of Marathon County,
 - A single and separate section "EXCEPTIONS TO THE COUNTY'S REQUEST FOR PROPOSAL" containing a complete and detailed description of any/all exceptions to the provisions and conditions of this Request for Proposal upon which the

- Developer’s proposal is contingent and which shall take precedent over this RFP,
- Disclosure and evidence of financial stability
 - Disclosure of any potential conflicts of interest that could be relevant to this project in any manner.
 - Disclosure of any projects/financing on which the team or any of its members has defaulted.
 - Disclosure of whether the developer or any officer, director, or owner thereof has had judgments entered against it, him, or her within the past 10 years for breach of contracts for governmental or nongovernmental construction or development.
 - Disclosure of whether the developer has been in substantial noncompliance with the terms and conditions of prior construction contracts with a public body.
 - Disclosure of whether any officer, director, owner, project manager, procurement manager, or chief financial official thereof has been convicted within the past 10 years of a crime related to financial fraud or to governmental or nongovernmental construction or contracting.
 - Disclosure of whether any officer, director, or owner is currently debarred from bidding or contracting, pursuant to an established debarment procedure, by any public body, agency of any state, or agency of the federal government.
 - Other evidence of financial stability of developer (can be submitted under confidential cover as detailed in “Submission Process”).

The County will not be liable for any expenses incurred by Developers responding to this solicitation. All material submitted will be maintained by the County consistent with its internal policies.

EVALUATION CRITERIA

Proposals will be judged according to the following criteria:

- **5% Completeness of proposal** – The proposal includes all of the information requested in this RFP.
- **15% Developer experience** and ability to carry out the project within the proposed timeline.
- **75% Value** – The proposed project will provide lasting value to the County, neighborhood, and all stakeholders. The proposed lease payment or property purchase price will be considered when assessing project value. Value will be determined by (but not limited to) the following:
 - **Purchase Price and/or Long-term lease value**
 - **Number of Jobs**
 - **Workforce Housing Units created**
 - **Sales Tax & Property Tax Generation**
 - **Expected Quality of Proposed Work**
 - **Alignment with local community needs and expectations**
- **5% Overall fit with County Strategic Plan**

ADDITIONAL EVALUATION INFORMATION

The review committee may request answers to specific questions about the proposals orally or in writing prior to making a final selection. Selection will be based on the overall strength of each proposal, and the evaluation is not restricted to consideration of any single factor, such as cost.

SUBMIT PROPOSALS TO:

Troy Torgerson, Facility Planner
Marathon County Facilities and Capital Management
1100 Lake View Drive Suite 800, Door #43
Wausau, WI 54401
(715)261-6980
facilities.capital@marathoncounty.gov

SUBMISSIONS

One printed copy of the proposal along with an electronic copy on a USB Flash Drive or by e-mail shall be submitted. The printed copy is required even if the proposal is submitted by email.

Marathon County is not responsible for any technical issues, errors, or delays related to the electronic submissions of proposals. It is the sole responsibility of the proposer to ensure that all documents are submitted and received successfully, completely, and on time through the designated electronic system or platform. Proposers are strongly encouraged to allow sufficient time to address any technical problems that may arise. Late, incomplete, or corrupted submissions, regardless of the cause, may be disqualified from consideration at the sole discretion of the County. Proposers are also strongly encouraged to confirm receipt of electronic submissions with a separate communication (e.g., e-mail, phone call) to the Marathon County staff member who is the lead for the procurement they are responding to. Marathon County is not responsible for electronic submissions that are undelivered or filtered as junk mail or spam communications.

Section 8: STANDARD TERMS AND CONDITIONS

ACCEPTANCE-REJECTION OF BIDS OR PROPOSALS

The review committee reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Upon selection of a finalist, the County by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the County, for any reason, is unable to reach a final agreement with this finalist; the County then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The County may also elect to reject all proposals and re-issue a new RFP.

The County has the sole authority to select a Developer for this project and may accept the proposal that demonstrates the best abilities and qualifications to meet the needs of the County. The County reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the County. The County reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the Developer.

Any current licensure or non-discrimination claims against you/your organization and those having occurred in the past five years, especially any resulting in claims or legal judgments against you must be disclosed in the proposal.

The County reserves the right to retain all proposals submitted and to use any ideas in a proposal, regardless of whether that proposal is selected. Submission of a proposal indicates

acceptance by the proposing Developer of the conditions contained in this Request for Proposals, unless clearly and specifically noted.

The County will not pay for any information requested, nor is it liable for any costs incurred by the Developers in preparing and submitting proposals.

Bids/proposals MUST be date and time stamped by the office of the Facilities & Capital Management on or before the date and time that the bid/proposal is due. Bids/proposals date and time stamped in another office will be rejected. Receipt of a bid/proposal by the mail system does not constitute receipt of a bid/proposal by Facilities & Capital Management.

DEVELOPER INDEMNIFICATION

Developer shall indemnify, defend, and hold the County, their officers, agents and employees harmless from any and all claims, damages, losses, causes of action and demands, including, without limitation, the payment of all consequential damages, expert witness fees, reasonable attorney's fees and other related costs and expenses, incurred in connection with or in any manner arising out of Developer's performance of the work contemplated by this RFP. Submitting a response to this RFP signifies that the Developer is not covered under the County's general liability insurance, employee benefits, or worker's compensation. It further establishes that the Developer shall be fully responsible for such coverage. Developer's obligation to indemnify shall survive expiration or termination of this RFP and shall not be restricted to insurance proceeds, if any, received by the County and their officers, agents and employees.

PUBLIC RECORD

Proposals received will become the property of the County. All responses are subject to public disclosure under Wisconsin Public Records Law. Marathon County recognizes that respondents must submit financial information that it may deem confidential and proprietary to comply with the requirements of this solicitation. To the extent permissible by law, the County agrees to keep confidential any confidential proprietary information included in a response, provided that (1) the respondent identifies the confidential proprietary portions of the response, (2) the respondent identifies as confidential and proprietary only those portions of the submittal that are confidential and proprietary, and (3) the respondent states why protection is necessary. Respondents shall not designate their entire response as confidential and proprietary, nor shall they so designate information that is already public. Should a request for records be received and the respondent has identified a portion of the response as confidential, the respondent agrees to indemnify the County relative to any and all claims or litigation seeking release of said information. Marathon County retains the sole authority to determine what records are public and/or confidential under the Wisconsin Public Records laws.

ASSIGNMENT

Developer selection includes consideration of the merits of the firm / team. Assignment of the proposal is discouraged, and the County reserves the right to cancel the contract if the contract is assigned without County's written consent.

RFP ADDENDA

The County may determine it is necessary to revise any part of this solicitation. Revisions will be made by written addenda, and it is the Developer's responsibility to understand and comply with any addenda to this solicitation. Addenda will be posted on the County's website, www.marathoncounty.gov under Business, Request for Proposals, or vendors may contact the County representative on this project. A direct link is also provided on the next page.

Troy Torgerson, Facility Planner
Marathon County Facilities and Capital Management
1100 Lake View Drive Suite 800, Door #43
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facilities.capital@marathoncounty.gov

Please see additional project information identified below at the following link:

<https://www.marathoncounty.gov/rfps>

1. Appendix A:
 - a. Current Lease Holders
 - b. Campus Map
 - c. Building Floor Plans and Photos

ADDENDA:

RESPONSES TO DEVELOPER QUESTIONS SUBMITTED PRIOR TO March 15, 2026 WILL BE RELEASED TO ALL APPLICANTS (IF QUESTIONS ARE RECEIVED).

NOTE:

IN RECENT MONTHS, THERE HAVE BEEN MULTIPLE PARTIES THAT HAVE INDEPENDENTLY EXPRESSED INTEREST IN THIS RFP AT COUNTY MEETINGS, AND IN AN EFFORT TO HELP THOSE PARTIES CONNECT AND POTENTIALLY WORK TOGETHER ON A PROPOSAL, MARATHON COUNTY WILL BE HOLDING A PRE-PROPOSAL MEETING AT THE LAKE VIEW CONFERENCE CENTER AT 1000 LAKE VIEW DRIVE IN WAUSAU AT 5:30PM ON FEBRUARY 19TH.

THIS MEETING IS NOT REQUIRED, IS SEPARATE FROM THE RFP PROCESS, AND IS AN OPPORTUNITY BEING PROVIDED BY MARATHON COUNTY GIVEN THE UNIQUE NATURE OF THIS RFP. PARTIES INTERESTED IN ATTENDING CAN DIRECT ANY QUESTIONS THEY HAVE TO THE STAFF CONTACT LISTED ABOVE.