

Request for Proposals

Municipal Legal Services for Land Use, Development and Tax Increment Finance(TIF)



City of Oconto Falls

Issued: June, 10, 2026

Proposals Due: July 6, 2026
by 12:00pm



I. STATEMENT OF PURPOSE

The City of Oconto Falls (the “City”) invites qualified firms and/or attorneys who practice law in the State of Wisconsin to submit a proposal to provide general legal and prosecution services for the City.

II. GENERAL INFORMATION

The City of Oconto Falls is located in Oconto County 30 miles north of the City of Green Bay. The City is named for the falls in the Oconto River that flows through the City. The City retains natural beauty of multiple beaches on the Oconto River and adjoining forested properties creates a true urban-rural living experience. The community is home to more than 3,000 residents. The City operates under the Council-Manager form of government. The City is served by a Mayor and 6 City Alderpersons, and City Administrator overseeing day-to-day operations. City services include general government administration, finance oversight including budget and audit administration, property assessments, zoning and planning, police, fire, public works and recreational services. The City of Oconto Falls and Municipal Utilities has approximately 22 full-time employees, 40 part-time employees. The 2026 General Fund budget for the City is approximately \$3.2 million.

III. PURPOSE AND SCOPE OF SERVICES

This section presents a summary of the scope of services to be provided by the firm/attorney. This information is intended to facilitate preparation of proposals but does not constitute a full and complete description of the scope of services.

Objective: The City of Oconto Falls is seeking Requests for Proposals (RFPs) from qualified legal counsel or law firms to provide specialized municipal law services focused on drafting, negotiating, and reviewing complex **Development Agreements, TIF (Tax Increment Financing) agreements**, and associated land use/zoning contracts.

Contract Term: 5 years with option for future renewals.

IV. SCOPE OF SERVICES

Firms submitting responses to the City’s request shall provide reasonably detailed descriptions of their qualifications to provide the services in a manner suitable to the City. Generally, these services shall include:

- **Drafting and Negotiation:** Drafting legally binding development agreements, real estate contracts, tax increment finance agreements that assist in development in the City to expand tax base and risk management to protect the municipality's financial and public interests.
- **TIF & Incentives:** Advising on the creation and amendment of Tax Incremental Districts (TIDs) in partnership with City’s Financial Advisory Firm and structuring developer incentives.
- **Compliance & Statutory Law:** Ensuring strict adherence to Wisconsin municipal law, including open meetings laws, public records requirements, and public bidding statutes.



- **Due Diligence:** Reviewing developer financials, conducting background/credit checks, and structuring performance guarantees (letters of credit, surety bonds).
- **City Representation:** Represent the City as legal advisor in legal matters that involve Development Agreements, Developer Incentives, Tax Increment Financing (TIF), property sale or purchase, annexation and/or related land development including any related real estate or development contract litigation.
 - **City Meetings:** Attend (**can be remote**) City Council, Planning Commission or Joint Review Board meeting(s), as necessary or requested.
 - **Advise Staff and Council:** Advise City Staff and Council members, and Mayor oral and written advice on matters related to real estate development, developers' agreements, real estate contracts, terms, tax increment finance (TIF) and related legal necessities.
 - **Real Estate Law & Related Policies:** Appraise City officials as needed about changing real estate and Tax Increment Finance (TIF) laws and other real estate legal matters that may be of interest and/or should concern the City.
 - **Timely Project/Development Updates** and reporting to the City Manager or designee

V. PROPOSAL REQUIREMENTS

Submittals should include responses to each of the following items. Include other information as appropriate to address the services the City can expect from the firm/attorney.

- **Qualifications & Experience:**
 - Background of the firm/practice, including profiles of attorneys in the firm/practice and a list of the principals (indicate the attorney(s) who will be responsible for work performed for the City). Specifically highlighting assigned Attorney(s) experience and expertise in Wisconsin Municipal Law, land use, Tax Increment Finance (TIF), development agreements, real estate contracts and areas of expertise, time practicing in real estate expertise, , number of attorneys available to City in this practice area and other information that would help characterize your firm/practice.
- **Service Approach**
 - Describe any innovative approaches that will be used to save or reduce costs associated with providing the needed or required legal services. Some examples of these approaches can include: a retainer agreement, project billing, hourly billing, a hybrid of any/all of these approaches or any other innovative approach
- **Fee Structure:**
 - A clear schedule of hourly rates by attorney level, flat-fee options for standard development agreements and policies regarding administrative, incidental fees and travel costs.
- **References:**
 - Provide a minimum of three (3) current municipal government or public sector references that utilize development agreements and/or tax increment finance (TIF)



project clients including the name, email and telephone number of the client contact.

- References should be able to articulate experiences with the specific individual(s) that will be assigned to represent the City.
- **Conflict of Interest Disclosure**
 - Disclosure of any current or past representation of developers or private contractors, in northeast Wisconsin that may pose a conflict of interest in representing the municipality.

VI. STANDARD TERMS & CONDITIONS

- **Independent Contractor:** The selected firm acts as an independent contractor and not as an employee of the municipality.
- **Public Records:** All Submissions are subject to the Wisconsin Public Records Law (*Wis. Stat. §§ 19.31–19.39*).
- **Non-Collusion:** Proposers must certify their proposals are made without any prior understanding, agreement, or connection to any other firm submitting a proposal.

VII. EVALUATION CRITERIA

Submittals will be evaluated based on the following criteria:

1. **Qualifications:** Expertise of the proposed attorney in Wisconsin Development Agreements, Tax Increment Finance (TIF), real estate and land development in working with municipal government clients.
 2. **Relevant Experience:** Attorney specialized experience to provide specialized municipal law services focused on drafting, negotiating, and reviewing complex Development Agreements, TIF (Tax Increment Financing) agreements, and associated land use/zoning contracts.
 3. **Responsiveness:** Thoroughness of the proposal and understanding of municipal goals of real estate development and availability of staff assigned to serve the City.
 4. **Reference:** Experience of municipal government clients or public sector firm representing Municipal Governments utilizing firm and assigned attorney providing real estate development, contracts and TIF agreements.
 5. **Fee Structure:** Reasonableness of hourly rates by attorney level, flat-fee options for standard development agreements and policies.
- The City reserves the right to select a firm that furnishes satisfactory evidence that it has the requisite experience, ability, resources, competency, and staffing to enable it to successfully perform the scope of services requested. Proposals submitted are offers of interest only and the decision to accept or reject is a function of quality, reliability, capability, reputation, expertise of the Firm and assigned attorney and overall cost to the City.
 - The City anticipates the selection of one or more qualified firms to participate in in-person interviews prior to an award of contract.



VIII. PROPOSAL TERMS AND CONDITIONS

- The City reserves the right to accept or reject any or all proposals. The City reserves the right to award a contract to the next most qualified firm/attorney if the successful firm/attorney does not execute a contract within thirty (30) days after award of the proposal.
- The City reserves the right to request clarification of the information submitted and to request additional information from one or more applicants.
- The submittal of the firm/attorney proposal must be received via email by Peter Wills, City Administrator, **by 12:00pm on July 6, 2026 pwills@cityofocontofalls.wi.gov** or at the address **below by 12:00 p.m. on July 6, 2026:**

City of Oconto Falls
Attn: Peter Wills
PO 70/500 N Chestnut Ave
Oconto Falls, WI 54154
Phone 920-846-4505
pwills@cityofocontofalls.wi.gov

- Proposals arriving after the above specified time, whether sent by mail or in person, shall not be accepted. These proposals will either be refused or returned unopened. It is the firm/attorney's responsibility for timely delivery regardless of the method used.
- All questions regarding this request for proposals should be addressed to Peter Wills, City Administrator at the contact information listed above.
- If a firm/attorney wishes to withdraw a proposal, the firm/attorney shall submit written notification of such action to pwills@cityofocontofalls.wi.gov

IX. TENTATIVE SELECTION SCHEDULE

1. Request for Proposals Published – June 10, 2026
2. Proposals Due-July 6, 2026 12:00pm
3. City Council to review proposals from qualified firms on July 14, 2026
4. Interviews of selected firms - Week July 27 (TBD)
5. City Council confirms selection August 11th
6. Effective date for selected firm/attorney– Mutually agreed upon date
7. Award of contract

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