



Economic Development  
500 Center Avenue | Moorhead, MN 56561-0779  
218-299-5442 | [www.cityofmoorhead.com](http://www.cityofmoorhead.com)

September 29, 2020

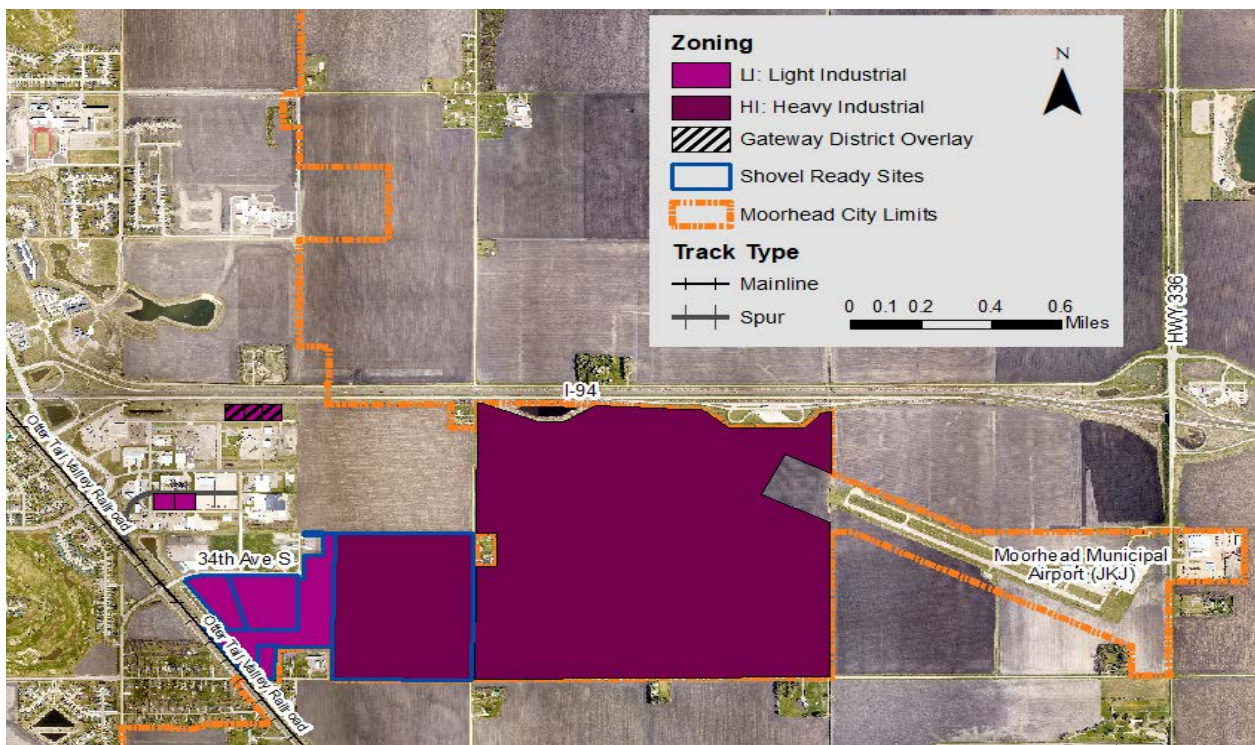
## Request for Proposals

### MCCARA INDUSTRIAL PARK

The City of Moorhead, Minnesota is seeking proposals from qualified real estate brokers/firms to sell real property owned by the City located within the MCCARA Industrial Park and City-owned land surrounding the industrial park.

#### About MCCARA

The MCCARA Industrial Park has 197 acres of shovel-ready lots - 70.35 acres available for light industrial uses and 127.65 acres available for heavy industrial uses. Located south of I-94 (with a nearby exit ramp), and just off of 34<sup>th</sup> Ave S, the site also has rail access provided by Otter Tail Valley Railroad with access to Burlington Northern. The Moorhead Municipal Airport (JKJ) is located adjacent to the industrial park and is less than 20 minutes from Fargo's Hector International Airport. The City owns approximately 554 additional acres of land adjacent to MCCARA.



Some of the existing businesses within the MCCARA Industrial park include: RDO Equipment Co, D & M Industrial, Pactiv Corporation, Rigels, Sprenger Midwest, Drywall Supply Inc., and numerous property improvement businesses.

Covenants restrict the types of industries that are permitted within MCCARA, specifically, no noxious or offensive trades, services, or activities are permitted within the industrial park. Specific business activities which are not permitted include, but are not limited to: auto-salvage yards, acetylene, ammonia, chlorine, and anhydrous ammonia manufacturing, or any other gas that would be injurious, hazardous, noxious, or offensive to an extent equal to or greater than those listed, and any use which will create an excessive amount of sewage or cause a disposal issue.

The City of Moorhead would like to continue to see agricultural manufacturing, processing, and wholesale; animal services; electrical/mechanical services; general production/processing of materials or goods including, but not limited to – bottling, cosmetics, food products, packaging and crating, and textile production; and warehouse distribution centers move into MCCARA.

### Zoning

The MCCARA Industrial Park has two zoning classifications: Light Industrial and Heavy Industrial. The industrial park is partially within the Gateway Overlay District, which requires buildings to be constructed to a higher standard with more attractive architectural features and landscaping requirements. There are also covenants within the industrial park which subject the land and buildings to further requirements. The table below breaks down some of the different requirements but is not a comprehensive list. More information can be obtained from the City Planner and Zoning Administrator.

Zoning	Light Industrial	Heavy Industrial	Gateway Overlay	MCCARA 1st & 2nd Covenants	MCCARA 3rd & 4th Covenants
Building Setbacks					
Front Setbacks	10'	20'	Underlying Zoning District Requirements	50 Ft	50 ft
Rear Setbacks	10'	15'	Underlying Zoning District Requirements	20 ft or 1/2 height of building. 30 feet adjacent to rail (Current or future)	20 ft or 1/2 height of building; 30 feet adjacent to rail (Current or future)
Side - Interior - Setbacks	5'	5'	Underlying Zoning District Requirements	20 ft or 1/2 height of building. 30 feet adjacent to rail (Current or future)	20 ft or 1/2 height of building; 30 feet adjacent to rail (Current or future)
Side - Street - Setbacks	10'	15'	Underlying Zoning District Requirements	20 ft or 1/2 height of building. 30 feet adjacent to rail (Current or future)	20 ft or 1/2 height of building; 30 feet adjacent to rail (Current or future)
Minimum Lot Area	None	None	None	1 Acre	1 Acre
Minimum Building Coverage	None	None	None	None	15%
Maximum Building Coverage	None	None	None	40%	40%
Maximum Impervious Surface	None	None	None	None	None
Maximum Building Heights	None	None	Underlying Zoning District Requirements	None	None
Landscaping Required	No	No	Yes	Yes	Yes
Architectural Requirements	No	No	Yes	Yes	Yes
Off-Street Parking Requirements	Yes	Yes	Yes	Yes	Yes

### ***Scope of Services***

The following is a general description of the tasks and services to be required of the realtor/broker. A final scope of services will be negotiated and finalized once a candidate is selected. In preparing a proposal, the candidate is free to modify, revise, or otherwise amend the list of tasks to best satisfy the requirements.

- Listing agreement term with the City shall be for 24 months; with the option to extend every 12 months
- Develop strategies for sale of designated City-owned properties (including conducting a study of comparable properties)
- Develop marketing materials (electronic and/or hard copy) to advertise available properties for sale
- Distribute materials to potential buyers via the appropriate form(s) of media and report results to the City on an agreed upon frequency
- Participate in site tours of available property for potential buyers

### ***Proposal***

Please provide a cover letter indicating your interest in serving as the City's real estate agent/firm to sell property described above. The proposals are intended to demonstrate the qualifications, competence, and capacity of the realtor/broker seeking to provide the services specified herein in conformity with the requirements of the RFP. Respondents will be evaluated and ranked on the basis on the information provided; interviews may be conducted at the discretion of the City. Upon completion of the evaluation process, respondents will be notified of the results. **Information provided should include:**

- Information about your real estate firm and proposed lead commercial agent which includes: size of firm, number of years in business, location, brief resume of the lead agent
- Past experiences, sales, and knowledge within Moorhead and the FM Region
- Proposed commission rate
- Proposed marketing strategy
- Factors that will be used to evaluate proposals
- Additional services offered through your firm

The City reserves the right to reject any and all proposals to supplement, add to, delete from, or otherwise change this RFP as determined in the sole and absolute discretion of the City. The City may seek clarification from a respondent regarding their proposal at any time and failure to respond promptly may be cause for rejection. The City also reserves the right to interview only those respondents it determines shall provide the most advantageous services and to negotiate with one or more respondents to contract terms acceptable to the City.

### ***Submittal***

Interested parties should submit their proposal (by email, PDF format preferred) no later than **OCTOBER 26** to 500 Center Ave, PO Box 779, Moorhead, MN 56561 or to Economic Development on the 4<sup>th</sup> floor of City Hall. Any questions or comments should be directed to:

**MAIL**

City of Moorhead  
500 Center Avenue - PO Box 779  
Moorhead, MN 56561

**EMAIL: [economicdevelopment@ci.moorhead.mn.us](mailto:economicdevelopment@ci.moorhead.mn.us)**

**PHONE: 218.299.5441**