

CITY OF MADISON

REQUEST FOR INFORMATION



RFI #: 15044-0-2026-BP

Title: Northeast Park Athletic Complex

City Agency: Parks

Due Date: November 6, 2026
2:00 PM Central Time

Our Madison – Inclusive, Innovative, & Thriving

1 OPPORTUNITY AND WELCOME

Thank you for your interest in providing information to the City of Madison. The City's [mission](#) is to provide the highest quality service for the common good of our residents and visitors.

The City of Madison Parks is seeking Information from qualified vendors for a Northeast Park Athletic Complex. **This is a Request for Information and not a solicitation.** The City has no intent to make any sort of award at the conclusion of this process.

2 IMPORTANT INFORMATION

DEADLINE FOR SUBMISSIONS: November 6, 2026 at 2:00 PM Central Time.

Any changes to the deadlines will be posted as an addendum on the bid distribution websites listed below. See [Section 3.1](#) for instructions for using these websites.

RFI NAME: Northeast Park Athletic Complex	
VIRTUAL Q&A SESSION	There will be a virtual Question and Answer session with representatives from Parks and Purchasing, on September 22, 2026 at 1:00 PM. More information is listed in Section 5.
DEADLINE FOR QUESTIONS:	The deadline for questions is September 30, 2026 at 2:00 PM Central Time. Questions and/or inquiries must be submitted by email.
CITY'S ANSWERS POSTED BY:	The City's answers to your questions will be posted as an addendum by October 9, 2026. You must check the bid distribution websites for any addendums.
DUE DATE FOR SUBMISSIONS:	November 6, 2026 2:00 PM Central Time
BID DISTRIBUTION WEBSITES:	https://vendornet.wi.gov/Bids.aspx https://www.demandstar.com/
CONTACT INFORMATION:	Brian Pittelli Purchasing Services 210 Martin Luther King, Jr. Blvd. Room 407 City-County Building Madison, WI 53703-3346 Phone: (608) 267-4969 Email: bpittelli@cityofmadison.com

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Form C: Vendor Profile

Attachment A: Northeast Park Boundaries

Attachment B: Northeast Park Bike Paths

Attachment C: Northeast Park Wetland Indicator Boundaries

3 HOW TO FIND RFI DOCUMENTS AND CONTACT THE CITY OF MADISON

3.1 Official Bid Distribution Websites – IMPORTANT

The City of Madison posts all requests for information (RFIs), addendums, updates, awards, and announcements on two websites: VendorNet and DemandStar. Both sites are free to register for City of Madison bids.

These two websites are the only places to get the official RFI and updates to the RFI.

Updates and addendums will only be posted on these websites. It is your responsibility to check the websites for updates and “addendums.” An addendum is a document that answers questions from bidders. It could make important changes to the RFI. **If the addendum requires a response, and you fail to respond to it, you could be disqualified.**

State of Wisconsin VendorNet System	State of Wisconsin and local government bid network. Registration is free. Search for City of Madison in the Agency search field.
VendorNet link	https://vendornet.wi.gov/Bids.aspx
DemandStar by Onvia	National bid network. Free subscription is available. Sign up for the free “Basic Plan” and select Wisconsin Association for Public Procurement (WAPP) as the agency to access City of Madison RFIs.
DemandStar link	https://www.demandstar.com/app/agencies/wisconsin/city-of-madison-purchasing-services/procurement-opportunities/573ff565-ce2b-4c75-86ec-401cd5abf736/
Register on DemandStar	www.demandstar.com/app/registration

3.2 Contact Information

City of Madison Purchasing Contact (Buyer)	Brian Pittelli Purchasing Services 210 Martin Luther King, Jr. Blvd. Room 407 City-County Building Madison, WI 53703-3346 PH: (608) 267-4969 bids@cityofmadison.com
Questions about Affirmative Action Plans	Contract Compliance, Department of Civil Rights 210 Martin Luther King, Jr. Blvd. Room 523 City-County Building Madison, WI 53703 PH: (608) 266-4910 dcr@cityofmadison.com
Email note	Some email to the City gets lost in “spam.” If you send the City an email and you do not hear back within 3 days, please call the Buyer at (608) 267-4969.

4 INFORMATION THE CITY OF MADISON IS SEEKING

4.1 Introduction

The primary question that Parks is seeking to answer is: can a year-round athletic complex be built at Northeast Park with less burden on taxpayers than conventional approaches? Furthermore, what types of public-private partnerships could meet the goals of expanding access to multi-sport indoor and outdoor athletic fields and courts that meet the needs of our residents and accommodate tournament play, without increasing the City's levy?

The RFI is not a request for bids or proposals. Instead, it allows us to publicly and transparently engage and learn from interested vendors before we issue a request for proposals, or RFP. The responses to the RFI should give us insight that will help us write a better RFP. The process will ultimately help us partner with an organization or organizations to develop a facility that meets the recreational needs of Madison's growing population.

4.2 Background

Park Description

Northeast Park is a 238-acre park located at 5501 Hoepker Road on the northeast side of Madison, bordering Sun Prairie. The portion of the park that is developed features a small playground, off-road bike trails, basketball court and small athletic field. The undeveloped portion of park land, which is approximately 150 acres, is currently maintained under an interim farm lease until the park can be developed. Several of the parcels were purchased with funding from the Wisconsin Department of Natural Resources and contain deed restrictions on the parcels limiting their use to outdoor recreational uses. The City has the ability to port these deed restrictions to a different park, if necessary. The land in the eastern area of the park is designated wetlands and is adjacent to stormwater retention ponds along US Highway 151.

The park was acquired as part of the Madison-Sun Prairie open space preservation and community separation area in the mid-1990s. The [Rattman Neighborhood Development Plan](#), adopted in 2019 identified the area as greenspace and parkland. An intergovernmental agreement with Sun Prairie sets forth the terms and conditions of maintaining the community separation area, meaning a set area of greenspace will separate the developed areas of Madison and Sun Prairie. The park is also near the planned future Hoepker Interstate interchange, which will have significant implications for growth in the area.

For maps, please reference the Attachments listed at the end of this RFI.

Attachment A: Northeast Park Boundaries

Attachment B: Northeast Park Bike Paths

Attachment C: Northeast Park Wetland Indicator Boundaries

Park System Needs

For many years, the park system has lacked sufficient athletic field spaces, especially for tournament play. As such, the [2025-2030 POSP Draft Park and Open Space Plan](#) include an action to "provide sufficient fields and courts to accommodate tournaments and other multiple field or court competitions." Since the acquisition of the park, the need for athletic facilities of various types has increased in the Madison Park system at a rate greater than the system has expanded. With population growth at nearly 1.5% annually and a lower median age, the demand for community recreation is high. From 2018 to 2024, the annual number of reservations for field sports increased over 21 percent. Notably, soccer has seen the largest absolute growth in the last six years. Though showing a slight decline, Ultimate Frisbee continues to pressure the system with high utilization. There is also a known demand for sports that are somewhat new to the Madison Area, including Cricket and Lacrosse.

Regional Athletic Complex Opportunity

According to a 2022 report from the Madison Sports Commission, conducted by Victus Advisors there is a limited supply of sports complexes in Dane County with enough fields and/or indoor courts to host large regional tournaments and events. Most fields and courts in the Madison Parks System and other publicly available facilities are not large enough for a regional tournament to host multiple teams and games simultaneously. This deficiency forces local teams to travel to other municipalities.

According to the report, Madison may be an ideal spot to host a regional indoor or outdoor sports facility focused on sports tourism. A population of over 11.9 million people live within a 2.5-hour drive time of Madison, and over 27 million people within a 5-hour drive time of Madison.

Within Madison, Northeast Park may be a good location for a sports complex. This park is just off of I-90 and State Highway 151, making it a location that is easily accessible to regional travelers. The park is a 13-minute drive from Dane County Regional Airport, and 1 hour 15 minutes from Milwaukee Mitchell International Airport.

Furthermore, adding an indoor facility to athletic fields would provide an opportunity for residents to access sports facilities during the colder weather months, or on days during the summer that are too hot for outdoor activities.

Development of an Athletic Complex

Initial planning concepts prepared by staff show that the site may be able to host multiple sports fields and/or courts. One concept shows that 10 soccer fields, 6 cricket fields, 12 pickleball/tennis courts, 3 shelters, an amphitheater, bike track, and parking can fit in the park. Another configuration shows that 8 soccer, 2 Ultimate, 1 cricket, 4 baseball, 4 softball, along with 20 pickleball and tennis courts could fit. Far from final, these concepts demonstrate that a multi-field/multi-court facility with the capacity to host tournaments is spatially feasible at Northeast Park.

Primary limiting factors to the development of the athletic fields is the capital and operating funding required for the project, hence the exploration of a public-private partnership.

4.3 Goals

Minimum Project Outcomes

1. Provide a multi-sports indoor and outdoor athletic complex at Northeast Park with the following features:
 - a. Significantly increases the number of flexible sports fields and courts available to Madison residents.
 - b. Able to host athletic sports tournaments for youth, amateur, or professional sports.
 - c. Capable of generating revenue to off-set costs of operations and capital investments.
 - d. Has a combination of indoor and outdoor amenities to address athletic facility needs year-round, including extended season outdoor use.
2. Meet the strategic goals of Madison Parks as defined in the [2025 – 2030 Park and Open Space Plan](#).
3. Limited to no City capital investment dollars.
4. Limited to no City operating investment dollars.
5. Additional uses to generate revenue, such as restaurants, hotel/lodging, housing, or other creative revenue generation ideas will be considered with the following guard rails:

- a. Public access to the recreational facilities must be provided, use fees must be affordable and ensure equitable access
- b. Proposed housing must provide affordable units in alignment with City requirements and goals

Desired Project Outcomes

1. Improved ecological health of the non-developed areas of the park
2. LEED certified buildings
3. Park development/amenities with focus on sustainable practices and reduced inputs
4. Innovative stormwater management that complements park uses
5. Consideration of the following elements included:
 - a. Complete neighborhoods
 - b. Living wage / local hiring for jobs
 - c. Partnerships with job training organizations
 - d. Affordable housing if applicable
 - e. Public Transportation access

4.4 Virtual Question and Answer Session

There will be a virtual question and answer session on September 22, 2026, from 1:00 PM to 2:30 PM. It is optional and open to anyone interested. There will be representatives from Parks and Purchasing. Questions will be recorded and answered to the best of our ability and knowledge. They will also be answered on the addendum that will be posted by October 9, 2026.

The link for the virtual session is:

Topic: 15044 Northeast RFI Question & Answer Session
Time: Sep 22, 2026, 1:00 PM Central Time (US and Canada)

Join Zoom Meeting

<https://cityofmadison.zoom.us/j/87071108935?pwd=Y43VjevVynBY6aLJbsjlbiUBNZQJkL.1>

4.5 Request for Information – Submission Response

Responses must be in the same sequence and identified with the corresponding question number (Example: Question 1, Question 2, etc.). The page limit is 10 pages maximum. Resumes will not count towards the 10-page limit.

1. Please provide a brief overview of your organization, including years in business, as well as partner organizations that would be involved in developing and implementing your solution.
2. What solution do you have to provide a year-round multi-sport athletic complex to be built at Northeast Park with less burden on taxpayers than conventional approaches? Provide an overview of the development and operational model proposed. Include an estimate of the required sources and uses of capital and operating funding for the project, with a specific mention of any requested City assistance.
3. How could your solution provide expanded access to multi-sport indoor and outdoor athletic fields and courts that meet the needs of our residents and accommodate tournament play, without increasing the City's levy?

4. How would your solution meet the minimum project outcomes, as described above?
5. Describe the legal and operational framework for your solution.
6. Describe the capital structure for the project/solution. What are key considerations for risk allocation and sharing between the public and private sectors? What is the proposed model of City involvement (e.g., seller, lessor, co-investor, etc.)?
7. Please describe the potential performance metrics you would use to evaluate the number of people served and the success of the services.
8. Please provide any other information you think would be useful for the City to consider as we develop an RFP.

5 HOW TO SUBMIT YOUR SUBMISSION

5.1 Submission Checklist

Documents to Submit:		
Your submission with information related to this RFI		
Form C: Vendor Profile		
RFI ADDENDUM Check the bid websites for any addendum. See Section 3.1 . - You can use the area below to track addendums. - An addendum might require you to submit additional documents. Make sure to read it carefully and send any additional documents.		
Addendum # (if any)	Have you read it?	Have you submitted any documents required by the addendum?
Addendum # _____		
Addendum # _____		

5.2 Submit your Submission by the Deadline

Submit your Submission by email to City of Madison Purchasing Services by November 6, 2026 at 2:00 PM Central Time.

- Make sure your submission is complete (see [checklist](#) above) and readable.
- Include RFI 15044-0-2026-BP in the email subject line.**
- Email Information to:** bids@cityofmadison.com
- Do not send your submission to any other City email or agency
- If you cannot send your submission by email, please contact the Buyer at (608) 267-4969

You must include RFI 15044-0-2026-BP on your submission and all other communication to the City. **For email, include RFI 15044-0-2026-BP in the subject line.**

For example, an email subject line could read: RFI 15044-0-2026-BP Northeast Park Athletic Complex Questions.

5.3 Format

- Electronic** – Information should be submitted electronically. Exceptions can be made for paper submittals, but you must contact the Buyer ahead of time to make those arrangements.
- Legible and readable** – if not the City might reject it.
- Simple** – not necessary to include elaborate/ high tech/ expensive graphics or similar features.
- Complete** – your Submission must include all required sections and forms. See [checklist](#).

5.4 Questions

You can ask questions about the RFI until the **deadline for questions of September 30, 2026 at 2:00 PM Central Time**.

Email questions to Brian Pittelli at bids@cityofmadison.com. Remember to include RFI 15044-0-2026-BP in the subject line.

Any questions that are asked in person, over the phone, or on-site visits, and subsequently answered by City staff are considered "off the record" and "unofficial". The only official answers must be submitted through email and answered on the addendum(s).

We post answers to questions as an **addendum** on the bid websites. Check the websites regularly.

5.5 Addendum (Changes or Clarifications to this RFI)

RFI addendums make clarifications, answer respondents' questions, make changes to RFI timeline, and provide other important information. Addendums are posted on the bid websites listed in [Section 3.1](#).

IMPORTANT: It is your responsibility to check for addendums. An addendum might require you to submit additional information. Your Submission could be disqualified if you do not:

- **Check the bid websites regularly during the posting period**
- **Read all addendum**
- **Follow the instructions in the addendum**

5.6 Multiple Submissions

You may submit more than one Submission if you are proposing more than one way to fulfill the scope requested by this RFI. If so, each Submission must meet the requirements of the RFI. Clearly label each Submission by number (Submission #1, Submission #2) and submit each separately.

5.7 Changing or Withdrawing your Submission

You may make changes to your Submission before the due date of November 6, 2026 at 2:00 PM Central Time.

You may withdraw your Submission before the due date. After the due date, no Information may be withdrawn for 90 days or as otherwise provided by law.

5.8 Correcting Errors in your Submission after the Due Date

The City will notify you if we believe you made an error in your submission and may allow you to correct the error. The City will decide if correcting the error is in the City's best interest, is fair to the other respondents, and preserves competition. The City will decide whether an error can be corrected and will notify you.

5.9 You are Responsible for all of your Costs in Making a Submission

You participate in this RFI at your own expense. The City will not pay any costs incurred in your preparation of the RFI submission, even if this RFI is changed or cancelled.

5.10 Public Records and Trade Secrets

Your response to this RFI is a public record. Wisconsin and other public records laws may require the City to share your Submission or the resulting contract if someone makes a public records request. If a public records request is made, the City's Records Custodian applies the law to decide whether the record must be disclosed, or if any part of the record can be redacted or not disclosed. There are very few exceptions

to disclosure under Wisconsin law. One exception is for “trade secrets” as defined by sec. 134.90(1)(c) of the Wisconsin Statutes. It is your responsibility to research trade secrets as defined by Wisconsin law if you think any part of your Submission might be a “trade secret.” The City cannot give private legal advice to you. Most things will NOT meet this exception.

You may label items you believe meet this definition as a “trade secret” and submit them separately from the rest of your Submission, **but the City cannot guarantee that information will be treated as a trade secret or confidential.**

Things that are not considered confidential: your Submission or bid in its entirety, price Submission, pricing information, references, or the resulting contract. This is not a complete list.

Preserving competition: To the extent permitted by law, the City intends to withhold Information under this RFI from public view until competitive or bargaining reasons no longer require it, in the City’s opinion. At that time, all Information will be available for review in accordance with public records laws.

The City will not provide advance notice to bidders prior to releasing any requested public record.



Form C: Bidder Information

RFI #: 15044-0-2026-BP Northeast Park Athletic Conference

This form must be returned with your response.

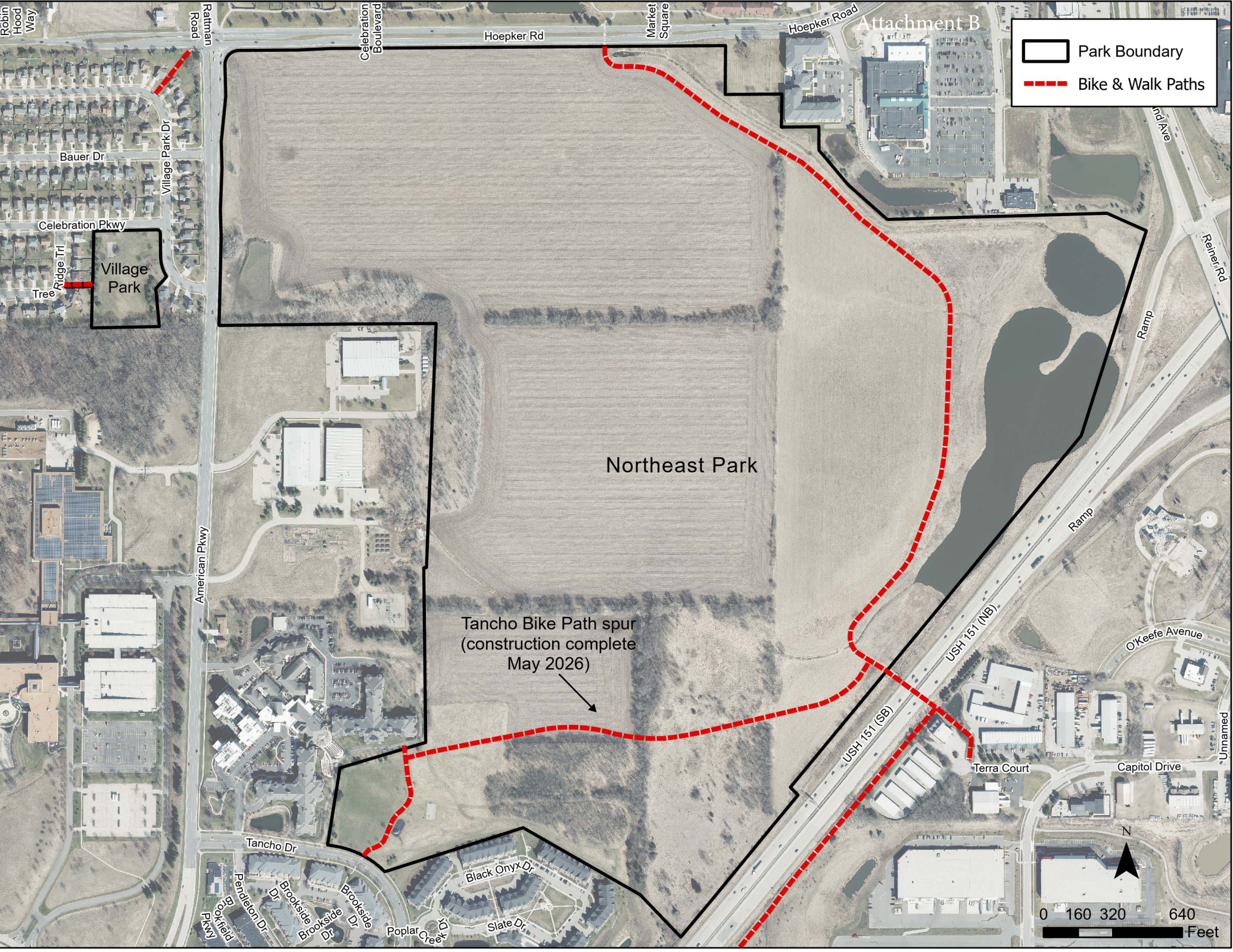
RESPONDANT INFORMATION

COMPANY NAME (Make sure to use your complete, legal company name.)			
ADDRESS	CITY	STATE	ZIP
CONTACT NAME	TITLE		
EMAIL			
TELEPHONE NUMBER			



 Park Boundary

 Bike & Walk Paths



0 160 320 640 Feet

N

