

East Grand Forks

Master Developer Request for Proposal

City-owned property at Hwy-2 / 3rd Ave NE / 10th St NE



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Overview

The city of East Grand Forks is excited to offer a request for proposals for a qualified master developer to lead the redevelopment of the city-owned 10.63-acre parcel, known locally as the Simplot land. This parcel is centrally located in the community and positioned for broad visibility. The ideal projects deliver high quality commercial/retail spaces along US Hwy-2 and housing options along 10th Street NE.

The parcel is zoned C-1 commercial, identified as mixed-use residential/commercial in the city's 2050 Land Use Plan, with plans to add a MNDOT approved access point into the northeastern side of the parcel from US-Hwy 2 onto 3rd Ave NE. The land has sat fallow for several decades.

The ideal proposal is transparent with a strong public-private partnership model that transforms this parcel into a vibrant part of the community. We are looking for a partner who can implement the community's vision, deliver strong urban design, and bring the financial and operational capacity needed for long-term viability.

1. Issuing Authority

City of East Grand Forks
600 Demers Ave NW
East Grand Forks, MN 56721
Contact: Maggie Brockling, EDA Director
218.773.8939 | mbrockling@eastgrandforks.gov

2. Property Details

The city of East Grand Forks is seeking qualified development teams to propose a comprehensive, long-term redevelopment concept for the site located at:

- Site Location: Hwy 2 and 3rd Ave NE, and 10th Street NE
- Parcel ID: 83.02308.00
- Parcel Size: 10.63 acres
- Current Use / Condition: Green field with existing foundations. No identified CCRS
- Zoning classification: C-1 mixed use commercial
- Infrastructure availability (water/sewer/power): East Grand Forks Water & Light Dept are the water and electricity utility providers. Xcel Energy is the natural gas provider
- Environmental considerations (if any): No known issues per ESA Phase I
- Access / transportation context: US Hwy-2, future MNDOT access entry
- Adjacent uses: commercial, manufacturing, residential
- Known constraints or easements: American Crystal Sugar's 24-inch subterranean concrete wastewater pipe with a 30 ft easement. Roughly, 18 feet- 19 feet underground.

3. Vision and Development Objectives

This RFP is structured to prioritize developer-led visioning rather than prescriptive compliance. The city values thoughtful risk-taking paired with financial realism. This opportunity is open to mixed-use, phased, adaptive, or alternative development models, including but not limited to residential, commercial, civic, hospitality, cultural, or hybrid concepts.

Respondents are explicitly encouraged to challenge conventional assumptions. Proposals may reimagine:

- Density and land use mix
- Public/private space boundaries
- Parking ratios and mobility models
- Phasing beyond traditional vertical build-out
- Non-traditional revenue models or hybrid civic uses
- Consideration towards changing commercial & retail space demand

The city is not seeking a single “correct answer,” but rather a set of competing, well-reasoned visions for how this site could serve the community over the next 20–50 years.

The city’s intent is to attract proposals that:

Rational Design

- A coherent site vision narrative
- A flexible conceptual master plan
- A realistic phasing and absorption strategy
- A financing approach appropriate to market conditions
- A clear articulation of public benefit

Financially Sound

- Have a clear financing approach and demonstrated capacity to execute
- Activate this underutilized land with valuable tax revenue generating development
- Demonstrates realistic development costs

Economic Driver

- Reflect local market demand while supporting innovation and future industry needs
- Encourage long-term job creation and spin-off industry
- A balanced mix of residential, commercial, hospitality, civic, and open space uses
- A strategy to coordinate with and complement nearby medical, retail, and educational institutions, and employment activity

Livability

- Enhance the new neighborhood vitality and connectivity
- Improve quality of life for residents across age, income, abilities, and background
- Supports walkability and supporting infrastructure
- Ideally includes sustainable urban design and green infrastructure features

4. Zoning Considerations & City Plans

The city's development is guided by our Metropolitan Planning Office's 2050 Land Use Plan for East Grand Forks. Within, discusses strategy, community & regional data, goals, and other helpful information.

- 2050 Land Use Plan: <https://www.eastgrandforks.gov/249/Land-Use-Plan-Metropolitan-Planning-Orga>
- City zoning map: https://www.eastgrandforks.gov/DocumentCenter/View/6640/Zoning_Map2021
- City zoning requirements per type of location: <https://www.eastgrandforks.gov/146/Planning-Documents>

5. Proposal Submission Requirements

Submissions should include the following with thorough responses:

A. Development Team Profile

- Business establishment year and history
- Key firm(s) and org chart of project individuals
- Relevant experience for all involved and experience with similar scale projects, as well as,
 - working with communities to develop community supported designs
 - using environmentally responsible building materials and construction practices
 - leasing to small businesses
 - building public green space
 - minimizing negative impacts on the community
 - designing developments that draw inspiration from the local character and enhance placemaking
- Local/regional partners (if applicable)
- Employer federal EIN
- Employer state ID number
- MN contractor license number
- Certificate of good standing
- Financial capacity and credibility indicators

B. Project Narrative

- Overall vision for the site
- Timeline of development
- Your unique approach and philosophy
- Rationale for proposed land uses
- Market positioning and target users/tenants
- Long-term value proposition
- Letters of interest for future leases
- Letters of any business partnerships, sponsorships, supports

C. Site Plan Concept

- Illustrative layout (not final architectural/engineering-level design)
 - Site plan
 - Interior floor plans
 - Building elevations
 - Planned users & purposes
 - Access
 - Infrastructure & utilities
- Buildings & Parking
 - Square footages
 - Dimensions
 - Planned use
- Massing and intensity assumptions
- Design strategies around the subterranean wastewater line
- Open space / public realm integration
- Considerations toward safety and security
- Access and circulation concepts
- Defense of design as it pertains to the RFP

D. Phasing Strategy

- Logical sequencing of development
- Market absorption assumptions
- Infrastructure staging approach

E. Financial Framework

- Estimated total development cost
- Proposed purchase price of the land
- Funding structure (equity, debt)
- Sensitivity to market conditions
- Requested public support (if any) and justification
- 10-year operating budget/proforma to demonstrate feasibility
- Any lawsuit involvement of proposer or principal (these will be kept confidential)
- Any delinquencies or judgements for company, officers, affiliates (these will be kept confidential)
- Last 3 years of financial statements or tax returns (these will be kept confidential)
- Any past receivership or bankruptcy for company officers or affiliates (these will be kept confidential)

F. Community and Economic Impact

- Jobs created (construction + permanent)
 - Estimated average hourly wage
- Projected tax base impact
- Housing impact (if applicable)
 - Rental units
 - Owner-occupied units

- Public amenities or community benefits
- Potential types of spin-off industries
- Blight prevention tactics
- Strategies for including individuals of all abilities and needs
- Any special attention towards tourism elements

6. Public Participation and Incentives (If Applicable)

Developers should clearly outline:

- Whether public financial participation is requested
- Type of support requested (TIF, land write-down, infrastructure, etc.)
- Justification tied to public return on investment
- Risk-sharing structure

The city is open to multiple financing structures but will prioritize proposals demonstrating measurable long-term fiscal benefit and minimized public exposure to mitigate risk.

7. Evaluation Criteria

Proposals will be evaluated on a qualitative and quantitative basis, including:

- Strength and clarity of overall vision
- Market feasibility and realism
- Fiscal impact and return to the city
- Quality of design and placemaking approach
- Phasing feasibility and execution credibility
- Community benefit and alignment with public goals
- Developer experience and capacity
- Innovation in use, structure, or financing approach

The city reserves the right to select none, one, or multiple proposals or to request refinements prior to selection.

8. Process and Timeline

- RFP Issued: July 1, 2026
- Optional Webinar: July 9, 2026
- Site Walk / Q&A Session: July 21, 2026 (rain date: July 22, 2026)
- Proposal Due Date: August 31, 2026
- Applications Review: September 1 – September 4, 2026
- Council Closed Session: September 8, 2026
- Selection / Negotiation Period: September 9 – September 22, 2026
- Public Developer Announcement: October 1, 2026

* Proposed timeline, subject to change



9. Pre-proposal Information Meetings

Pre-proposal webinar will be held for interested proposers to learn more about the site and proposal process. Attendance is optional. In July, city staff will host one (1) virtual Q&A meeting and one (1) on-site tour.

The virtual meeting will be on Friday, July 9, 2026, at 10:30 am via Teams.

The on-site tour will be on Tuesday, July 21, 2026 at 4:00 pm (rain date: July 22, 2026 at 10:00 am).

To attend the virtual Q&A meeting, please RSVP to the link ([Teams Webinar](#)).

Potential proposers can also direct questions via email to: mbrockling@eastgrandforks.gov.

Proposers are encouraged to check the website for updates. <https://info.egfeda.org/simplot>

10. Submission Format

Proposals shall be submitted in:

- PDF format & hard copy with wet signatures
- Fee acceptable as check or money order
- Due date is August 31, 2026 by 3:00pm CST

The fee is intended to offset administrative review costs and demonstrate proposer's commitment.

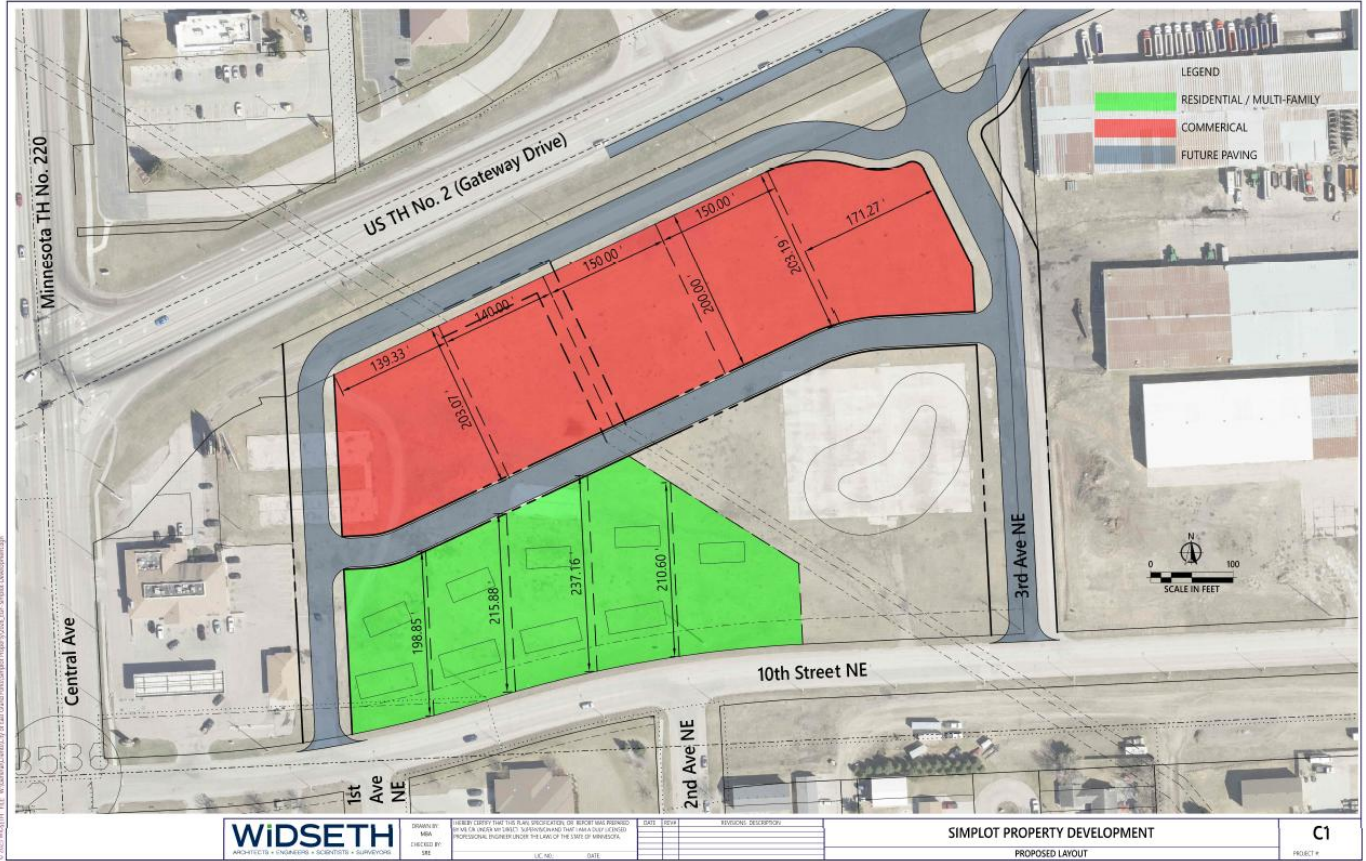
11. Rights Reserved by the City

The city reserves the right to:

- Reject any or all proposals
- Modify or reissue the RFP
- Modify the fees
- Enter negotiations with one or more respondents
- Seek additional information from any proposer
- Waive informalities or minor irregularities

Exhibits & Forms

Exhibit A: MNDOT Access Map



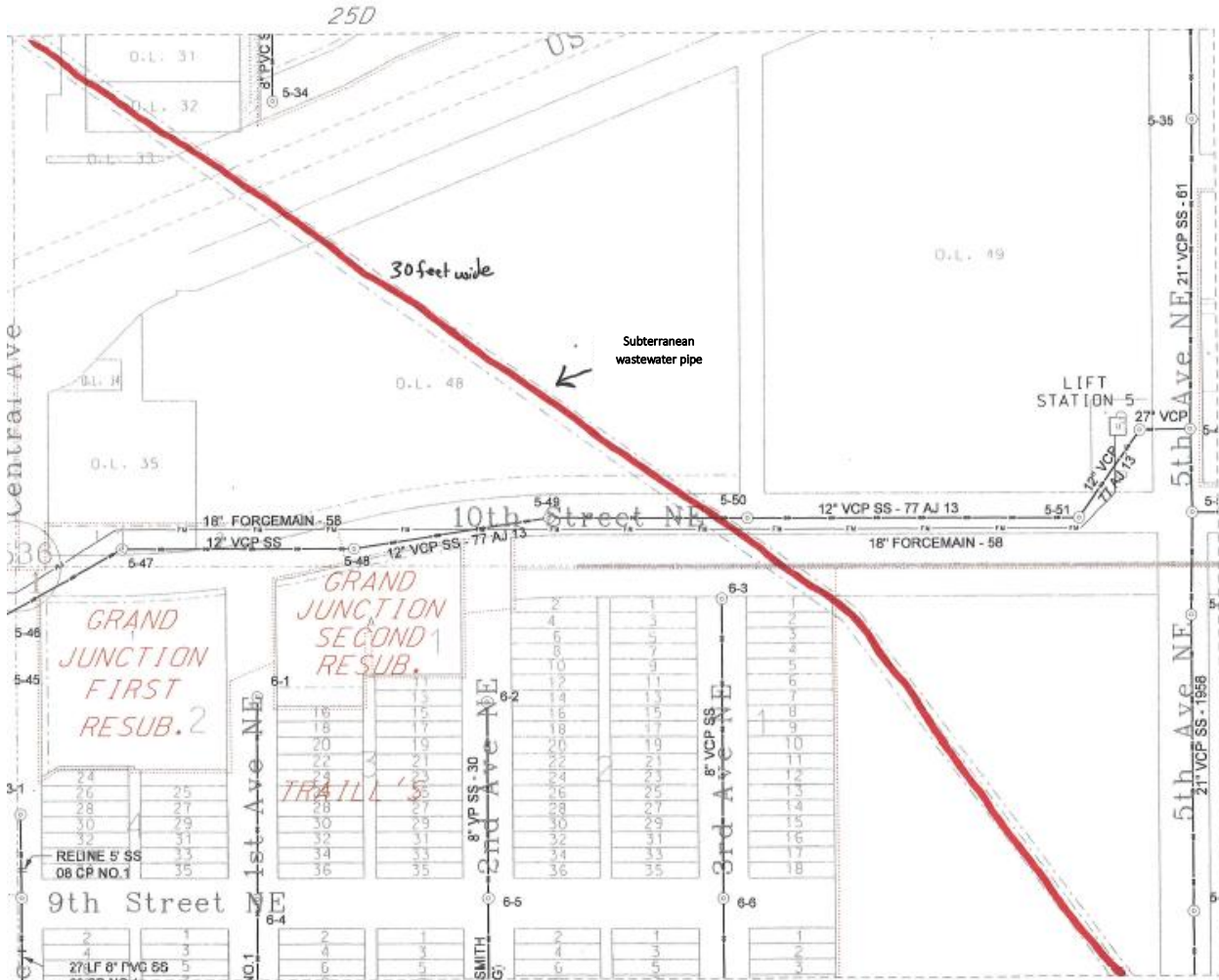


Exhibit B: Subterranean Wastewater Line Map

Exhibit C: TerraCon ESA Phase 1 Results

(see [website](#) for attachment)

Exhibit D: Land Use Map 2050

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Exhibit E: Building Code Requirements & Setbacks

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Exhibit F: Developer Agreement

(see [website](#) for attachment)



Exhibit G: Fee Schedule

The city is not responsible for the costs incurred by proposers or their subcontractors in connection with this RFP process. The RFP application is a \$500 fee. The fee is intended to offset administrative review costs and demonstrate proposer's commitment.

For land purchase: 10% of the purchase price of the property as earnest money. If awarded the project, the land earnest money will be credited toward closing costs, purchase price, development agreement fees, or reimbursed upon execution of an exclusive negotiating agreement.

If awarded the project and financial incentives are offered by the city, the following fees apply to afford municipal consultant(s)'s review:

- \$7,500- \$13,000 tax increment finance fee; or
- \$3,000- \$10,000 tax abatement fee

Please factor these fees into your project budget. For TIF districts, the upfront costs would be paid by the developer and later reimbursed by tax increment.

The funds will be collected into a project escrow account with the city. The escrow deposit will cover all attorney and consultant costs incurred as part of establishing a TID, drafting and negotiating a development agreement, and conducting any fiscal analysis that may be required to meet a community's requirements for providing TIF assistance, per Ehlers Financial.