Marshfield Library & Community Center

Request for Proposal for Fundraising Services

I. INTRODUCTION

The Marshfield Library & Community Center Committee requests proposals from fundraising consultants interested in managing a capital campaign project to raise funds in support of building a new library with renovation of the existing library into a community center facility with space designated for senior activities in Marshfield, WI.

Construction of this new facility is slated to begin 2015.

Estimated project costs are \$11 million.

Fundraising activity will occur September 2012 through September 2014.

The purpose of this Request for Proposals is to employ a fundraising consultant who will:

- Design a fundraising campaign plan
- Work in collaboration with the City of Marshfield, Library & Community Center Committee, Library Board, Senior Center Board, Zimmerman Architectural Studios, Inc., and the Marshfield Area Community Foundation
- Manage the fundraising campaign
- Track progress and ensure that the campaign remains a priority

Bids must be received by Tuesday, October 30, 2012 at 3:00PM CST.

II. PROJECT OVERVIEW

The Marshfield Library & Community Center project has been under development since 2006 when it first appeared in the city's five-year Capital Improvement Plan. The architects are working to complete a single design.

The City of Marshfield has placed the Library & Community Center Project in its <u>2011-2015 Capital Improvement Plan</u> with design and architectural services set for 2011 & 2012. Construction of a new Library is slated for 2015 with renovation of the existing Library (approx. 45,000 square feet) into a Community Center to be completed in 2016. Estimated construction costs are \$11 million. The Marshfield Common Council will support up to \$3 million of the project, leaving \$8 million to be raised.

The architectural plan links the new library and the community center (renovated from the existing library) with a common entry and lobby for both

facilities. (See Attachment 1 for site map) Current thought promotes incorporation of public meeting rooms and restrooms in a manner to allow after hours meetings, while minimizing access to the library or community center during such meetings. Other organizations, such as the Aging & Disability Resource Center, and other non-profits may also become part of the renovated space.

Marshfield is a sustainable community and proposals are required to include sustainable design elements.

The estimated time-frame for completion of the fundraising phase of the project is from September 2012 to September 2014.

Project tasks completed to date include:

- Space needs assessment
- Contracted architectural firm is completing design
- Design charrette
- Library site visits
- Marshfield Common Council support to proceed with fundraising project

The following website link contains Library and Community Center project information to date in detail.

http://ci.marshfield.wi.us/planning/?id=11515

III. PROPOSAL REQUIREMENTS

A. Cover Sheet

The cover sheet should be no more than one page in length. Please include the following information:

- Name, title, address, email address and phone number of the lead consultant, as well as, the names of relevant project team members.
- Name and address of the firm applying.
- Location of firm headquarters if different from the site applying.
- Number of years the firm has been operating.
- On an additional sheet, a list of at least three references and no more than ten that the RFP Committee may contact.

B. History, Experience, and Track Record

Please address the following topics. There is no page limit to this section, however detailed and succinct responses are appreciated.

- Provide a summary of the qualifications, experience and skills that your project team members could offer to this project.
- Cite examples of previous capital campaigns that highlight your experience. Please include community information such as population, location, important considerations, as well as the size of the campaign and the amount raised.
- How does your firm stand out from all others and why should we choose your firm? Provide aspects of your experience or capabilities that we should consider.

C. <u>Proposal Plan – What will be done</u>

Please provide a proposal plan describing all areas of service that your firm would provide. The topics below should be addressed in addition to any other relevant aspects that you foresee needed to provide a successful project. There is no page limit to this section, however detailed and succinct responses are appreciated.

- Plan for determining if the fundraising goals set are reasonable and attainable with effort available.
- Outline the expectations for the local organizations involved during the fund raising process.
- Given your firm's location, provide a communication plan that will ensure an effective fund raising strategy for our community.
- Provide a realistic estimate of anticipated percent of time that key proposal staff will spend physically in our community.
- Explain how your project will support clients who do not have a large infrastructure for fundraising.
- Please provide a brief plan/schedule of activities including an explanation of how you will proceed.
- Describe your unique strategy for identifying and cultivating major donors for the Marshfield Library & Community Center project.
- Provide a detailed explanation of how your project would prepare volunteers for fundraising activities including pursuing and seeking donations from a range of potential donors from key stakeholders to their neighbor.

D. Fee Schedule

Identify all charges for the services listed above which you are able to provide.

Please also include an estimated cost for the entire campaign. Identify all reimbursable expenses such as transportation, lodging, meals, office supplies, printing, special products, etc... and provide a brief justification for each line item on the fee schedule. No page limit.

- Please explain how your fees or operating expenses (management, staff, per diem travel, video, website, promotion, brochures, etc.) are calculated.
- Does the fee schedule include <u>all</u> expenses?

E. Conflict of Interest Statement

Please submit a statement describing any potential or apparent conflicts of interest relating to other clients you may have, or relating to officers, directors, or employees of the Marshfield Public Library or the City of Marshfield that could be created by providing services to the this project. Indicate what procedures will be followed to detect and notify the Marshfield Library & Community Center Committee If any conflicts and how conflicts of interest would be addressed.

IV. SELECTION CRITERIA

The RFP (Request for Proposal) Committee will evaluate the proposals using the criteria described below.

Category	Maximum Points
Organizational Summary	20
Project Team	
 Experience 	
 Certifications 	
 Past Collaborations 	25
Vendor's Understanding & Approach	
to Project	25
Fixed Total Contract Price	15
References	10
Past Experience with the City of	
Marshfield	5
Initial Evaluation Total	100

1. Initial Evaluation

Each proposal shall receive an initial evaluation by the RFP committee using the evaluation criteria noted above. No more than three (3) finalists will be identified.

2. Vendor Interview

Up to three (3) finalists will be invited to interview with the RFP Committee Wednesday, November 14, 2012. Named key personnel are required to participate in the interview.

Vendors invited for the interview process shall explain and support their written proposal through a presentation and question/answer forum. "The Project Manager is expected to take an active part in making the presentation at the firm's interview. The Project Manager is defined as a person having day-to-day responsibility to conduct the project work or to very closely supervise the work of others working on the project. Your firm may include other key people you feel will aid in the interview process." Each interview will last 60 minutes with 30 minutes allotted to the presentation and 30 minutes for questions.

Vendor Interviews will be evaluated on the following criteria:

- Explanation and support of the written proposal
- Ability and willingness to work with involved committees
- Ability to best fulfill the needs of the project

V. TIMELINE RFP Schedule

Activity	Time	Date
RFP Released		10/15/2012
	3:00 p.m	
Submission of Proposals Due	CST	10/30/2012
	12:45 p.m. –	
	5:00 p.m.	
Vendor Interviews	CST	11/14/2012
Board of Public Works Approval		11/19/2012
Common Council Approval		11/27/2012
		11/27/2012-
Contract Agreement Process		12/5/2012
Anticipated Contract Start Date		1/1/2013
Successful Fundraising Goals Met		9/15/2014

VI. SUBMISSION OF PROPOSALS

All proposals shall be submitted in complete original form. No faxed or emailed proposals will be accepted. Proposals shall be sealed and marked "Fundraising Services – Marshfield Library & Community Center Project."

Vendors shall submit 10 copies of their proposal in paper form. A single copy of the vendor's Service Fee Schedule shall be delivered in its own separate sealed envelope and included within the rest of the proposal submission package. Vendors shall also submit one (1) in digital disc version that is compatible with Microsoft Office 2007 software.

Sealed Proposals must be delivered no later than 3:00 p.m., Tuesday, October 30, 2012 to:

Lori Belongia Marshfield Public Library Director 211 E. Second St. Marshfield, WI 54449

Proposals received after 3:00 p.m. on Tuesday October 30, 2012 will be rejected.

VII. SPECIAL NOTES

Collaboration

The Vendor shall work cooperatively and in collaboration with the City of Marshfield which includes the Marshfield Common Council, Library & Community Center Committee, Library Board, Senior Center Board, Marshfield Area Community Foundation and Funding/Capital Campaign subcommittee during all phases of this project. The Vendor is expected to attend all necessary meetings with the City of Marshfield. The vendor is expected to attend and provide updates to the City of Marshfield.

Incurred Costs

The City of Marshfield is not responsible for any costs incurred by the Vendor in the preparation of the proposal, participation in the interview, or any other cost to the Vendor associated with responding to the RFP.

• RFP Release and Changes

This RFP was posted on the public notices page of the City of Marshfield website on Monday, October 15, 2012. The City of Marshfield reserves the right to change these dates and will post the changes on the project's webpage. http://ci.marshfield.wi.us/planning/?ctx=3.1033.0.0.1&id=11515

Vendors are encouraged to check the website for information on the project and changes to the RFP or schedule. Electronic copies of the RFP will be provided upon request. Send your request to: Marshfield Public Library Director, Lori Belongia at lbelongia@marshfieldlibrary.org

• Submission of Questions

Questions shall be submitted in writing via email using the subject line "Library & Community Center Project" to:

Lori Belongia, Marshfield Public Library Director lbelongia@marshfieldlibrary.org

