



FOUNDATION

Request for Proposals

New Building Project

November 22, 2017

Background:

The Marion Public Library Foundation will soon launch a fundraising campaign to construct a new library. At this time, the library is expected to be a part of a multi-use facility in downtown Marion. The facility will include apartments, retail outlets and the new library. It will be located where the Marion Square Mall currently sits. Please Note: the details of this plan remain open to change.

The specific architectural plan for the structure of the library is still being developed. However, in anticipation of finalizing this plan and fundraising required for construction, the capital campaign will be initiated within the next few months. The expectation is that the announcement of the final design, hard budget numbers, and a project timeline will raise awareness and build excitement about the new building.

While there are no specific cost estimates yet, the cost for the library is estimated to be in the \$14M-\$16M range; \$5,090,000 Local Option Sales Tax (LOST) funds are already dedicated to the project. After the fundraising campaign (the amount will be guided by the feasibility study), the Marion Library Foundation will fund the remaining debt on the library building through non-profit conduit financing. Once that debt is paid off, the Foundation will sell the library to the City of Marion.

The Marion Public Library Foundation is seeking a fundraising consultant to assist in the following components of this capital campaign:

Scope of Services:

Phase I:

1. Feasibility Study
 - a. Goal setting consultation
 - b. Leadership reports
 - c. Recommended timeline
 - d. Campaign soft launch/fundraising visits

2. Input into developing an integrated marketing communications plan to include:
 - a. Campaign theme
 - b. Campaign promotional materials
 - c. Case statement (or similar piece either digital or print)
 - d. Campaign print and digital materials
 - e. Banners/other signage
 - f. Events

Phase II

1. Campaign consultation for 6-12 months following launch
2. Recommended state or national funding organization that might support this project.

Other:

1. Any recommended campaign consultation or assistance that extends beyond the scope outlined above.

In a document five printed pages or fewer, please:

1. Provide a summary description of your organization, including location and area of specialization
2. Outline your organization's process for meeting the requirements in the defined Scope of Service.
3. Provide estimated costs for each subhead within Phase I, Phase II and Other categories.
 - a. To include specific examples of successful fund development campaigns in which your organization has been involved, please attach no more than two additional printed pages. However, flash

drives may be attached to demonstrate effective graphics developed and utilized in a previous campaign.

4. Three client references from individuals involved in projects of a similar scope.

Evaluation:

Vendor selection will be made by a subcommittee of the Marion Library Foundation and based upon the organization's ability to best provide direct responses to the Scope of Service categories. Cost estimates will also play a key role in the decision-making, as will experience with campaigns of similar scope. In-person interviews may be scheduled as a follow-up to the responses.

All materials submitted in response to this RFQ are considered confidential and will not be shared nor used for any purpose.

Due:

All responses are due by close of business (5 p.m.) on Friday, December 22, 2017.