

Request for Qualifications Fundraising Consultant

City of Airway Heights
Attn: J.C. Kennedy
Parks, Recreation & Community Services Director
1208 S. Lundstrom
Airway Heights, WA 99001

INTRODUCTION

The City of Airway Heights is interested in procuring capital campaign/fund raising consultant services for a new Community Recreation & Aquatics Facility. The project has wide support within the Community with voters approving a \$13,000,000 bond initiative with a 61.12% to 38.88% margin on August 2, 2016.

The City of Airway Heights has a long history and commitment to improving recreation opportunities for all residents living on the west plains of Spokane County. In 2004 the City embarked on an extensive planning process to develop a comprehensive recreation center for the residents of the City of Airway Heights and surrounding areas. The bond initiative presented to the voters in 2005 was defeated but the project remained a high priority with the City Council. The vision the City Council established was to develop a facility that would provide access for people of all ages and incomes, and promote health, wellness, social interaction, recreation and achieve the goal of enhancing civic pride and improve the quality of life in Airway Heights. The vision for the new facility is that it will house not only the recreation programs for the City but will also eventually house all the social service programs offered to residents of the City and surrounding areas.

Phase 1 of the project includes a fitness center, group exercise room, an aquatic center with a lap pool, leisure/rec pool with slide and spa, birthday party rental rooms, multi-purpose room, and associated kitchen, administrative, storage space, child watch area and seven acres of outdoor multi-purpose field space. Additional phases will include adding additional gymnasium space, adding pre-school classroom space, adding dedicated space for teens, dedicated space for seniors, adding additional multipurpose/meeting space, adding office space for our social service partners to meet with their clients and leasable space for our health care partners.

A core component of community support was the expectation that the City would develop a complex funding package outside of the voted bond debt that would include but not be limited to the following:

- ✓ Grants and contracts from the State of Washington
- ✓ Special purpose grants from Federal Agencies through Congressional Appropriations
- ✓ Capital grants from local and regional private Foundations
- ✓ Grant support and gifts from private donors
- ✓ Capital grants from national Foundations
- ✓ Capital grants from local and regional corporations

1. Scope.

1.1 **Purpose:**

The City of Airway Heights is requesting proposals for the technical support of a fundraising consultant to develop an integrated fundraising and donor engagement plan to build and manage a Capital Campaign to raise money required to realize the City Council's vision for the new full service Recreation and Community Center.

1.2 **Scope of Proposal:**

The purpose of this Request for Qualifications is to retain a Fundraising Consultant who will be expected to:

Develop a Campaign Plan

- ✓ Assess internal capacity and needs of the City of Airway Heights, including staff and volunteer fundraising committee requirements.
- ✓ Develop a campaign plan and calendar
- ✓ Educate and train staff and volunteer committee
- ✓ Develop campaign volunteers and roles

Campaign Implementation

- ✓ Develop collateral materials for launch of campaign
- ✓ Manage campaign prospect identification and evaluation
- ✓ Set goals; develop fundraising strategy and timing
- ✓ Donor stewardship and cultivation
- ✓ Develop campaign events
- ✓ Develop donor recognition and naming rights

Campaign Management

- ✓ Focus on active cultivation and solicitation of major gift prospects
- ✓ Manage the public information and public relations plan
- ✓ Identify and write grant proposals to local, state and national foundations and corporations
- ✓ Establish and maintain accurate records of all campaign activities, solicitations, contributions, and pledges
- ✓ Comply with all protocols and standard fundraising practices as guided by the Association of Fundraising Professionals Code of Ethics and Donor Bill of Rights, demonstrate ethical integrity in all areas of performance
- ✓ Provide regular progress reports to the Parks, Recreation & Community Services Director

1.3 Proposal Format and Requirements:

Respondents must provide five (5) copies of their proposal.

Proposals must address the following areas:

- ✓ Experience of firm
- ✓ Experience of staff who will work on this campaign
- ✓ Experience with similar projects, working with municipalities and communities of similar size
- ✓ Proposed campaign strategy
- ✓ Proposed implementation schedule
- ✓ Detailed list of your role and responsibilities throughout campaign
- ✓ Breakdown of typical fees charged by phase and associated scope of services
- ✓ Expectation of volunteer fundraising committee
- ✓ References from a minimum of three (3) clients, at least one with a similar project
- ✓ Cost to implement the campaign

2. Proposal Instructions, Inspection and Qualifications.

2.1 Examination:

Each Proposer shall carefully examine the Scope of the Proposal and thoroughly familiarize itself with all requirements prior to submitting a proposal. Proposers should also review supplemental information provided on the City Website as background on the project. The Parks, Recreation & Community Services Director will be the contact point for this RFQ.

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2.2 Proposals, Delivery and Opening Date:

Proposals shall be delivered to the City of Airway Heights, 1208 S. Lundstrom, Airway Heights, Washington 99001, by 1:00 p.m. Wednesday November 30, 2016. No Proposal will be considered for award unless the proposal is signed and delivered under sealed cover. Each sealed envelope should be clearly designated "Community Recreation Center Capital Fundraising Campaign".

2.4 Expenses:

The City of Airway Heights shall not be responsible for any expenses incurred by Proposers in the preparation of any Proposal.

2.5 Required Submittal:

Each Proposer shall submit, for purposes of proposal evaluation, **as a minimum**, the following information:

Bid Proposal to provide the services listed in Section 1.2 Scope of Proposal and Section 1.3 Proposal Format and Requirements listed above.

3. Qualifications.

3.1 Determination of Qualifications of Proposer:

The City shall establish a Selection Committee which, at its sole discretion, shall determine whether the Bid Proposal is acceptable. No contract will be awarded to any Bidder that is in arrears or is in default to the City of Airway Heights on any debt, contract or has failed to faithfully perform any previous contract with the City, unless Proposer is able to demonstrate a good faith dispute exists.

3.2 Evaluation of Qualified Proposals:

The Selection Committee shall evaluate, pursuant to their sole discretion, the responsive proposal using the following criteria:

Criteria for Firm Selection

- ✓ Education and relevant experience of principals and key employees
- ✓ Firm's history of performance on previous projects
- ✓ Completeness of the proposal
- ✓ Cost and fee schedule
- ✓ Firms general approach to planning, organizing and management of project including approach to problem solving, data gathering, communication and volunteer committee participation
- ✓ Present workload with consideration of present and future commitments
- ✓ Recommendation and opinions from firm's previous clients on similar projects
- ✓ Other factors deemed pertinent by the City

3.3 Rejection of Proposals:

Proposals shall remain open for acceptance and be irrevocable for a period of thirty (30) calendar days from the Delivery Date. The City reserves the right to reject any

or all proposals, extend the Delivery Date or modify this request, as appropriate. Reasons for rejection of any proposals shall not be indicated. After submission the Selection Committee may request, and Proposer shall furnish, such additional information as the Selection Committee may reasonably request.

The City reserves the right, in its discretion:

A. To reject proposals that contain omissions or otherwise fail to comply with these specifications.

B. To reject all proposals when reasonably determined that such a procedure would be in the best interest of the City.

C. To waive technical or insubstantial irregularities in the proposal when not shown to have resulted in any unfair advantage to any Proposer.

D. To reject proposals that contain any conditions and/or contingencies which make the proposal indefinite or incomplete.

4. Contract.

4.1 Term:

The City anticipates having an ambitious timeline and prefers to have this portion of the process completed quickly. Our target schedule for this RFQ process is:

Monday October 24, 2016	Request for Proposal issued
Wednesday November 30, 2016	Proposals due by 1:00 PM
Wednesday December 14, 2016	Selection made