

**REQUEST FOR PROPOSALS**  
**For**  
**CAPITAL CAMPAIGN MANAGEMENT SERVICES**

The Cornelius Place project team seek the assistance of an organization or individual who have a proven track record to strategically develop and execute a campaign plan to raise funds to build a new library and community space.

**GENERAL INFORMATION**

The library and community space will occupy the first floor of a mixed-use building that includes two floors of affordable senior housing. The project, located in the town center of Cornelius, Oregon, is a unique partnership between the private non-profit housing developer, Bienestar, Inc., and the City of Cornelius.

The entire project cost is estimated at \$15.3 million with housing and city portions divided out for separate funding. The \$10.5 million housing portion of the project will be funded separately by federal HOME and Low Income Housing Tax Credits (LIHTC) along with first mortgage debt. The ground floor City portion is comprised of space dedicated for a 13,000 sq. ft. library and 2,900 sq. ft. community room and will cost \$4.8 million. The City has secured \$2.4 million in Lottery bond funding from the State of Oregon and the capital campaign is intended to raise another \$2.4 million plus campaign expenses. The bond funds and the capital campaign will be dedicated to Library design, financing and construction costs and exclude Library operating costs.

**PURPOSE AND SCOPE**

The Cornelius Place project team is requesting submissions from fundraising consultants to manage a multiyear Capital Campaign to raise money needed to finance an expanded, flexible Library facility to meet the service needs of our community now and for generations to come. The estimated time-frame for completion of the fundraising phase of the project is from May 2014 to May 2016. The matching bond funding will be available in June 2015, while the housing funding is anticipated to be committed by the late summer of 2016. With all funding committed, the construction start on this mixed use project is scheduled for no later than October 2016.

Cornelius Place is a cornerstone project in the City of Cornelius downtown plan and is intended to support the City's economic development efforts as well as encourage surrounding downtown redevelopment.

The purpose of this Request for Proposal is to retain a Fundraising Consultant who will:

1. Develop a Campaign Plan
  - Develop a capital campaign plan and calendar to align with public funding requirements
  - Support development of a case statement
  - Assist in developing collateral materials and use of social networking opportunities
  - Educate and train Library staff, Advisory Board, Friends of the Library and other volunteers
  - Assist in development of a volunteer Campaign Steering Committee
2. Implement and Manage the Campaign
  - Manage campaign prospect identification and evaluation
  - Assist in development of campaign materials
  - Oversee prospect calls and follow-ups assisted by volunteers

- Promote donor stewardship and cultivation
- Work with Friends of the Cornelius Library to identify potential campaign events
- Develop donor tracking
- Assist with donor recognition and naming opportunities
- Assist in the management of public information and public relations plan

**PROPOSAL FORMAT**

To receive consideration Proposals must be made in accordance with the following instructions. Please limit proposal to 15 pages.

**Cover Letter**

- Statement of Interest and vision for the Project with signature of authorized principal

**Firm History/Philosophy:**

- Description of firm and overall firm structure
- Key Personnel
- Range of Project Types

**Firm Experience:**

- Public Library Experience (examples)
- Experience with major funders in Oregon
- Experience with multi-sourced (public-private) financed project (examples)
- Professional resume(s) of relevant experience

**Fees**

- An itemized cost of services with a description of not to exceed clauses.

**EVALUATION AND SELECTION PROCESS**

The project team will review the submittals for threshold requirements:

- Firm must have demonstrated prior experience in strategic capital campaign management.

The project team will evaluate each proposal based on the following information:

- Technical qualifications
- Demonstrated ability to work with a project team to coordinate capital campaign timing and budgets with public funding requirements.
- Experience with similar capital campaign projects.

**INSTRUCTIONS TO PROPOSERS**

**Proposals are due by 4:00 pm on May 9, 2014.**

All questions regarding the RFP, clarifications of services and/or work scope are to be submitted to Karen Hill, Library Director, via email to karenh@wccl.org or by telephone 503-992-5307.

Please send RFP responses to:

City of Cornelius  
 Attn: Karen Hill, Library Director  
 1355 N. Barlow St  
 Cornelius, OR 97113

Please state "Proposal for Library Capital Campaign" on the outside of the package and provide one original and 6 copies of the proposal. Include a digital copy in the package or email to [karenh@wccls.org](mailto:karenh@wccls.org) with subject line "Proposal for Library Capital Campaign."

The project team will select and inform the successful firm no later than Thursday May 23, 2014.

**EXHIBIT I  
BACKGROUND**

**Facts:**

- Last year over 77,000 visitors came to the Cornelius library in person.
- 118,000 books, magazines, videos, and other items checked out in 2013.
- Over 1,000 Cornelius children participated in the Library's Summer Reading program, reaching 31% of kids 0-17.
- Over 5,500 people attended one or more of the library's 221 programs or events last year.
- About 25% of the 20,000 physical items in the collection are checked out at any given time.
- Since 1982, library use and city population have grown substantially.

<b>CORNELIUS</b>	<b>1982-83</b>	<b>2012-13</b>	<b>Increase</b>
Population	4,880	11,915	144%
Checkouts	12,325	118,072	858%

**The new library will provide the Cornelius community:**

- A larger facility, meeting the increased demand for service.
- New community spaces, including a community meeting room, a large children's area, a space for teens, study and homework spaces, additional space for computers, quiet reading areas and space for technology training.
- More books, additional seating and parking.
- New spaces for youth recreation and community educational and cultural activities.
- A 3-story building, with a new Library and senior housing, located in the Cornelius Town Center.

**History of Development and Planning:**

**1913** The Library was established by women of the Cornelius Civic Improvement Club.

**1976** Washington County formed a cooperative (WCCLS) and passed a levy to support Cornelius and nine other libraries in providing countywide service.

**1982** A new 5,600 square foot civic center was constructed with 3,025 square feet dedicated to the library and plans to add more in a later phase.

**2003** The Cornelius Community Center Advisory Committee worked to develop a master plan for the city, including three buildings: a joint library and community center building, a recreation center with indoor pool, and an indoor soccer facility. The bond measure for \$11,623,000, failed by 71% (2,058) voters opposed.

**2011** A donor gave \$20,000 to fund a feasibility study for library expansion. The study presented a 16,800 square foot library for \$5.5million.

**2012** The Ford Family Foundation granted the Friends a match of \$4,000 to \$1,000 raised from individuals. Consultants planned a financial strategy to pursue a capacity expansion plan since the Cornelius City Council was not ready to move ahead with a capital project. Four operating grants, totaling \$60,000 were submitted and denied.

**2012** Directors from the Cornelius Public Library and Bienestar, Housing Developer, met to explore for the first time the idea of having a mixed-use building with library and housing. Bienestar secured \$110,000 in predevelopment loans for a feasibility study.

**2013, Apr** The Cornelius Place project team with members from the City and Bienestar selected Scott Edwards Architecture and Walsh Construction to continue with pre-development planning. Fundraising consultants MMP and On Course Consulting were hired to do a Capital Campaign planning study.

**2013, Nov** The City put a measure on the ballot to raise \$2.4 million at \$0.29 per thousand of assessed home value. The bond was narrowly defeated by 76 votes. Voter turnout was low and the City Council agreed to try again on the May 2014 ballot.

**2014** \$2.4 million were allocated to the City of Cornelius from Oregon state bonds to fund 50% of the library project.

**Project tasks completed to date include:**

- Cornelius Place Feasibility Study, including
  - Library Bond Poll
  - Housing market Study
  - Land Survey
  - Site Layout
  - Building Design
  - Construction Cost Estimates
  - Development and Operating Budgets
- Pre-campaign planning study, including
  - Interviews with top donor prospects
  - Initial gift table

The following website link contains Library and Cornelius Place project information in detail.

[www.ci.cornelius.or.us/library](http://www.ci.cornelius.or.us/library)