

Request for Proposal

Released on: May 18, 2021

Proposals due: July 28, 2021, 4:00 p.m.



Capital Fundraising Consultant St. Joseph Community/Recreation Center

INTRODUCTION

The City of St. Joseph is seeking a qualified consultant to plan, lead and raise funds for the development of a new community center.

The proposed site is located about four blocks from downtown St. Joseph on 8.35 Acres. The anticipated cost for the project is \$16 million to \$18 million. The preliminary budget for the project is \$10 million. The estimated goal of this fundraising campaign is between \$6 million and \$8 million.



BACKGROUND

St. Joseph is located in scenic central Minnesota 70 miles from Minneapolis and eight miles west of St. Cloud so residents enjoy the amenities of a metro area while retaining its small-town character. From 2000 to 2015, the population increased by almost 47%. The community features a growing economy and steady growth with an estimated population of over 7,300, and is within the St. Cloud Metropolitan Statistical Area with an estimated population of 189,000. In addition to a growing economy, St. Joseph offers ample and diverse opportunities in education, recreation and the arts. Within minutes of St. Joseph are recreational sites and many lakes, streams, parks and trails, including the Lake Wobegon Trail. The College of St. Benedict is located within the community and the College of Saint John's University is located two miles west in Collegeville.

The Community Center would provide outdoor and in-door amenities for year-round community programming and events. After discussions regarding a Community Center started several years ago, the City Council committed six million dollars in local option half cent sales tax dollars toward the project and more recently was awarded four million in state bonding funds. The intent is that the Community Center would draw individuals of all ages to a state-of-the-art Community Center. The following are amenities the City is considering incorporating into the Community Center Project. The list is not intended to be exhaustive, nor are the specifications shown for the individual features binding.

Library Space

- Space designed for children, teens, adults, and seniors, including book storage, small study/program area, and lounge area.

Active Recreation

- Gyms
- Walking track
- Fitness space
- Kid Zone
- Pool

Meeting Space

- Meeting rooms to be used by various groups.
- Larger multi-purpose room with kitchen

St. Joseph Historical Society

St. Joseph Food Shelf

Outdoor Features:

- Open grass area(s)
- Picnic areas/benches/relaxation
- Potential splash pad/pool/water feature area
- Parking

SCOPE OF SERVICES

The City is requesting proposals from qualified consulting firms to develop and implement a fundraising campaign.

The successful consultant team will be expected to provide fundraising services, including but not limited to the following:

1. Identify fundraising and grant opportunities and prepare report with application procedures and deadlines.
2. Develop a campaign plan, including specific goals for dollars raised, milestones, and solicitation strategies.
3. Develop a campaign calendar.
4. Develop a campaign budget.
5. Prepare all written materials necessary for pitching and obtaining funds, including but not limited to fact sheets, and case statements which make the strongest case for funding. Develop campaign marketing materials, etc. to assist staff with fundraising.
6. Develop a list of potential major donors.
7. Meet with potential donors to raise funds.
8. Raise funds meeting the fundraising goal.

SUBMITTAL REQUIREMENTS

The following should be included in the submission in the stated order:

Introduction

1. Cover letter with firm's name, address, email, phone and fax number.
2. Contact person's name, address, email, phone and fax number.
3. Statement of philosophy.
4. A concise statement that demonstrates the firm's understanding of the project and scope of services sought by the City of St. Joseph.
5. Description of the firm's approach to the project.
6. Description of the implementation of the project, include listing of specific tasks.
7. Proposed completion date and timeline of the project.
8. Description of any additional consultants that will perform work as part of your proposal. Provide names, addresses, and relevant experience for additional consultants.

Organization History/Experience

1. Number of years in business.
2. Type of organization.
3. Type of ownership, identify owners, partners, etc.
4. Geographical areas of operation.
5. Professional affiliations.

Personnel

1. List of principals and stakeholders.
2. Description of the size and composition of your firm.
3. An organizational chart.

4. Resumes of the proposed project manager and other key personnel proposed to be assigned to this project (the “team”)

Experience and References

1. Discuss your firm’s experience and, in particular, the team’s experience with capital campaigns for public facilities and/or similar facilities.
2. Identify three completed similar projects, that the identified key personnel have completed which best represent the skills of the firm and the team. For these projects provide:
 - a. Name and address of client.
 - b. Name, telephone number, and email address of the client contact person.
 - c. Summary of the project, include year completed.

Other Information

Provide other pertinent information that you feel makes you qualified for the proposed project.

Fee Structure

Provide information on your proposed fee structure which separately lists each service and related fee based on the scope of the project discussed above, separately stating, if necessary, any charges for anticipated reimbursable costs. This structure should be expressed as a “fee not to exceed” figure which itemizes all services included in the proposed fee, as well as an itemized list of what would be considered “additional services” if requested by the City of St. Joseph.

SELECTION PROCESS

All proposals will be reviewed by an evaluation panel consisting of the City Council and the City Administrator, and Finance Director.

Following the review, the evaluation panel will determine a shortlist of the most qualified firms for an in-person presentation at a joint meeting of the Community Center Committee and City Council.

SELECTION CRITERIA

Selection will be based upon experience, qualifications, demonstrated understanding of the project, and ability to perform the tasks and meet the required deadline(s). The City reserves the right to reject any or all offers, and to select the firm that it believes best meets the stated qualifications and who will best serve the interests of residents of St. Joseph.

Proposals will be evaluated and ranked by the evaluation panel. Evaluation criteria are as follows:

- Responsiveness and completeness of the response provided to the RFP.
- Experience and qualifications of consultant and management team, including demonstrated knowledge of planning, management, evaluation skills, and experience.

- Technical quality and methodology of consultant’s approach to organizing and managing the project; ability to document information and recommendations clearly in written format.
- Ability of the consultant and management team to communicate and build consensus with board members, staff and community residents.
- Ability of the consultant and management team to communicate with various governmental units.
- Experience with public facility fundraising projects and/or similar campaign projects.
- Past and current projects.
- References and examples of completed consulting projects. Satisfaction of former clients with competency of completed work.
- Overall project management and ability to accomplish a project of this nature within the proposed time schedule.
- The cost the firm proposes for the services required under this solicitation.

SUBMITTAL DETAILS

Submit proposal electronically in a PDF format by July 28, 2021 no later than 4:00 p.m to City Administrator Therese Haffner at thaffner@cityofstjoseph.com. Submissions received after the above date and time will not be accepted.

GENERAL PROVISIONS

Ownership & Costs of Submittal

Upon submittal of a response to this RFP, all information becomes property of the City and by extension becomes public information. Nothing within the submittal shall be considered confidential. The City reserves the right to use any information provided by any respondent to the RFP as it determines in its sole discretion. All costs associated with the development of any written response to this RFP shall be the obligation of the proposer.

Questions Pertaining to the RFP

Respondents may seek clarification from the City regarding any information in this RFP. Questions must be submitted in writing no later than May 27, 2021. No questions may be submitted after that date. All questions and their responses will be posted to the City RFP website page no later than June 1, 2021.

City contact person for all RFP communications

All communications about this RFP after its release shall be in writing via email through the City’s designated contact person:

Therese Haffner, City Administrator

thaffner@cityofstjoseph.com

(320) 229-9424

www.cityofstjoseph.com