

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

00-053

SYNOPSIS -

AGENDA:

FEBRUARY 7, 2000

Approval to enter into a Professional Service Agreement with Capitol Resources to coordinate fundraising activities for Gray's Lake Park. Approval to authorize the Park and Recreation Director to sign amendments to this Agreement in order to exercise the option to renew.

SUBJECT:

PROFESSIONAL
SERVICE
AGREEMENT WITH
CAPITOL
RESOURCES TO
COORDINATE
FUNDRAISING FOR
GRAY'S LAKE PARK

FISCAL IMPACT -

\$14,500 for Agreement. CIP #604041 "Gray's Lake Park"
\$10,500 for a three month extension at \$3,500 per month.
\$25,000 Total

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

RECOMMENDATION -

Approval.

SUBMITTED BY:

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

BACKGROUND -

On December 14, 1999, the Park and Recreation Department entered into a Professional Service Agreement with Capitol Resources President, Nicole Schlinger, 1842 400th Avenue, Brooklyn, Iowa 52211, to manage and coordinate the efforts of the Fundraising Committee chaired by Council Member Christine Hensley. Capitol Resources has successfully completed several fundraising campaigns for political candidates and has proven their ability to coordinate and manage a capital campaign of this magnitude.

The scope of services include:

- Coordination and management of a \$3 million private capital campaign.
- Establishment of a tiered financial presentation to potential

donors.

- Scheduling appropriate meetings with committee members and donors.
- Coordination and development of promotional materials.
- Follow-up communications to all contracted donors.
- Progress and field reports to committee members.

Due to the efforts of Capitol Resources, the Fundraising Committee has made significant progress in presenting the adopted master plan to area businesses and community leaders. The request before Council is to enter into a four month agreement with an option to renew for three additional months. The Fundraising Committee believes that the continued services of Capitol Resources will allow them to meet and potentially exceed their revenue goal.

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