

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

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

00-379

SYNOPSIS -

AGENDA:

AUGUST 21, 2000

To approve the Agreement for Professional Services with Capitol Resources, 700 E. Pleasant Street, P.O. Box 257, Brooklyn, IA 52211, for "Gray's Lake Fundraising Coordinator" extension at a reduced scope of services for the months of September 2000 and October 2000.

SUBJECT:

GRAY'S LAKE
FUNDRAISING
COORDINATOR
AGREEMENT

FISCAL IMPACT -

The fiscal impact for the contract is \$4,000 (CIP Account - Gray's Lake Account: 52120 Fund: CP040 Organization Code: PKS990000 PKS140).

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

RECOMMENDATION -

Approval.

SUBMITTED BY:

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

BACKGROUND -

Nicole Schlenger, President of Capitol Resources, has been serving as Gray's Lake fundraising coordinator under contract with the City of Des Moines since February 17, 2000. The original contract, approved by City Council on February 7, 2000, allowed for three (3) additional one-month period extensions. This contract was, in fact, extended by amendment for an additional three months through August 31, 2000. The original contract amount was not to exceed \$25,000.

Fundraising activities need to continue after September 1, 2000 in order to meet the private fundraising goal for the Gray's Lake project of \$4,000,000.

The Gray's Lake Fund Advisors, Park and Recreation staff, and Fundraising Coordinator are in agreement that a reduced level of

fundraising activity is desirable for the months of September and October 2000. The primary activities of the Coordinator will focus on major donors and involve scheduling meetings with prospective donors, follow-up communication to all contacted donors, progress reports to the Foundation and staff, and maintaining regular contact with major donors to date. Other activities associated with the "bridge plaques" fundraising campaign have been shifted to volunteer organizations with staff support.

The monthly compensation has been reduced from \$3,500 to \$2,000 per month. The contract will not provide for reimbursement of personal expenses in September and October.

The projected budget for fundraising fees and expenses for the Gray's Lake Park project is \$45,000. The expense for this two-month extension of the contract, along with outstanding invoices for expenses since July 1, 2000, is within the budget projection.