

**CITY COUNCIL  
COMMUNICATION:**

**ITEM \_\_\_\_\_**

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

**00-515**

**SYNOPSIS -**

**AGENDA:**  
NOVEMBER 6, 2000

To approve the Agreement for Professional Services-"Gray's Lake Fundraising Coordinator" with Capitol Resources (Nicole Schlinger, President, 700 East Pleasant Street, P.O. Box 257, Brooklyn, Iowa 52211) for a four-month period (November 1, 2000 through February 28, 2001) according to the contract provisions approved by City Legal, and to authorize the Park and Recreation Director to sign the Agreement.

**SUBJECT:**  
  
AGREEMENT FOR  
PROFESSIONAL  
SERVICES-"GRAY'S  
LAKE  
FUNDRAISING  
COORDINATOR"

**FISCAL IMPACT -**

For the four-month contract, the fiscal impact would be \$13,000 (Capital Improvement Program Account - 52120, CP040, PKS990000 PKS140).

**TYPE:**

**RECOMMENDATION -**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

**Approval.**

**SUBMITTED BY:**

**BACKGROUND -**

DONALD M. TRIPP  
PARK AND  
RECREATION  
DIRECTOR

Ms. Schlinger has been serving as Gray's Lake's fundraising coordinator under contract with the City of Des Moines since February 17, 2000. The term of service was from February 17 to May 31, 2000, with a three-month extension through August 31, 2000. The scope of services was reduced in the months of September and October 2000. During this period of time, activities associated with the "bridge plaque campaign" shifted to volunteer organizations with staff support. The fundraising coordinator then focused on major donor contributions.

The original contract term of services has expired. The fundraising activities for Phase I are not completed. The fundraising activities to date have resulted in \$4.5 million in cash pledges and in-kind

contributions. The fundraising expense to date totals \$54,361. Of this amount, \$28,250 is consultant fees and \$26,111 is supplies.

The Gray's Lake Foundation, Park and Recreation Department staff, and the fundraising coordinator are in agreement that the fundraising activities for Phase I construction will end on December 31, 2000. In the months of November and December 2000, the scope of services for the fundraising coordinator will return to the original level of support (\$3,500 per month). She will provide support services for both the major donor fundraising and the bridge plaque campaign in the months of November and December 2000.

The months of January and February 2001 will have a reduced scope of services (\$2,000 per month). Activities will focus on donor recognition, including contacting donors for approval of donor recognition, production, and placement of engraving on the Donor Wall and the bridge plaques, and close-out of records for the campaign.