



Foundation

MADISON PUBLIC LIBRARY

Feasibility Study Request for Proposals

Introduction

Madison Public Library Foundation is seeking proposals from fundraising consultants interested in conducting a feasibility study related to raising a portion of the funds necessary to construct a new library facility.

We are looking for a partner who is experienced with planning and conducting a fundraising feasibility study and is familiar with the Madison, Wisconsin fundraising environment. The plan should assess our current situation, potential fundraising capacity for a campaign and make recommendations on a strategy to maximize our fundraising efforts.

About the Project

Madison Public Library is planning a new library and community facility at Reindahl Park on Madison's northeast side. The Imagination Center will provide a safe space for local residents to gather and learn, engage with their city, and express their culture. It will focus on supporting holistic health in the northeast Madison community and expanding economic opportunities for library visitors. Reindahl Park was selected as the next site for a neighborhood library based on a combination of community feedback about the goals for a new library and suitability assessments that included data from the 2010 Census and library surveys.

The library will be highly visible in a growing, densely populated area of Madison. The community includes a large share of immigrants, communities of color, and families in poverty. There are several childcare facilities within a half-mile radius, so a nearby library would improve the community's access to early literacy resources. The park is also a short walk from Sandburg Elementary, which has a 71% non-white and 71% low-income student population and is currently the only Madison elementary school that isn't located in a library service area.

Madison Public Library Foundation will lead the capital campaign, in collaboration with the Parks Foundation, to raise private funds as part of a public-private partnership. At present, the projected total project cost is approximately \$17 million, with \$12 million in funding coming from public sources.

Proposal Requirements

Firm Information

Provide firm's name, address, website and telephone number. Include name, title and email address of the individual who will serve as firm's primary contact, as well as the names of relevant project team members. Include a brief description and history of your firm.

Proposals should include a list of 3-5 references for similar projects that your firm has completed.

History, Experience and Track Record

Provide a summary of the qualifications, experience, and skills that your team members offer this project. In addition, please list your three most recent feasibility studies that led to capital campaigns or in which the firm recommended another course. Include the overall goal of each project, the amount raised (if applicable) and what, if any, factors contributed to the shortfall or surplus. Please include information on area if not in Madison.

Project Plan

Please provide a proposal describing all areas of service that your firm would provide. The topics below should be addressed, in addition to any other relevant items you deem necessary to plan a successful project.

- A plan for determining if the fundraising goals are reasonable and attainable
- A communication plan between the Library Foundation staff, Board, and your organization
- The specific individuals who will be assigned to the contract; include a resume for each individual mentioned
- Please provide a brief plan/schedule of the feasibility study activities.

Schedule and Timeline

Proposals should include the proposed work schedule, timeline and deliverables resulting from the feasibility study.

Cost

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the Schedule and Timeline.

Submit To/Project Contact

Please contact foundation Executive Director Executive Director (contact details below) with any questions you may have regarding the project or RFP.

Deadline

Please submit your proposal to Jenni Jeffress at jjeffress@mplfoundation.org by January 7, 2022.

Jenni Jeffress, Executive Director
Phone: 608.266.6318
Email: jjeffress@mplfoundation.org
Madison Public Library Foundation
201 W. Mifflin Street
Madison, WI 53711

Schedule

Madison Public Library Foundation would like to conclude the feasibility study by March 31, 2022. The preliminary schedule is as follows:

Issue Request for Proposal	Nov. 15, 2021
Proposal due	Jan. 7, 2022
Evaluation process	Jan. 7–14, 2022
Interviews conducted with selected firms	Jan. 17–31, 2022
Foundation announces decision and work begins	Feb. 4, 2022