



Request For Proposals

DATE:	January 20, 2022
FROM:	Village of Cottage Grove Library Board Cynthia Kelm-Nelson - Board President JJ Larson - Deputy Village Administrator
RE:	Library Financial Feasibility Study - Village of Cottage Grove Library Board

Introduction/Background

The Village of Cottage Grove Library Board is seeking proposals to conduct a financial feasibility study to raise funds to construct a new library facility within the Village. The current and continued planning is for a 24,670 sq ft on the Village's west side on the land owned and maintained by the Friends of the Cottage Grove Library Inc. At present, the projected total capital project cost is approximately \$12 million. We are looking for an experienced partner in planning and conducting fundraising feasibility studies and familiarity with the local fundraising environment. This includes familiarity with Dane County and surrounding municipalities that comprise the library's potential service population. The financial feasibility plan must assess our status, potential capital campaign fundraising capacity, and recommend a strategy and timeline to maximize fundraising efforts.

About the Project

The Village of Cottage Grove is one of the few municipalities, and yet the largest, in Dane County that does not have a community library nor does the Village offer forms of library programming, have dedicated historical society space, or a senior/community center. This gap in service is substantial as a public library and the services it provides have been shown to benefit the community. The future library will provide a safe space for all residents to gather and learn, engage with their community, and express their culture. The library will be highly visible in the developing Village. There are several childcare facilities and four schools within the Village. Thus, a nearby library would also improve the community's access to early literacy resources. The proposed location is a short walk from the upper elementary school and the middle school.

Library planning is the top priority of the Village Board of Trustees. For the past two years, the Village's Library Planning Committee has been tasked with researching the initial phases of building a library. In 2020, the committee met with local experts, researched other public library campaigns in Dane County, and developed a ten-question peer-reviewed survey to gather responses from people living and working in the Cottage Grove community. Results showed a high level of interest in the project (>70%). Supported by the data reviewed from the 816 household and 15 business responses regarding the importance of a library in our community. The committee was then tasked with continuing the research phases, including financial data. Presented in 2021, the operational and capital costs of building a physical library in the Village of Cottage Grove were determined using (1) the population data and projections through the year 2040, (2) our current library usage, and (3) a space needs assessment. These values were used to calculate minimum requirements for operation and square footage needs for a building. The Village has received approval from the Department



of Public Instruction, formed a Library Board, and has the current goal of completing a financial feasibility study by July 31, 2022.

Required Proposal Content

- (A) 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.
- (B) History, Experience and Track Record:** Provide a summary of the qualifications, experience, and skills your team members offer this project. Please outline what library experience, if any, your firm has. In addition, list the 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 the area if not in Dane County.
- (C) Project Plan:** Please provide a written proposal describing all areas of service that your firm would provide. The topics below should be addressed and any other relevant items you deem necessary to plan a successful project. The Library Board views key deliverables as: findings (e.g., reactions to the project, participant interest, preliminary gift intention, and major donor prospects), analysis (e.g., internal and external campaign readiness, quantitative analysis of gift intentions and potential campaign success), and recommendations (e.g., problems, solutions and proposed timelines). In brief, please address the following:
- Provide an overview of the plan and schedule of the feasibility study and a RACI diagram identifying roles and responsibilities. Include percent of time your key proposal staff will physically spend in our community.
 - Situation Analysis. Utilizing various methods, including those listed above, inventory assets, challenges, and opportunities related to the campaign. Identify strengths and weaknesses with respect to attaining goals. Propose strategies for implementation.
 - Donor Prospects and Volunteer Prospects Lists. Within the lists, identify priority prospects across a full and diverse range of donor and solicitation levels.
 - Testing of basic planning assumptions with potential donors. How do potential donors view the library project in the Village of Cottage Grove? Do they consider the goal of creating a modern library facility important enough to place on their priority giving list?
 - Expansion of prospect list. Develop a prospective donor list to include a balance of lead donors, major donors, private foundations, grants, Village funds, and potentially direct mail public solicitations.
 - An analysis demonstrating confidence in the success of fundraising goals and anticipated timeframe for achievement.
 - Determining potential campaign support. By assessing prospective donors and evaluating solicitation capabilities of Board members and key staff, determine a realistic campaign goal and timeframe.



- A communication plan between the Library Board, Friends of the Cottage Grove Library, and your organization.
 - Identify other potential campaign leadership volunteers. Interview potential volunteers to determine their individual solicitation capability.
- Consultation with the Village’s advisors (Ehlers) on revised financial and tax impacts.

(D) Schedule and Timeline: Proposals should include the proposed work schedule, timeline and deliverables resulting from the feasibility study. Cost proposals must consist of the cost for all work related to tasks and deliverables.

Evaluation Process

Proposals will be evaluated based on the following (in no particular order):

- Qualifications and experience of the firm in working with library boards, municipalities and relevant stakeholders.
- Qualifications and experience of specific staff assigned to the project.
- References: Experiences of other clients receiving similar services from your firm.

Anticipated Timeline - The Library Board would like to conclude the feasibility study by July 31, 2022.

- Distribution of RFP: January 20th, 2022
- Proposal deadline: February 18th, 2022 (5:00 p.m.)
- Proposal review: Feb 21st - March 4th, 2022
- Interviews: March 7th - 10th, 2022
- Finalists present to the Library Board: anticipated March 17th, 2022 meeting
- Selection: TBD, but likely March 17th, 2022

Submission and Inquiries

Please contact the Village Deputy Administrator (contact details below) with any questions you may have regarding the project or RFP. Please submit your proposal by 5pm on March 1, 2022. Submit via e-mail, using the subject line "Library Feasibility Study" to:

JJ Larson, Director of Public Works & Utilities/Deputy Administrator

Phone: 608-839-5813

Email: jl Larson@village.cottage-grove.wi.us

Village of Cottage Grove Library Board

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Right to Reject

The Village of Cottage Grove reserves the right to reject any and all proposals and to accept the proposal deemed most advantageous to the Village.