



## REQUEST FOR PROPOSALS (RFP) FOR A PROFESSIONAL FUNDRAISING ASSESSMENT FOR A PROPOSED FARGO PERFORMANCE CENTER

### Introduction

The City of Fargo, ND, is requesting proposals from qualified firms or individuals to provide a professional fundraising assessment for the construction, operation, and maintenance of a proposed Fargo Performance Center. The proposed facility will be publicly bid, constructed, and financed. A combination of public and private funds will support construction and operation of the facility.

### Background

The proposed Fargo Performance Center was studied in 2018 and 2019 by a community task force comprised of elected officials, arts organizations, and the business community. The goal of the Performing Arts Task Force was to assess community interest and feasibility in constructing and operating a Fargo Performance Center. A “Market & Feasibility Study Update” was prepared in 2019 by HVS Consulting, and refreshed work performed by HVS in 2015.

The Performing Arts Task Force meeting materials, HVS Market & Feasibility Study Update, and the Performing Arts Task Force Final Report are located on the City of Fargo website:

**City of Fargo Performing Arts Task Force** (*Meeting materials, videos, and documents*):

<http://www.fargond.gov/city-government/boards-commissions/performing-arts-task-force>

**HVS Consulting Fargo Performance Center Market & Feasibility Study Update** (2019):

[http://download.fargond.gov/0/hvs\\_update\\_presentation.pdf](http://download.fargond.gov/0/hvs_update_presentation.pdf)

**Performing Arts Task Force Final Report:**

[http://download.fargond.gov/0/2019\\_feasibility\\_study\\_final\\_report\\_2-10-20.pdf](http://download.fargond.gov/0/2019_feasibility_study_final_report_2-10-20.pdf)

### Proposal Content

Interested firms or individuals should possess significant experience assessing the capacity and interest of private donors to support a major community capital project. Highly qualified firms or individuals will demonstrate specific knowledge of regional performance centers, operational models, and strategies to measure donor interest in the proposed building program. The proposal should communicate, in detail, the specific tactics the proposer will use to conduct the fundraising assessment, including:

- Market research and approach
- Methods to collect information, such as:
  - The number of in-person interviews
  - Telephone calls
  - Virtual meetings, email, etc.
- An estimate of the number of meetings the proposer believes are necessary to complete a comprehensive assessment.

**Evaluation Criteria**

Proposals from firms or individuals will be evaluated on previous relevant experience and reference checks; organizational approach to the fundraising assessment; and professional fees/expenses for the project. Fees and expenses should be itemized in the proposal and be consistent with the City's scope of work and schedule. The proposal should state the firm or individual's all-inclusive, fixed cost to provide the fundraising assessment.

**Project Duration**

Upon execution of a professional services agreement with the successful firm or individual, the City of Fargo wishes to commence the fundraising assessment in May 2020, with all assigned tasks completed by September 30, 2020. The successful proposer and City will jointly determine the format of a final report as the project nears completion. This final report will be delivered to the City on or before September 30, 2020 and will conclude the project.

**Due Date**

All proposals must be received by **1:00 p.m. on Monday, April 6, 2020** in the City Auditor's Office, City of Fargo, 225 4<sup>th</sup> St. N., Fargo, ND 58102. Four (4) copies of the proposals shall be marked "Proposal for a Professional Fundraising Assessment – Proposed Fargo Performance Center" shall be submitted. Proposals received after 1:00 p.m. on Monday, April 6, 2020 will be deemed non-responsive and rejected by the City of Fargo.

**The City of Fargo intends to select a firm or individual with whom to enter into a professional services agreement by April 20, 2020.**

For further information in advance of responding to this RFP, please email Michael Redlinger at: [MRedlinger@FargoND.gov](mailto:MRedlinger@FargoND.gov).

**(March 16, 2020 & March 23, 2020)**