



Memorandum

To: Honorable Mayor and Members of the City Council

From: Martin Lyons, Assistant City Manager / CFO
Joe McRae, Director of Parks, Recreation and Community Services
Karen Danczak Lyons, Library Director

Subject: Recommendation for Fundraising Consulting Services for Robert Crown,
RFP #15-24

Date: June 15, 2015

Recommendation

Staff recommends that City Council authorize the City Manager to execute a consulting services agreement for fundraising at Robert Crown with Community Counselling Services Co., LLC (CCS) located at 155 North Wacker, Suite 1790, Chicago, Illinois 60606 at a total cost of \$477,500.

Funding Sources

FY 2015 CIP #415555: \$873,000

Discussion

Located at the corner of Main Street and Dodge Avenue, Crown Park and the Robert Crown Community Center and Ice Complex (Crown) deliver a wide range of recreational services. Crown Park provides a variety of outdoor athletic facilities for the entire Evanston community including four tennis courts, two softball fields, and one football field. Constructed in 1975, the 61,000 square foot Crown building contains one large ice skating arena, a small studio-practice rink, one basketball gymnasium, a child care room, and a variety of other multi-purpose rooms.

The Robert Crown Center is the most heavily used community center in the City. It is over 40 years old and due to heavy use, age, building (not life safety) code deficiencies and evolving community needs, Crown is in need of either replacement or significant renovation. Additionally, the Library has identified a need to serve west side residents with a flexible library learning space. In order to pool resources and develop synergy within the City, the Parks Recreation and Community Services Department and Library have partnered to either renovate or reconstruct Crown to meet these demands.

Over the past several years, staff working in concert with a steering committee, has explored a variety of mechanisms to secure funding for renovation or reconstruction including grant opportunities and public / private partnership ventures. These explorations have revealed that private fundraising, in conjunction with public investment, will likely yield successful results for a new or substantially renovated facility. As staff expertise in fundraising and development services are not available, the City issued a Request for Proposal for these services on March 12, 2015. On April 8, 2015, the Purchasing Division received proposals from two qualified professional consulting firms as noted below:

Consultant	Address
Community Counselling Services Co., Llc (CCS)	155 North Wacker, Suite 1790, Chicago, Illinois 60606
Ter Molen Watkins & Brandt Llc.	2 North Riverside Plaza, Suite 1030, Chicago, Illinois 60606

A committee was developed to review and evaluate the proposals consisting of the following members: Martin Lyons/Administrative Services, Joe McRae/PRCS, Karen Danczak Lyons/Library, Bob Dorneker/PRCS, Wynn Shawver/Library, Stefanie Levine/Public Works and Melissa Parker/PRCS. Each committee member individually reviewed the proposals based on:

1. Qualifications and Expertise
2. Price
3. Organization and Completeness of Proposal
4. Willingness to Execute City Agreement
5. M/W/EBE Participation

Following proposal review, the committee met to discuss the submissions and agreed to interview both candidate firms. After the interviews, the committee met again to discuss and score the consultants and determine which firm to recommend for award. A scoring breakdown of the two firms follows:

Consultant	Qualifications & Expertise (30)	Price (30)	Proposal Organization (15)	Willingness to Execute Agreement (15)	Proposed M/W/EBE (10)	Total (100)
CCS	30	27	15	15	0	87
Ter Molen	26	23	14	15	3	81

The City's RFP indicated that the selected consultant would immediately begin a comprehensive fundraising campaign for the project. However, both consultant responses strongly recommended that the City first perform a feasibility study to better determine the donor pool, cultivate potential community leaders and prepare the City for the campaign. Both consultant teams indicated that the feasibility study was vital to the campaign's success, particularly due to the City's current lack of established donor

base. After extensive deliberation, the review committee agrees that this strategy is critical to the project's success and will afford the City an opportunity to gauge community feedback, enhance the donor pool and strategically define the renovation or reconstruction scope in advance of the actual campaign.

A breakdown of both consultant firm fees follows:

Consultant	Miscellaneous Cost	Feasibility Study	Capital Campaign	Cost per interview during Feasibility Study
CCS	\$6,500	\$75,000	\$396,000	\$1,000
Ter Molen	At cost	\$60,000	\$225,000	\$1,714

At first glance, costs for CCS appear significantly higher than Ter Molen. However, in actuality CCS's proposal offers substantially more in services than the Ter Molen proposal which the committee feels are vital to project execution. During the feasibility study, Ter Molen's proposal offers 35 interviews with individual potential donors. By comparison, CCS's proposal includes between 50 and 75 similar interviews. The additional interviews provided by CCS will cast a substantially wider net within the donor community, an imperative step considering the limited base the City has currently established. During the capital campaign, Ter Molen's proposal includes coordination and marketing of the campaign but only in an off-site, supportive role. CCS's proposal however, includes full time and on-site campaign management. In the review committee's opinion, full time and hands on capital campaign support is critical to success due to the City's limited resources and expertise in this area.

Following consultant evaluation, the committee recommends CCS for award based on the scoring results, their team's significant experience and success with similar projects, their demonstrated understanding of this project, their proposed project approach and their references. CCS's references have been reviewed with favorable results. One of their local clients, Rotary International (RI) has an extensive background working with CCS and having favorable results. Staff found that RI has engaged the services of CCS in an ongoing consultative manner on multiple occasions, most notably for their global Polio Plus Campaign launched in 1985. Since that time, Rotary has contributed more than \$1.3 billion to immunize more than 2.5 billion children in 122 countries. Based on their experiences with CCS, and their local knowledge of the City of Evanston, professional staff at RI highly recommend CCS for this project specifically noting their responsiveness, adaptability and the vast resources that they command. RI indicates a high level of respect for their professionalism and ability to customize their efforts in response to the specific needs of any given campaign.

CCS has worked with a wide variety of organizations with varying levels of resources and existing fundraising capabilities, ranging from community based entities such as local churches to large international organizations with more complex agendas such as RI. Based on this recommendation we are confident CCS is well positioned to partner

with the City of Evanston to explore the current opportunity of a fundraising campaign for Robert Crown in order to recommend and facilitate the best practices that will result in a successful campaign.

CCS has requested a waiver of the City's M/W/EBE goal (see attached M/W/EBE memo for additional information).

As a result of the need to perform a feasibility study, the work will be conducted in two distinct phases. Phase 1 (Feasibility Study) will include strategic discussions with community members to assess capacity, development of a project timeline and preparation for the campaign effort. Phase 2 will include the actual donation campaign itself.

A breakdown of proposed funding for this project is as follows:

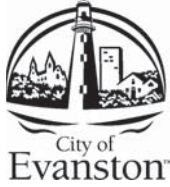
Item	Amount
CIP Funding	\$873,000.00
Expenses / encumbrances to date	\$0
Recommended Award	-\$477,500.00
Remaining Balance	\$395,500.00

Pending City Council approval, the proposed schedule for this project is to complete the feasibility study by the end of October 2015 and to conduct the capital campaign between October 2015 and October 2016. Architectural design work for the project, beginning with an RFP for consulting services, will likely be initiated during the capital campaign phase. Project construction would be anticipated to occur in 2017.

Attachments:

MWEBE Memo

Crown renderings



Memorandum

To: Martin Lyons, Assistant City Manager / CFO
Joe McRae, Director of Parks, Recreation and Community Services
Karen Danczak Lyons, Library Director

From: Tammi Turner, Purchasing Manager

Subject: Fundraising Consulting Services for Robert Crown, RFP #15-24

Date: June 15, 2015

The goal of the Minority, Women, and Evanston Business Enterprise Program (M/W/EBE) is to assist such businesses with opportunities to grow. In order to help ensure such growth, the City has established a 25% M/W/EBE subcontracting participation goal for general contractors. However, RFP 15-24, Fundraising Consulting Services for Robert Crown preclude subcontracting opportunities. Therefore, a waiver is granted.

Cc: Erika Storlie, Acting Director of Administrative Services/ Deputy City Manager



Robert Crown Community Center

Concept Design
October 2014

John Roman Architects Chicago

Table of Contents

Goals and Objectives	3
Program	4
Design Option 1 (Renovation/Addition)	5
Aerial Perspective	6
Site Plan	7
View from Main Street	8
Ground Floor Plan	9
Library View Towards Atrium	10
Library View Towards Outdoor Reading Garden	11
Design Option 2 (New Building)	12
Aerial Perspective	13
Site Plan	14
View from Dodge Avenue	15
Ground Floor Plan	16
Lobby View Towards Courtyard	17
View from Running Track	18
Appendix	19
Existing Site Plan	20
Existing Floor Plan	21

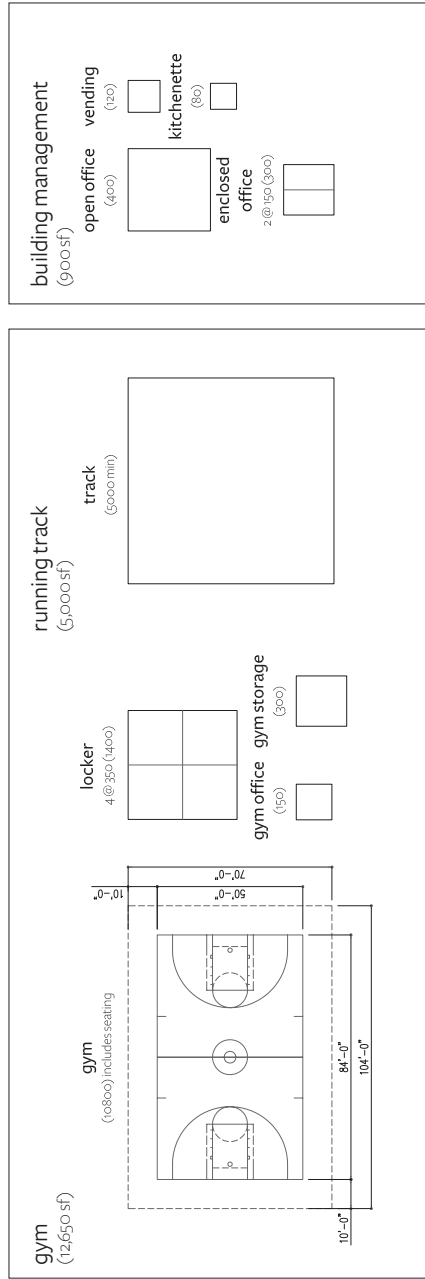
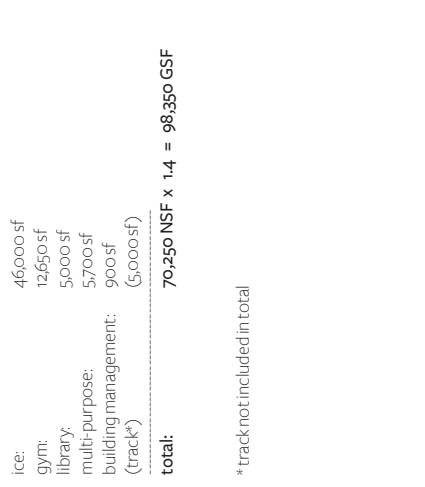
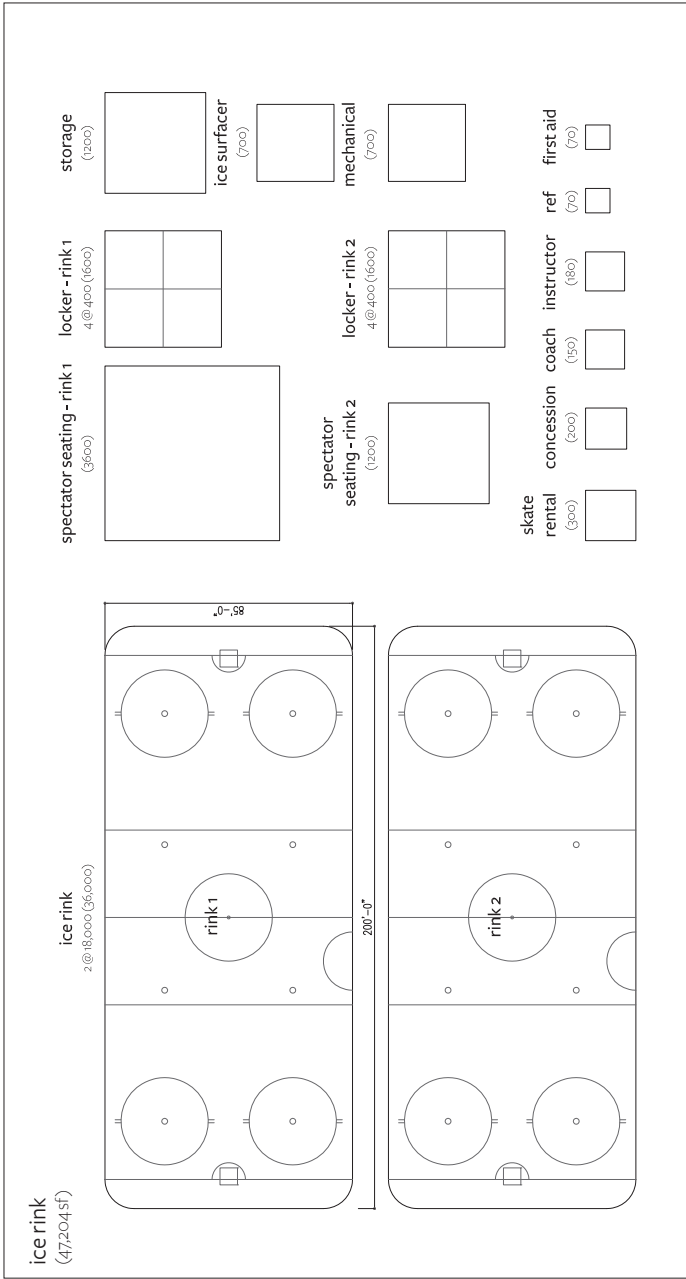
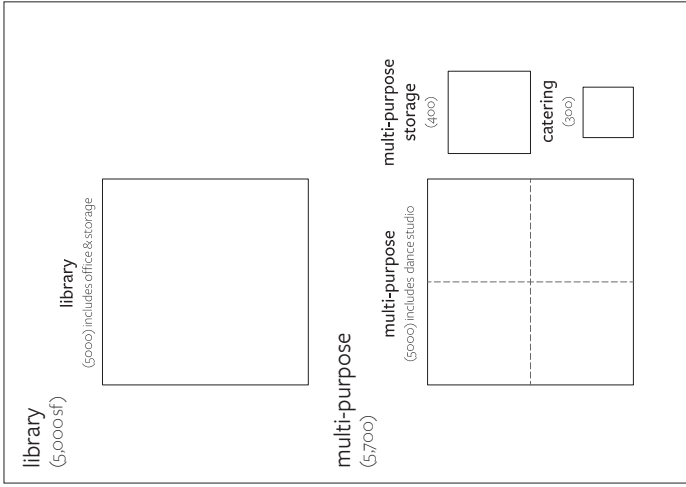


Existing Conditions



Goals and Objectives

- Support the City of Evanston's goal to be the most livable city by improving the community's quality of life
- Provide a holistic solution to meet aesthetic, functional, and financial needs
- Create a transformative space that is flexible, forward-looking, and community centered
- Develop synergies between various building programs
- Create a welcoming, comfortable, and energetic gathering space for all age groups
- Provide an open flexible space with abundant natural light
- Create an innovative, technologically advanced, and flexible library
- Be sensitive to the context
- Be environmentally friendly and sustainable

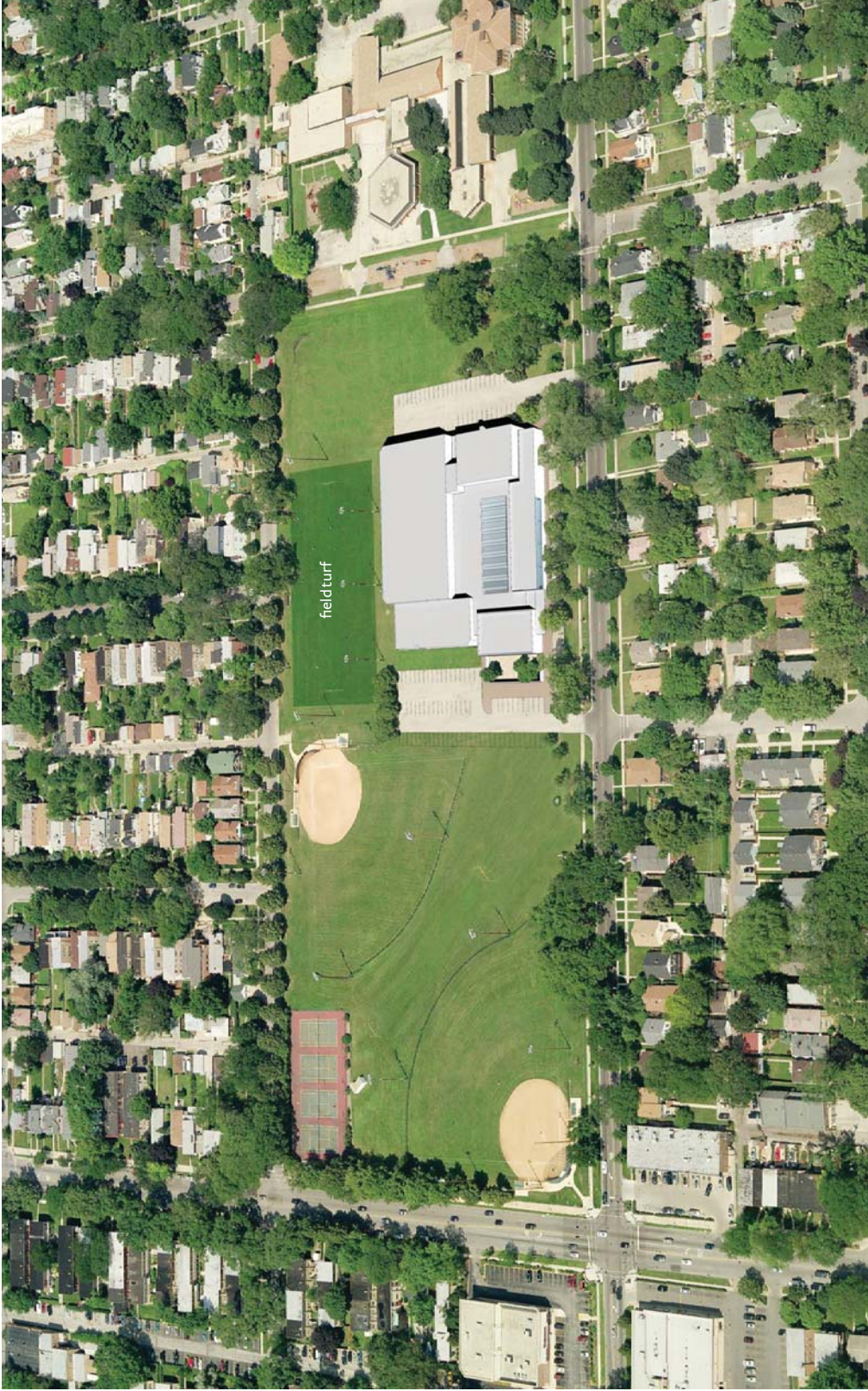


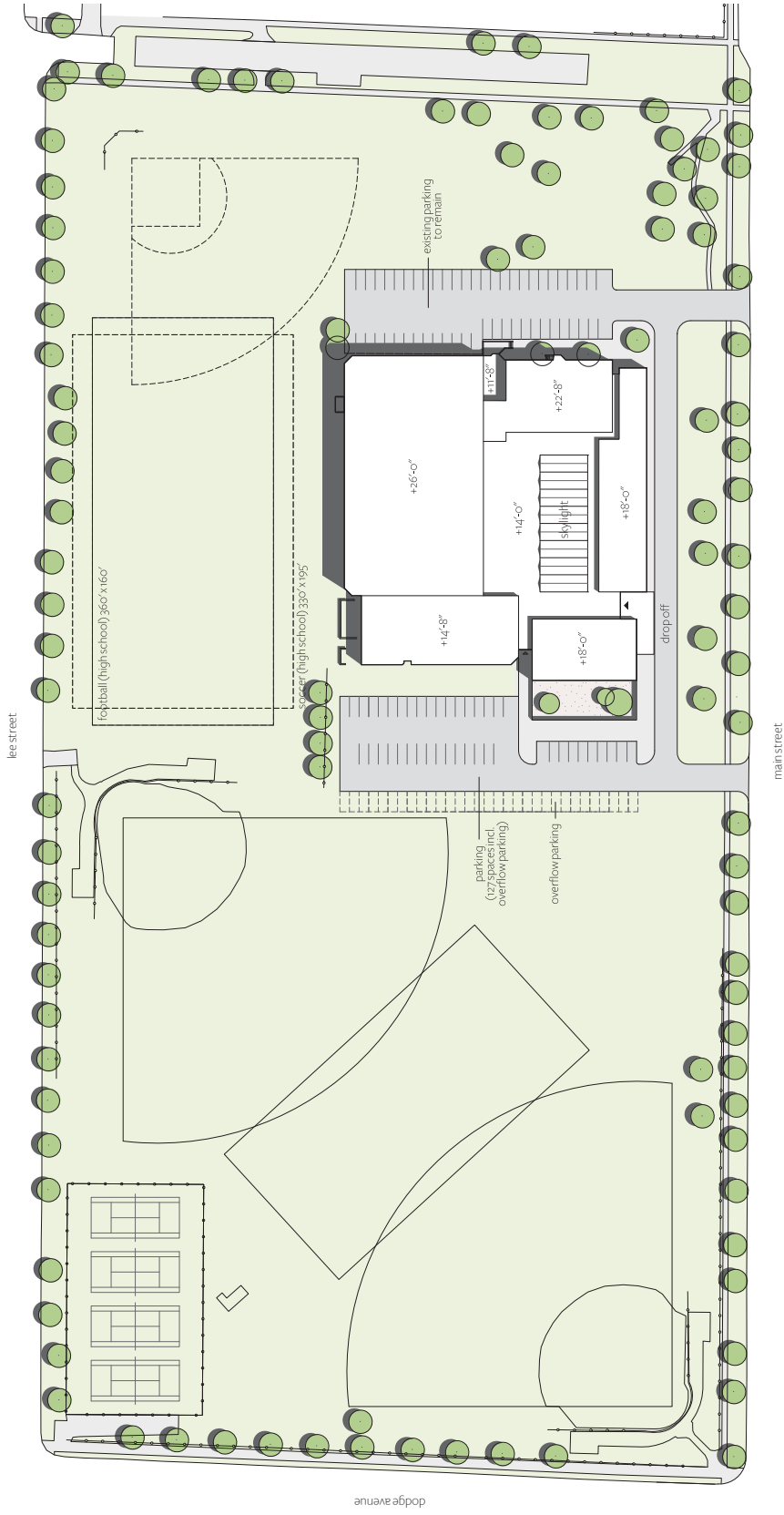
ice: 46,000 sf
gym: 12,650 sf
library: 5,000 sf
multi-purpose: 5,700 sf
building management: 900 sf (track*)
total: 70,250 NSF x 1.4 = 98,350 GSF

* track not included in total



Design Option 1
Renovation & Addition





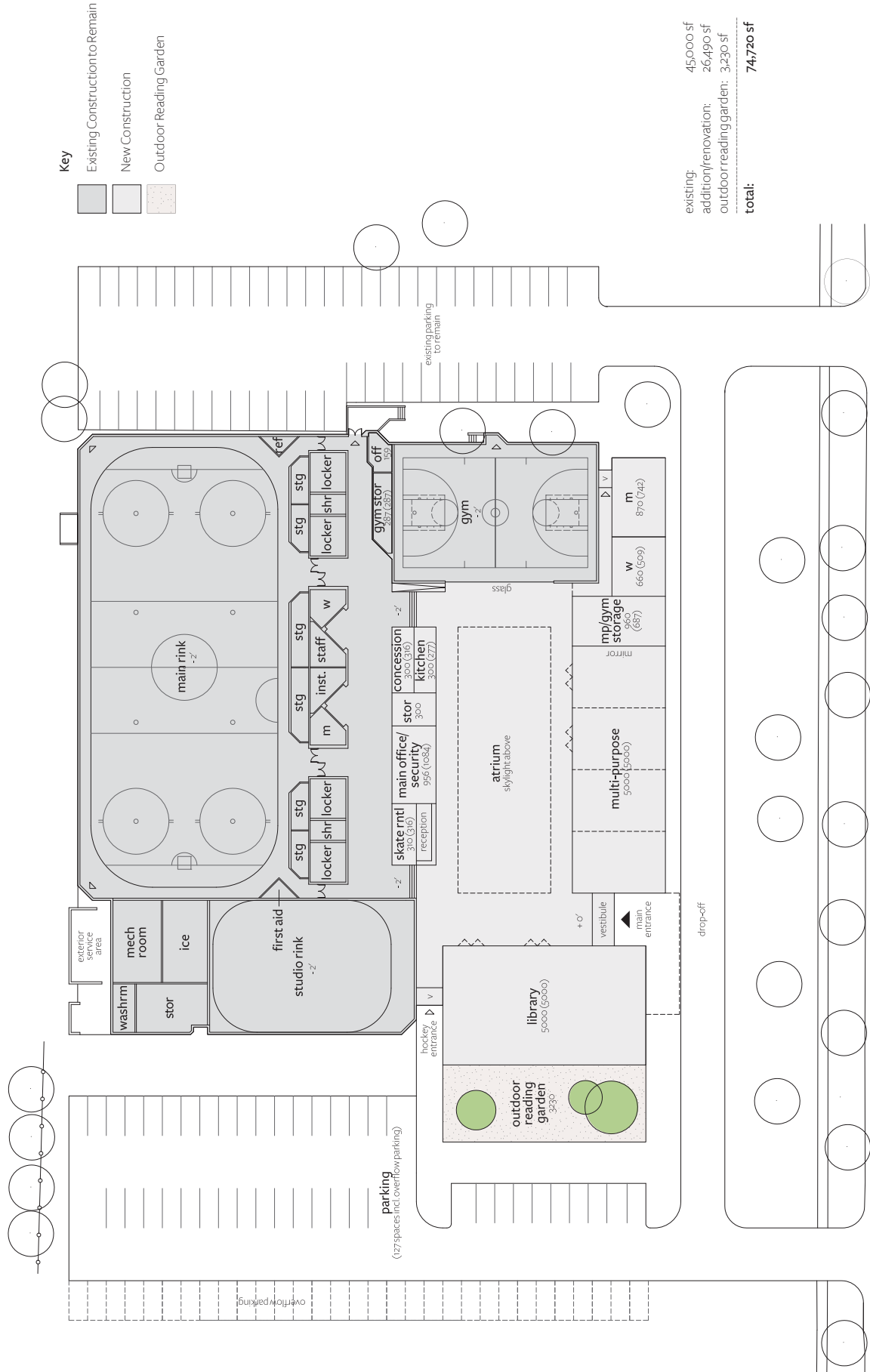


Existing Conditions

October 2014

View from Main Street

Robert Crown Community Center, John Ronan Architects



existing: 45,000 sf
 addition/renovation: 26,490 sf
 outdoor reading garden: 3,230 sf
total: 74,720 sf

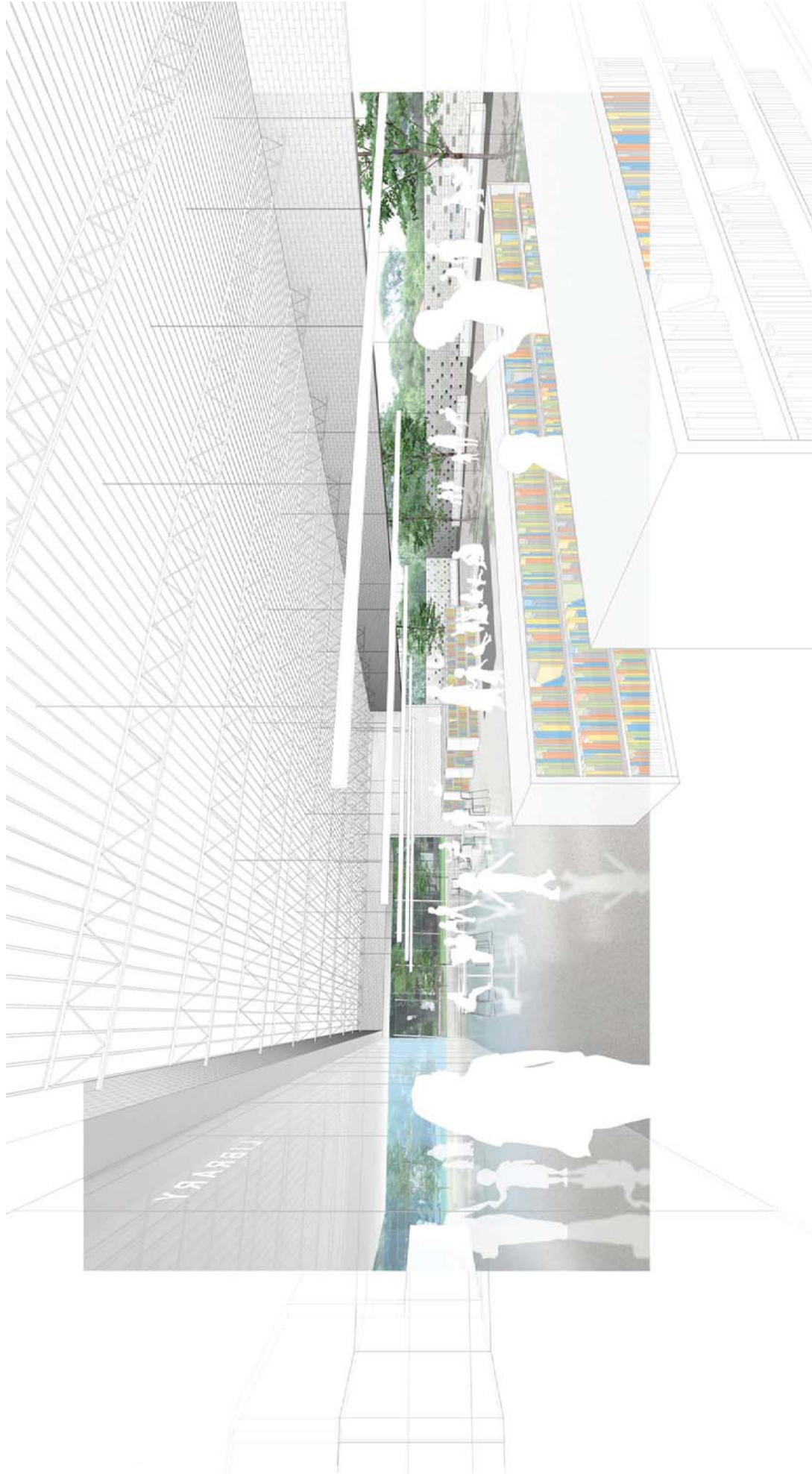


October 2014

Ground Floor Plan

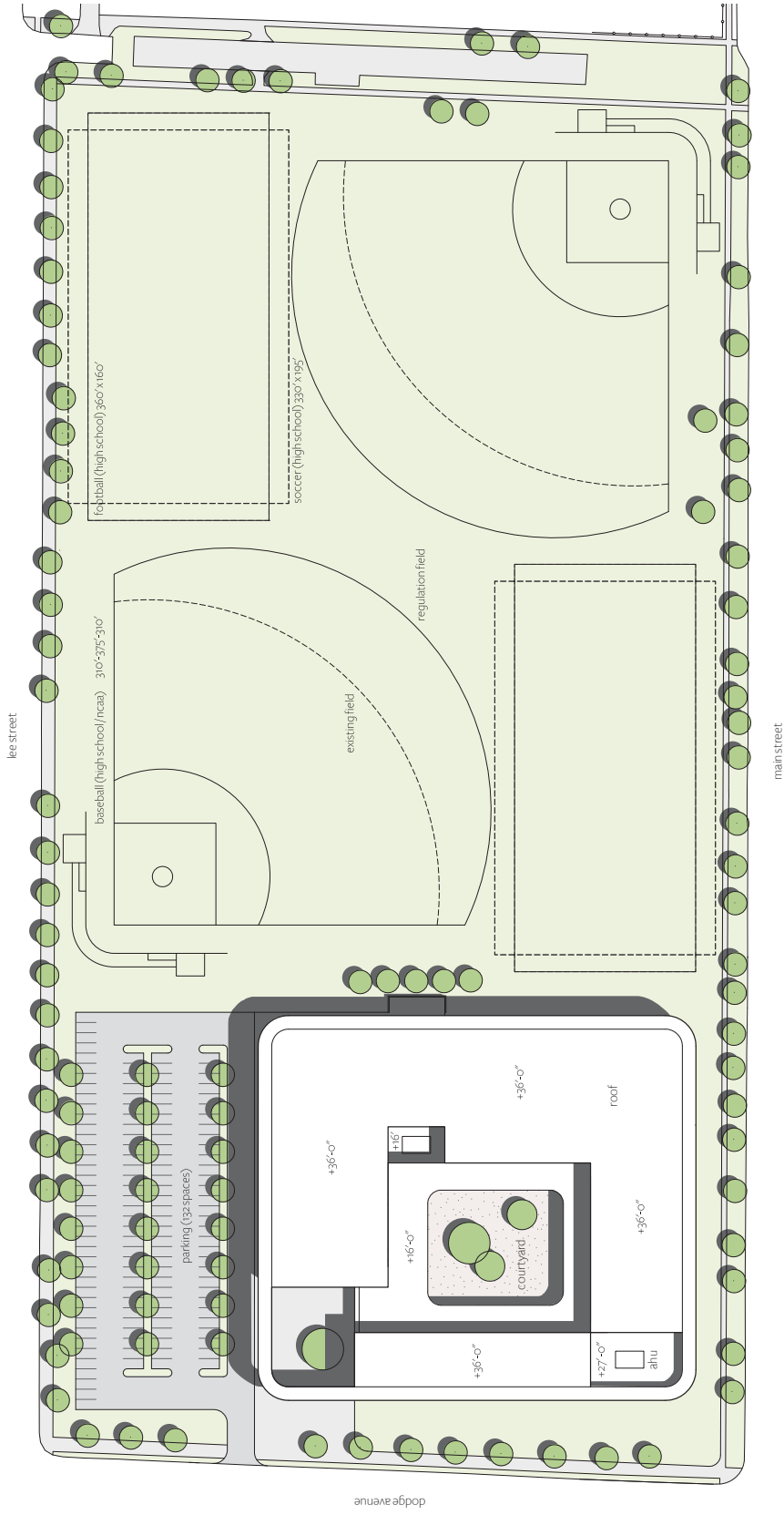
Robert Crown Community Center John Ronan Architects





Design Option 2
New Building







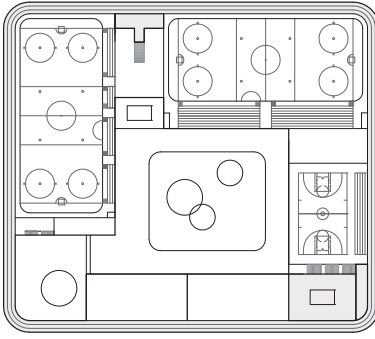


dodge avenue

Ground Floor Plan

October 2014

24 of 50



Track Level
 one lap around outer lane: 1395'
 400 meters = 0.94 laps
 1 mile = 3.78 laps

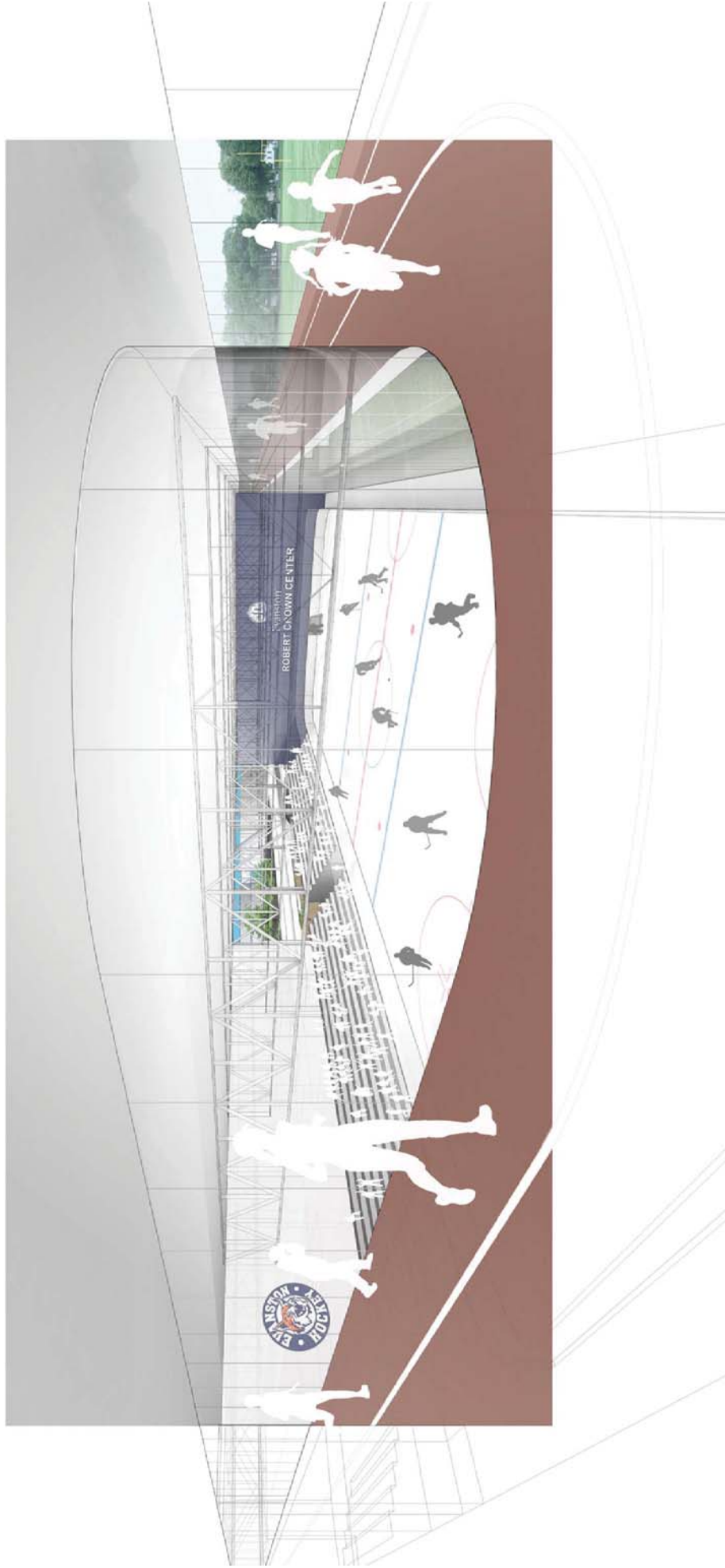


ground floor: 95,430 sf
 track level: 17,980 sf
total: 113,410 sf

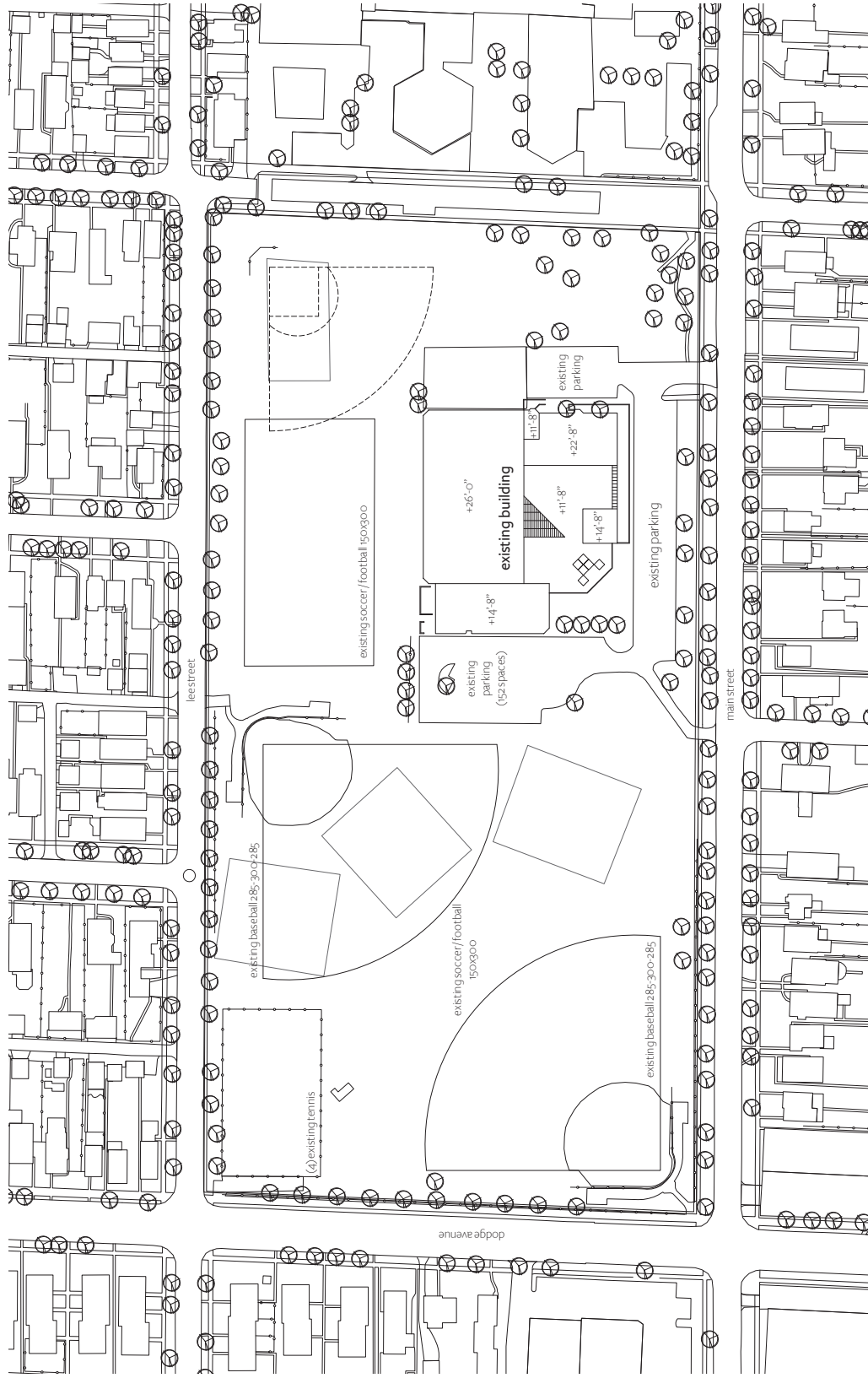


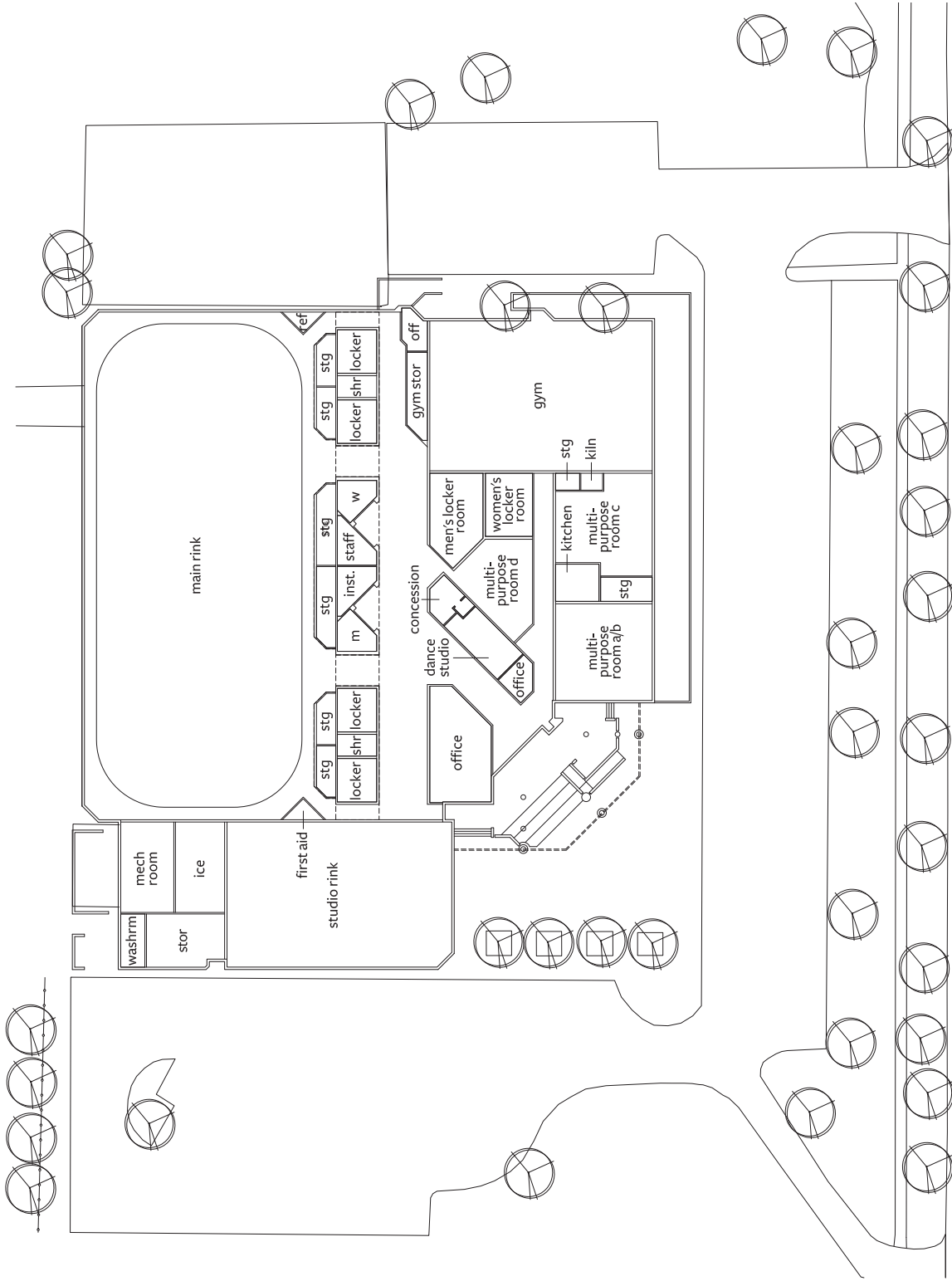
Robert Crown Community Center John Ronan Architects





Appendix





main street

