

Coralville Center for the Performing Arts

Request for Proposal for Fundraising Process and Recommendations



Project Overview

The Coralville Center for the Performing Arts seeks a fundraising consultant to review the current strategies and processes of the CCPA annual campaign fundraising and make recommendations for improved strategy, comparisons to best practices, and provide resources to guide process for staff and board.

Organization Background/Overview

Coralville Center for the Performing Arts (CCPA) is a 472-seat performing arts theater that is part of the City of Coralville municipal programs and services. Opened in 2011, the CCPA serves Coralville citizens as a state-of-the-art rental facility for theatre, business meetings, and public presentations.

Additionally, the CCPA houses two community theatre programs: City Circle Theatre Company and Young Footlites Youth Theatre. These groups were previously independent non-profit organizations until their merger with the CCPA in 2015. Now programs of the CCPA, these two groups comprise the largest component of CCPA programming and drive the majority of CCPA fundraising.

Mission

Coralville Center for the Performing Arts

The Coralville Center for the Performing Arts is dedicated to enriching the community and contributing to the vitality of Coralville by offering an accessible, affordable venue for a variety of performances, presentations, public and private events.

City Circle Theatre Company

To present professional caliber theatrical productions and events that provide education, enrichment, and enlightenment to the public.

Young Footliters Youth Theatre

To provide fun, creative, and educational theater arts opportunities in a safe, positive, and professional environment and to produce quality productions and classes that promote responsibility, confidence, leadership, cooperation, and arts appreciation.

Current Conditions

The CCPA currently conducts an annual campaign raising between \$50-70,000 to support operations of the Center. City Circle and Young Footliters donors are the largest contributors to the current campaign, along with business event sponsorships. All capital campaign pledges from the construction of the CCPA were completed by the end of 2016.

Young Footliters and City Circle Theatre Company are uniquely positioned in the Coralville/Iowa City Area as the premiere community theatres of their type. Young Footliters, in particular, is the only large-scale program offering theatre education and production opportunities to children in the community. For this program, demand for involvement is often more than double our ability to accept children into the program. In the next ten years, there is a concept plan to add rehearsal, educational, and build facilities that will create more opportunities for children to enter the program.

The CCPA closed in March of 2020 in response to the COVID-19 pandemic. The theatre's operations resumed in a limited capacity in Fall 2020 by providing pre-recorded, virtual performances produced by City Circle Theatre Company and small ZOOM performances and workshops by Young Footliters Youth Theatre. The theatre reopened to small rentals in 2021 and anticipates a return to normal programming by 2022.

Objective of the Proposal

Annual Campaign Review and Recommendations

Our goal in conducting this study is to analyze our current fundraising practices, understand the potential for fundraising in our community, understand best practices recommended for our size and situation, and to have the consultant provide a recommendation for style of fundraising.

- Identify currently untapped opportunities in fundraising in the community.
- Review Annual Campaign current practices and provide best practice recommendations.

- Identify reasonable fundraising goals for the overall Annual Campaign, and its constituent programs.
- Provide fundraising best practice recommendations for public-sector programs
- Collaborate with representatives of the CCPA, Young Footliters, and City Circle to cultivate fundraising best-practices and improvement recommendations.

Proposal Requirements

Company Information - Provide company name, address, website URL, and telephone number. Include Project Manager's name, title, phone number if different than company number, and e-mail address. Include a brief description, and history of the company.

Experience and References

Proposals must include a list and contact information of three to five references and short descriptions of work completed for which the company acted as the lead consultant.

Please highlight previous experience in consulting for municipal or other public organizations.

Project Approach

Please explain your project approach, style, and process. Identify the methods you will use to gather necessary information, analyze the findings, and report back to the Center. Identify resources you will require from the CCPA to effectively undertake the work.

Schedule and Timeline

Proposals must include the proposed work schedule, timeline, and deliverables resulting from the study. The contract is expected to begin no later than April 12, 2021 and should be completed by August 1, 2021.

Cost

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

Biographies of Key Staff or Sub Consultants

Please include a summary of experience of key staff or sub consultants who will be involved.

Required Deliverables

- Annual Campaign Current Practices / Feasibility findings written report
- Annual Campaign Best Practices written report_

RFP Submission

Please submit one (1) original printed copy and a digital copy by flash drive, clearly marked, of the Request for Proposal **by February 25, 2021 at 5:00 pm.** to:

Sherri Proud, Director of Parks and Recreation

1506 8th Street

Coralville, IA 52241

Please do not submit binders or plastic folders as part of the submission.

Questions may also be directed to Sherri Proud, sproud@coralville.org or by phone to 319-248-1750.

Schedule for Hiring Process

Issue Request for Proposal	February 5, 2021
Proposal Due by 5:00 p.m.	February 25, 2021
Evaluation Process through	March 4, 2021
Interviews Conducted with finalists if necessary	March 10 and 11, 2021
Action by City Council	March 23, 2021
Consultant begins work approximately	April 12, 2021