



Request for Qualifications (RFQ)
for Consulting Services for
Capital Campaign Feasibility Study
for Potential Library Buildings for the
Pierce County Library System

Project Description

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1. Invitation for Proposal

The Pierce County Library System invites proposals from qualified consultants to develop and conduct a capital campaign feasibility study for three potential library buildings in two Pierce County communities. The resulting project will provide an understanding of interest and capacity for philanthropic support for potential capital library projects in the City of Sumner and the City of Lakewood, Washington.

The process will include collaboration with donors, Pierce County Library Foundation board members, Pierce County Library System customers, community members, City officials, and key stakeholders.

As a result of the feasibility study, the Library will have a clear understanding of the realistic fundraising potential in each community and a plan and strategies to reach those goals. The expectation is that success through this process will inform future capital campaigns across the Pierce County Library System.

2. Background

Pierce County Library is the fourth largest library system in the State of Washington, serving 603,000 people across 1,800 square miles through 20 library locations, mobile services, and an online presence. The Library has active collaborative partnerships with schools, government agencies, and organizations, and is known for its work in early learning and STEM.

Established in 1946 under Washington State law Chapter 27.12 RCW, the Library is an independent taxing district governed by a five-member volunteer Board of Trustees appointed by the Pierce County Executive. The Board sets the property tax levy each year and approves the annual budget on its own authority. Property taxes are its primary revenue source.

The Pierce County Library System serves all of unincorporated Pierce County and the 15 annexed cities and towns of Bonney Lake, Buckley, DuPont, Eatonville, Edgewood, Fife, Gig Harbor, Lakewood, Milton, Orting, South Prairie, Steilacoom, Sumner, University Place, and Wilkeson.

The 2019 operating budget is \$36.4 million. In 2017, 2 million people visited libraries in person and 3.5 million visited online, residents checked out 6.6 million books and other library materials, and 110,000 people attended classes. In 2018, the Library served communities with 275 FTEs.

The feasibility study will focus on separate projects regarding potential facilities in two Pierce County communities – Sumner and Lakewood (including the Tillicum neighborhood).

The 10,600 square foot Sumner Pierce County Library serves 8,700 residents in the City of Sumner plus surrounding areas of unincorporated Pierce County. The current building was constructed on city-owned land in 1992, and ownership is shared by the Library

System and the City of Sumner. The City of Sumner has been developing comprehensive plans for Town Center and East Main Street. The plan(s) call for changes in use where the Library is currently located. The City has purchased property to hold as a site for the Library to relocate.

The 32,592 square foot Lakewood Pierce County Library serves 60,000 residents of the City of Lakewood plus surrounding areas of unincorporated Pierce County. The current building was constructed in 1963 and renovated in 1994. The 2,100 square foot Tillicum Pierce County Library serves 4,400 residents in the Tillicum Neighborhood of the City of Lakewood. The building is a HUD-funded facility which the Tillicum Library occupies on a no-fee basis.

The City of Lakewood's Comprehensive Plan, updated in November 2018, prioritized ensuring high-quality library services are available to Lakewood residents. It promoted constructing a new main library facility (Lakewood Library) within the City's downtown core.

A public engagement process to understand the public's interest and readiness for potential new buildings will occur in 2019. If the capital projects move forward, a variety of funding strategies will be required to achieve them, including fund raising.

3. Project Description

The Pierce County Library System seeks to conduct a feasibility study to determine the philanthropic support for expanded and relocated library facilities in the cities of Lakewood, Sumner, and the Lakewood neighborhood of Tillicum, Washington.

4. Scope of Work

The selected consultant will conduct a capital campaign feasibility study to determine the amount of capital that could reasonably be raised from private-sector donors, philanthropic individuals, companies, and foundations. The consultant, in coordination with Library staff and Foundation board members, would:

- Perform a fundraising assessment of the organizations' fundraising capability.
- Develop a compelling case for future support.
- Identify a prospect list comprised of local, regional, philanthropic donors and prospects.
- Recommend campaign strategies for reaching new and diverse audiences and donors.
- Offer key staff and leadership training in capital campaign solicitation.
- Provide specific recommendations on donor recognition appropriate to this project.
- Provide capital campaign timeline.

5. Deliverables

Consultant will design and conduct a feasibility study process. Components will include:

- Feasibility study plan with goals, audiences, strategies, messages, tactics, and evaluation measures.
- Timeline for conducting feasibility study plan and capital campaign.
- Suggested campaign volunteer structure with identified potential leaders.

- Analysis of donor, prospect, and key stakeholder input and engagement, and a recommendation on the interest, ability, and readiness to provide philanthropic support for facilities in Sumner, Lakewood, and Tillicum.
- Written report synthesizing findings from the confidential interviews, and the consultant's recommendations for conducting a successful capital campaign.

6. Submission Requirements

See the accompanying Instructions to Proposers document for instructions on how to respond to this RFQ.