



## City of Ketchum

October 17, 2022

Mayor Bradshaw and City Councilors  
City of Ketchum  
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

### **Recommendation to Extend Independent Contractor Agreement #20638 with Nested Strategies**

#### Recommendation and Summary

Staff is recommending the City Council approve an extension of Independent Contractor Agreement #20638 with Nested Strategies for services associated with donor relations for the Warm Springs Preserve master planning effort (30%) and philanthropy coordination and partner support related to the Ketchum's Housing Action Plan (70%).

**"I move to approve the extension of Independent Contractor Agreement #20638 between the city and Nested Strategies for six months."**

The reasons for the recommendation are as follows:

- Nested Strategies was an essential part of the successful private fundraising for the Warm Springs acquisition.
- Now that fundraising is complete, additional support is needed to ensure campaign promises are fulfilled (ex: donor recognition) and the community's voice is heard during the planning process.
- City staff does not have capacity or expertise to engage philanthropic resources related to the Housing Action Plan.

#### Introduction and History

On April 14, 2022, the city successfully purchased and preserved 65 acres of the Warm Springs Ranch property for \$8 million. The funds were raised entirely by the community – the city's successful campaign was led by Nested Strategies' Carter Cox. Communications with donors and the public will be paramount during the master planning process.

Many of the goals within the Housing Action Plan will only be reached via partnerships throughout the valley. Nested Strategies is currently working closely with the City's Housing Strategist and various organizations to create a 'philanthropy coordination model' and a 'housing project portfolio' for partners to use.

#### Sustainability Impact

There is no sustainability impact.

#### Financial Impact

The Warm Springs portion (30%) can be funded via the existing professional services budget and the housing portion (70%) was budgeted in the FY23 Housing budget.

#### Attachments

Amendment Agreement to Contract #20638

## **Proposed Scope of Work and Cost Estimate**

### **Philanthropic Counsel for Warm Spring Preserve and Ketchum Housing Action Plan**

The Warm Springs Preserve was recently acquired as the culmination of a comprehensive fundraising campaign to raise \$9M. To ensure long-term success, there will need to be clear communication and coordination of donor-related aspects of the Preserve opening and master plan process. This scope is to manage the transition through the master plan process and ensure the City of Ketchum is set-up to manage the donor aspects of Warm Springs Preserve.

Additionally, the City of Ketchum and various partners put tremendous efforts into the Ketchum Housing Action Plan. For the housing aspect of this scope, the focus will be on creating a philanthropy coordination model to fund workforce housing projects in Ketchum and regionally-specific housing projects. The ultimate result will be a system for tracking, sharing, and amplifying philanthropic avenues for funding housing.

Carter Cox of Nested Strategies will work with the mayor and City of Ketchum staff to support and accomplish the following:

#### **1) Warm Springs Preserve**

- a) Work with Spur Community Foundation on wrap-up for acquisition campaign
- b) Provide counsel and support through the master plan process
- c) Work with City of Ketchum staff to develop and refine communication materials and supporting talking points throughout master plan
- d) Research and write grants to support revegetation and restoration work
- e) Support City of Ketchum and Wood River Land Trust to transition fundraising from the acquisition campaign to revegetation and restoration plan
- f) Support planning and follow-up for WSP fundraising events
- g) Assist with donor thank you protocols and follow-up
- h) Work with City of Ketchum to plan WSP stewardship and communication beyond the master plan

#### **2) Ketchum Housing Action Plan**

- a) Create philanthropy coordination model for funding housing
- b) Create housing project "portfolio" for all Housing Action Plan partners to use
- c) Create mechanism to collect housing project "portfolio"

**It is estimated that Warm Springs Preserve will require 30% of the scope and the Housing Action Plan philanthropy coordination will be 70%.**

**Proposed Schedule and Pricing - 6 months (May-October) \$125 per hour not to exceed 30 hours per month.**

**Total Maximum Scope Cost: \$22,500**

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**Neil Bradshaw**  
**Mayor**

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**Lisa Enourato**  
**Interim City Clerk**