



Common Council Agenda Item

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| Meeting Date: | December 3, 2024 |
| Agenda Item: | Discussion and possible action regarding WAFC Capital Campaign. |
| Staff Contact (name, email, phone): | Kevin Boehm, kboehm@whitewater-wi.gov , 262-473-0122 |

BACKGROUND

(Enter the who, what when, where, why)

In accordance with Article IV, Section D of the Lease and Operation Agreement between the Whitewater Unified School District and the City of Whitewater, the City is required to "engage in annual fundraising activities as a means of generating funds for the Aquatic Facility." Due to limited internal capacity to conduct effective fundraising efforts, it is my opinion that a professional consultant would greatly improve our ability to meet the fundraising goals for the Whitewater Aquatic and Fitness Center (WAFC).

In 2023, several consultants were contacted for quotes on developing a capital campaign study and implementation. Furthermore, in June 2024, a Request for Proposal (RFP) for a Capital Campaign Fundraising Study and Implementation was issued, but no responses were received. Following the RFP, I reached out to three consultants who had previously submitted quotes, and their updated proposals are as follows:

- **SPI Consulting:** Initially quoted \$20,000 for the study but has since retracted their proposal, stating that the project does not fit within the scope of services they wish to provide.
- **TWB Fundraising:** Quoted \$45,000 for the study and \$6,000 per month for 6 months, with an option to extend. Total fees range from \$45,000 to \$80,000 depending on the duration of the campaign.
- **The Sweeney Group:** Quoted \$23,000 for the study and \$5,000 per month for 14-15 months to manage the campaign, with total fees ranging from \$93,000 to \$98,000.

All consultants were asked to aim for raising between \$1,500,000 and \$3,000,000 for the WAFC.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

Approved on November 20, 2024 by the Park Board.

FINANCIAL IMPACT

(If none, state N/A)

\$23,000 from the WAFC operations budget in 2024.

STAFF RECOMMENDATION

Given the Sweeney Group's knowledge of our community and their successful track record in fundraising—specifically their work on the Library Expansion Project—I recommend contracting with them. While the Sweeney Group's price comes at a higher cost, it covers a longer term for raising the funds. For comparison, it took approximately two years to successfully raise similar funds for the library expansion project.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. WAFC RFP
 2. Sweeny Group Proposal
 3. SPI Consulting Proposal
 4. TWB Fundraising Proposal
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