

## **Metroparks Toledo Request for Proposals**

### **Contact:**

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**Date of RFP: 9/28/20**

**Deadline: 10/12/20**

**Desired Start Date: November**

**Submit proposals via email to [ally.effler@metroparkstoledo.com](mailto:ally.effler@metroparkstoledo.com)**

### **Organization Background**

Now recognized as one of the best park districts in the country, Metroparks Toledo is a special park district that stewards 17 parks with over 12,000 acres and nearly 200 miles of trails. Our mission is to conserve and preserve our region's most precious resources, while providing unique ways to connect people to nature. Metroparks Toledo will be known nationally as one of the premiere park systems in the country, and it will be recognized as a centerpiece of our region's appeal as a place to live, work, and visit. Last year, over 6 million people visited a Metropark park visitors, nearly doubling park visitation over five years. Learn more at: [www.metroparkstoledo.com](http://www.metroparkstoledo.com)

The Metroparks Toledo Foundation is a separate 501c3 organization re-established in 2017 to help generate awareness and resources for special park district initiatives. Led by a strong board of community leaders, the Foundation's surpassed the goal of its first campaign, raising over \$1.8M to construct country's largest treehouse village – the Cannaley Treehouse Village. With momentum growing, the Foundation will now partner with the Metroparks on the Campaign for the Glass City Metropark & Riverwalk. The initiative will transform the landscape of our community now and for generations to come. Learn more about the Foundation at [www.metroparkstoledofoundation.org](http://www.metroparkstoledofoundation.org)

### **Purpose of Request:**

Metroparks Toledo seeks counsel to provide ongoing strategic guidance and support for the private philanthropic portion of a \$200 million comprehensive public-private initiative. The philanthropic goal is \$25-\$30 million, which will be paired with public resources, state and federal grants and special tax district funding, to construct and maintain the new Glass City Metropark & Riverwalk. More information on the Riverwalk Initiative at <https://www.glasscityriverwalk.com/>.

The Metroparks, in partnership with the Foundation, has gained significant momentum during the leadership gift phase, which began prior to the COVID19 pandemic, securing

several early leadership commitments for roughly 50% of the target campaign total. Given the ever-changing dynamics of our world, we seek a partner to help provide guidance, add capacity and support our team as we move towards the next phases of the campaign.

## **Consultant's Role and Objectives**

### *Campaign Assessment*

- 1) Conduct an early/mid-campaign situational analysis
  - Situational analysis and peer competitor review/environmental scan.
  - Determine inventory of current assets/strengths and identify any gaps/opportunities related to the campaign.
  - Provide outline of recommendations based on the new and ever-changing environment in the following areas at a minimum:
    - Case for Support
    - Materials review
  - Provide updated campaign plan, strategy and target timeline
- 2) Pipeline Assessment & Prospect Identification
  - Evaluation/screen of current donor database and pipeline
  - Identification of additional potential prospects, particularly focused supporting urban restoration, public open space, conservation, recreation, and neighborhood revitalization and potentially outside of the immediate Toledo area.

### *Ongoing Campaign Counsel Services*

- 1) Strategic guidance on the campaign, specifically related to:
  - Dynamics of multi-faceted public-private partnerships and capital campaigns.
  - Dynamics related to major private fundraising campaigns for public open space, public parks
  - Overall campaign structure and systems
  - Strategic guidance on broader communications plan to increase foundation awareness and position long-term growth of the Foundation.
- 3) Prospect Research and Strategy. Assistance identifying new major partners/prospects; assistance researching and developing strategy for major prospect/partners.
- 4) Serve as an extension of the Metroparks Philanthropy team. Assist with the development of briefings, materials, proposals, and follow-up to provide meaningful, prompt response donor inquiries.

**Key Selection Criteria:**

- Demonstrates experience and expertise in supporting large, complex public-private initiatives.
- Demonstrates experience and expertise with the dynamics of raising private funds for public open space in partnership with park foundations or conservatories.
- Demonstrates experience in campaigns with national funding partners and for major urban park projects.
- Demonstration of understanding for the project and related need.
- Quality of proposal.
- Familiarity with Toledo/NW Ohio region.
- Organizational and cultural fit. Metroparks is a dynamic, fast-paced and agile organization. A successful partner will seamlessly integrate into our organization.

**Evaluation Process**

The Director of Philanthropy, Chief of Community Partnerships, and Executive Director of the Metroparks will review submissions and screen potential candidates. The Metroparks Board of Directors and Metroparks Foundation will be given the option to participate in the evaluation process and consulted on the final recommendation.

**Submission Details:**

- Description of the firm's core competencies
- Description of the staff members who will form the project team, and their experience
- Firm-wide experience with similar projects
- Detailed scope of work including deliverables and outcomes
- Timeline to deliver scope of work
- Anticipated fees and expenses (please separate the cost of the campaign assessment and the cost of ongoing campaign counsel)
- References

**Anticipated Timeline**

September 28	RFP Posted
October 12	Proposals Due
October 13 - 16	Proposals Reviewed
October 19 - 23	Target Week for Interviews Conducted with Finalists
October 26	Target Date for Decision Announcement
Early November	Engagement Start