STRATEGY AND TIMELINE

Carnegie Campaign Plan

Manitou Springs City Council Briefing

January 11, 2022
Background and Case
The challenge

Part of the wide network of public libraries across the nation, this historic City-owned building in the heart of Manitou Springs has served as the community library for more than a century. Though beloved, it is in disrepair, is inaccessible, and no longer meets the needs of the library district to provide effective service to patrons.
The solution

An imaginative and practical design to revitalize the building to provide an open, vibrant, accessible, sustainable and welcoming public place for residents and visitors alike.
Citizens have donated $346,516 since 2015 and have approved a 15-year MACH tax to fund library expansion.

The city of Manitou Springs has already invested $204,357 on planning for the Carnegie Library Building preservation and modernization.
Campaign Messaging

Center of the Community for Discovery and Learning
A living historical space

Access for All
Books and a wide variety of helpful resources and materials
Bridging digital divide
ADA compliant
Safe place for people of all ages for library and community events
A place for people to come together and convene

Sense of Belonging
Story times
Workshops
Concerts
Meaningful Activities and Experiences

Community Partnerships
Collaboration with the City, PPLD, Chamber, MSSD 14, MAC
Revenue Strategy
How it could work

Step 1
Secure Seed Funding
$2.6 Million

Step 2
Initiate Construction

Step 3
Conduct Community Campaign
$600 - $800K
Seed Funding Approach

Construction will begin when 80% of the $3.2 million is secured/committed.

This equates to $2.6 million.
Community Campaign

Leadership gatherings
Community events
Peer-to-peer fundraising
Bricks, murals, walls
Gifts of all sizes
Steering committee and task force led
All COVID guidelines and precautions will be in place
Campaign Structure
Ladder of Success

The key rungs to step into the future

- Community Need
- Great Team
- Expert Advisers
- City Commitment
- Probable Supporters
- Partnerships
Campaign Phases

To generate $3.2 - $3.4 Million to fund construction costs

- **Seed Funding $2.6**
  - 12 - 18 months
  - Handful of significant investments

- **Community Campaign $600K - $800K**
  - 12 - 18 months
  - Many gifts of all shapes and sizes
Four Ways to Give

- Direct to the City via gifts
- Fiscal Agent
- Enterprise Zone
- Web-based low-cost giving portal and peer-to-peer FR support
Campaign Timeline (DRAFT)

Q1 2022
- Leadership Recruitment
- EZ Application
- Secure City Commitment
- Fiscal Agent
- Common Grant App

Q2 2022
- Training
- Silent Phase Outreach
- Proposal Writing
- In-Kind Gifts

Q3 2022
- State Historic Fund Proposal
- Continued Proposal
- Continued Major Gift Asks

Q4 2022
- Continued Outreach to Major Gift Prospects
- Commitments of 80% achieved
- Continued Proposal Writing

Q1 2023
- Community Campaign Lead Gifts
- House Parties and Major Donor Events
- Set up Classy.org
- Continued Proposal Writing

Q2 2023
- Continued fundraising as construction begins

Q3 2023
- Continued Proposal Writing

Q4 2023
- Final push
- Victory Celebration

- When at 90% Launch Small Gift Initiative with multiple events and activities
- Campaign Kick-off and Groundbreaking
- Continued Proposal Writing
Campaign Trajectory

Seed Funding to Completion

Affirm City Commitment

Secure 80% of funding via early seed commitments

Secure $1M from about 50 donors

Secure $100K from small gifts

Celebrate!
Akimbo: the power of this moment
This project, 20+ years in the making, is at a crossroads. The linchpin is...
The City and the Unique Role It Can Play
City of Manitou

Capital Investment
Three Scenarios

Project Management
Construction and Fundraising

Secure Loan
$575K - $1 M - repaid through MACH funds and PPLD Lease

Fiscal Agent

Political Champion
3 Possible Paths

Kickstart: $500K
Momentum: $1 Million
Let’s Build It!: $2 Million
Opportunities*Trade-offs*Risks

- Investment *speeds* timing
- Timing *ignites* momentum
- Momentum *spurs* confidence
- Confidence *encourages* investment in new projects
Proposed Ratio Architects Schedule

Jan 11  1 p.m.  City Engineer Meeting
Jan 18  2 p.m.  PPLD Work Session (other working sessions added as needed)
Feb 1   TBD     Historic Preservation Working Session
Feb 7   6 p.m.  PARAB formal approval and letter of support
Feb 8   TBD     Preliminary review with Planning Commission
Feb 23  6 p.m.  In-person Community Meeting
Feb 24  6 p.m.  Virtual Community Meeting
Mar 8   6 p.m.  HPC Final Design Presentation
TBD    TBD     Planning Commission Approval
Jun 7   6 p.m.  City Council Approval and Public Hearing
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<tr>
<th>Task</th>
<th>2020</th>
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<td><strong>Engage</strong></td>
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<td>Americans with Disabilities Act passed July 26, 1990</td>
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<td>Q3</td>
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<td>MSCL closes due to lawsuit</td>
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<td>Preserve and Renew Our Carnegie Library Task Force (F)</td>
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<td>Community TF Launched</td>
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<td>Q1</td>
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<td>TF Reporting to City Council</td>
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<td>Every 60 days</td>
<td>Every 90 days</td>
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<td><strong>Milestone:</strong> City Council Affirm Support for Expansion (Resolution 3620)</td>
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<td>TF Community Outreach</td>
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<td><strong>Design</strong></td>
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<td>Radio Contract Signed</td>
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<td>Project Kickoff</td>
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<td>Present 3 Concepts to Community, HPC, PARAB, City Council</td>
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<td>Present Conceptual Design to Community, HPC, PARAB, City Council</td>
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<td><strong>Milestone:</strong> City Council Approval (Resolution 1521)</td>
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<td>Design meetings with PFLD, HPC, PARAB, Community</td>
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<td>Design reconciliation</td>
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<td>Design approval; Products delivered</td>
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<td>Receive MACH funds</td>
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<td>Campaign Plan to City Council</td>
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<td>Campaign / Project Timeline</td>
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<td>Scenario 3 - Let's Build It</td>
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<td><strong>Legend</strong></td>
<td>HPC = Historic Preservation Commission; PARAB = Parks and Recreation Advisory Board; TF = Preserve and Renew Our Carnegie Task Force</td>
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Next Steps

Suggestions for the City:

1. Affirm cash investment level - Mid-March
2. Affirm willingness to secure a loan - Mid-March
3. Apply for Enterprise Zone - Spring
4. Formal vote for funding - TBD
5. Affirm Project Management - June
6. Affirm Political Champion - June
7. Secure Fiscal Agent Relationship - July

Suggestions for the Task Force:

1. Provide documentation and other materials to Council for its deliberation to fund
2. Support Ratio Tasks
3. Begin Steering Committee identification and recruitment
Thank you!

Discussion Time