



TOWN OF APPLE VALLEY TOWN COUNCIL/ AVCRF BOARD STAFF REPORT

To: Honorable Mayor and Town Council **Date:** January 14, 2014

From: Kathie Martin, Marketing & Public Affairs Officer
Public Information Department **Item No:** 17

Subject: DISCUSSION OF CAPITAL CAMPAIGN OPPORTUNITIES FOR A SHADE STRUCTURE AT THE AMPHITHEATER

T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

That the Board provide direction to staff.

SUMMARY:

The Civic Center Park Amphitheater is a premier venue for outdoor entertainment in the High Desert. As the attendance at Town events continues to rise, so do the opportunities for expanding our programming, but a lack of shade and some amenities hinders our ability. Staff seeks direction on undertaking a capital campaign to make improvements to the amphitheater to increase the functionality. Locally we have seen successful capital campaigns at hospitals and schools, but cities have been known to use this approach as well. For example, La Mesa, CA, conducted a \$1 million campaign to replace five aging playgrounds, with the final site set for completion this year.

BACKGROUND:

In discussion of capital campaigns, there are a number of factors that come into play.

Structure: In most examples of capital campaigns benefiting a city or town, the efforts were conducted under the umbrella of a Foundation – sometimes one belonging to the

government agency, sometimes a supporting community organization. In our case, the Apple Valley Community Resource Foundation could fill that role.

Committee: Also in most cases, a committee was formed to spearhead the effort, comprised of city representatives, community members, user groups and honorary members. It's important to have a well-connected and respected chairperson to carry the message to the community.

Phases: In several major campaigns, the public phase of the fundraising wasn't announced until a significant level of private contributions had already been secured, for example through grants or private donors.

Grants: Grants would be an important part of any campaign. Under contract with Blais and Associates the Town recently submitted a letter of interest for a grant for this specific project. While we expect that we may be a little too early in our plans to be invited to participate in the next level of this grant, it was a valuable exercise to compile the information and get a start on defining the scope of the project.

Consultants: Anticipating a campaign for \$1 million or more, it would be appropriate to solicit proposals for professional fundraising assistance.

Preparation: Finally, one of the first steps we would need to take is to determine the scope of improvements and obtain a cost estimate. If Council wishes staff to further pursue this course, authorization to proceed with a study for a cost estimate would be appropriate.

FISCAL IMPACT:

If applicable.