

To: Board of Management

From: Robin Hale  
Chief Operating Officer

Subject: **CAPITAL CAMPAIGN MANAGEMENT AND CONSULTING SERVICES**

Date: 2010-08-11

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**Summary:**

This report recommends the award of the contract for Capital Campaign Management and Consulting Services.

**Recommendations:**

**It is recommended that the contract for Capital Campaign Management and Consulting Services for the Capital Campaign project be awarded to Ketchum Canada Inc., including:**

- 1. The first phase amounting to \$180,000 for 2010, and**
- 2. Subsequent phases amounting to a total of \$951,500, subject to approval of the 2011-2013 annual operating budgets.**

**Financial Implications:**

There are no financial implications to the report, as the required funds for 2010 are included within the approved 2010 Operating Budget. The funds required for the balance of the campaign will be requested and spent subject to the approval of future operating budget submissions.

**Background:**

On 2009-07-16 the Board of Management approved a staff report recommending the engagement of KCI (Ketchum Canada) for a six month period. KCI was retained to supply Fundraising expertise and counsel to prepare for the Capital Campaign. KCI began their assignment on 2009-09-01 at a monthly fee of \$17,500. This six month engagement expired on 2010-02-28. As approved by Fundraising and Sponsorship Committee on 2010-01-25 this contract was extended for an additional three months to 2010-05-31.

After the arrival of the new Executive Director of Development, an RFP for Capital Campaign Management and Consulting Services was developed. The goal was to identify Capital Campaign Management and Consulting Services to commence at the conclusion of the KCI contract.

At the request of the Chair of the Fundraising and Sponsorship Committee, the RFP process was put on hold until the review by the new Chief Executive Officer. The CEO approved the release of the RFP on 2010-06-14. Four (4) proposals were received on 2010-06-30 as per Schedule I attached. The first step involved reviewing each proposal for compliance with the instructions and conditions applicable to the RFP. All proposals were found to be compliant.

The four (4) were evaluated based on a set of pre-determined criteria by an evaluation team of Zoo staff. A short list of two (2) proponents was established and these proponents were invited to provide presentations and to answer questions related to their proposals. Following the presentation references were obtained to confirm the results.

The proposal from KCI received top ranking by all members of the evaluation team.

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R.D. Hale  
Chief Operating Officer

**List of Attachments:**

Schedule I – Schedule of Proposals Received