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**CITY PARK**  
CONSERVANCY

**REQUEST FOR PROPOSALS**  
**Capital Campaign Services**



## REQUEST FOR PROPOSALS

### **I. Introduction**

City Park Conservancy (CPC) is thrilled to announce the initiation of a large-scale capital campaign aimed at funding the City Park Master Plan, which will be submitted for approval in December 2024. We are seeking proposals from experienced and reputable firms specializing in capital campaign services to support and guide us through this crucial endeavor.

CPC is the 501(c)3 non-profit corporation that manages and oversees the day-to-day operations of New Orleans City Park ("City Park") a 1300-acre public park in New Orleans, Louisiana, founded 170 years ago. The nonprofit was formed to oversee the park on behalf of the 130-year old City Park Improvement Association, a state agency.

### **II. Timeline**

Request for Proposals (RFP) Release:	December 4, 2023
RFP Questions Deadline:	January 4, 2024
Responses to Questions Sent Out:	January 11, 2024
<b>Responses Due:</b>	<b>January 19, 2024</b>
Interviews for Qualifying Firms:	January 30-31, 2024
Final Selection:	February 7, 2024

### **III. Response**

**All Responses are due by 5p.m., January 19, 2024** and should be sent via email to Courtney Charbonnet, Manager of Purchasing and Contract Services, at [ccharbonnet@nocp.org](mailto:ccharbonnet@nocp.org).

### **IV. Contract**

The selected respondent will enter into a professional services agreement with CPC. The contract is expected to be in effect for eighteen (18) months with a renewal option based on mutual agreement of both parties.



## V. Scope of Work

Scope of Services Required: We seek a firm that possesses a demonstrable track record of success in executing capital campaigns within the parks and recreation/cultural institutions sector. The selected firm will play a pivotal role in orchestrating a comprehensive campaign strategy, implementing fundraising initiatives, and leveraging their expertise to ensure the successful attainment of our fundraising goals. The ideal firm will have:

1. Demonstrated Experience:
  - Proven success in managing capital campaigns exceeding \$100,000,000.
  - Extensive experience working with parks and recreation and nature-based clients, showcasing a comprehensive understanding of the sector's unique needs and challenges.
2. Knowledge and Expertise:
  - Familiarity with New Orleans philanthropy landscape.
  - Extensive connections and experience with national funders to maximize fundraising opportunities.

Key Deliverables Expected: The selected firm will be expected to provide comprehensive capital campaign services including, but not limited to:

- Comprehensive Campaign Strategy: Develop a comprehensive strategy for the capital campaign, including timelines, campaign material and collateral development, fundraising goals, and key milestones aligned with the City Park Master Plan objectives.
- Solicitation Management: Design and execute a prospect research and robust solicitation strategy targeting potential donors, major gift prospects, and institutional funders.
- Grant Writing: Identify, research, and compose compelling grant proposals tailored to secure funding from various national grant-making organizations.
- Fundraising Services: Implement innovative fundraising techniques, events, and initiatives to engage diverse stakeholders and community members in supporting the campaign.

## VI. Proposals

Interested firms are requested to submit a detailed proposal outlining their approach to managing a capital campaign for the City Park Master Plan. The proposal should highlight relevant experience, success stories, key team members, proposed strategies, sample designed collateral, and a clear breakdown of fees and costs, including travel and any anticipated billable expenses. A minimum of two letters of recommendation should be included.



Proposals will be evaluated based on the firm's experience, proven success in similar campaigns, proposed strategies, team expertise, past successes, and cost-effectiveness. Shortlisted candidates will be invited for an interview or presentation to further discuss their proposal. CPC will award the contract in its sole discretion, guided by a selection committee. Selection will not be made on basis of fee but on the proposal of the respondent.

Any costs, including travel, incurred by respondents in preparing or submitting a RFP for the Project shall be the respondent's sole responsibility.

## **VII. Proprietary or Confidential Information**

Respondents are asked to clearly mark any portion of the Response deemed to be confidential or containing proprietary information. CPC will maintain the confidentiality of all materials marked as such in accordance with and subject to the laws of the State of Louisiana.



## WHO WE ARE

### OUR MISSION

**Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes.**

For over 170 years, New Orleans City Park has provided access to abundant natural and cultural resources, connecting Southeast Louisiana residents and visitors to the region's most iconic park. The Park is home to the New Orleans Botanical Garden, Couturie Forest and Arboretum, the New Orleans Museum of Art, the Louisiana Children's Museum, and the largest grove of mature live oaks in the world, some of which are nearly 800 years old.

The Park's 1,300 acres make it one of the largest urban parks in the United States, and a popular place to fish on the bayou, picnic, experience safe outdoor play, or engage in athletic pursuits—as evidenced by more than 16 million visits each year. In addition to offering an array of recreation and cultural amenities, City Park Conservancy is committed to preserving natural habitats and biodiversity in the Park:

- The Botanical Garden is home to more than 2,000 varieties of plants
- The thirty-acre Couturie Forest has eight distinct ecosystems
- Birder's World Magazine named City Park the best birding spot in New Orleans with more than 280 bird species sighted
- Through volunteer efforts of citizen scientist, 819 species have been documented

City Park continuously improves quality of life in the region by promoting inclusivity, protecting natural resources, and offering diverse park programming. As the stewards of the Park, the Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all.

### OUR WORK

#### Environment



As a large urban park, City Park mitigates the harmful effects of pollution, encourages biodiversity, helps to control temperatures and humidity, and is a haven for numerous animal and plant species. City Park Conservancy prioritizes natural habitats, native vegetation, and the historical elements of the Park.

### **Mental and Physical Health**

The Park provides access to nature and promotes physical and mental wellbeing. City Park Conservancy fosters access to nature for improved wellness and quality of life. Offering expansive greenspace, bike and walking trails, athletic venues, and quiet reflection spaces, City Park is an ideal place to stay active, or to relax.

### **Social Connection**

City Park is the people's park. City Park brings together neighbors and visitors of all ages, contributing to a sense of community, education, and fun. Cultural experiences including concerts, exhibitions, museums, markets, and art installations appeal to the diverse interests of guests and strengthen social connection.

### **Expertise and Impact**

At City Park, our experienced employees care for over 1,300 acres of expansive green space and operate numerous cultural, recreational, and educational facilities. The Park team maintains landscapes, lagoons, historic trees, benches, buildings, playgrounds, and infrastructure—all enjoyed by over 16 million guests a year.

### **Memory Keeper**

For over 170 years, City Park has been entrusted with the memories of our guests and community. These memories are enshrined in the trees and flora. From weddings to birthdays to family reunions, a first fish, or a first team win, City Park preserves the memories of generations past and offers an essential space for future generations.

## **OUR IMPACT**

### **Who We Serve**



In 2019, New Orleans City Park welcomed an estimated 3,206,300 unique visitors from around the country, with 2,470,920 of those visitors being from Louisiana.

The majority of its visitors 2,147,290 (67%) reside in Orleans, Jefferson, St. Tammany, East Baton Rouge, St. Bernard, and St. Charles Parishes of Louisiana. The average median household income among these six parishes is \$53,360, equating to an average of 17% of its residents living in poverty. Regionally, 24% of children below 18 years of age live in poverty.

City Park provides open space and recreation services for a large segment of the City, Metropolitan Area, and State of Louisiana's low and moderate-income population and serves a large number of both regional and city residents who are considered low- or moderate-income, living below the poverty line.

The Park provides access to green space, recreation opportunities, walking trails, playground adventures, and safe outdoor interactions. Research shows that these types of experiences improve physical and mental health.

### **Economic Impact**

Operating City Park, which includes operating the Park's attractions, venues, and activities, has a direct impact on the local economy. In 2019, visitor spending in New Orleans generated \$2.9 billion in earnings and created over 105,000 jobs.<sup>3</sup>

The spending impact of City Park on the area economy consists of spending of the Park itself, spending of Park visitors, and Park entity spending. Total 2019 direct spending by the Park itself – salaries, benefits, local purchases, insurances, and capital upkeep equaled \$44 million. Total visitor spending, both local and out of area visitors, totaled \$240 million. The spending on attractions, venues, and activities in the Park, coupled with the secondary spending, totaled \$97 million.

The operations and activities of City Park support a total of 3,708 jobs in the New Orleans area.<sup>2</sup> Total visitor spending was determined by categorizing expenditures by lodging, restaurants, transportation, nighttime entertainment, shopping, recreation, and gambling. Visitation to state parks increased in New Orleans and statewide.<sup>3</sup>

<sup>1</sup>. City Park is a very large, 1300-acre regional park. Attendance estimates must come from sources other than a direct count of visitors such as Estimated Visitor, Visitor By State and Visits By County data from the Quick Summary page on New Orleans City Park's AirSage Dashboard. This does not include international data.

<sup>2</sup>. The Economic Impact of City Park on the New Orleans Economy Report, November 2013, Timothy Ryan, Ph.D.

<sup>3</sup>- Tourism Spending in Louisiana Parishes 2019 Report, Louisiana Dept of Culture, Recreation and Tourism and The University of New Orleans Hospitality Research Center, May 2020