



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*

### **m e m o r a n d u m**

**TO:** Urbana Public Arts Commission

**FROM:** Christina McClelland, Public Arts Coordinator

**DATE:** March 2, 2011

**SUBJECT: Public Arts Program Fundraising**

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### **Background**

In the ordinance establishing the Urbana Public Arts Commission, one of the duties assigned to the Commission is “to research and seek additional funding including donations, grants and other support to further expand public arts programs”. Appropriate procedures regarding fundraising activities that are allowable for Commission members, City Council members, and City staff has been an ongoing question. Staff has worked with the City Legal Division to determine appropriate approaches to fundraise for the Public Arts Program.

### **Discussion**

One of the main questions being addressed by Urbana staff relates to whether there are legal restrictions on the fundraising activities of elected or appointed officials, or of City staff. Legal staff advises against elected officials soliciting funds for the city as this may be misconstrued as a bribe or a kind of “quid pro quo” from either the donor or the public at large. Accordingly, insulating elected officials from the fundraising process would best prevent any appearance of impropriety. It is also advised that City staff not participate in the direct solicitation of funds for the same reasons elected officials should refrain from such activity. Additionally, it is important to avoid soliciting funds from individuals and organizations with pending action by the City so as to avoid any appearance of a bribe.

One common fundraising method is the creation of a non-profit organization, known as a 501(c)(3). However, as the City has never created a non-profit to execute City business and the process is lengthy, legal staff has advised that this may not be the best strategy for public arts fundraising. Instead Commission could create a volunteer group whose purpose is to fundraise for the Public Arts Program with City staff serving as a resource for this group. This “Friends of the Arts” group could receive the benefits of a non-profit through an association with the Public Arts Commission and the City of Urbana as the City’s comptroller has confirmed that donations to cities are tax-deductible. Funds could be donated to the City of Urbana Public Arts Fund, which is an account established by Ordinance 2008-03-013 on April 21, 2008, through which

funds from the city, outside grant monies, private and corporate donations for the arts, and other revenue resources can be received, collected, and distributed.

The City of Champaign's 150<sup>th</sup> Anniversary Celebration document (Exhibit A) provides an example of municipal fundraising that is useful to review as the Public Arts Commission considers fundraising strategies. The Fundraising Plan in Item B outlines the fundraising goal, what it is associated with, ethical guidelines for fundraising, and procedures for soliciting donations. Attachment C, the 150<sup>th</sup> Fundraising Plan, goes into more detail, with a goal, campaign strategy, prospective donors, and process with a clearly defined script.

## **Recommendation**

After meeting with the Legal Division staff to discuss fundraising, staff recommends the following actions:

- Create a "Friends of the Arts" group whose leader is not a Commission member
- While Commissioners may take part in fundraising planning and solicitation, no Commission member who is an elected official may take part in this process
- Create a Fundraising Plan, considering specific projects for fundraising, as well as fundraising strategies and guidelines
- Create a written a script for those who will solicit funds

Staff recommends that the Commission review the attached Champaign County 150<sup>th</sup> Anniversary Celebration document. Commissioners should be prepared to discuss further direction during the Commission meeting on Tuesday, March 8, 2011.

Attachments:

Exhibit A: Champaign's 150<sup>th</sup> Anniversary Celebration



## REPORT TO CITY COUNCIL

**FROM:** Steven C. Carter, City Manager

**DATE:** January 15, 2009

**SUBJECT:** CHAMPAIGN'S 150<sup>TH</sup> ANNIVERSARY CELEBRATION SS 2010-005

**A. Introduction:** The purpose of this Council memo is to provide City Council with an update on the Champaign 150<sup>th</sup> Anniversary Celebration and to seek Council direction on plans to commemorate the anniversary.

**B. Action Requested:** The Administration requests that the City Council provide direction to staff to proceed with Champaign's 150<sup>th</sup> Anniversary Celebration as proposed, including the signature events and legacy projects, the fundraising plan, and a continuing commitment of City financial and staff resources through March 2011.

### **C. Prior Council Action:**

- On February 24, 2009, Council held a Study Session to review preliminary plans for the City's 150<sup>th</sup> Anniversary Celebration including proposed celebration activities, funding to be budgeted in FY 2009-2010 for staff support and events, and a strategy to raise funds to cover costs.
- Council Bill 2009-103 approved the FY 2009-2010 Budget, including \$66,139 of one-time funds for the 150<sup>th</sup> Anniversary Celebration events and staff support.
- Council approved Council Bill 2009-175 amending the Salary and Staffing Ordinance and Annual Position Control Report for Fiscal Year 2009-2010, including authorization for a fulltime Temporary Project Specialist II in the City Manager's Office to provide staff support for the 150<sup>th</sup> Celebration, the LiveWell employee wellness program, and the CommUnity Matters Garden Hills evaluation and expansion.

### **D. Summary:**

- The City's 150<sup>th</sup> Anniversary Celebration will span from March 2010 to March 11, 2011 in recognition of the 150<sup>th</sup> Anniversary of the first election where residents approved the creation of Champaign City and the second election when the City Charter was approved.
- The theme for the celebration is Champaign: Our Best Yesterday, Today, and Tomorrow. The theme was chosen to link the accomplishments of our past to the hopes for our future.

- In keeping with the theme, three signature events are planned as part of the celebration: A historic exhibition in March 2010, a Champaign music festival in July 2010, and a legacy dedication ceremony in March 2011. There also are two permanent legacy projects being completed: the construction of a 150<sup>th</sup> legacy fountain at One Main Plaza and the production of a 13-part television series on Champaign Pioneers (WILL/Illinois Public Media.)
- The City has committed \$110,000 from various funds toward the signature events and legacy projects. An additional \$250,000 is proposed to be raised from the community, the majority of which (\$200,000) will be used toward design and construction of the legacy fountain. Donor pledges between \$75,000-100,000 have already been received. The Finance and Fundraising Committee has developed a fundraising plan for Council approval.
- Staff has committed a number of hours in the planning process to date. An ongoing commitment of City staff resources, including a temporary Project Specialist II who serves as the 150<sup>th</sup> coordinator, is needed through conclusion of the celebration in 2011.

## **E. Background:**

**1. A Year-Long Celebration of the City's 150<sup>th</sup> Anniversary.** In April 1860, residents of this community held the first election approving creation of Champaign City; however, this first election was voided by the State of Illinois. In March 1861, a second election was held where the voters approved the Charter for the City of Champaign. Both the 1860 and 1861 dates are of historical significance: 1860 marks the time when the citizens of this community chose to become a City and 1861 marks the date when our City status was officially approved. Because both dates are important milestones for the "birth" of our City, community members involved in the planning for the City's 150<sup>th</sup> have designed a celebration to span the 13-month period that commemorates both years, beginning in March 2010 through March 2011.

**2. Theme for the 150<sup>th</sup> Anniversary: Our Best Yesterday, Today, and Tomorrow.** The theme for the 150<sup>th</sup> Anniversary Celebration was chosen to link the City's past to its future. The events and activities are planned to pay reverence to our heritage, acknowledge present-day achievements, and inspire our future. From the roots of an 1860 prairie community, Champaign has grown into a vibrant micro urban center, home to Olympians, Nobel Prize winners, critically acclaimed international music and film festivals, and an international leader in high-performance computing resources at one of the world's great public research universities, the University of Illinois. Residents of the City of Champaign are proud of their community. It is hoped that the celebration of this important anniversary will build upon that strong sense of community, further unifying us to face the opportunities and challenges of tomorrow.

**3. 150<sup>th</sup> Celebration Steering Committee and Volunteer Support.** Since April 2008, a number of community members have dedicated their time and talents by meeting regularly to plan the 150<sup>th</sup> celebration. Committee volunteers include representatives from many community groups, including the Champaign Park District, News Gazette, WILL, Parkland College, the University of Illinois, Unit 4 School District, current and former elected officials and City staff. The Steering Committee is co-chaired by former Mayor Bob Dodd and Bobbie Herakovich, Executive Director of the Champaign Park District. Mayor Schweighart and Deputy Mayor

LaDue both serve on the Steering Committee, as well as former Mayors Bill Bland and Virgil Wikoff. The committee structure and a complete list of committee members is included in Attachments A and B of this Report.

**4. Signature Events.** Initial plans for the 150<sup>th</sup> celebration included monthly activities over the 13-month span; however, it was determined that the cost and time involved to plan 13 different themed events was unrealistic. An alternative plan was developed to hold three signature events, one to celebrate each element of the 150<sup>th</sup> celebration theme: our best yesterday, today, and tomorrow. A brief overview of the signature events is below.

**a. Honor Yesterday -- A Historical Tribute, March 19-April 7 2010.** From the founding of Champaign to the 150<sup>th</sup> tribute, a historical exhibit will chronicle Champaign's story through magnificent narratives, photographs and artifacts. The 3-week exhibit, to take place at "CityView at Illinois Terminal," is open to the public and offers group tours for schools, civic groups, churches, service clubs, and others. The exhibit will help honor the achievements of our past and educate the community about the many things that have helped make Champaign the community it is today.

On the evening of March 18, an opening preview reception will be held for the many volunteers, sponsors, supporters and pioneers who helped make the 150<sup>th</sup> celebration a reality. The evening will include music, beverages and hors d'oeuvres, the ribbon cutting and tours of the exhibition.

**b. Celebrate Today -- Champaign Music Festival, July 10, 2010.** A birthday salute to our community's success will play out in this downtown Champaign Music Festival, featuring entertainment from local musicians along with games and activities for the whole family.

The music fest will be an all day event, Saturday, July 10 from 12noon-11pm. The streets of downtown Champaign will be blocked off and multiple stages and tents will be set up for various performers and acts. There will be interactive games for participants to enjoy karaoke, rock band instruments, petting zoos, etc. Diverse music genres are being solicited, with special focus on local Champaign entertainment. To celebrate the 150<sup>th</sup> birthday of Champaign, we will provide downtown visitors with cake at specific times throughout the day.

**c. Build Tomorrow -- A Legacy Dedication, March 11, 2011.** A gift to the future residents of Champaign, a legacy celebration culminates the year's events. This celebration, to be held at the Historic Virginia Theatre and Downtown Plaza, includes a time capsule dedication, legacy fountain ceremony, an art exhibit by Champaign youth. Officials from the State of Illinois will be invited to participate in this event, in recognition of the 150<sup>th</sup> anniversary of State approval of our charter.

Throughout the school year, Unit 4 will lead various Champaign 150<sup>th</sup>-related essay and art contests for youth. The winners of these contests will be honored at the closing ceremony. Additionally, each Unit 4 School will submit a single item to be included in the time capsule.

The legacy dedication also culminates a year-long community engagement project to develop a comprehensive list of City of Champaign pioneers. Over the 13 months of the anniversary celebration, citizens will be encouraged to post their remembrances of Champaign and to add to the lists of community pioneers on the 150<sup>th</sup> anniversary website, Champaign150.com. The legacy event in March 2011 will be an opportunity to publicly recognize the many pioneers who have and continue to contribute to our community.

**5. Legacy Projects.** In addition to the three signature events, two major legacy projects are planned as a permanent commemoration of the City's 150<sup>th</sup> anniversary: a Legacy Fountain at One Main Plaza and a 13-part television series produced by WILL/Illinois Public Media.

**a. Legacy Fountain.** Centered at One Main Plaza, a Legacy Fountain will stand as a gift to Champaign's future. Fountain planning is still in the early stages, but will focus on designing a fountain that captures the spirit of the 150<sup>th</sup>, particularly relating to our hopes for the future. A Legacy Fountain Committee has been created with representatives from City staff, Illinois American Water, 40North/88West, and the 150<sup>th</sup> Steering Committee. More information will be provided to Council regarding the fountain design and construction in the near future.

**b. "Illinois Pioneers -- Champaign @ 150."** WILL/Illinois Public Media has offered to produce a 13-part television series to tell the stories of innovative and pioneering people and events that have shaped the City of Champaign over the past 150 years and laid the groundwork for the future. A new segment of "Illinois Pioneers—Champaign @ 150" will air monthly during the celebration year. WILL has agreed to work jointly with the City on fundraising for this project and the 150<sup>th</sup> celebration overall, and the rights for reuse and rebroadcast will be granted to the City at the conclusion of the celebration year. In addition, a DVD of the series will be made available as commemoratives to 150<sup>th</sup> donors.

**6. Champaign 150<sup>th</sup> News Gazette Magazine.** Along with the March 2010 kick-off, Mayor Dannel McCollum has served as Project Editor over an 80-page booklet that highlights significant milestones, people, and organizations in Champaign's history. The News Gazette has generously dedicated their staff and resources to arrange and produce 50,000 copies of the publication due to be distributed March 2010.

## **7. Finances and Staffing**

**a. City Funding.** The City has committed \$110,000 from the City toward the 150<sup>th</sup> Anniversary Celebration events and legacy projects. This consists of \$50,000 from the General Fund for support of the overall celebration, \$50,000 from the Downtown TIF District Fund for the Legacy Fountain, and \$10,000 from the East University TIF Fund to support the Champaign Historical Society's work on the Historical Tribute. In addition, the Champaign Park District has decided to use the \$15,000 of City TIF funds provided annually for the Downtown Streetfests to support the July music festival this year.

These amounts do not include the cost of City staff time that is being dedicated to 150<sup>th</sup> activities. Funds have been previously approved by Council to pay the costs of a Temporary

Project Specialist II whose duties include coordination of the 150<sup>th</sup> anniversary celebration. The additional hours of City staff time involved in planning the 150<sup>th</sup> are being provided as an in-kind contribution. Additional direct out-of-pocket staff costs will be charged to the 150<sup>th</sup> budget (e.g. Police and Public Works overtime associated with the Champaign Music Festival.) A more detailed explanation of 150<sup>th</sup> staffing is included in Background Section 8 of this Report.

**b. Fundraising Plan.** Last February when Council initially discussed the proposal for the 150<sup>th</sup> Anniversary, direction was provided to seek donations from the community to help support the celebration. The Finance and Fundraising Committee, under the leadership of John Frauenhoffer, has set a goal to raise approximately \$250,000 from donors to cover costs of the celebration that exceed the City's funding commitment. Approximately \$200,000 of this fundraising goal is associated with the design and construction of the Legacy Fountain at One Main Plaza. At the present time, the City has already received pledges for \$75,000 - \$100,000 toward the 150<sup>th</sup> fundraising goal.

The 150<sup>th</sup> fundraising plan is presented as Attachment C to this Report. In developing the fundraising plan, the committee has been careful to avoid competing with other organizations that provide important community services and rely substantially on private contributions. This is particularly important given the state of the economy, which results in greater community needs but also makes fundraising more difficult. Solicitation of funding will be conducted by pairs of community "Ambassadors" and City department heads or Council members. Each team will personally reach out to individuals and businesses that have strong and/or long-term relationships with the community and/or the City organization. There will not be an active effort to solicit funds from the general public, in recognition of the many competing philanthropic interests in our community. However, the 150<sup>th</sup> Anniversary Committee will accept any contribution, and will provide the opportunity for the general public to contribute via the Champaign150.com web site. Donations may be made to the Community Foundation of East Central Illinois, in care of, Champaign 150<sup>th</sup>.

While the City has sought contributions in the past, fundraising has been very limited with the exception of the Library. In light of that, the City Manager developed a policy to ensure that fundraising for the 150<sup>th</sup> meets the high ethical standards of our organization. In particular, fundraising efforts should not create a conflict of interest or the appearance of conflict of interest between the City and a donor. The policy provides guidance to staff to make clear that a donor's decision to contribute, or not contribute, will in no way affect any action or decision by the City. Clarifying this point is beneficial for both the City and potential donors. The policy also includes a number of provisions regarding transparency, including providing regular reports on the amounts of funds raised. The fundraising policy based upon recommendations of the International City/County Management Association, is contained in Attachment D.

**c. City Staff Support.** City staff members have been involved in the planning of the 150<sup>th</sup> Anniversary Celebration since it began in April 2008. The City Attorney and Neighborhood Coordinator were the initial staff representatives on the Steering Committee; however, additional staff members have been added during the planning process to help provide better

support to the various committees and execute tasks associated with event planning, marketing, and fundraising. The list of staff members involved in the planning to date is included in the committee listings in Attachment B. As mentioned above, the staff time to date has been provided as an in-kind contribution to the celebration. The staff has already devoted a considerable amount of time to coordinating and doing legwork for the celebration. Administration requests Council's continued support of this staffing commitment through the end of the celebration year.

While a number of permanent employees have devoted significant time to planning the 150<sup>th</sup>, Council also approved the addition of one full-time temporary Project Specialist II on September 1, 2009 to assist with the overall coordination of the anniversary celebration. While coordination of the 150<sup>th</sup> is only a portion of the Project Specialist's duties (she also serves as coordinator of the LiveWell employee wellness program and staff support for the CommUnity Matters Garden Hills Initiative), the addition of this staff position has been a critical link in keeping the planning efforts organized and on schedule. Funding for this position expires at the end of this fiscal year. During the FY 2010/2011 budget process, the Administration will present a proposal to extend this temporary staffing through the conclusion of the celebration in March 2011.

It is also important to note that staff from the Champaign Park District is also contributing numerous hours to the 150<sup>th</sup> celebration, serving on committees and taking the lead on the July Champaign music celebration. Like the City, the Park District is providing this staff time as an in-kind contribution to the celebration. Many other committee volunteers from other community agencies and businesses have been serving with the full support of their employers at no cost to the celebration.

#### **F. Alternatives:**

1. Direct staff to proceed with Champaign's 150<sup>th</sup> anniversary celebration as proposed, including the signature events and legacy projects, the fundraising plan, and a continuing commitment of City financial and staff resources through March 2011.
2. Provide other direction to the Mayor, Committee, and Administration with respect to the 150<sup>th</sup> Anniversary Celebration.

#### **G. Discussion of Alternatives:**

**Alternative 1.** This alternative would allow staff to proceed with the 150<sup>th</sup> as proposed.

##### **a. Advantages**

- Will honor the unique gifts and contributions that our citizens have offered within the community and beyond its borders
- The City's history will be transmitted between generations
- Allows us to learn together, remember together and most of all, pull together

- Provides an opportunity to reflect on our advancement as a City and encourage continued progress for our future

**b. Disadvantages**

- Will continue to take considerable time, effort and resources
- Fundraising efforts for the 150<sup>th</sup> may be perceived to compete with other philanthropic needs in the community

**Alternative 2.** The City Council could provide other direction for the Mayor, the Committee, and the Administration.

**a. Advantages**

- The Committee can always use additional input from the City Council
- The Council may choose to change the scope or direction of the Celebration
- A reduction in the scope of the 150<sup>th</sup> could allow City staff time to be reallocated to other services and activities

**b. Disadvantages**

- A significant amount of community volunteer time has been involved in planning to-date
- A major change in direction may be inconsistent with the recommendations of community members
- With the 150<sup>th</sup> kickoff planned for March, there will not be much lead time to plan new activities before the celebration year begins

**H. Community Input:** Different segments of the community have been represented on the 150<sup>th</sup> Steering Committee and subcommittees. These individuals have already provided significant input into the celebration.

The primary vehicle for communicating about the 150<sup>th</sup> will be the celebration website: Champaign150.com. The website will have information about the City’s history, the signature events and legacy projects. The community will also be encouraged to honor the sesquicentennial in their own way. The website will feature a community calendar for organizations and businesses to submit how they will celebrate the 150th; submission forms for residents to share personal stories and photos of their lives and memories in Champaign; and a working list of Champaign notables and pioneer families who have made an impact in the community.

Marketing efforts will include press releases and interviews for print, radio, and television media. The February episode of Champaign Connection on CGTV will have a segment about the 150<sup>th</sup>. Adams Outdoor will be providing billboard space throughout the community to direct people to visit the website. Marketing efforts will be ongoing throughout the celebration year.

**I. Budget Impact:** Funding for the 150<sup>th</sup> Anniversary Celebration will come from a variety of sources. Background Section 7 of this Report provides detailed information about the City's financial commitments and fundraising goals for the celebration. The total amount of one-time City funds committed, not including staffing, is \$110,000. The Park District will also dedicate the \$15,000 that they receive from the City annually for Downtown streetfests to the July music festival. The fundraising goal is \$250,000, \$200,000 of which is related to design and construction of the legacy fountain. Based on donor commitments to date, staff and members of the Finance and Fundraising Committee are optimistic that the fundraising goals are obtainable.

**J. Staffing Impact:** The list of staff members involved in the planning to date is included in the committee listings in Attachment B. Numerous hours of City staff time have been involved in planning and leading committee meetings, and completing tasks associated with the signature events, legacy projects, fundraising and marketing. Council also approved the addition of one full-time temporary Project Specialist II on September 1, 2009 to assist with the overall coordination of the anniversary celebration. While coordination of the 150<sup>th</sup> is only a portion of the Project Specialist's duties, the position has been critical to the success of planning efforts to-date. Funding for this position expires at the end of this fiscal year. During the FY 2010/2011 budget process, the Administration will present a proposal to extend this temporary staffing through the conclusion of the celebration in March 2011.

Prepared by:

Reviewed by:

LaEisha Meaderds  
Project Specialist II  
150<sup>th</sup> Celebration Coordinator

Dorothy Ann David  
Assistant City Manager

Attachments: A. 150<sup>th</sup> Committee Structure  
B. 150<sup>th</sup> Committee Members  
C. Fundraising Plan for Champaign 150<sup>th</sup>  
D. Employee Fundraising Policy  
E. Sponsorship Levels and Recognition



## **Champaign 150<sup>th</sup> Committee Structure**

### **STEERING COMMITTEE**

Committee Description and Responsibilities:

- Advise committees on all Champaign 150<sup>th</sup> efforts and plans

### **EXECUTIVE COMMITTEE**

Committee Description and Responsibilities:

- Follow-up and plan 150th Steering Committee Meetings
- Approve events
- Administer budget
- Approve marketing efforts and plan
- Coordination among committees
- Secure volunteers

Co-Chairs: Bobbie Herakovich & Robert Dodd

City Liaisons: Mayor Schweighart, Fred Stavins, Joan Walls, Dorothy David

### **FINANCE & FUNDRAISING COMMITTEE**

Committee Description and Responsibilities:

- Develop fundraising strategy and plan
- Develop sponsor levels with input from marketing committee
- With Marketing Committee, develop marketing materials
- Identify potential donors of monetary or in-kind contributions
- Contact and secure donor sponsors
- Seek grants:
  - Illinois Arts Council
  - State Tourism
  - Community Foundations

Chair: John Frauenhoffer

City Liaison: Richard Schnuer

## **HISTORICAL COMMITTEE**

Committee Description and Responsibilities:

- Develop an historical exhibit for 150th kick-off celebration
- Gather and publish historical information
- Provide historical information to other committees for their use
- Serve as a historical resource for committees
- Outreach to former Council Members and involve them in the celebration
- Time capsule arrangement
- Secure volunteers

Chair: T.J. Blakeman

## **LEGACY FOUNTAIN COMMITTEE**

Committee Description and Responsibilities:

- Advise on fountain design
- Identify ways to incorporate art and culture into celebration
- Create community time capsule
- Create City Building time capsule

Chair: Craig Rost

## **MARKETING COMMITTEE**

Committee Description and Responsibilities:

- Develop advertising theme
- Develop advertising literature
- Logo creation
- Develop, price and sell promotional items
- Develop web presence
- Promote Champaign 150 physical visibility in community
- Work with Finance Committee to develop sponsor levels
- Develop community contests and activities to provide publicity to 150th
- Make contact with local media and develop their participation
- Develop a Banner Program
- Secure volunteers

Chair: Jeff Grant

City Liaison: Dena Schumacher

## **SPECIAL EVENTS COMMITTEE**

Committee Description and Responsibilities:

- Plan and implement Champaign 150th signature events
- Coordinate event plans with Downtown businesses and organizations
- Work with marketing to implement community activities and contests
- Work with Finance Committee to solicit sponsorships
- Coordinate program logistics with Marketing and Volunteer Committees
- Secure volunteers

Chair: Joe DeLuce

City Liaison: LaEisha Meaderds

## **VOLUNTEER/COMMUNITY & NEIGHBORHOOD OUTREACH COMMITTEE**

Committee Description and Responsibilities:

- Secure and assign volunteers for signature events
- Grass-roots communication and promotion of Champaign 150th with neighborhood groups, community organizations and residents
- Work with committee chairs to provide volunteer training for events

Chair: Jodi Littleton

City Liaisons: Mable Thomas, T.J. Blakeman

**ATTACHMENT B**



**Champaign 150<sup>th</sup> Committee Members**

NAME	COMMUNITY ORGANIZATION
Alicia Reese	U of I, Krannert
AJ Wooldridge	AJ's Marketing & Design
Amy George	News Gazette
Amy Sponsler	U of I, Director of Volunteer Programs
Andy Miller	WCIA
Anke Voss	Urbana Free Archives
Barb Garvey	Early American Museum
Bobbie Herakovich	Champaign Park District
Bobbie Herakovich	Champaign Park District
Lewis Brandon	WCIA
Bruce Wood	Champaign Co. Historical Museum
Carl Meyer	Parkland College
Charlie Smith	Realtor
Craig Rost, Chair	City of Champaign, CMO
Dan McCollum	Past Mayor/City of Champaign Historian
Dave Tomlinson	City of Champaign/Champaign Unit 4 School District
David Genty	Champaign Park District
Dena Schumacher	City of Champaign
Dorothy David	City of Champaign
Ellen Swain	Student Life and Culture Archives
Fred Stavins	City of Champaign
Gerald Schweighart	Mayor
Jan Klijowski	C-U Mass Transit District
Jeff Grant	Fluid Events
Jennifer E Larson	Assembly Hall
Jeremy Hawthorne	WDWS
Joan Dixon	Community Foundation of East Central Illinois
Joan Walls	City of Champaign
Jody Littleton	Parkland College

Joe DeLuce	Champaign Park District
John Frauenhoffer	Frauenhoffer & Associates
John Paul	WILL/University Journalism
Judi Blaford	Champaign Public Library
Karen Blatzer	Christie Clinic
Kathryn Foster	Illinois American Water
Katy Denight	Champaign Park District
Katy Malone	Junior League
KC Coffey	City of Champaign, HR
Kelly Strube	Adams Outdoor
Kip Pope	Harrington & Tock
LaEisha Meaderds	City of Champaign
Laura Auteberry	Champaign Park District
Lauren Smith	Unit 4 School District
Lisa Sprinkle	Champaign Park District
Lyn Jones	United Way of Champaign
Mable Thomas	City of Champaign
Mark Chenail	PACA
Mayor Schweighart	City of Champaign
Megan Wolf	Champaign County
Meghan Whalen	Champaign County Chamber of Commerce
Michael La Due	Deputy Mayor
Michael Markstahler	Sesquicentennial Neighborhood
Nathaniel Banks	U of I, Office of Vice-Chancellor for Public Engagement
Paul Kaiser	City of Champaign, IT
Peg O'Donoghue	Associate Chancellor University of Illinois
Peg Wade	City of Champaign
Perry Morris	Champaign Co. Historical Society
Perry Davidson	Fluid Events
Richard Newman	Retired
Richard Schnuer	City of Champaign
Robert Dodd	Past Mayor
Samuel Smith	Director's office Krannert Center
T.J. Blakeman	City of Champaign
Tom Garza	PACA
Tom Kasich	News-Gazette
Virgil Wikoff	Past Mayor
Ward Gollings	Highdive Nightclub
William Bland	Past Mayor



**150<sup>th</sup> Fundraising Plan**

- A. Goal: Raise approximately \$250,000 (see “Fundraising Goals” and “Sponsor Levels and Recognition”). Tentative pledges totaling \$75 - \$100,000 have already been received from three parties.
- B. Overall Campaign Strategy:
- Personal solicitations by teams of fundraisers. Each team will have one community member (“Ambassador”) and one City department head.
  - We will solicit from selected individuals and companies (more below)
  - No major campaign to solicit funds from the general public, so that we won’t compete with community services that rely substantially on private contributions. Exception: we may solicit small contributions (perhaps \$100 or \$250) from the public for the legacy fountain.
- C. Prospective Donors – We will select prospective sponsors from the following three categories based on their relationships with the community, City, and fundraisers:
1. Companies and individuals that have ongoing business relationships with the City
  2. Businesses with a strong community presence and profile (financial, law firms)
  3. Families and individuals with long-time community connections presently and/or historically
- D. Process
1. Generally, first step will be letter from Mayor Schweighart to prospective donors (see “Sponsor Solicitation Ltr”). It will explain the 150<sup>th</sup> Anniversary celebration and advise prospective sponsors that a member of the committee will contact them to set up a meeting. The fundraisers may decide that this step is not necessary when they are confident that the prospective donor will agree to a personal meeting without it.
  2. A fundraiser calls prospect asking to set up a personal meeting.
  3. Fundraisers meet with prospective donor and ask for a contribution (see “Fundraising Script” and “Fundraising Flier”).
  4. Next step depends on response, as follows:
    - “Yes response:” fundraiser provides information for fundraising database, and sends personal thank-you note to donor
    - “No response:” fundraiser provides information for fundraising database
    - Person wants time to consider it: fundraiser sends personal note thanking prospect for his/her time and for considering a pledge. Question: if we do not hear back from people in a couple of weeks, do we follow up with a phone call?
  5. Recordkeeping – see “Donor Database Elements”



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CITY MANAGER'S OFFICE

**DATE:** January 6, 2010  
**FOR:** All Staff Involved in Fundraising for Champaign150  
**FROM:** Steven C. Carter, City Manager  
**SUBJECT:** Champaign150 Fundraising Policy

Please adhere to the following in all fundraising actions for Champaign150.

**Champaign150 Fundraising Policy**

**I. Purpose.** This Policy establishes responsibilities and procedures with respect to fundraising for Champaign150 by City employees and volunteers.

**II. Scope.** This policy pertains to all instances in which City employees solicit funds for programs and/or projects that are part of the celebration of the 150<sup>th</sup> anniversary of the City of Champaign. City staff will also provide this policy to fundraising volunteers and ask that they adhere to the policy to the extent that it is applicable to them.

**III. Responsibility.** All employees who engage in fundraising shall conduct themselves in keeping with this policy. The Finance Director shall conduct training for fundraisers and take other actions as directed in this policy, and Department heads shall ensure that employees of their departments adhere to this policy.

**IV. Statement of General Policy.** This policy holds that it is appropriate for the City to partner with private donors to fund programs and projects to celebrate Champaign150. This policy also recognizes that the City does business with a wide variety of people and organizations, and this policy does not have the intention of excluding the City's business partners from making contributions to the Champaign150 celebration. However, persons raising funds on behalf of the City must conduct any fundraising in such a way as to avoid any implication of a "quid pro quo" with respect to actions of the City and a private party's decision whether to contribute funds to the City, or the appearance of such quid pro quo.

Transparency is an important component of achieving that goal, which can be furthered through the following actions:

- A. Staff will raise funds only after advising Council of this policy, staff's intention to solicit funds, and that staff will include discussion of this policy at a Study Session.
- B. When soliciting funds, staff will make a statement (either verbally or in fundraising literature) that there is no connection between actions of the City and a private party's decision whether to contribute funds to the City. Such statement might read "The City does not wish to imply any connection between an individual's decision to contribute funds and any actions or decisions by the City such as purchases or regulatory actions. Similarly, the City recognizes that potential and actual contributors would not desire a connection between their decisions and the actions of the City."
- C. The Finance Director will provide clear guidance and direction to staff who are engaged in fund-raising. The Finance Director and individual fundraisers will consult with the City Attorney regarding any ethics issues or questions that may arise in the course of planning and/or conducting the fundraising campaign.
- D. Each fiscal quarter, the Finance Director will prepare a Council Report on 150th contributions and expenditures. Information on specific contributions will include the name of the contributor (except for anonymous contributions as provided below) and the recognition category in which it falls (e.g., "Heritage Gold Sponsor"). Donor requests to remain anonymous will be honored to the extent possible in accordance with state law.
- E. Fundraisers will not solicit funds from any person or company involved in any pending matter that entails a highly discretionary decision or action on the part of any City staff member, board, or commission, or taking other action that might result in the perception of a link between the fundraising campaign and the City's decision and/or action on the matter. Examples include the following:
  - A pending request from a property owner, builder, or developer for a regulatory exception
  - A pending enforcement action by the City (e.g., consideration of fining a business, property owner, or other individual for a City Code violation)
  - A pending purchase decision by the City that entails discretion on staff's part (e.g., a negotiated purchase as opposed to a purchase through sealed bids)
  - Negotiations such as annexation agreements.

## **V. Procedure.**

- A. Approval of Fundraising Effort. The Finance Director shall prepare a description of the proposed fundraising campaign for inclusion in a Council Report on Champaign 150. The description will include, at a minimum, the following:
  1. How the funds will be used
  2. Who will engage in fundraising (i.e., department heads and private citizens)
  3. General description of the prospective donors (selected individuals and firms)
  4. Description of the fundraising method(s), including:
    - How the campaign will be conducted (i.e., personal visits to selected individuals and firms, and letters requesting funds)
    - Description of recognition provided to donors
    - Approximate amount of funds hoped to be raised
  6. Actions that staff will take to avoid improper fundraising or the appearance of the same.
  7. Accounting for the funds raised, including:
    - Who will account for the funds received and paid out
    - Where the funds will be kept

- The type and frequency of reporting to Council on the results of the campaign.

The City Attorney shall review the draft description of the proposed fundraising campaign.

Since the next Council discussion of the Champaign150 celebration will be held shortly after the planned fundraising kickoff, staff will informally advise Council of its intent to engage in fundraising before doing so. However, staff will modify (or cease) fundraising efforts as directed by Council in Study Session.

B. Training. The Finance Director, in cooperation with the Chair of the Champaign 150 Finance and Fundraising Committee, will conduct a training for all fundraisers (City employees and otherwise) on the fundraising campaign, which shall include ethical issues discussed above.

C. Reporting.

1. The Quarterly Financial Report issued by the Finance Department shall include a statement of the amount of funds raised in the fiscal quarter with the amount received from each contributor reported in the contribution ranges established by the Champaign150 Finance and Fundraising Committee. The report shall also include the total amount received in the fundraising campaign to date and expenditures for the 150<sup>th</sup> celebration for the fiscal quarter and to date.
2. The Finance Department shall account for revenues and expenses for Champaign 150 in a “non-departmental” budget activity.

Prepared by:

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Richard Schnuer, Finance Director



## **Champaign 150<sup>th</sup> Anniversary Sponsor Levels & Recognition**

### **Legacy Platinum Sponsor, donation \$25,000**

- Most prominent sponsor recognition on Champaign 150<sup>th</sup> event signage, publications, & website
- Sponsor input into the fountain design
- Sponsor's name memorialized most prominently at fountain site
- Sponsor's name announced at beginning and end of each Signature Event
- Champaign 150<sup>th</sup> Commemorative Gift
- DVD of Illinois Pioneers—Champaign @ 150
- \*Three-minute video profile of donor or donor's business, produced by WILL. The profile will be included on the Illinois Pioneers—Champaign @ 150 DVD, featured on WILL's website and the Champaign 150<sup>th</sup> Anniversary website.
- \*Major sponsor credit on WILL's "Illinois Pioneers – Champaign @ 150"
- \*A flight of underwriting credits on WILL TV and Radio during 2010-2011

### **Heritage Gold Sponsor, donation of \$15,000**

- Highly prominent sponsor recognition on Champaign 150<sup>th</sup> event signage, publications, and web site
- Sponsor's name memorialized prominently at fountain site
- Special mention during each Signature Event
- Champaign 150<sup>th</sup> Commemorative Gift
- DVD of Illinois Pioneers—Champaign @ 150
- \*Three-minute video profile of donor or donor's business, produced by WILL. The profile will be included on the Illinois Pioneers—Champaign @ 150 DVD, featured on WILL's website and the Champaign 150<sup>th</sup> Anniversary website.
- \*Major sponsor credit on WILL's "Illinois Pioneers – Champaign @ 150"
- \*A flight of underwriting credits on WILL TV and Radio during 2010-2011

### **Heritage Silver Sponsor, donation of \$10,000**

- Prominent sponsor recognition on Champaign 150<sup>th</sup> event signage, publications, and website
- Sponsor's name memorialized at fountain site
- Champaign 150<sup>th</sup> Commemorative Gift
- DVD of Illinois Pioneers—Champaign @ 150
- \*Funding acknowledgement credit on WILL's "Illinois Pioneers – Champaign @ 150"

**Heritage Bronze Sponsor, donation of \$5,000**

- Sponsor recognition in Champaign 150<sup>th</sup> souvenir booklet and on website
- Sponsor's name memorialized at fountain site
- Champaign 150<sup>th</sup> Commemorative Gift
- \*Funding acknowledgement credit on WILL program "Illinois Pioneers – Champaign 150<sup>th</sup>"

**Community Friend Gold Sponsor, donation of \$2,500**

- Sponsor recognition in Champaign 150<sup>th</sup> souvenir booklet and on website
- Sponsor's name memorialized at fountain site
- Champaign 150<sup>th</sup> Commemorative Gift

**Community Friend Silver Sponsor, donation of \$1,000**

- Sponsor recognition in Champaign 150<sup>th</sup> souvenir booklet and website
- Sponsor's name recognized at fountain site
- Champaign 150<sup>th</sup> Commemorative Gift

**Community Friend Bronze Sponsor, donation of \$500**

- Sponsor recognition in Champaign 150<sup>th</sup> souvenir booklet and website
- Sponsor's name recognized at fountain site

**Personal Gifts, donation under \$500**

- Sponsor recognition on Champaign 150<sup>th</sup> website

**Legacy Dedication**

**For \$1,000, dedicate a year to a loved one, friend, or special resident of the community. Recipients will have their photo and a brief bio memorialized on a unique Champaign 150<sup>th</sup> post card and included in the time capsule burial. A copy of the postcard will be presented to the donor as well as displayed at the Legacy Dedication event.**

(\* ) Applicable to donors who in full or in part sponsor WILL's Illinois Pioneers—Champaign @ 150.