

# Feasibility Study Request for Proposals

## Introduction

La Crosse Public Library (LPL) is seeking proposals from qualified consultants to conduct a comprehensive feasibility study to assess donor capacity, campaign readiness, and fundraising potential for a library renovation project.

The selected consultant will be experienced in planning and executing fundraising feasibility studies and will demonstrate familiarity with the philanthropic and fundraising environment of La Crosse, Wisconsin. The study will evaluate the library's current readiness, assess the community's capital campaign potential, and recommend a detailed strategy and timeline to maximize fundraising opportunities. The projected total cost for the upcoming capital project is approximately \$7 million.

## About the Project

In 2024, the La Crosse Public Library conducted a comprehensive space audit to evaluate how its existing facility could be renovated to meet evolving community needs. The audit recommended a two-phase renovation strategy:

- **Phase One** – A \$3 million renovation currently underway, funded through a Flexible Facilities Grant, to modernize and reconfigure key public spaces.
- **Phase Two** – An estimated \$7 million renovation to be financed through a future capital campaign, focusing on the Children's and Teen service areas.

The space audit identified two primary priorities—children's services and teen services—each presenting distinct design and operational challenges:

- **Children's Area** – The current children's room is undersized and serves as a thoroughfare to the library's large meeting room. The renovation must create a larger, more flexible environment that balances collections, seating, and activity space, provides a dedicated staff workroom, and ensures separate access to the meeting room.
- **Teen Area** – The existing teen space is small, exposed, and difficult to navigate. Redesign will provide a more functional, welcoming, and easily identifiable environment for teens.

LPL has collaborated with architectural firm Engberg Andersen to begin conceptual planning for these improvements. The forthcoming feasibility study will refine these concepts, help the library determine attainable fundraising efforts to align with cost projections, and present a clear, actionable roadmap for the successful execution of Phase Two.

## **Proposal Requirements**

### **Firm Information**

Provide firm's name, address, website and telephone number. Include name, title and email address of the individual who will serve as firm's primary contact, as well as the names of relevant project team members. Include a brief description and history of your firm. Proposals should include a list of 3-5 references for similar projects that your firm has completed.

### **History, Experience and Track Record**

Summarize the qualifications, experience, and skills that your team brings to this project. List the three most recent feasibility studies your firm has conducted that either led to successful capital campaigns or recommended an alternative course of action. For each project, include the overall fundraising goal, the amount ultimately raised (if applicable), and any factors that contributed to a shortfall or surplus. If projects occurred outside the La Crosse area, note their geographic location.

### **Project Plan**

Provide a detailed proposal describing the full scope of services your firm would deliver. At a minimum, address the following elements and include any additional items you consider necessary for a successful study:

- A plan for determining whether the fundraising goals are reasonable and attainable.
- Assessment of organizational readiness, including board and staff capacity for a major campaign.
- Analysis of the library's current donor base and prospect identification.
- A communication plan outlining interaction between library staff, the Library Board, and your organization.
- Identification of the specific individuals who will be assigned to the contract, with a resume for each.
- A brief schedule of feasibility study activities.
- A strategy for identifying and cultivating major donors for the La Crosse Public Library project.

## Schedule and Timeline

Outline the proposed work schedule, key milestones, and final deliverables resulting from the feasibility study.

## Cost

Provide a complete cost proposal that includes all expenses related to tasks and deliverables. Please break down costs by major activity or phase.

## Evaluation Process

Proposals will be evaluated according to the following criteria:

- **Firm Qualifications and Experience** – Demonstrated expertise in working with library boards, municipal governments, and other relevant stakeholders on fundraising feasibility studies or similar projects.
- **Project Team Qualifications** – Experience and specialized skills of the specific staff members assigned to this project.
- **Understanding of the Local Philanthropic Landscape** – Familiarity with La Crosse's giving environment and donor community.
- **References** – Feedback from previous clients who have received comparable services from the firm.

## Submission and Inquiries

Please contact the Library Director with any questions you may have regarding the project or RFP. Please submit your proposal by 5pm on November 17, 2025. Submit via email, using the subject line "Library Feasibility Study" to [dwacek@lacrosselibrary.org](mailto:dwacek@lacrosselibrary.org)

## Project Schedule

The LPL Board of Trustees reserves the right to make the final decision on the RFP, including the right to award no contract at all. The Board of Trustees may choose to conduct interviews of vendors as part of the selection process.

RFP Publication	October 15, 2025
Proposals Due	November 17, 2025
Evaluation Process	November 17-December 1, 2025
Library Board Approval	December 9, 2025
Project Awarded	December 10, 2025

