

CLEVELAND PUBLIC LIBRARY

Board Meeting

November 15, 2018

**RESOLUTION TO AMEND AGREEMENT WITH DIX & EATON INCORPORATED FOR
PUBLIC RELATIONS SERVICES FOR CPL150**

- WHEREAS, Cleveland Public Library entered into an agreement with Dix & Eaton Incorporated in June of 2018 in the amount of \$54,000 for the development of a communications plan, fundraising counsel, and strategic support to plan a year of celebration commemorating 150 years of service to the people of Cleveland that will begin in February 2019; and
- WHEREAS, At their regular meeting on September 20, 2018, the Board of Library Trustees authorized an amendment to the agreement, in an additional amount not-to-exceed \$28,000, for Dix & Eaton Incorporated to develop branding elements that will support all communications and marketing outreach around the anniversary year; and
- WHEREAS, At their regular meeting on October 18, 2018, the Board of Trustees authorized a second amendment to the agreement, in an additional amount not-to-exceed \$575,000, for Dix & Eaton Incorporated to implement their communications plan, including making the ad buys; and
- WHEREAS, The CPL150 Work Group recommends that the Board of Trustees enter into a third amendment with Dix & Eaton Incorporated that will extend their fundraising counsel and strategic support beyond the original six-month period for an additional seven-month period, from January 2, 2019 through July 31, 2019; now therefore be it
- RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to enter into an amendment to the existing agreement in the amount of \$657,000 with Dix & Eaton Incorporated to provide the extension of strategic services as outlined in their statement of work in an additional amount not-to-exceed \$35,000, for a total contract amount of \$692,000 which expenditure shall be charged to the Founders Fund account 20316103-53710 (Professional Services), and which agreement shall be subject to review and approval of the Chief Legal Officer.

**Cleveland Public Library 150th Anniversary
STATEMENT OF WORK
November 8, 2018**

Overview

We are pleased to help the Cleveland Public Library celebrate its 150th anniversary in 2019. The following outlines an extension for the strategic services outlined below that were originally approved from July through December of 2019. The scope of work outlined has been and will continue to be provided by Ann Zoller as a sub-consultant to Dix & Eaton.

Fundraising Counsel & Strategic Support

We will work with Library staff to provide strategic direction related to the 150th Anniversary. This will include overall strategic counsel for the anniversary year, its celebration components and a funding and implementation strategy for the anniversary. This strategic approach to funding will include identification of current funding sources to leverage and new funders that may be aligned with key components and signature events of the anniversary celebration. We will also help develop solicitation strategies, to be implemented by Library leadership.

The 150th anniversary will be used as a platform to develop strategic direction, priorities and appropriate processes related to the Cleveland Public Library Foundation. To that end, we will assist in developing priorities for the Foundation that align with the Library's strategic plan goals and its innovative approach to service delivery going forward. Counsel may also be provided on Foundation policies and procedures.

Timing

This contract provides strategic counsel for a seven-month period, from January through July of 2019.

Deliverables

We will lead weekly meetings with Library staff on the anniversary and other meetings with Library leadership and staff, as appropriate, to provide the strategic counsel outlined. We will help evaluate the overall plan in terms of impact, alignment with strategic goals and the Library's ability to achieve a high level of quality for all activities. We will work with staff members to determine implementation strategies for events and programs. As part of this work, we will identify community partners and other resources that can be leveraged for anniversary program content.

In addition, we will ensure the successful melding of the communications plan development with the strategic counsel scope through joint participation in appropriate meetings.

We will work with Library staff to align Foundation priorities with the anniversary and around key Library strategic plan goals. In so doing, we will help create necessary materials to create the case for this additional support and help to identify the need for and potential impact of private funding on new programs and anniversary components.

Estimate

The fee for this work is \$35,000 over seven months.