



FALL CREEK PUBLIC LIBRARY & COMMUNITY CENTER

CAMPAIGN READINESS STUDY EXECUTIVE SUMMARY AUGUST 2024

Fall Creek Public Library's Mission, Values, and Goals

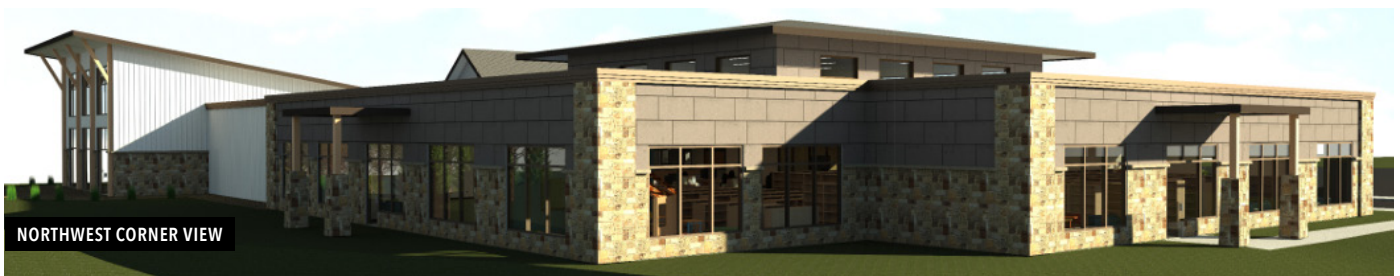
Fall Creek Public Library has served as a heartbeat of the community for 60 years. The mission of Fall Creek Public Library is, "To serve community residents of all ages by providing materials and services that meet their educational, recreational, and informational needs."

In 2023, the Library Board of Trustees approved a Strategic Plan to optimize space utilization (currently at 3,000 square feet) to increase facility flexibility, foster community partnerships, increase awareness of all the library's offerings, and promote the library as a place for everyone.

As the library was working on goals for the future, the State of Wisconsin released a Flexible Facilities Grant through which Fall Public Library is seeking to secure \$4.25M to

help the community realize long-range goals and improve the library for generations to come.

The library contracted with Crescendo Fundraising Professionals, LLC to conduct a Campaign Readiness Study designed to determine the ability and willingness of businesses, individuals, and foundations to support a capital campaign to create a new Fall Creek Public Library, Community Center, Village Hall, and public meeting spaces. The firm specializes in fundraising campaign management for public/private partnerships in the tri-state area. Owner Ellen Hongerholt, M.A., Jillian Harris, M.A., Brittany Bral, and Nicole Hall prepared the methodologies, conducted the interviews, and compiled the report.



Building Square Footage Cost Breakdown:

- Library and Community Meeting Rooms: 11,884 net sq. ft. \$4,432,732
- Community Hall: 2,444 net sq. ft. \$911,612
- Fall Creek Administration: 1,697 net sq. ft. \$632,981
- Public Space: 745 net sq. ft. \$277,885
- Fundraising Fees & Miscellaneous: \$300,000

Fundraising Potential:

During the study, Crescendo Fundraising Professionals, LLC, received feedback from 83 individuals who provided key information to support findings and conclusions that have been published in a detailed report. This Executive Summary is a high-level snapshot of key findings.

Favorable Factors:

- A community with a library sends a clear message about the quality and commitment to educational focus and quality of life of that community.
- \$1.8M has been identified at this early stage of the fundraising process with 83 respondents showing a high level of support for a proposed campaign of \$3.25M to \$3.5M.
- The Village support of \$850,000 provides credibility for the campaign.
- Two gifts identified in the \$200,000 to \$500,000, the land valued at \$250,000, and other major gifts also indicate support is available to meet a private goal of \$3.25M to \$3.5M.
- Sixty-one volunteers and leaders are willing and able to work on the campaign.
- The possibility of securing the \$4.25M Flexible Facilities Grant from the State of Wisconsin brings excitement and energy to the project.

Challenging Factors:

- The location of the facility was not wholeheartedly embraced by the community at the time of the study due to possible safety factors.
- The cost and design elements were not wholeheartedly supported indicating a need to value design the project.
- A business plan has not been completed which would give residents confidence that taxes would not increase to operate and maintain the facility.
- If the \$4.25M grant is not secured it may impact some gifts.

Recommendations:

1. The Library Board and the Village Board should discuss the report, accept its findings, and support its conclusions as a basis to initiate a \$3.25M to \$3.5M capital campaign after the State of Wisconsin Facilities Grant is decided.
2. With the assistance of Crescendo, the Library Board begins creating pre-campaign committees from those identified in this study.
3. Engage a volunteer Building Committee comprised of area construction experts to value engineer the project for cost savings which could be used to increase the square footage of the Community Center portion of the project.
4. Create a business plan for the facility.



\$1.8M was identified in gifts



3 gifts between \$200,000 and \$500,000 were mentioned



61 volunteers will support the capital campaign



55 said they would give or possibly give