

The following is a copy of **Clause B4, Administrative Report No. 11-2011** which was **ADOPTED** by City Council at its meeting held on **June 13, 2011**:

Section B – CORPORATE SERVICES

B4) Mendel Art Gallery Requests for Approval (Files CK. 4129-15, CS. 600-1 and CS. 1711-5)

- RECOMMENDATION:**
- 1) that City Council approve the Request for Proposal for the visual identity of the Art Gallery of Saskatchewan and Capital Campaign at an estimated cost of \$175,000;
 - 2) that the extension of the contract for the fundraising consultant for 12 months at an estimated cost of \$390,000 be approved; and,
 - 3) that the source of funding is the Gallery's Capital Fundraising Campaign.

REPORT

Attached are two requests from the Mendel Art Gallery. Attachment 1 is a Request for Proposal for the visual identity of the Art Gallery of Saskatchewan and Capital Campaign. The Gallery is seeking to engage a creative firm to develop a brand for the Art Gallery of Saskatchewan and a full creative package to support the capital fundraising campaign. The estimated cost of this work is \$175,000 with funding from the Gallery's Capital Fundraising Campaign.

The second request (Attachment 2) relates to an extension to the contract for the fundraising consultant for 12 months. DCG Philanthropic Services were contracted in 2010 to undertake a campaign feasibility study and to identify a campaign goal for the capital building project. The proposed contract extension will secure the campaign leadership required to implement an integrated communication and marketing campaign to support this goal. This is estimated at a cost of \$390,000 and will also be funded from the Gallery's Capital Fundraising Campaign.

FINANCIAL IMPLICATIONS

The Mendel is requesting approval to commit funds (\$565,000) for the Request for Proposal for the visual identity and a contract for the fundraising consultant.

There are sufficient funds in the Gallery's Capital Fundraising Campaign to cover these costs.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications.

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PUBLIC NOTICE

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

ATTACHMENTS

1. Request for Approval of RFP for the Visual Identity of the Art Gallery of Saskatchewan and Capital Campaign.
2. Request for Approval of Contract Extension for Fundraising Consultant.

The Saskatoon Gallery and Conservatory Corporation (Mendel Art Gallery)

Request for Approval of RFP for the Visual Identity of the Art Gallery of Saskatchewan and Capital Campaign

April 8, 2011

Background

The Trustees of the Mendel Art Gallery and the Art Gallery of Saskatchewan (AGS) are preparing to launch the capital campaign in support of the AGS's building project. To do so, a key component is the need for a visual identity (brand) for the AGS as a new entity and location. In addition, the Capital Campaign will require its own visual identity that must complement the institutional brand identity.

The Gallery is seeking to engage a creative firm to develop a brand for the new Art Gallery of Saskatchewan and a full creative package to support the capital fundraising campaign. The following are the deliverables expected from the creative firm:

1. A complete visual identity package for the new Art Gallery of Saskatchewan. In collaboration with the architect (KPMB), and with input from the graphic design staff of the Gallery, the agency will prepare a new visual identity and standards for its use. This identity will consider not only logo design, but also exterior and internal signage and way-finding, a capital campaign and annual donor recognition feature and the range of needs for exhibition promotions.
2. Consistent with the AGS Capital Campaign direction, the development of the creative/visual approach to promote the capital campaign, focused primarily in and around the City of Saskatoon. A campaign name, tagline and creative backdrop reflecting the vision of both the new Gallery and the fundraising campaign will be required. Production of materials, scheduling and booking media placements will also be required.
3. A creative treatment for donor recognition for the Capital Campaign (government, individual, business and corporate), as well as Annual campaign (government, individual, business and corporate).

Cost

This work is expected to cost up to \$175,000 and will be contracted following an RFP process. Costs will be paid for through the proceeds of funds raised through the Gallery's Capital Fund Raising Campaign.

Recommendation

The Mendel Art Gallery Board of Trustees is seeking City Council's approval to proceed with this procurement process.

**The Saskatoon Gallery and Conservatory Corporation (Mendel Art Gallery)
Art Gallery of Saskatchewan
Request for Approval of Contract Extension for Fundraising Consultant
April 8, 2011**

Background

The project funding plan for the new Art Gallery of Saskatchewan (AGS) at River Landing includes a major capital fundraising campaign. After a public RFP process held in the late summer 2010, the Mendel Art Gallery contracted DCG Philanthropic Services Inc. of Saskatoon to undertake a campaign feasibility study and to identify campaign goal in support of the AGS building project. The initial report from DCG was received by the Mendel's Board of Trustees in January 2011.

The proposed contract extension with DCG Philanthropic Services will implement a campaign strategy that will attract donors and supporters for the new Art Gallery of Saskatchewan. Leadership in the AGS campaign process will be provided which will advance the campaign plan and timelines outlined in the 2010 report. The contractor will provide advice to campaign leadership on strategies to engage volunteers and donors, as well as training and guidance to campaign contractors and volunteers to achieve campaign objectives. Additionally, a firm campaign goal will be identified, approved by the Gallery/AGS that reflects the needs of the AGS and meets the capacity within the community to support this goal. To reach this goal and implement an integrated and supportive communications and marketing campaign, it will be necessary to ensure the Gallery has both experienced counsel and on-site expertise. Dedicated in-house capacity in both Development and Communications will be required.

Cost

DCG Philanthropic Services: \$390,000 (\$30,000/month for 12 months + fees & GST includes expenses). Costs will be paid for through the proceeds of funds raised through the Gallery's Capital Fundraising Campaign.

Recommendation

The Mendel Art Gallery Board of Trustees is seeking City Council's approval to contract DCG Philanthropic Services Inc. for a period of no less than 12 months.