



December 5, 2018

Mr. Brent Gardner
Chair, CoMo200 Bicentennial Committee
RE/MAX Boone Realty
33 East Broadway
Columbia, Missouri 65203

Dear Brent:

I enjoyed meeting with you and Amy Schneider of the Convention and Visitors Bureau on December 3, 2018, to discuss the fundraising aspirations of the CoMo200 Bicentennial Committee. Thank you for requesting a proposal from Missionmapping that outlines the agenda, deliverables, and timeline of a Pre-Campaign Assessment Program in support of the Committee's plans for its partnership role in celebrating the City of Columbia's bicentennial birthday in 2021. The following summary proposal describes two broad steps that lay the groundwork for future fundraising efforts and a community campaign:

1. Determination of Initiatives. At this time, the Committee has not settled on the scope of projects and events it might undertake, the costs associated with these initiatives, or the manner in which final goals will be achieved. Missionmapping will facilitate discussions with the members of the Committee to identify, prioritize, and price these projects and events in a realistic manner.
2. Market Study. Once a determination has been made by the Committee concerning its goals, Missionmapping will meet with local individuals of influence or affluence concerning their sense of the strengths and weaknesses of the Committee's proposed initiatives, and test their willingness to serve as partners, volunteers and donors to the project.

The findings of the Pre-Campaign Assessment Program will be presented to the Committee and others as identified by you and will be supported by a comprehensive written report. Implementation of those findings may be used to launch a community campaign and position the Committee for success in achieving its goals.

DETERMINATION OF INITIATIVES

The opportunities for celebrating the City of Columbia's Bicentennial are immense and diverse. Many lines of history must be represented and converged in order

to present a fair portrait of the last 200 years. A determination of events and projects that the Committee might undertake can be a daunting task and the first responsibility of counsel will be facilitate the Committee's decision-making process. In short, that process might follow three steps:

1. Beginning as early as possible in January, 2019, counsel will meet with the Committee as a whole to brainstorm opportunities for celebrating the Bicentennial. Discussion will follow a *blue sky* approach, that is, ideas will be tossed out as if money, staffing, and time were no object and that all ideas were possible and wonderful.
2. The Committee will then conduct a reality check by evaluating the financial, staffing, and timing cost of each event and project to arrive at a preliminary all-inclusive master plan.
3. The final step will be to prioritize the events and projects as both realistic and impactful. From this, a preliminary schedule can be developed and supported by a narrative that outlines the case for support of each event and project.

It is possible that this discussion can be accomplished in a single meeting of approximately 3 – 4 hours. Because it may be necessary to have input from outside experts, however, concerning costs or other details, two shorter meetings may be necessary. It may also be advisable to broaden the attendance at the initial meeting to include certain experts/partners (e.g. Parks and Recreation) to help provide a realistic assessment of opportunity during the brainstorming process. All of these issues will be discussed with Committee leadership once a contract is in place.

Following this process, counsel will draft a document known as a “case statement” which will contain the thinking and cost estimates of the Committee and which will be shared with potential partners in the next step, described below.

MARKET STUDY

With the assistance of the Committee, counsel will lead the effort to distribute the planning document to a predetermined list of potential partners who will have the opportunity to advise the Committee on its recommendation: to add what may be missing and to remove what may not be necessary. In this manner, the Committee shares ownership of its planning and engages the greater Columbia community in the Bicentennial vision. These interviews will cover a span of time and may be conducted over a number of weeks in order to process the opportunity to weigh in on the Committee's plans as thoroughly as possible.

As the final deliverable in this proposal, counsel collects these findings and presents them as advice to the Committee in a final report. Additionally, counsel makes recommendations that take the findings into account, and the final report serves as an initial campaign plan to start the Committee on its way to a successful Bicentennial campaign.

Brent, this is a very basic outline of a specific set of deliverables to help you in your discussions with Columbia City Council and your request for start-up funding from them. If the Committee finds funding for operations and wishes to contract with Missionmapping for the services outlined in this letter, I will provide a more detailed description of deliverables and a timeline.

For planning purposes, however, the comprehensive fee for the work described in this proposal is \$9,000, and the work would be conducted January to March, 2019. If the CoMo200 Bicentennial Committee wishes to retain Missionmapping for ongoing counsel as the Committee implements the campaign, the monthly fee would generally be \$2,500. However, the actual cost would depend on the role, scope and duration of counsel required by the Committee, and this would be a separate proposal and contract, the details of which would be determined by the findings of the Pre-Campaign Assessment Program and discussion with Committee leadership.

Thank you again for the opportunity to visit with you and Amy about this wonderful opportunity. As a longtime citizen of Columbia I am excited about the Bicentennial and look forward to the results of the Committee's work; and as a consultant to public-private partnerships I would be honored to have the chance to have a hand in the Committee's success.

Sincerely,

A handwritten signature in black ink that reads "R. Eric Staley". The signature is written in a cursive style with a large, stylized "R" and "S".

R. Eric Staley, Ph.D.
President