



REVISIONS	BY

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**community**  
**wellness center**

PROPOSED UPPER LEVEL FLOOR PLAN
DRAWN
CHECKED
DATE
SCALE
DWG NO.
SHEET NO.
<b>PFP2</b>
1/8"=1'-0"

PROPOSED UPPER LEVEL  
 12nd FLR FLOOR PLAN  
 15,867 sq. ft.      1/8" = 1'-0"



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# FINANCING STRATEGIES

- Grants (park space & offsite improvements)
- CDBG (future entitlement status/pub services)
- Appropriations (Federal)
- Partnerships (public/private)
- **Capital Fundraising Campaign** (building)



# CAPITAL CAMPAIGN

Two Questions:

1. Study **Feasibility** of Success?; or
2. Move forward with **Launch**?



# CAPITAL CAMPAIGN

Staff's recommendation:

1. Study the **Feasibility of Implementing** a Capital Campaign



# CAPITAL CAMPAIGN

Here's why:

- It offers an opportunity to determine how the **City is viewed** in the **eyes of prospective donors** and other important “players;”
- It helps us determine whether our **community understands** the **importance** of the proposed community wellness center;



# CAPITAL CAMPAIGN

Here's why:

- It provides an assessment of our **readiness** to **undertake** the **campaign**, the **amount** that might be **raised** and the **time** that will be **required to raise the funds**;
- It “lights a fire” under prospective donors, which could translate to a **significant cultivation opportunity**;



# CAPITAL CAMPAIGN

Here's why:

- It provides an **assessment** of **Council, staff** and **volunteer capacity** to administer a campaign successfully

*\*the study would act as a **barometer** on whether moving forward with a campaign would yield a good **return on investment***



# CAPITAL CAMPAIGN

What would a Feasibility Study cost?:

- **\$10 to \$12 million** capital campaign will cost approximately **\$10,000 - \$30,000** depending on the level of detail.





# CAPITAL CAMPAIGN

Possible grants to be explored to finance study:

- RAP Foundation
- Cal Endowment – BHCECV
- County Supervisor’s Discretionary Funds (4<sup>th</sup> District)
- Cal Wellness
- County CDBG FY 2012-13 Capital or Public Service Reprogramming