



**TO:** Michael C. Van Milligen, City Manager  
**FROM:** Teri Goodmann, Assistant City Manager  
**SUBJECT:** Fundraising, Naming Opportunities and Giving Level Request for Approval from America's River III Campaign Committee Related to Bee Branch Flood Mitigation Project  
**DATE:** August 12, 2018

## INTRODUCTION

The purpose of this memo is to request approval of the America's River III fundraising campaign and associated naming opportunities and giving levels being recommended by City staff in collaboration with the America's River III (AR III) Campaign Committee.

## BACKGROUND

At their May 15, 2017, meeting the City Council approved a Fundraising and Philanthropic Naming Recognition Policy. The policy and all background is attached to this action item. The policy states that naming opportunities and levels will be proposed on major capital projects on city lands. The proposal is to be reviewed by the appropriate city department and must then be approved by the City Council.

According to the policy, naming rights/opportunities have a defined "lifespan." The naming is to last for the life of the amenity or until such time that the amenity needs to be replaced or reconstructed through normal wear and tear.

## DISCUSSION

Public-private partnerships have been essential to Dubuque's nationally recognized success over the past two decades. The America's River III campaign is intentionally modelled after prior successful campaign partnerships.

### America's River I

One of Dubuque's most highly successful partnerships was the America's River I campaign launched in December of 2002. This partnership between the Dubuque

County Historical Society, Dubuque Area Chamber of Commerce Foundation and the City of Dubuque was responsible for raising \$188 million in public and private donations to redevelop the Fourth Street Peninsula, now known as the Port of Dubuque. This project converted 90 acres of brownfields and urban blight into a top tourism destination for the state of Iowa, drawing millions of regional and national visitors to Dubuque since its completion in 2004, and leveraging over \$100 million, annually, in economic impact. The America's River I project vision included the construction of the National Mississippi River Museum & Aquarium, the Mississippi Riverwalk, River's Edge Plaza, the Star Brewery Amphitheatre, the Grand River Center and the Grand Harbor Hotel and Waterpark.

### **America's River II**

America's River II was launched in 2006 as a direct result of the community-wide Envision 2010 process. America's River II was a \$200 million public-private vision to continue development in the Port of Dubuque. The project included private sector partners responsible for the development of the McGraw-Hill Office Building, Star Brewery, and expansion of the Diamond Jo Casino. Public and nonprofit partners led the campaign for the museum expansion into the Great Rivers Center, the River Research Center, the River Max Digital Theater and the development of the Mississippi Plaza, utilizing public space to connect the museum campus, and the construction of the Port of Dubuque Marina. America's River II concluded in 2009.

These two prior campaigns were able to turn bold visions into reality. Public private partnership was the key to these successes.

### **America's River III**

In 2010, the America's River III initiative was formed with local citizen volunteers and businesses to assist in raising funds for the \$218 million Bee Branch Creek Watershed Mitigation project.

The nation has an estimated need of between \$600 billion and a trillion dollars over the next 25 years for safe drinking water, wastewater treatment and storm water infrastructure, according to the American Water Works Association and the Environmental Protection Agency. Few federal and state funding programs exist to support local government in funding essential water infrastructure projects.

The size and scope of the Bee Branch Creek Flood Mitigation project - resurrecting a creek from a storm sewer and restoring its flood plain to mitigate flash flooding and, at the same time, creating a public amenity in historic neighborhoods serving as a gateway to Iowa and Dubuque from Wisconsin - was innovative and required public private partnership. The significant scope of the project, its cost and proximity to the Mississippi River made it a perfect candidate for state Vision Iowa, CAT and/or RECAT State funding. Eligibility to compete for these state grants required public and private participation and the America's River III partnership was forged between the City and the private sector.

Honorary chairs for the committee are Gary Dolphin, Norma Denlinger and Sue Hafkemeyer. Campaign committee members include: State Senator Pam Jochum, former City Councilwoman Joyce Connors, County Treasurer Eric Stierman, Peg Hudson, Anne Cremer, Ernestine Moss, Dan White, Audrey Morey, Chip Murray, and Lauren Czeshinski.

Attached to this City Council Action Item is the proposal from the America's River III Campaign Committee.

Naming opportunities for various levels of giving are recommended for consideration. These naming opportunities and giving levels are shown in the attached draft 20-page detailed campaign booklet and the tri-fold flier. Additionally, draft pledge forms are attached for the various giving levels as well as personalized brick paver and memorial tree forms. Campaign stationary is also in the packet.

Kristin Hill, Bee Branch Project Communications Specialist, assisted the AR III campaign committee in the development of the campaign print materials attached as well as a campaign website featuring a map and photos plus details of the naming opportunities. The website includes an interactive map that also can assist potential donors in viewing the various amenities and their locations. The campaign website is [www.cityofdubuque.org/AR3](http://www.cityofdubuque.org/AR3) and the naming opportunities web map is located at <http://arcg.is/1PKTTP>. Additional assistance in the development of materials and amenity details was provided by Leisure Services Manager Marie Ware and Park Division Manager Stephen Fehsal.

Naming opportunities are described in the draft AR III campaign booklet.

- For donations of \$250,000 or larger, an amenity may be named for the donor, for example: Alliant Energy Amphitheater. A 18" x 12" cast aluminum plaque will be attached to the amenity or on a nearby limestone pillar.
- For donations of \$50,000 to \$249,999, an amenity will be described as supported by the donor. These donors will be recognized at the amenity. An 18" x 12" cast aluminum plaque will be attached to the amenity or on a nearby limestone pillar.
- For donations of \$25,000 to \$49,999, an amenity will be described as supported by the donor. These donors will be recognized at the amenity. A 12" x 12" cast aluminum plaque will be attached to the amenity or on a nearby limestone pillar.
- For donations of \$10,000 to \$24,999, an amenity will be described as supported by the donor. These donors will be recognized at the amenity. A 10" x 8" cast aluminum plaque will be attached to the amenity or on a nearby limestone pillar.
- For donations of \$500 to \$9,999, donors will be recognized on a 5.875" x 2" cast aluminum plaque on benches, bike racks, near trees, and at other amenities at the discretion of the donor.
- For donations of \$100, donors will be recognized on a brick paver at the discretion of the donor. The pavers are 7.625" x 3".

Eight donations were received in 2011 when the America's River III campaign was originally conceived and announced. These seven donations helped to ensure the project would receive a Vision Iowa RECAT grant and ultimately enabled the Bee Branch Project to leverage \$2.25 million. The Vision Iowa Board had challenged Dubuque to raise \$100,000 to be awarded the Bee Branch Creek Restoration and Gateway project grant for \$2,250,000. The Dubuque Racing Association, Dubuque County, US Bank, Dupaco Community Credit Union, Dubuque Bank and Trust, Premier Bank, American Trust and Savings Bank and Kurt and Melissa Chipperfield each contributed at that time and made the \$2.25 million grant possible. Each of these donors will receive a recognition plaque on or near the amenity they identified as their chosen naming opportunity and as outlined in the America's River III campaign booklet.

Approval of the naming recognition and levels will allow the AR III Committee to move into an active campaign to share with potential donors this important giving opportunity.

The Leisure Services office staff will receive and deposit the campaign donations in a Bee Branch account. The Leisure Services Parks Division will install or oversee the installation of all recognition plaques with the cost of plaques and installation paid for by the campaign funds raised. Leisure Services will be assisted by Kristin Hill in keeping the web map and webpage information up to date as naming opportunities are sponsored by donors. The Finance Department will process and manage the Bee Branch America's River III donations and the annual pledge reminders. The goal of the campaign is to raise funds to pay for the project. Every dollar raised will go toward the Bee Branch project.

## **ACTION REQUESTED**

I respectfully request City Council review and approval of the fundraising, naming opportunities and giving level recommendations as submitted.

Cc: Marie L. Ware, Leisure Services Manager  
Steve Fehsal, Park Division Manager  
Kristin Hill, Bee Branch Project Communications Specialist  
Randy Gehl, Public Information Officer  
Jenny Larson, Budget Director

Attachments