



BOARD MEETING

December 10, 2014 - 5:30 p.m.

Polk County Administration Bldg.
111 Court Avenue, Room 120
Des Moines, IA 50309

AGENDA

1) Opening Items

- a) Roll Call
- b) Action on the Minutes of the Previous Meeting(s)

2) Public Comments

3) Consent Agenda Items

Note: These are routine items and will be enacted by one roll call vote without separate discussion unless a Board Member, PCCB employee or member of the public requests an item be removed to be considered separately. Please notify a PCCB Member to have an item removed.

- a) **Action on Bill List:** approve the PCCB November 2014 bill list.
- b) **Annual Report, FY 2013-14:** approve the FY 2013-14 Polk County Conservation Board Annual Report.
- c) **Clean Air Policy:** approve adopting the Clean Air Policy as revised.
- d) **User Fees:** approve the fee schedules for PCCB services and Jester Park Lodge as presented effective January 1, 2015.
- e) **Iowa Dept. of Transportation - State Recreational Trail Grant, Ankeny Connector:** accept the grant monies and authorize the Chair to sign the grant document and further instruct staff to proceed with the acquisition of the property from the Iowa Natural Heritage Foundation, secure reimbursement from the Iowa Department of Transportation, and to begin the process of transferring a section of the old rail line to the City of Ankeny.

4) Fort Des Moines Park Planning & Design

5) Jester Park Conservation Center, RFP-Fundraising Assessment & Feasibility Study

6) Acquisition Strategy

7) Great Western Trail, Water Main & Tunnel Beneath New Maffitt Road Extension

8) Election of PCCB Officers for 2015

FINANCIAL REPORTS

DISCUSSION & REMARKS

ADJOURNMENT

The information identified on this agenda may be obtained in accessible formats by qualified persons with a disability. To receive information or to request an accommodation to participate in a meeting, hearing, service, program or activity conducted by this office, contact the Polk County Conservation Board Office, 11407 NW Jester Park Drive, Granger, 515-323-5300.

1) Opening Items

a) Roll Call

b) Action on the Minutes of the Previous Meeting(s)

The Polk County Conservation Board met in regular session on November 12, 2014. Minutes for the meeting are attached.

2) Public Comments

3) Consent Agenda Items

a) Action on the Bill List

November 2014 expenditures have been e-mailed to the Board for review.

STAFF RECOMMENDATION: That the Board approve the PCCB November bill list.

b) Annual Report, FY 2013-14

Attached is the FY 2013-14 Polk County Conservation Board Annual Report. The report includes organizational highlights, financials, and pertinent facts and figures from July 1, 2013 to June 30, 2014. With board approval, the report will be printed and distributed. Distribution destinations include the Polk County Board of Supervisors, PCC website, and by request from the general public.

STAFF RECOMMENDATION: That the Board approve the FY 2013-14 Polk County Conservation Board Annual Report.

c) Clean Air Policy

In July 2014 the County revised the Clean Air Policy to include language related to the use of electronic cigarettes. Attached is the revised Clean Air Policy staff is bringing to the Board for consideration. Also attached is Conservation's current Clean Air Policy. This current policy was revised following the State of Iowa passing the Smoke-free Air Act, prohibiting smoking in all public places. Since Conservation buildings, offices, vehicles, etc. are Polk County property it is appropriate that the Board adopt the County's Clean Air Policy as revised.

STAFF RECOMMENDATION: That the Board approve adopting the Clean Air Policy as revised.

d) User Fees

Attached are fee schedules identifying user fees for PCCB services such as camping, facility rentals, firewood, trap range rentals, canoe rentals, environmental education programs, equestrian center, etc. and the fee schedule for the Jester Park Lodge. Proposed revisions are identified with red text or strikethrough. Christiani's is proposing no change to Jester Lodge rental rates at this time.

Changes to the fee schedule include:

- Deleting bulk firewood and dump station fees from the fee list.
 - ❖ With Conservation taking over the handling of firewood sales again the occasional surplus of firewood that was sold to the public in bulk at one time no longer exists.
 - ❖ The dump station fee has always been an "on your honor" fee collected from the public and was a fee charged to those campers using our dump station(s) but not camping in our campground(s). Because it is not possible for staff to monitor the activity at the dump station, the public is trusted to pay the fee. With this in mind, staff recommend removing this from the fee schedule and considering fees collected at the dump station as a donation. Signage would be changed to recommend a \$10 donation.

- Cabins.

Due to the high level of amenities provided at the cabins and the need to follow State regulations due to the level of amenities provided, cleaning of the cabins has taken more time than originally thought. Staff is proposing a \$10/per night increase to the cabin rental rates. A brief survey was sent to 129 previous Jester cabin renters in October. One of the questions in the survey was about increasing the rental rate by \$10/night. Of the 61 responses, 43 indicated they would not be deterred to rent a cabin again if a \$10 per night increase was implemented.

- Camping
 - ❖ The revisions to camping rates was proposed by park staff to make the handling of camping payments more efficient. Park staff frequently seek out campers simply to return \$1 in change because campers would place a \$20 bill in the self registration envelope to cover their one night stay at \$19 for example. Prices have not changed since 2010.
 - ❖ Park staff also recommended doing away with "off-season" rates. Off-season rates apply when the water has been shut off to the shower houses in the campgrounds. Campgrounds are open April 1 through November 30 each year. April 15 and October 15 are dates staff use as a guide for turning on or shutting off the water each season. Weather is the factor in determining if the water can be turned on sooner than April 15 or shut off later than October 15. Since the amount of time in the camping season the shower houses are without water is minimal, eliminating the off-season rates for camping made sense for administration efficiency purposes.

- Trail Rides

With rising costs of care for horses for public trail riding use over the last several years at the Jester Park Equestrian Center, the increased proposal of 15% is reasonable for the expense coverage needed. Additionally, from a services perspective, the increase rate of \$5 is in line with other revenue-based guided trail ride facilities in Iowa. Examples of competitive rates include facilities such as: Cedar Valley Stables and Ridgetop Ranch.

STAFF RECOMMENDATION: That the Board approve the fee schedules for PCCB services and Jester Park Lodge as presented effective January 1, 2015.

e) Iowa Dept. of Transportation - State Recreational Trail Grant, Ankeny Connector

Last October the Board granted permission to staff to apply for a state recreational trail grant to fund the purchase of UP Industrial Rail between Ankeny and Des Moines.

Staff applied for and received a second grant of \$782,500 that is equal to the one received last year.

Last year's grant purchased the section south of Carney Marsh and this grant will complete the purchase of the section around and north of the Marsh up to Magazine Road. A portion of this section is within the City of Ankeny and it is intended that the portion within City limits be transferred to the City for trail development purposes.

The Board must accept the grant as offered by the DOT to receive the funds.

STAFF RECOMMENDATION: That the Board accept the grant monies and authorize the Chair to sign the grant document and further instruct staff to proceed with the acquisition of the property from the Iowa Natural Heritage Foundation, secure reimbursement from the Iowa Department of Transportation, and to begin the process of transferring a section of the old rail line to the City of Ankeny.

4) Fort Des Moines Park Planning & Design

PCC staff have held a series of meetings, including an on-site field trip, concerning Fort Des Moines Park amenities. We have come up with a set of amenity updates and additions that fit the Master Plan for the park.

Shive-Hattery has partial design on most all of these projects, and we wish to complete this process on selected projects and move to final design and engineering. Actual contract with complete scope will be presented at the PCCB meeting.

STAFF RECOMMENDATION: To be made at the meeting.

5) Jester Park Conservation Center, RFP - Fundraising Assessment & Feasibility Study

At the November meeting, the Board asked staff to produce and distribute a Request for Proposal (RFP) for a fundraising assessment and feasibility study for the Jester Park Conservation Center. The attached RFP was distributed to 20 consulting firm contacts in Iowa and surrounding states on Thursday, December 4th. Staff generated a comprehensive list of local fundraising consulting firms with assistance from the Greater Des Moines Community Foundation, and sent out notification to all five Iowa Chapters of the Association of Fundraising Professionals.

RFP submissions are due to Polk County Conservation by December 31, 2014. These proposals will be reviewed by staff and a consultant recommendation will be brought to the January 14, 2015, Board meeting.

6) Acquisition Strategy

Discussion of the criteria to be used to determine when parcels of land should be acquisition targets and which designated parcels would further the mission of the Polk County Conservation Board.

STAFF RECOMMENDATION: That the Board consider the criteria and direct staff as to their preferences concerning the current draft criteria.

- Loren Lown
Parks and Natural Areas Administrator

7) Great Western Trail, Water Main & Tunnel Beneath New Maffitt Road Extension

The City of West Des Moines has asked that Polk County again "fast track" a construction project that will impact our Great Western Trail (GWT).

There are two impacts that will be of importance to the trail corridor near the SE of the above referenced intersection. The first is a water main required for the new Microsoft development, crossing the GWT at Veteran's Parkway and Hwy. 5. The City has pledged they would have water available at the site in the very near future and are asking that Polk County grant them a "license" to install the main prior to the easement documentation being processed through the PCCB and the Supervisors. The integrity of the trail and need for trail continuity have been discussed, and the trail would stay open at all times. The second is the Maffitt Road extension. Staff has been involved in negotiations with the owner/developer of the property and the City of West Des Moines concerning future roads which would negatively impact the continuity of the trail. It is staffs' insistence that there be no at grade crossings which are significantly less safe than current conditions. West Des Moines has agreed that a tunnel beneath the new Maffitt Road extension is the preferred alternative and have directed their engineer to prepare design documents to include the tunnel.

The City of West Des Moines is requesting a license to proceed with these two projects and to return to the PCCB and the Board of Supervisors with the easement documentation and request as soon as the exact legal dimensions are determined and the exact requirements are known.

Staff has communicated that we are uncomfortable with fast tracking these developments, and while we understand the need for quick action, we also feel it is the responsibility of the PCCB to review and approve such requests prior to action by the Board of Supervisors. It has been communicated that future requests of this nature should be limited to emergency situations.

- Loren Lown
Parks and Natural Areas Administrator

STAFF RECOMMENDATION: That the Board direct Polk County Conservation staff to work with Polk County staff to facilitate a license through the Board of Supervisors for the water main and tunnel beneath the new Maffitt Road extension projects related to the Great Western Trail; and the Board further directs staff to communicate with the City of West Des Moines that unless the request arises from an emergency situation, all future requests for an easement like "license" will not be considered outside of the legal easement framework.

8) Election of PCCB Officers for 2015

According to the Bylaws there shall be selected preceding the first regular meeting of each calendar year, from its members, by its members, a chairperson, a vice-chairperson and a secretary, who shall serve as officers of the Board for the calendar year and/or until their successors are selected and qualify.

Officers should be officially approved by the PCCB assuming these Board Members are willing to serve.

PROCEEDINGS OF THE POLK COUNTY CONSERVATION BOARD

The Polk County Conservation Board met in regular session on Wednesday, November 12, 2014. The meeting was called to order at 5:33 p.m.

#1a – Roll Call

Members Present: Levis, Johnson, Smith, Kurovski
Members Absent: Cataldo

#1b - Action on the Minutes of the Previous Meeting(s)

MOTION: Moved by Kurovski to approve the meeting minutes as written.

VOTE YEA: Kurovski, Johnson, Levis, Smith

#2 – Public Comments

No public comments.

#3 – Consent Agenda Items

MOTION: Moved by Levis to approve consent agenda items a and b and to move item c off the consent agenda to the regular agenda for Board consideration.

- a) PCC October 2014 bill list;
- b) PCC's Travel & Expense Reimbursement Policy as revised;

VOTE YEA: Levis, Kurovski, Smith, Johnson

#3c – Land Acquisition

MOTION: Moved by Smith to ratify action approving and authorizing staff to work with the Iowa Natural Heritage Foundation to secure the Kal-Dens Farms parcel of land located near Chichaqua Bottoms Greenbelt and to work with Polk County Conservation Board partners to accept contributions and finalize ownership of the parcel of land in Polk County's name.

VOTE YEA: Smith, Johnson, Levis

VOTE NAY: Kurovski

#4 – Public Records, Open Meetings & Competitive Bidding

Candy Morgan, Asst. County Attorney, spoke to the Board on updates to public records and open meetings laws. She also spoke on Iowa Code Chapter 26 that talks about bids for work done by employees of the agency. Information on competitive bidding will be brought to a future meeting.

#5 - Jester Park Conservation Center Update

Interim Director Leopold explained to the Board that after he and staff considered potential cuts to the Conservation Center project and after discussing funding, a gap of approximately \$2.25M remained to complete the project.

Following Board discussion, the Board indicated they would like to move forward with the full project. The Board asked Leopold to bring a Request for Proposal to them at the December meeting for a third party opinion on the fund raising. Based on the results of the analysis, which the Board hoped to receive at the February or March meeting, the Board shall determine if it is feasible to complete the entire project, or if cuts may have to be made. Hiring a fundraising consultant will be considered at this time also. This action means construction would be postponed for approximately a year.

#6 – Flood Debris Removal

Mark Dungan, Natural Resources Manager, identified a correction to the writeup for this item. The writeup refers to High Trestle Trail at Beaver Creek, when it should say Trestle to Trestle Trail at Beaver Creek.

MOTION: Moved by Levis to approve accepting Reilly Constructions bid of \$88,500 to cleanup flood debris on both the Chichaqua Valley Trail bridge and Trestle to Trestle Trail bridge; and due to the uncertainty of the amount of debris removal and disposal involved with the project authorize payment to Reilly Construction up to \$100,000 from their bid of \$88,500 if debris removal and disposal is more than estimated. The Board further approves and authorizes the Interim Director to sign the contract with Reilly Construction. Payment for this work will be reimbursed to PCCB in the 3rd quarter amendment next spring as approved by Mark Wandro.

VOTE YEA: Levis, Smith, Johnson, Kurovski

#7 – CBG, State Recreational Trails Grant Application – Truss Bridge

MOTION: Moved by Kurovski to approve staff applying for a State Recreational Trails grant to repair the historic truss bridge at Chichaqua Bottoms Greenbelt.

VOTE YEA: Kurovski, Levis, Johnson, Smith

#8 – Budget, FY 2015-16

Carol Ann Carlson, Accountant, reviewed budget handouts she distributed to the Board.

MOTION: Moved by Kurovski to approve the FY 2015-16 budget as presented for submittal to the Polk County Board of Supervisors.

VOTE YEA: Smith, Johnson, Kurovski, Levis

Discussion & Remarks

- Leopold distributed bond project sheet developed from day spent between PCCB staff and Shive Hattery and briefly reviewed with the Board. Explained a one page information sheet would be completed on each project. Shive Hattery would be developing these sheets for the projects.

Adjournment

Meeting was adjourned at 6:36 p.m.

Prepared by: Cindy Lentz

Approved:

Leading you Outdoors

ANNUAL REPORT

JULY 2013 - JUNE 2014



YEAR AT A GLANCE



Father and son enjoying an afternoon fishing on the restored pond at Thomas Mitchell Park.

Polk County Conservation has undergone significant revitalization since the passage of the Polk County Water and Land Legacy (PCWLL) bond referendum in November of 2012. Projects that were only a dream on paper prior to PCWLL began to take shape in 2013 and 2014.

In concert with planning for and executing many "shovel ready" projects and initiatives, a comprehensive Strategic Plan was set in motion in January of 2014 that was designed to meet the needs of Polk County, its citizens, and our parks, trails, and natural areas for generations to come. The seven initiatives identified within the plan were environmental education, water quality, public awareness, natural areas, outdoor recreation, watershed management, and trails. These focus areas will be a high priority for Polk County Conservation throughout the duration of this plan.

Growth of quality environmental education and public awareness to effectively expand the outreach of conservation goals lies at the forefront of these initiatives. Community involvement and education is a key element in successfully providing sufficient natural spaces for a healthy environment and for the individuals within.

Water quality and local watershed health also became a top priority throughout the planning process specifically at Easter Lake, Fort Des Moines, Chichaqua Bottoms Greenbelt, and in the Fourmile Creek Watershed. Areas of concern have been identified and priority is given accordingly in an effort to improve upstream behaviors as well as assisting adjacent communities, private entities, and the public in watershed awareness through consistent inventory and monitoring of these areas.

Placing high importance on preservation, restoration, and maintenance of county lands has led to numerous key property acquisitions which are consistent with several conservation goals. In addition to improved water quality through watershed management and expanded wildlife habitat, promotion of a diversity of trails and unique access features throughout county lands has granted park users with a variety of recreation immersion and engagement opportunities.

Projects and initiatives will continue to evolve in accordance with priorities of Polk County Conservation and the public we serve. The Polk County Water and Land Legacy bond referendum, guided by solid planning and community input, has provided the means by which these goals are met along with the support of local citizens and partners in the community.

ANNUAL HIGHLIGHTS

ORGANIZATIONAL DEVELOPMENT

- Polk County Conservation welcomed several new faces to its ranks this year. Richard Leopold accepted his role as the Deputy Director in July of 2013. Gary Halbersma signed on as Construction Maintenance Supervisor in July of 2013. Nick Gordon filled a Natural Resources Technician position in June of 2014. Also, the Jester Park Equestrian Center brought aboard Lela Mullen in August of 2013 as the Equestrian Center Manager, and Shellie Carmony in June of 2014 as the Equestrian Program Specialist.
- In January of 2014, a new 5-year strategic plan was rolled out by the Polk County Conservation Board. The initiatives within this 5-year strategic plan include focus on environmental education, water quality, public awareness, protection and preservation of natural areas, outdoor recreation, watershed management, and promotion of a diversity of trails within the county.



Jester Park cabins offer guests a place to relax in a beautiful woodland setting with close proximity to recreational opportunities.

RECREATION ENHANCEMENT

- Construction on a new 2.5 mile connection of the Gay Lea Wilson Trail from Ankeny to Altoona reached completion. This trail is part of a 110 mile loop through central Iowa that connects existing parks, trails, and businesses in five counties. In addition to this trail connection, sections of the creek in the Fourmile Greenbelt have been stabilized.
- Thomas Mitchell Park underwent significant enhancements. A half-mile natural surface trail was constructed around the pond as well as shade structures and accessible fishing piers. Limestone steps were installed at various points throughout camp creek to improve recreational access to the water.
- Phase I of the Mark C. Ackelson Trail at Easter Lake reached completion in the fall of 2013. Summer 2014 saw the beginning of Phase II. This enhancement will provide park users and local residents with enhanced recreational opportunities and lake access. This trail will eventually be a part of the larger connected trail network between Ewing Park and Easter Lake, and the larger regional trail between downtown Des Moines and Carlisle.
- Jester Park hosted a Summer Kick-Off Celebration in June 2014. This event marked the grand opening of the Jester Park rental cabins. Park guests participated in canoeing and fishing on the newly renovated Discovery Pond, strolled along the new accessible trail and toured the cabins now open for reservation.

ANNUAL HIGHLIGHTS

RECREATION ENHANCEMENT (CONT'D)

- Contracts were secured to begin construction on the Chichaqua Valley Trail Connection. Upon completion, this extension will connect trail users from Baxter to Des Moines.
- Available for the 2014 camping season, Campground #2 at Jester Park upgraded its 28 sites to full electric amenities in order to accommodate a higher demand for electric sites.
- Planning and design of a new outdoor classroom began on the south end of Fort Des Moines park adjacent to Studebaker Elementary. This feature will provide a setting for environmental education and programming.

EDUCATION & OUTREACH

- The 2014 Master Conservationist program wrapped up their 7th session held within Polk County in May. This course covered a variety of topics relating to Iowa's natural resources and environmental health. The program offered certification through Iowa State University and encouraged participants to partake in volunteerism related to local conservation efforts.



Master Conservationists studying a unique Iowa landscape



The Chichaqua Valley Trail Connection will extend trail accessibility throughout Polk and Jasper County.

- Polk County Conservation entered into a television and online partnership with Mills Fleet Farm. This example of public and private organizations coming together under similar interests demonstrates a shared effort to extend our outreach to a wider audience to provide access to outdoor recreation and appreciation of Polk County's natural resources.
- The Environmental Education Department was awarded a REAP/CEP grant for \$20,170. "Discover Your Watershed" ranked first out of eleven other grants. It was praised by the review board for great partnerships, working with high school students, and for the place-based education.
- PCC launched accounts with Twitter, Pinterest, YouTube and has created a monthly blog to help stay connected with the public. These social media outlets are in addition to the Facebook account the Conservation team already manages.

ANNUAL HIGHLIGHTS

LAND PROTECTION AND RESTORATION

Several properties were acquired by Polk County Conservation for the purpose of improved water quality, wildlife habitat protection, environmental education and outdoor recreation. These acquisitions include 8 acres at Thomas Mitchell Park, 22 acres at Yellow Banks Park, three locations adjacent to Chichaqua Bottoms Greenbelt totaling 180 acres, and 24 acres along the High Trestle Trail from Ankeny to Des Moines.

Polk County Conservation has become an active player in the Fourmile Creek Watershed Management Authority. Enhancements both up and downstream to the Fourmile Creek Watershed have been on-going in an effort to improve water quality and flood control.

Stabilization of the streambed and the inclusion of erosion control along Camp Creek at Thomas Mitchell Park were done in conjunction with recreation and access enhancements. This project has fulfilled several goals in the areas of water quality, protection of aquatic habitat, and reinforcement of park infrastructure.



Ongoing restoration efforts have provided excellent habitat for wildlife resulting in successful fledging of Sandhill Cranes at Chichaqua Bottoms Greenbelt.

Restoration at Fort Des Moines Park's 14-acre pond began in an effort to improve recreational opportunities and quality of habitat. This popular urban fishing spot had experienced diminished performance due to siltation. Pond dredging, shoreline stabilization, and the construction of silt basins, rock checks and sills, and wetlands were a variety of methods used during this restoration process.



Fort Des Moines Park underwent pond restoration to improve water quality, fisheries health, and outdoor recreation opportunities.

INFRASTRUCTURE

Ongoing enhancements continued at the Yellow Banks Park dam and pond area to improve access and recreational opportunities to the pond. The outlet and overflow structures will be replaced, and the top of the dam will be lowered eight feet to improve accessibility to the water.

ANNUAL HIGHLIGHTS

INFRASTRUCTURE (CONT'D)

- A new Jester Park entrance road was constructed on the west end of the park off NW 128th Ave. Once open to the public in the future, this new entry will provide park users with improved access to the park and the Jester Park Conservation Center.
- A new trailhead parking lot was constructed at Brown's Woods. Work also began to expand the nature trails in the park. Future amenities will include a restroom, drinking fountain, and kiosk station for park information and environmental education.
- A vehicular access bridge across Camp Creek at Thomas Mitchell Park was installed to separate shared foot and vehicular crossing. The former crossing will continue to be utilized for pedestrian crossing, while the new bridge will serve as a safe means for traffic to travel between the east and west sides of the park.

RESOURCE ENHANCEMENT

- Polk County Conservation entered into a contract with Shive-Hattery that provided essential program management services related to Polk County Water and Land Legacy planning and project development.
- In a joint contract with the Iowa Department of Natural Resources and as part of the Easter Lake Watershed Management Plan, property was acquired near Easter Lake to facilitate upcoming lake and watershed restoration strategies. This area will serve as valuable public land and wildlife habitat within the Des Moines River Greenbelt in future years.
- Planning and design for the Jester Park Conservation Center continued and preliminary site preparation took place. Fundraising to supplement bond contributions will continue in an effort to make this project a success.



Funds dedicated to enhancements at Thomas Mitchell Park have provided visitors with improved recreational opportunities.



The future Conservation Center at Jester Park will serve as a gateway for outdoor recreation and education in Polk County.

FINANCIAL STATEMENT

REVENUE

REVENUES:	General Basic	General Supp.	Insurance	Reserve	REAP	Bond	Golf Course	TOTALS
Property Taxes	\$2,981,087	\$926,771	\$116,120	\$-	\$-	\$-	\$-	\$4,023,978
Recreational Fees	613,841	0	0	0	0	0	0	613,841
Concessions	62,692	0	0	0	0	0	0	62,692
Environmental Protection Agency Grants	0	0	0	0	0	0	0	0
Miscellaneous Federal Grants	14,282	0	0	90,302	0	379,187	0	483,770
Miscellaneous State Grants & Reimbursements	11,971	0	0	25,963	0	1,644,387	0	1,682,320
Land Rent	103,902	0	0	0	0	0	0	103,902
Building & Shelter Rentals	161,163	0	0	0	0	0	8,400	169,563
Equipment & Machinery Rentals	1,540	0	0	0	0	0	0	1,540
Firewood Sales	17,361	0	0	0	0	0	0	17,361
Miscellaneous Sale of Commodities	2,092	0	0	0	0	0	0	2,092
FEMA	259,006	0	0	0	0	0	0	259,006
Service Fees	210	0	0	0	0	0	0	210
Miscellaneous Contributions & Reimb. Other Govts	3,630	0	0	0	0	0	0	3,630
General Administration Fees	12,000	0	0	0	0	0	0	12,000
Fee Based Program Revenues	55,129	0	0	0	0	0	0	55,129
Commissions	2,376	0	0	0	0	0	200,194	202,570
Easements	80,296	0	0	0	0	0	0	80,296
Motor Vehicle Fuel Refunds	4,182	0	0	0	0	0	0	4,182
Miscellaneous Contributions & Donations	0	0	0	0	5,272	139,073	0	144,345
Miscellaneous Reciepts	2,302	0	0	0	0	0	0	2,302
Fixed Assets Sold	7,697	0	0	0	0	0	0	7,697
Recoveries on Losses	0	0	0	0	156,461	0	0	156,461
REAP Annual Per Capita Payment	0	0	0	0	0	0	0	0
REAP DNR Fishing & Hunting Grant	0	0	0	0	0	8,749,918	0	8,749,918
Bond Revenues	0	0	0	0	0	0	0	188,319
Transfers in from Golf Course	129,425	32,040	0	26,854	0	0	0	1,875
Fund Interest	0	0	0	0	140	0	1,735	1,875
TOTAL REVENUES	\$4,526,182	\$958,811	\$116,120	\$143,119	\$161,873	\$10,912,565	\$210,329	\$17,028,998

GRANTS

The following are grants and reimbursements awarded during FY 13-14. The annual amounts listed are the award totals. Depending upon the grant specifics, the award may be received in one year or over a multi-year period.

MPO TAP-Ackelson Trail Phase III (Easter Lake)	\$135,000
MPO TAP-Ackelson Trail Phase II (Easter Lake)	\$560,000
MPO-Ackelson Trail Phase III (Easter Lake)	\$338,000
LAWCON-Fort Des Moines Classroom	\$103,437
REAP-CEP Discover Your Watershed	\$20,170
State Rec Trail-Ankeny/HTT Connector	\$782,500
Iowa Ornithologist Union-Barn Owl Nest Boxes at Chichaqua Bottoms Greenbelt	\$200
State Rec Trail-Ankeny/HTT Connector	\$100,000
Greater Des Moines Community Foundation for Jester Park Conservation Center	\$100,000

FINANCIAL STATEMENT

EXPENDITURES

EXPENDITURES:	General Basic	General Supp.	Insurance	Reserve	REAP	Bond	Golf Course	TOTALS
Conservation Infrastructure/Equipment	\$162,200	\$-	\$-	\$-	\$-	\$-	\$-	\$162,200
Environmental Education	384,140	107,294	0	0	0	0	0	491,434
Natural Resources	708,342	210,435	0	0	0	0	0	918,777
Administration	970,774	137,373	0	0	0	0	0	1,108,147
Community Outreach	216,991	50,044	0	0	0	0	0	267,035
Conservation Grants	9,036	0	0	0	0	0	0	9,036
Parks Advocacy	470,452	143,665	0	0	0	0	0	614,117
Construction, Maintenance, Operations	1,116,349	239,758	0	0	0	0	0	1,356,107
Equestrian Center	487,899	70,242	0	0	0	0	0	558,140
Insurance, Unemployment, & Workers Comp. Medical	0	0	116,120	0	0	0	0	116,120
Conservation Land Acquisition & Development	0	0	0	25,951	0	0	0	25,951
Resource Enhancement & Protection	0	0	0	0	147,469	0	0	147,469
PCWLL Bond	0	0	0	0	0	10,912,565	0	10,912,565
Golf Course Transfer to Operations & Reserve	0	0	0	0	0	0	188,319	188,319
Golf Course Minor Repairs & Maintenance	0	0	0	0	0	0	6,638	6,638
TOTAL EXPENDITURES	\$4,526,182	\$958,811	\$116,120	\$25,951	\$147,469	\$10,912,565	\$194,957	\$16,882,055

BUDGET SUMMARY

The General Basic funds expended for the various departments covered salaries, supplies, and services. The General Supplemental funds covered employee benefits. The Insurance expenditures were for Unemployment Insurance, Workers' Comp Disability, Workers' Comp Medical Expense, and Liability Insurance premiums.

Projects completed or continued with the Reserve funds were radio upgrades for all vehicles and a tank-less water heater for the Jester Park Lodge. Polk County Conservation Board continues construction and repairs of trails throughout Polk County.

Projects completed or continued with REAP (Resource Enhancement and Protection) funds were way finding signs throughout all our parks, equipment purchases, new fencing and barn upgrades at the Jester Park Equestrian Center, support of a naturalist's salary for wildlife research, plus various smaller projects throughout all areas. We also received a REAP CEP Grant, Discover Your Watershed, for the education of high school students on watershed knowledge and management. We also supported various 28E agreements including the Easter Lake-Yeader Creek Watershed and the High Trestle Trail Legacy Fund.

Projects completed or continued with the Polk County Water and Land Legacy (PCWLL) dollars have been highlighted throughout the annual report by the blue water drop designation.

Polk County Conservation continually monitors revenues and expenses to assure budget compliance. In addition, a user fee committee annually reviews the various direct user charges for camping, shelter rentals, educational programs, special events, and other fee based activities to assure that a fair mix of user fee charges and general Polk County taxpayer support is maintained in the annual budget.

FACTS AND FIGURES

PARK VISITATION (WHERE RECORDED)

Brown's Woods	70,112
Carney Marsh	17,657
Chichaqua Bottoms Greenbelt	51,041
Chichaqua Valley Trail	10,530
Easter Lake Park	481,181
Fort Des Moines Park	177,716
Four Mile Creek Greenbelt	1,170
Gay Lea Wilson Trail	37,396
Great Western Trail	32,858
High Trestle Trail	41,047

near PCC gazebo area

Jester Park	460,518
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includes Mile Long Boat Ramp, Golf Course, Equestrian Center and Lodge

Mally's Park	16,646
Thomas Mitchell Park	127,656
Trestle to Trestle Trail	23,711
Yellow Banks Park	251,501

TOTAL PARK VISITATION* **1,800,740+**

*PCC is unable to accurately calculate total park visitation from traffic counters. The estimated visitation total of 1,800,740 people reflects only those parks equipped with counters or alternative ways for tracking visitation.

RENTAL FACILITY RESERVATIONS

Chichaqua Longhouse	96
Easter Lake Park (Shelters #1-#5)	290
Fort Des Moines Park (Shelters #1-#2)	111
Jester Park (Shelters #2-#6)	249
Jester Park Lodge	114
Mally's Park	5
Thomas Mitchell Park (Shelters #1-#2)	110
Yellow Banks Park (Shelters #1-#4)	88

TOTAL FACILITY RESERVATIONS **1063**

ENVIRONMENTAL EDUCATION

- 1,172 school programs involving 23,139 students
- 197 youth programs involving 4,019 youth
- 5 public camp programs involving 69 youth
- 66 adult programs involving 2,407 adults
- 81 family programs involving 3,391 participants
- 6 bus trips involving 294 participants

The Environmental Education staff connected with various audiences for a total of 43,145 hours.

VOLUNTEER HOURS CONTRIBUTED

14,000 hours in total
Estimated value: \$245,000



Wells Fargo employees lending a hand at the 2014 River Run Garbage Grab volunteer event.

UNIT DIRECTORY

Polk County Conservation Administration Office

11407 NW Jester Park Drive
Granger, IA 50109
tel: (515) 323-5300
fax: (515) 323-5354
pccb_info@polkcountyiowa.gov
www.leadingyououtdoors.org

Administration

Richard Leopold, Interim Director
Loren Lown, Parks & Natural Areas Planning Adminr.
Carol Ann Carlson, Accountant
Cindy Lentz, Administrative Supervisor
Melissa Ritter, Accounting Clerk
Ginny Malcomson, Accounting Clerk

Community Outreach

Kami Rankin, Community Outreach Supervisor
Pat Spain, Planning and Outreach Coordinator

Environmental Education

Patrice Petersen-Keys, Environmental Ed. Coordinator
Heidi Anderson, Naturalist
Lewis Major, Naturalist
Joe Boyles, Naturalist
Lori Foresman-Kirpes, Naturalist

Natural Resources

Mark Dungan, Natural Resources Manager
Doug Sheeley, Natural Resources Supervisor
Ron Ugolini, Natural Resources Technician
Chris Lunan, Natural Resources Technician
Al Pasker, Natural Resources Technician
Dan Hrubes Natural Resources Technician
Nick Gordon, Natural Resources Technician
Lael Neal, Natural Resources Worker

Board Members

Sara Kurovski
Tom Levis
Connie Johnson
Mike Smith
Jim Cataldo

Parks Advocacy

Dean Bruscher, Ranger
Brian Herrstrom, Ranger
Charlie Finch, Ranger
Chris Clingan, Assistant Ranger
James Dotzler, Assistant Ranger

Construction, Maintenance, and Operations

Wayne Johnson, Construction & Maintenance Manager
Gary Halbersma, Construction & Maintenance Supr.
Stan Manning, Special Services Technician
George Lentz, Equipment Maintenance Superintendent
Ken Young, Mechanic
Luke Harshbarger, Mechanic
Steve Haefner, Construction Technician
Barney Feezell, Construction Technician
Tim Wears, Maintenance Technician
Tyler Naeve, Maintenance Technician
Chance Patrick, Maintenance Technician

Leisure Services

Lela Mullen, Equestrian Center Manager
Shellie Carmoney, Program Specialist

CLEAN AIR POLICY

***THIS DOCUMENT IS ADOPTED FROM POLK COUNTY POLICY. REFERENCE TO POLK COUNTY OR COUNTY INCLUDES POLK COUNTY CONSERVATION BOARD.**

These rules apply to all employees and visitors that enter grounds of County-owned or leased buildings and offices including parking lot areas.

1. Vending machines that contain cigarettes or other smoking tobacco will not be permitted on County-owned or leased property.
2. Smoking, including the use of electronic cigarettes (e-cigarettes or vapor), electronic vaping devices, personal vaporizer (VP), and/or electronic nicotine delivery systems (ENDS) will be prohibited at all times on the grounds of any public owned building, any building leased by Polk County, or any building operated by or under the control of Polk County, except as designated below.
3. No smoking areas will include:
 - a. All buildings owned, leased, or controlled by Polk County;
 - b. All County-owned trucks, automobiles and equipment at any time.
4. Designated smoking areas shall be limited to the following:
 - a. Designated areas on County owned or leased parking lots. Smoking in parking lots of public buildings shall not interfere with the ingress or egress of any public owned building, any building leased by Polk County, or any building operated by or under the control of Polk County.
 - b. Smoking in personal vehicles on County owned or leased parking lots shall be allowed.
5. Department heads/elected officials and managers are responsible for ensuring and actively maintaining compliance within their respective departments/offices.

**CLEAN AIR POLICY
POLK COUNTY CONSERVATION BOARD**

Polk County Conservation Board's Clean-Air Policy specifies compliance with all laws concerning smoking in public places. Polk County Conservation, as well as all municipal employers, must comply with Chapter 142D-Smokefree Air Act of the Code of Iowa.

It is the objective of Polk County Conservation to establish and maintain a clean-air environment within all County-owned and leased buildings and property; and at Polk County Conservation office spaces and areas. It is also an objective of Polk County Conservation to actively educate employees concerning the hazards associated with smoking and present employees with educational programs and materials. Polk County Conservation realizes that a smoke-free environment means that individuals who do not wish to be exposed to tobacco smoke will not be required in the ordinary course of their activities to be so exposed. Therefore, based on a concern for the health of the public and of all employees, the following Clean-Air Policy is enacted:

POLICY

These rules apply to all employees and visitors that enter grounds of County-owned or leased buildings, office spaces and the following Polk County Conservation areas:

Brown's Woods	Mally's Weh-Weh-Neh-Kee Park
Beaver Creek Greenbelt	Thomas Mitchell Park
Carney Marsh	Yellow Banks Park
Chichaqua Bottoms Greenbelt	Ankeny to Woodward Trail
Easter Lake Park	Chichaqua Valley Trail
Engeldinger Marsh	Gay Lea Wilson Trail
Fort Des Moines	Great Western Trail
Four Mile Creek Greenbelt	Sycamore Trail
Jester Park (includes golf course and equestrian center areas)	Trestle-to-Trestle Trail

1. Vending machines that contain cigarettes or other smoking tobacco will not be permitted on County-owned or leased property.
2. Smoking will be prohibited at all times on the grounds of any public owned building, any building leased by Polk County, or any building operated by or under the control of Polk County and Polk County Conservation.
3. No smoking areas will include:
 - a. All common use areas such as elevators, stairwells, hallways, restrooms, lounge/lunchrooms, vending areas, and other similar areas;
 - b. All shelter houses, enclosed rental facilities, park residences, playgrounds, beaches, pit latrines, shower houses, equestrian center grounds, golf course clubhouse grounds, PCC programs/events and other similar areas where groups would gather at any of the PCC areas identified above;
 - c. Any area that is currently designated as a no smoking area by law due to fire hazards and/or health reasons;
 - d. All public offices, conference, and meeting rooms;

- e. All lobbies, waiting rooms, and reception areas;
 - f. Polk County Conservation-owned trucks, automobiles and equipment at any time.
 - g. The parking lot directly adjacent to the administration building.
4. Areas Where Smoking is Not Prohibited Include:
- a. Campground and picnic areas at all PCC areas identified above;
 - b. Chichaqua Longhouse parking lot;
 - c. Jester Lodge main parking lot area (located southeast of facility);
 - d. Equestrian Center upper parking lot area;
 - e. Jester Park Golf Course parking lot;
 - f. PCC Administrative Office complex, south gravel parking lot;
 - g. Course of play at the Jester Park Golf Course;
 - h. All trails (hiking, riding, biking, etc.) at any PCC area identified above.
5. PCCB Members, PCC Director and supervisors are responsible for ensuring and actively maintaining compliance within their respective units/offices.

Shelters/Facility Rentals	2015/2016
Chichaqua Longhouse (reservable year-round)	\$150/day
Chichaqua Longhouse, overnight available to youth groups	\$75/night
Jester Park Shelter #2	\$50/day
Jester Park Shelter #3, water and electricity available	\$60/day
Jester Park Shelter #4, water available/no electricity	\$50/day
Jester Park Shelter #5, water and electricity available	\$60/day
Jester Park Shelter #6, water and electricity available	\$60/day
Jester Park Amphitheater & Mini Shelter, 8:00 AM to 3:00 PM	\$75
Jester Park Amphitheater & Mini Shelter, 4:00 PM to 10:30 PM	\$75
Thomas Mitchell Park Shelter #1, electricity available	\$60/day
Thomas Mitchell Park Shelter #2, electricity available	\$60/day
Yellow Banks Park Shelter #1	\$45/day
Yellow Banks Park Shelter #2	\$45/day
Yellow Banks Park Shelter #3	\$45/day
Yellow Banks Park Shelter #4, water and electricity available	\$50/day
Easter Lake Park Shelter #1	\$50/day
Easter Lake Park Shelter #2	\$50/day
Easter Lake Park Shelter #3	\$50/day
Easter Lake Park Shelter #4	\$50/day
Easter Lake Park Shelter #5, electricity available	\$50/day
Fort Des Moines Park Shelter #1	\$50/day
Fort Des Moines Park Shelter #2	\$50/day
Mally's Wee-Wee-Neh-Kee Park Shelter	\$45/day
Park Shelters/Amphitheater: Youth Groups	1/2 cost, Sat-Sun
Other	Proposed Prices
Canoes/kayaks (per hour)	\$8
Canoes/kayaks: Late return fees	\$5/10-30 min \$16/30-60 min
Firewood (per bundle) Note: \$1 per bundle sold may go to campground aide/host	\$5
Firewood (bulk)	\$45-
Trap Range (per hour) --	\$5
Use of the area (trap house)	\$7
Use of the area plus thrower	\$7
Blinds (per day)	\$25
Dumpstation Fee for People not Camping in Park	\$7-
Change Fee for Facility/Program/Trip/Camp reservations	\$10
Snowshoe Rental	\$7/Day
Cross-Country Ski Rental	\$8/Day
Environmental Education: Non-Profit & School Groups: Get 2 free programs a year, after that fee applies	\$25/minimum, \$1/person above 25
Environmental Education: For Profit Groups (i.e., Daycares, Preschools, Retirement Ctrs)	\$25/minimum, \$1/person above 25
Returned Check Fee	\$30

Cabins	2015/2016	Off Season
	\$80/night \$90/night	
	\$110/night \$120/night	
One Bedroom Cabins		
Two Bedroom Cabin		
Camping	2015/2016	Off Season
	Electric Sites, per night	16
	Non-Electric Sites, per night (includes water trails)	11
	Extra Charge for a 2nd Tent on same site with a Camper/Tent, per night	6
	Senior Rate (62 and older): Electric Sites, per night, Sun-Thurs Only (Does not include Holidays*)	9
	Senior Rate (62 and older): Non-Electric Sites, per night, Sun-Thurs Only (Does not include Holidays*)	7
	Electric Sites, 7-Day Rate	96
	Non-Electric Sites, 7-day Rate	66
	Camping Coupon Book: Electric Sites	120
	Camping Coupon Book: Non-Electric Sites	90
	Reservable Electric Sites, per night (reservations available April 15 - October 15)	23
	Reservable Non-Electric Sites, per night (reservations available April 15 - October 15)	18
	Youth Group Areas	15

NOTE: night before the actual Holiday is considered the Holiday for rate purposes

Jester Park Lodge	** Proposed 2015/2016	Amt. Paid to PCCB Per Reservation	Christiani's Share
Monday - Thursday, Year-Round	\$575	\$325	\$250
High Season, Friday	\$1,350	\$875	\$475
High Season, Saturday	\$1,725	\$1,100	\$625
High Season, Sunday	\$825	\$450	\$375
Regular Season, Friday	\$775	\$425	\$350
Regular Season, Saturday	\$950	\$600	\$350
Regular Season, Sunday	\$775	\$425	\$350

* Fees identified include \$250 cleaning fee but do not include the \$350 ceremony fee of which \$125 was paid to

** Proposed fees include Christiani's share of rental fee, which may vary per reservation resulting in a lesser fee

Note:

- 1) Rates are for a 6 hour block of time
- 2) Regular Season is 3rd weekend in October through 1st weekend in May

Jester Park Equestran Center - updated December 2014

	Prices
BOARDING FULL CARE/ INSIDE STALL Includes 10' by 10' stall, hay & grain twice a day, daily turnout daily stall cleaning, free use of the trails and arenas.	\$400/Month
OUTSIDE BOARDING Paddocks with grain & hay twice a day Paddocks with just hay	\$275 \$225
OVERNIGHT BOARDING 10' by 10' Stall, provides own buckets and feed	\$25/night
ARENA RENTAL 8 hours Over 8 hours Ride horse in the indoor arena	\$450.00 \$500 \$15/hour
OUTSIDE ARENA Daytime , 8 hours Lights included Ride horse in the outdoor arena	\$275 \$25 \$10/hour
CONFERENCE ROOM Conference room, Full day Conference room, 2 hours Inside patio area (heated), 2 hours Inside patio area (not heated), 2 hours Kitchen no use of stove and/or oven, 2 hours Kitchen using stove and/or oven, per day	\$80 \$30 \$30 \$20 \$25 \$50
RIDING LESSONS One hour, Private One hour, Group Lesson Package: Buy 5 lessons, get 6th lesson free Lesson Package: Buy 5 lessons, get 6th lesson free Tiny Tots Lesson (under age 8), 40 minutes Pleasure Driving Lesson, one hour Therapeutic Driving Lesson Therapeutic riding lessons	\$40 \$35/person \$200 \$175 \$30 \$40 \$30 \$30/person
Rides:	
Trail Rides (ages 8 and over)	\$30/person \$35/person
Trail Use Fee (Assist with trail maintenance fees)	Free-Will Donation
Pony Rides, 20 minute ride	\$15/child
Birthday Parties:	
Basic Package	\$15/child
Deluxe Package	\$20/child
Premium Package	\$25/child
Wagon & Sleigh Rides, 1 to 5 people, 1 hour ride	\$50
Wagon & Sleigh Rides, each add'l person (max 10)	\$10/person
TEAMBUILDING Half day session with certified personal trainer. Conference room	\$75/person

CAMPS	
Weekly Camp Session (Mon.-Fri. 9 am- 2pm)	\$225
JPEC 1/2 Day Camp Session (Tues.- Thurs from 9 am to Noon)	\$130
Overnight Camp Mon. 9 am- Fri. 3 pm with overnights at JPEC)	\$350.00
Adult Camp Sessions Thurs. 3pm-7pm, Fri. 9 am-3pm, Sat. 9 am- 3pm)	\$200.00

MISC. CHARGES	
Exercise Package	\$75
Training Ride, 1/2 hr.	\$20
Holding fee for Vet	\$5
Holding fee for Farrier	\$10
Administering Meds (Deworming)	\$5
Additional Care Needs	\$10/month
Open Shelter Reservation, Full-Day	\$50
Open Shelter Reservation, 1/2 Day	\$30
Livestock Trailer, Parked On Site	\$30/month

SPECIAL INTEREST GROUPS:	
Package 1	\$15/person
Package 2	\$20/person
Package 3	\$30/person
Service Project Discount (2 hrs of service work)	\$10/person

MERCHANDISE:

Merchandise is usually sold at the suggested retail price or 10% less. It depends what the

SPECIAL EVENTS:

Fees for special events such as Snowball Express, Sweetheart Sleigh Rides, will be determined based on expenses associated with the event.



Request for Proposal for Fundraising Assessment and Feasibility Study for the Jester Park Conservation Center

RFP #2014-008

Polk County Conservation

11407 NW Jester Park Drive
Granger, Iowa 50109
www.leadingyououtdoors.org

CLOSING DATE FOR PROPOSALS

4:30 PM CST Monday, December 31, 2014

Submit proposal via mail to Polk County Conservation at the address below on or before the closing date:

c/o – Rich Leopold, Interim Director
Polk County Conservation
11407 NW Jester Park Drive
Granger, Iowa 50109
(515) 323-5300

REGISTRY OF INTERESTED PROPOSERS

In order to provide updates and any addenda to this Request for Proposal, please register by email to the contact below.

CONTACT

For any questions concerning this RFP or the selection process, contact via email Rich Leopold at rich.leopold@polkcountyiowa.gov.

Polk County Conservation is soliciting proposals from qualified fundraising consultants for fundraising assessment and feasibility study for the proposed Jester Park Conservation Center near Granger, Iowa.

Your firm is one of several which has been selected to receive this RFP and is invited to submit a proposal.

The information in the RFP is organized as follows:

1. Introduction
2. Organizational Background
3. Project Background
4. Purpose & Project Scope
5. Turn Key Schedule and Timeline
6. Proposal & Fundraising Requirements
7. Selection Process
8. Addendums

1. Introduction

Polk County Conservation (PCC) manages 20 park and wildlife areas that are visited by more than 1.8 million people each year. These public recreation areas cover more than 13,000 acres in the state's most populous county. Jester Park has been one of central Iowa's favorite outdoor playgrounds since 1958. This 1,834-acre park on the western shore of Saylorville Lake offers camping, picnicking, equestrian, and golfing in a quiet country setting just a half-hour from downtown Des Moines.

At the heart of Central Iowa, Jester Park Conservation Center will serve as the state's premier conservation center. As a place where education and tourism intersect, this facility will provide unparalleled value to Polk County and its partners.

The Jester Park Conservation Center will be located just inside a newly relocated main entrance to Jester Park. Immersed in prairie, the Center will be connected to wetlands, a pond, and woodlands by means of hiking trails. The Center's upper level will be home to Conservation headquarters where the public can have immediate access to staff, resources, and interpretive areas. The lower level will serve as an educational area for natural history, recreation, and a gateway to the great outdoors.

2. Organizational Background

The Polk County Conservation Board (PCCB) was created by the voters of Polk County in 1956 to acquire, develop, and maintain areas devoted to conservation and public recreation.

The Polk County Conservation Board's mission is to provide the citizens of Polk County with quality outdoor recreation, conservation education, and long term protection of Polk County's natural heritage.

Polk County Conservation (PCC) has some of the best parks and wildlife areas in the State of Iowa, with a wide variety of recreational opportunities including 20 parks and trails, a championship golf course, an Equestrian Center, the Jester Park Elk/Bison Educational Plaza and Natural Playscape, playgrounds, 18 picnic areas, two enclosed rental facilities, numerous open air shelters, and four rental cabins.

Polk County's population is predominantly comprised of residents in urban areas and of family households (64.5%) -- over 30% of which have children under the age of 18. There is a significant population of adults ages 25-44 (27.2%), adults ages 45-64 (25.2%), and seniors 65 years and older (22.2%). Of the residents living in urban areas, the largest numbers reside in Des Moines (206,688), Ames (60,634), West Des Moines (59,296), Ankeny (49,080), Johnston (18,728), and Waukee (15,931).

One of PCC's most significant functions is environmental education programming conducted at many PCC facilities, natural areas and in private and public facilities such as schools. More specifically, in the 2012/2013 program year, PCC's Environmental Education Unit conducted programs for 32,892 individuals including youth, adults and families. The Environmental Education staff provided 1,474 programs for youth in 10 schools districts throughout Polk County. Additionally, 9,886 Polk County community members attended environmental education programs offered on the weekends and evenings.

Our experienced and knowledgeable Environmental Education Unit continues to reach an ever-increasing audience with an ever-increasing demand for environmental education. With this demand for programming comes the need for a centralized conservation center. A Conservation Center was proposed through the Jester Park master planning public input process to provide valuable, free or low-cost environmental education resources to fulfill increased environmental education programming demands.

Polk County Conservation is a statewide and regional leader in conservation, outdoor recreation, and environmental education but has never had a facility that showcases this. The Jester Park Conservation Center will enhance education excellence, demonstrate conservation and sustainable design, serve as a significant tourist attraction and community resource, and provide a safe haven to park users during severe weather.

3. Project Background

Synopsis of Jester Park Conservation Center fundraising efforts in 2013-2014

The proposed 24,000 square foot Jester Park Conservation Center will serve as a welcome station, interpretative center, promoter of public health and STEM (Science, Technology, Engineering, and Math) education, and administrative headquarters for Polk County Conservation. The Center's vision is on citizen engagement with diverse

natural systems through quality environmental education and outdoor recreation. It will serve as a discovery portal where people of all ages can actively and passively experience Iowa's natural heritage. The Center will come alive through diverse and dynamic stories about our natural world and the role we play to sustain that world. Stories about water, natural systems, sustainability, and outdoor health and recreation will engage youth, families, and adults.

Polk County Conservation has secured \$6.25 million in funding to date for the Conservation Center project. The Polk County Water & Land Legacy bond referendum will provide \$4 million of the \$6.25 million. A Vision Iowa CAT grant for \$970,000 was secured in July of 2014. Additionally, major financial contributions have been pledged by corporations, individuals, foundations and city governments. Some major contributors include Bob Jester, Principal Financial Group, EMC Insurance, Casey's, Scheels, Wells Fargo, the Community Foundation of Greater Des Moines, and others.

We believe that a more comprehensive public fundraising campaign can garner more financial support for the project. The total project cost is estimated at \$11 million dollars. Therefore, we anticipate needing to raise an additional \$5 million dollars.

4. Purpose and Project Scope

PCC is requesting submissions from qualified fundraising consultants to complete a Fundraising Assessment for the proposed Jester Park Conservation Center.

The purpose of this Request for Proposal is to obtain a Fundraising Consultant who will:

Task 1: Conduct a fundraising assessment to date

- Historic and current fundraising efforts
- Review documents and provide analysis
- Provide recommendations from the fundraising audit
- Provide Strategic Action Steps for future fundraising
- Provide Executive Summary of Strategic Business Plan

Task 2: Conduct a Campaign Feasibility Study

- Determine feasibility of a \$5 million dollar campaign goal
- Assist in development of a compelling case for support statement
- Community Receptivity & Potential for Support
 - Cultivation and Engagement strategies
 - Standards of Giving table
- Assist in development of Leadership Fundraising Council

We expect 25% of the time will be utilized for the fundraising assessment to date and 75% of the time will be utilized for a Campaign Feasibility Study.

5. Turn Key Schedule/Timeline

Our timeline is to conclude the fundraising assessment/feasibility study by March 1, 2015. The preliminary schedule for the campaign is:

- January 14, 2015 - Consultant recommendation taken to Board meeting for approval
- January 15, 2015 - Contract Negotiation & Execution with approved consulting firm
- January 15 to March 1, 2015- Fundraising Assessment
- March 2, 2015 - Fundraising assessment reports completed and submitted to PCC
- March 11, 2015 - Fundraising Assessment presented to PCC Board by Director

6. Proposal and Fundraising requirements

Respondents must furnish one original and 3 copies of their proposal. The proposal, with estimated price and terms for services, should be provided listing breakdown of scope of services in a marked sealed envelope. Please address the following areas in your proposal:

- a) Cover letter stating experience of firm and why your firm would be vested in this type of project;
- b) Experience of staff who will work on this campaign;
- c) Experience in similar assessment/feasibility projects;
- d) Proposed fundraising assessment strategy;
- e) Expectations of Polk County Conservation staff;
- f) Proposed schedule/timeline; and
- g) Firm Portfolio.

7. Consultant Selection

Any bid received after the time and date specified shall not be considered. Proposals may be opened by Polk County Conservation at any time after the submission deadline. All proposals satisfying the requirements of this Request for Proposal will be evaluated to establish which best fulfill the needs of Polk County Conservation and this project. Polk County Conservation anticipates entering into a contract to execute the proposed work and make a decision as to which firm has been selected by January 15, 2015.

Proposals will be evaluated and scored by Polk County Conservation key staff in its sole discretion based on the following criteria:

- a) Demonstrated experience of staff to be assigned to the campaign
- b) Firm's understanding of similar projects and local government

- c) Campaign strategy's fit with PCC operations
- d) Demonstrated experience of the firm to do a turn-key project in the allotted time frame

PCC Staff may or may not choose to conduct telephone, online, or in person interviews. Following proposal scoring, the top ranked firm, including the staff to be assigned to this campaign, will be invited to an interview at the PCC Administration Office. Upon selection of a finalist and PCC Board approval, PCC will enter into contract negotiations. Unsuccessful respondents will be notified as soon as possible.

8. Addendum

- A. Architectural Rendering of the proposed Jester Park Conservation Center**
(see attachment)

2014- 2015 Revenue Budget

- as of 11/30/14 (41.67% of budget year expired)

UNIT #	UNIT	Revenue Budget	Total Revenues Received	Balance Due	% Received
General - Fund 1					
0212	Infrastructure	\$ -	\$ -	\$ -	0.0%
0213	Equipment	\$ 5,000	\$ 13,108	\$ (8,108)	262.2%
6006	Environmental Ed	\$ 62,500	\$ 6,270	\$ 56,230	10.0%
6009	Natural Resources	\$ 81,710	\$ 5,054	\$ 76,656	6.2%
6101	Administration	\$ 180,600	\$ 65,935	\$ 114,665	36.5%
6103	Community Outreach	\$ 250	\$ 250	\$ -	0.0%
6104	Conservation Grants	\$ -	\$ -	\$ -	0.0%
6110	Parks Advocacy Unit	\$ 410,800	\$ 230,479	\$ 180,321	56.1%
6119	Construction/Maint.	\$ -	\$ 99	\$ (99)	0.0%
6124	Equestrian Center	\$ 315,000	\$ 106,348	\$ 208,652	33.8%
Sub-Total - General Fund 1		\$ 1,055,860	\$ 427,543	\$ 628,317	40.5%
REAP - Fund 26					
0211	Resource Enhancement	\$ 156,400	\$ 171,661	\$ (15,261)	109.8%
Reserve - Fund 50					
0210-0214	Special Projects	\$ -	\$ -	\$ -	#DIV/0!
Bond - Fund 51					
0210	Water & Land Dev & Trails	\$ 2,812,300	\$ 221,811	\$ 2,590,489	0.0%
Grand Total - Conservation		\$ 4,024,560	\$ 821,015	\$ 3,203,545	20.4%

2014- 2015 Expense Budget

- as of 11/30/14 (41.67% of budget year expired)

UNIT #	UNIT	Expense Budget	Total Expended	Balance Remaining	% Expended
General - Fund 1					
0212	Infrastructure	\$ -	\$ -	\$ -	#DIV/0!
0213	Equipment	\$ 158,500	\$ 98,462	\$ 60,038	62.1%
6006	Environmental Ed	\$ 383,905	\$ 177,082	\$ 206,823	46.1%
6009	Natural Resources	\$ 666,102	\$ 317,648	\$ 348,454	47.7%
6101	Administration	\$ 1,069,439	\$ 476,854	\$ 592,585	44.6%
6103	Community Outreach	\$ 215,955	\$ 80,166	\$ 135,789	37.1%
6104	Conservation Grants	\$ -	\$ 40,675	\$ (40,675)	#DIV/0!
6110	Parks Advocacy Unit	\$ 465,610	\$ 180,078	\$ 285,532	38.7%
6119	Construction/Maint.	\$ 1,118,674	\$ 503,954	\$ 614,720	45.0%
6124	Equestrian Center	\$ 416,851	\$ 293,233	\$ 123,618	70.3%
Sub-Total - General Fund 1		\$ 4,495,036	\$ 2,168,151	\$ 2,326,885	48.2%
General Supplemental - Fund 2					
All Units	Benefits (IPERS/FICA/Ins, Etc.)	\$ 1,019,911	\$ 410,085	\$ 609,826	40.2%
Risk Management - Fund 3					
6100	Insurance,Med., Work. Comp.	\$ 96,300	\$ 54,153	\$ 42,147	56.2%
REAP - Fund 26					
0211	Resource Enhancement	\$ 147,856	\$ 108,304	\$ 39,552	73.2%
Reserve - Fund 50					
0210-0214	Trails, Special Projects	\$ 490,000	\$ 24,606	\$ 465,394	5.0%
Bond - Fund 51					
0210	Water & Land Dev & Trails	\$ 4,110,678	\$ 3,152,566	\$ 958,112	76.7%
Grand Total - Conservation		\$ 10,359,781	\$ 5,917,865	\$ 4,441,916	57.1%

PCWLL EXPENDITURES AS OF :

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SUB-LEDGER	PROJECT	DECEMBER 2013 BOND ISSUANCE	JUNE 2015 BOND ISSUANCE	CONSTRUCTION COSTS CONTRACTED	ENGINEERING COSTS CONTRACTED	ACTUAL CONSTRUCTION EXPENDITURES	ACTUAL ENGINEERING EXPENDITURES	ACTUAL MISCELLANEOUS EXPENDITURES	ACTUAL GRANT REVENUES AND DONATIONS	ACTUAL COSTS TO DATE	ACTUAL BALANCE REMAINING
C05-R003	GAY LEA WILSON TRAIL CONNECTION (DSM-ANKENY)	\$ 50,600		\$ 787,580	\$ 254,644	\$ 760,105	\$ 77,032	\$ -	\$ (782,213)	\$ 54,925	\$ (4,325)
C06-6134	CBG SHAW ACQUISITION	\$ 430,915		\$ -	\$ -	\$ -	\$ -	\$ 689,775	\$ (258,860)	\$ 430,915	\$ -
C08-6142	JESTER PARK CABINS	\$ 687,894		\$ -	\$ -	\$ 686,316	\$ -	\$ -	\$ -	\$ 686,316	\$ 1,578
C11-6205	CVT CONNECTOR-BROADWAY TO BONDURANT	\$ 36,818	\$ 1,300,000	\$ 1,935,769	\$ 174,091	\$ 1,400,985	\$ 113,750	\$ 175	\$ -	\$ 1,514,910	\$ (178,092)
C12-6213	CBG WELL REPLACEMENT	\$ 73,859		\$ 71,746	\$ -	\$ 71,746	\$ 150	\$ 1,963	\$ -	\$ 73,859	\$ 0
C12-6214	CBG OBSERVATION DECK	\$ 83,844		\$ -	\$ 11,200	\$ 74,585	\$ 11,200	\$ -	\$ -	\$ 85,785	\$ (1,941)
C12-6218	JP EQUIPMENT MAINTENANCE BLDG RELOCATION	\$ 450,000		\$ -	\$ -	\$ 383,903	\$ -	\$ -	\$ -	\$ 383,903	\$ 66,097
C12-6219	EC IMPROVEMENTS	\$ 10,671		\$ -	\$ -	\$ 9,553	\$ 1,118	\$ -	\$ -	\$ 10,671	\$ 0
C12-6220	4-MILE CREEK BANK STABILIZATION	\$ 340,725		\$ -	\$ 22,500	\$ -	\$ 20,309	\$ -	\$ -	\$ 20,309	\$ 320,416
C12-6221	JP CONSERVATION CENTER	\$ 2,404,200		\$ -	\$ 736,922	\$ -	\$ 605,245	\$ 3,955	\$ (261,020)	\$ 348,180	\$ 2,056,020
C12-6222	CBG MASTER PLAN	\$ 106,000		\$ -	\$ 98,368	\$ -	\$ 87,000	\$ -	\$ -	\$ 87,000	\$ 19,000
C12-6223	ACKELSON TRAIL PHASE I (fkn EL Trail Phase I)	\$ 1,100,532		\$ 903,781	\$ 176,108	\$ 903,781	\$ 176,108	\$ 3,762	\$ -	\$ 1,083,651	\$ 16,881
C12-6224	ACKELSON TRAIL PHASE II (fka EL Trail Phase II)	\$ 141,013		\$ 1,043,238	\$ 205,658	\$ 454,188	\$ 185,476	\$ -	\$ -	\$ 639,664	\$ (498,651)
C12-6225	ACKELSON TRAIL PHASE III (fka EL Trail Phase III)	\$ -		\$ -	\$ 159,534	\$ -	\$ 11,046	\$ -	\$ -	\$ 11,046	\$ (11,046)
C12-6226	FDM POND IMPROVEMENTS & SEDIMENT BASIN	\$ 854,903		\$ 723,989	\$ 132,209	\$ 720,869	\$ 136,036	\$ 21,913	\$ (200,000)	\$ 678,818	\$ 176,085
C12-6227	FDM PARK IMPR-SHELTER/TRAILS/PENINSULA	\$ 81,179		\$ -	\$ 59,245	\$ -	\$ 56,662	\$ 3,296	\$ -	\$ 59,958	\$ 21,221
C12-6228	JP PARK IMPROVEMENTS-CAMP AREA #2 ELECTRIC	\$ 410,000		\$ 336,945	\$ 29,200	\$ 336,945	\$ 28,800	\$ 15,516	\$ -	\$ 381,261	\$ 28,739
C12-6229	HTT CONNECTOR TO GLW (fka Neal Smith)	\$ 9,800		\$ -	\$ 9,800	\$ -	\$ 9,800	\$ -	\$ -	\$ 9,800	\$ -
C12-6230	TM CAMP CREEK STABILIZATION	\$ 1,097,465		\$ 876,665	\$ 194,600	\$ 805,743	\$ 194,600	\$ 113	\$ -	\$ 1,000,456	\$ 97,009
C12-6231	TM PARK IMPROVEMENTS& SHOWER HOUSE	\$ 119,000		\$ -	\$ 53,200	\$ -	\$ 53,123	\$ 226	\$ (1,205)	\$ 52,144	\$ 66,856
C12-6232	YB PARK IMPROVEMENTS	\$ 87,000		\$ -	\$ 46,650	\$ -	\$ 40,404	\$ 113	\$ -	\$ 40,518	\$ 46,482
C12-6233	TRAIL IMPROVEMENTS ALL AREAS	\$ 100,000		\$ -	\$ 12,000	\$ 11,225	\$ 12,000	\$ 3	\$ -	\$ 23,228	\$ 76,772
C12-6234	JP ENTRANCE RELOCATION	\$ 586,000		\$ 279,839	\$ 73,050	\$ 279,839	\$ 69,743	\$ 3,186	\$ -	\$ 352,768	\$ 233,232
C12-6235	CBG WOOSLEY PROPERTY-NO SALE	\$ 1,200		\$ -	\$ -	\$ -	\$ -	\$ 1,200	\$ -	\$ 1,200	\$ -
C12-6236	CBG MENDENHALL ACQUISITION	\$ 676,267		\$ -	\$ -	\$ -	\$ -	\$ 676,267	\$ -	\$ 676,267	\$ 0
C12-6237	CXT VAULT TOILETS	\$ 75,000		\$ -	\$ -	\$ -	\$ -	\$ 64,133	\$ -	\$ 64,133	\$ 10,867
C12-6238	CBG WETLANDS DESIGN	\$ 104,476		\$ -	\$ 86,476	\$ -	\$ 67,221	\$ -	\$ -	\$ 67,221	\$ 37,255
C12-6239	YB DAM REPAIRS	\$ 797,000		\$ 775,964	\$ 112,525	\$ 775,964	\$ 112,507	\$ 9,626	\$ -	\$ 898,097	\$ (101,097)
C12-6240	BEAVER CREEK LAND ACQUISITION	\$ 93,469		\$ -	\$ -	\$ -	\$ 457	\$ 93,012	\$ -	\$ 93,469	\$ 0
C12-6242	ROAD & PARKING LOT RESURFACING ALL AREAS	\$ 200,000		\$ -	\$ -	\$ 195,951	\$ -	\$ -	\$ -	\$ 195,951	\$ 4,049
C12-6243	CAMP CREEK-MILLER/RIST LAND ACQUISITION	\$ 342,197		\$ -	\$ -	\$ -	\$ -	\$ 342,197	\$ -	\$ 342,197	\$ -
C12-6244	CBG AIRPORT 16 ACQUISITION	\$ 75,588		\$ -	\$ -	\$ -	\$ -	\$ 75,588	\$ -	\$ 75,588	\$ -
C12-6245	YB ALITZ PROPERTY ACQUISITION	\$ 298,950		\$ -	\$ -	\$ -	\$ -	\$ 298,950	\$ -	\$ 298,950	\$ 0
C12-6246	CBG FREELAND LAND ACQUISITION	\$ 204,437		\$ -	\$ -	\$ -	\$ -	\$ 204,437	\$ -	\$ 204,437	\$ -
C12-6247	CBG AIRPORT 60 LAND ACQUISITION	\$ 238,687		\$ -	\$ -	\$ -	\$ -	\$ 238,687	\$ -	\$ 238,687	\$ -

PCWLL EXPENDITURES AS OF :

October 31, 2014

SUB-LEDGER PROJECT	DECEMBER 2013 BOND ISSUANCE	JUNE 2015 BOND ISSUANCE	CONSTRUCTION COSTS CONTRACTED	ENGINEERING COSTS CONTRACTED	ACTUAL CONSTRUCTION EXPENDITURES	ACTUAL ENGINEERING EXPENDITURES	ACTUAL MISCELLANEOUS EXPENDITURES	ACTUAL GRANT REVENUES AND DONATIONS	ACTUAL COSTS TO DATE	ACTUAL BALANCE REMAINING
C12-6248 CBG EVERLY PROPERTY-NO SALE APPRAISAL ONLY	\$ 1,200		\$ -	\$ -	\$ -	\$ -	\$ 1,200	\$ -	\$ 1,200	\$ -
C12-6249 BROWN'S WOODS TRAILHEAD IMPROVEMENTS	\$ 90,700		\$ 48,320	\$ 5,000	\$ 31,410	\$ 5,000	\$ 136	\$ -	\$ 36,546	\$ 54,154
C12-6250 YB PREIST PROPERTY ACQUISITION	\$ 1,500		\$ -	\$ -	\$ -	\$ -	\$ 1,500	\$ -	\$ 1,500	\$ -
C12-9999 MISC MINOR IMPROVEMENTS	\$ 78,633		\$ -	\$ -	\$ -	\$ 20,150	\$ 43	\$ -	\$ 20,193	\$ 58,440
C13-6251 OVERALL PROGRAM MANAGEMENT	\$ 40,000		\$ -	\$ 47,000	\$ -	\$ 36,399	\$ -	\$ -	\$ 36,399	\$ 3,602
C12-9999 CONSTRUCTION EQUIPMENT & SUPPLIES	\$ 291,367		\$ -	\$ -	\$ -	\$ -	\$ 291,367	\$ -	\$ 291,367	\$ 0
C13-6252 EL LODGE CONSTRUCTION	\$ 35,000		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000
C13-6253 TM ACCESSIBLE TRAIL AROUND POND	\$ 175,000		\$ 90,357	\$ -	\$ 94,351	\$ -	\$ 69,963	\$ -	\$ 164,314	\$ 10,686
C13-6254 TM OVERLIN PROPERTY ACQUISITION	\$ 74,257		\$ -	\$ -	\$ -	\$ -	\$ 74,257	\$ -	\$ 74,257	\$ -
C13-6255 MALLY'S STREAMBANK STABILIZATION	\$ -		\$ -	\$ -	\$ -	\$ 400	\$ -	\$ -	\$ 400	\$ (400)
C13-6256 PCWLL PUBLIC AWARENESS	\$ -		\$ -	\$ -	\$ -	\$ -	\$ 2,039	\$ -	\$ 2,039	\$ (2,039)
C13-6258 NATURAL AREA RESTORATIONS	\$ 20,000		\$ -	\$ -	\$ -	\$ -	\$ 8,481	\$ -	\$ 8,481	\$ 11,519
C13-6259 JP CAMP STORE	\$ -		\$ -	\$ 4,250	\$ -	\$ 4,200	\$ -	\$ -	\$ 4,200	\$ (4,200)
C13-6261 ANKENY HTT EXTENSION TO DSM	\$ -	\$ 900,000	\$ -	\$ -	\$ -	\$ -	\$ 2,261,299	\$ (1,382,500)	\$ 878,799	\$ 21,201
C13-6262 EL J.C. WHITE PROPERTY	\$ 187,685		\$ -	\$ -	\$ -	\$ -	\$ 279,895	\$ (92,209)	\$ 187,685	\$ (0)
C13-6263 MALLY'S CVT & GLW TRAIL CONNECTOR	\$ -		\$ -	\$ -	\$ -	\$ 1,100	\$ 255	\$ -	\$ 1,355	\$ (1,355)
C13-6265 YB BANE PROPERTY	\$ 238,325		\$ -	\$ -	\$ -	\$ -	\$ 238,325	\$ -	\$ 238,325	\$ -
C14-6268 EL DIKES/DREDGING/WATER QUALITY	\$ 25,000		\$ -	\$ 753,800	\$ -	\$ 154,308	\$ -	\$ -	\$ 154,308	\$ (129,308)
C14-6269 FDM OUTDOOR CLASSROOM	\$ 11,201		\$ -	\$ 7,908	\$ -	\$ -	\$ 7,600	\$ -	\$ 7,600	\$ 3,601
C14-6270 EL COVERED BRIDGE IMPROVEMENTS	\$ 40,000		\$ 57,220	\$ -	\$ -	\$ -	\$ 2,867	\$ -	\$ 2,867	\$ 37,133
C14-6271 CBG KAL-DEN FARMS PROPERTY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 143,360	\$ -	\$ 143,360	\$ (143,360)
EL RAIN GARDENS	\$ 10,000		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000
LAND ACQUISITIONS	\$ 246,323		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 246,323
UP ANKENY-HTT CONNECTOR-ACQUISITION	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
GLW TRAIL CONNECTION TO MALLY'S	\$ 33,800		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 33,800
	\$ 13,969,680	\$ 2,200,000	\$ 7,931,412	\$ 3,465,938	\$ 7,997,459	\$ 2,291,343	\$ 6,130,682	\$ (2,978,008)	\$ 13,441,477	\$ 2,728,203