

## STATE OF COLORADO

## Colorado General Assembly

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## MEMORANDUM

July 23, 2010

**TO:** Members of the Capitol Building Advisory Committee

**FROM:** Jennifer Thomsen, Legislative Council Staff, 303-866-4791  
Deborah Haskins, Office of Legislative Legal Services, 303-866-2313

**SUBJECT:** Dome Restoration Project Fund-raising Proposal

House Bill 10-1402 authorizes Colorado Preservation, Inc. (CPI) to raise funds for the repair of the Capitol dome. The bill charges the Capitol Building Advisory Committee (committee) with reviewing, advising, and making recommendations to the Capital Development Committee (CDC) on the proposed fund-raising efforts and plans. The CDC will approve and oversee the fund-raising plan. This memorandum identifies issues the committee may want to consider in its review of the dome fund-raising proposal submitted by CPI. It is organized and provides questions based on CPI's proposal documents.

**Overview and Timeline Document**

**General question.** The document contains little information about legislative oversight for the campaign beyond reporting and the transfer of funds. Is the committee comfortable with this? What role, if any, does the committee foresee itself playing on an on-going basis?

**General question.** Does the committee want to consider how to handle requests from individuals who would like to make a donation, especially in year one of the campaign? For example, if a visitor to the Capitol expresses interest in making a donation, should the tour guides refer the visitor to CPI? Will CPI be prepared to accept individual donations? Does the committee wish to explore other ways to handle these types of donations? What is the rationale for waiting until the second year of the two-year campaign to initiate the public gift campaign? The tour guides have already reported that they have received inquiries from visitors who are interested in making donations.

**Page 1.** What is Creative Strategies Group's role, if any, in the fund-raising? Who will be approaching potential corporate partners to seek support?

*Page 1.* Does the committee wish to receive the quarterly reports CPI is required to submit to the CDC and the Department of Personnel and Administration?

*Page 1.* Are all expenses paid from CPI's 15 percent administrative fee? Have expenses related to Creative Strategies Group's services and the development of the corporate sponsorship and public awareness campaign been paid from the \$50,000 gift from AngloGold/Ashanti North America? How is the administrative fee paid? Is it withheld from the amounts transferred to the state on June 1, 2011, and June 1, 2012?

### **Corporate Partnership Opportunities Document**

*Page 4.* The Corporate Partnership Opportunities document lists as a typical sponsorship benefit "hospitality and limited-edition merchandise rights for client and staff entertainment and the opportunity for business-to-business networking." What does this entail?

### **Presenting Partner Rights and Benefits Document**

*Page 1.* A corporate partner receives licensing rights to the Share in the Care Colorado logo and "Proud Sponsor" moniker statewide. Will the corporate partner use the logo and moniker only on advertisements that are specifically designed for the Share in the Care program? Who will design the advertisements — Colorado Preservation Inc., Creative Strategies Group, the corporate partner? The document states that the logo and moniker may not be used as a commercial endorsement without "express written permission." Who does the committee believe should grant this permission — the CDC, the committee, CPI?

*Page 4.* Is the committee comfortable with language promising opportunities to interact with government leaders?

### **Capitol Dome Sponsorship Policy Document**

*General question.* House Bill 10-1402 requires the committee to "evaluate and consider how these efforts will promote public support for the project and recognize major sponsors of the restoration project *in a tasteful and appropriate manner* consistent with the importance and historic nature of the state capitol building." Does the committee wish to include more specific language about what it considers tasteful and appropriate in the sponsorship policy?

*General question.* Does the committee wish to consider including a requirement for final review and approval of advertisements by a member of the committee, the CDC, or the Executive Committee of the Legislative Council? Staff learned, when researching the Washington Monument fund-raising campaign, that all advertisements were approved by a staff member of the Parks Service, as well as a National Parks Foundation staff person.

**General question.** Should the sponsorship policy explicitly state that advertisements shall not create an impression that the State of Colorado is sanctioning or promoting a particular product or business?

**General question.** Should the sponsorship policy state that corporate logos will not be displayed on the scrim or the Capitol building?

**General question.** Does the committee wish to add any additional prohibitions or prohibited business categories to the sponsorship policy?