



July 1, 2021

Bidder:

The City of Traverse City will receive sealed bids in the office of the Downtown Development Authority at 303 E. State Street, Traverse City, Michigan 49684, until **July 30, 2021 at 4:00 PM** for the following:

Traverse City Arts Commission Strategic Plan

The specifications can be obtained from the City's website link at: http://www.traversecitymi.gov/bids_and_rfps.asp, it is the sole responsibility of the Bidder to check the website for updates and addenda prior to the bid being submitted. Bidder may also sign up to receive notifications when bids and RFPs are posted by sending an e-mail requesting same to ksheridan@traversecitymi.gov

The City of Traverse City reserves the right to accept or reject any or all bids, waive irregularities and to accept the bids either on an entire or individual basis that is in the best interest of the DDA.

The City of Traverse City accepts no responsibility for any expense incurred by the Bidder in the preparation and presentation of a bid. Such expenses shall be borne exclusively by the Bidder. Only the successful Bidder will be notified.

You must indicate on the outside of the sealed envelope that the bid is for **"Traverse City Arts Commission Strategic Plan"**

You must submit two (2) sealed copies of the bid and one electronic copy to the DDA office prior to the above -indicated time and date or the bid will not be accepted. E-Mail bids will not be accepted. All bids will be opened at **4:30 on July 30, 2021** at the DDA office.

If you have any questions, please contact Harry Burkholder, Traverse City Chief Operations Officer at 231-922-2050 before the bid is submitted.

PLEASE SUBMIT BID TO: Harry Burkholder, Chief Operations Officer
Traverse City Downtown Development Authority
303 E. State Street
Traverse City, Mi 49684

OVERVIEW

In 2014, the City of Traverse City created a Public Art Program to advocate for and install public art to promote the interests of Traverse City and enrich the cultural and aesthetic quality of life in the community.

To advance this effort, the City developed a Master Plan for the Public Arts Program. The Master Plan includes policies intended to provide the City of Traverse City and the community with a clear and consistent framework for selecting, funding, approving, installing, maintaining and decommissioning public art in municipally owned public spaces. The goal of the master plan was to ensure a lasting arts legacy for future generations through a sustainable Public Art Program.

Over the last several years, the Public Arts Program has led efforts to install several art pieces throughout the city. During that same time, the administration of the Public Arts Program has shifted several times. At the onset, the Public Arts Commission was administered by a third-party consultant. After two years, administration of the Public Arts Program fell back into the hands of City staff. In 2018, the City of Traverse City contracted with the Downtown Development Authority (DDA) to administer the Public Arts Program, which it still does today.

Two years ago, the Arts Commission facilitated an informal discussion to identify priorities for public art (type, application, etc.) for the next several years. These public art priorities were subsequently discussed several times by the Commission, but no formal decisions or action was taken. This past year, due to the COVID-19 pandemic, the Arts Commission suspended all activities (including meetings) for seven months. This pause in activity (as well as the recent appointment of several new arts commissioners) provides an opportunity for the Arts Commission to conduct a more formal discussion about the direction of, and priorities for, public art. In addition, the Arts Commission would like to use this planning opportunity to re-evaluate the organizational, operational, funding and decision-making framework for the Arts Commission.

PURPOSE OF RFP

The Traverse City Arts Commission is seeking proposals from qualified firms or individuals to update and develop a Strategic Plan that will guide the evolution and priorities of the Arts Commission for the next five years. The Strategic Plan will establish short and long-range goals and objectives that are well-defined and establish measurable outcomes.

The Strategic Plan should include an update of the Arts Commission existing collection as well as the priorities for public art for the next several years. In addition, the Strategic Plan should re-assess the organizational structure of the Arts Commission (including funding mechanisms and decision making) capable of implementing and delivering the expectations set forth in the Plan. The Strategic Plan should be informed by input from the public as well as community stakeholders and current Arts Commission members. The purpose of this document is to facilitate the selection of a qualified firm or individual for this task.

SCOPE OF WORK

In order to develop the Strategic Plan, the following scope of work is described under each of the following tasks.

Task One. Update the Public Art Inventory Review

The consultant will work with DDA staff and the Art Commission to update the collection of public art under the direction of the Arts Commission. A description of the now outdated collection is listed in *Appendix A* of the current Master Plan. Each piece (and its associated sign) within the collection should be inventoried and photographed. In addition, the consultant should help the Arts Commission determine the best method/process to evaluate the condition of each art piece and help determine maintenance needs.

Task Two. Update Guiding Principles Goals and Priorities for Public Art

The consultant will work with the Arts Commission to assess and evaluate the current guiding principles and goals of the Arts Commission, noting if priorities/goals should be revised, eliminated or added.

The consultant will also work with the Arts Commission to identify the types (and priorities) of artwork that should be commissioned for Traverse City for the next five years. These priorities or “areas of focus” should address different mediums (e.g., murals, digital media, statues, sculptures, integrated landscaping, etc.), location, size and other strategies that will bring the maximum impact for the city. This component of the strategic plan will include discussions with community stakeholders, arts organizations, community groups, local businesses, designers and residents. Specific efforts should be made to involve the general public, including citizens who do not normally participate in traditional municipal planning activities.

Task Three. Organizational Assessment

As previously noted, the policies and framework for selecting, funding, approving, installing, maintaining and decommissioning public art were drafted in 2014. Over the last seven years, the City and Arts Commission has noted a desire to re-evaluate, tweak, revise and/or eliminate some of the current policies. The consultant will conduct an internal organizational assessment to evaluate the Arts Commission ability to effectively plan for, fund and implement public art throughout the city. This assessment should include a comprehensive review of the project assessment and selection process, call for artists and solicitation, artist selection process, installation, maintenance and long-term funding. The assessment should also include a review of how the Arts Commission is staffed and its relationship with the City. This assessment will likely include several discussions with the City Clerks Office as well as the Arts Commission and DDA staff.

Task Four. Develop the Strategic Plan

Following the completion of Tasks One, Two and Three, the consultant will prepare a “Draft Plan” that articulates the findings from each task. The draft plan will then be analyzed, discussed and re-calibrated through at least one planning workshop with the Arts Commission. The results of the workshop will be used to develop the Final Strategic Plan.

Community Engagement and Communication

Community engagement will be a key element of a successful strategic plan. The consultant should be prepared to facilitate a community engagement process designed to allow the general public and a variety of stakeholders to contribute to the understanding of the current challenges and opportunities of the Arts Commission. The Consultant should be prepared to creatively engage with the community through a variety of both in-person activities as well as virtual activities.

As this project directly impacts the entire community, a robust communication plan is needed to assure project information will be available in a timely and relevant manner. The community engagement and communications component of this process should be designed to continue throughout the duration of the project. It should enable the Arts Commission to provide information to the community regarding public meetings and opportunities to provide public input throughout the planning process. Coordination with the DDA and their communication team will be critical.

The consultant will develop a Community Engagement Plan (CEP) at the onset of the planning effort. The CEP will define the goals and objectives of the community engagement effort, identify key stakeholders, and discuss the community engagement techniques, meetings and materials that will be used such as social media, newsletters, fact-sheets, and graphical displays. The consultant must demonstrate how it intends to facilitate community engagement through both in-person and virtual tools. The Plan will also address methods proposed for distribution of information.

The Consultant shall establish a schedule for regular progress meetings with the Arts Commission. Written progress reports shall be prepared for such meetings.

SUBMISSION GUIDELINES

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals. The evaluation will be completed by an evaluation committee made up of DDA staff and members of the Arts Commission, which will provide a recommendation to the full Arts Commission and City Commission for contract award.

Resumes furnished per A. below, together with evidence of past involvement with similar projects per B. below should demonstrate that the proposed Consulting includes individual(s) competent in:

- Public Art
- Placemaking
- Organizational Structure
- Community Engagement
- City Processes

A. Professional Qualifications – 20 points

- State the full name(s) and address of your firm and, if applicable, or other subordinate elements that will perform, or assist in performing, the work hereunder. Indicate whether your firm operates as an individual, partnership, or corporation.
- Include the name of executive and professional personnel by skill and qualifications that will be employed to complete the work. Indicate which of these individuals you consider key to the successful completion of the project and how many hours each person will need to complete the project. Identify only individuals who will work on this project by name and title. Resumes and qualifications are required for all proposed project personnel, including all subconsultants.
- State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details which make the firm uniquely qualified for this work.

B. Past Involvement with Similar Projects – 35 points

- The written proposal must include a list of specific experience in the project type and indicate proven ability in developing detailed plans and implementing similar projects for the firm and the individuals to be involved in the project. A complete list of client references must be provided for similar projects recently completed. It shall include the firm/agency name, address, telephone number, project title and contact person.

C. Proposed Work Plan – 35 points

- A detailed work plan is to be presented which lists all tasks determined to be necessary to accomplish the work of this project. The work plan shall define resources needed for each task (title and individual person-hours) and the firm's staff person completing the project task. In addition, the work plan shall include a timeline schedule depicting the sequence and duration of tasks showing how the work will be organized and executed.
- The work plan shall be sufficiently detailed and clear to identify the progress milestones (i.e., when the project elements and deliverables are to be completed) and the extent and timing of the staff involvement. Any additional project elements suggested by the Proposer are to be included in the work plan and identified as Proposer suggested elements.
- The work plan must identify information the proposer will need from DDA staff and the Arts Commission in order to complete the project.
- The work plan shall include any other information that the Proposer believes to be pertinent but not specifically asked for elsewhere.
- Also include in the work plan all proposed steps, if any, to expedite completion of the project. This will be given due consideration during evaluation of proposals.

- In the scoring for this first section, consultants shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.

D. Fee Proposal – 10 points

- Fee quotations shall also be submitted. Fee quotations are to include the name(s), title, hourly rates, overhead factors and any other details, including hours of effort for each team member by task and sub-task, by which the overall and project element costs have been derived. The fee quotation is to relate in detail to each item of the proposed work plan. Consultants must be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time. The cost proposal should be realistic in showing the hours necessary to provide a quality product.
- The fee proposed must include the total estimated cost for each task and the complete Plan when it is 100% complete.

Proposal Evaluation

The evaluation committee will evaluate each proposal by the above described criteria and point system (A through D, based on 100 points) to select a short list of firms or individuals for further consideration. A proposal with all the requested information does not guarantee the proposing firm will be a candidate for an interview. The Committee may contact references to verify material submitted by the Propers.

Interview

The Arts Commission may schedule interviews with selected firms if necessary. If interviews are conducted, the selected firms will be given the opportunity to discuss in more detail their qualifications, past experience, proposed work plan and fee proposal.

Final Scoring

The firm(s) interviewed will then be re-evaluated by the above criteria (A through D), and adjustments to scoring will be made as appropriate. After evaluation of the proposals, further negotiation with the selected firm or individual may be pursued leading to the award of a contract by the City of Traverse City, if suitable proposals are received

Deadline

Proposal must be submitted by **July 30, 2021** by 4:00 PM

Bidder - Please complete and return

BID SUMMARY

TITLE: **Traverse City Arts Commission Strategic Plan**

DUE DATE: **Friday, July 30, 2021 at 4:00 PM**

Having carefully examined the attached specifications and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder certifies that as of the date of this bid the Company or he/she is not in arrears to the City of Traverse City for debt or contract and is in no way a defaulter as provided in Section 152, Chapter XVI of the Charter of the City of Traverse City.

Bidder understands and agrees, if selected as the successful Bidder, to accept a Purchase Order / Service Order / Contract and to provide proof of the required insurance.

Bidder submits this bid and agrees to meet or exceed all the City of Traverse City's requirements and specifications unless otherwise indicated in writing and attached hereto. Bidder shall comply with all applicable federal, state, local and building codes, laws, rules and regulations and obtain any required permits for this work.

The Bidder certifies that it is in compliance with the City's Nondiscrimination Policy as set forth in Administrative Order No. 47 and Chapter 605 of the City's Codified Ordinances.

The Bidder certifies that none of the following circumstances have occurred with respect to the Bidder, an officer of the Bidder, or an owner of a 25% or more share in the Bidder's business, within 3 years prior to the bid:

- (a) conviction of a criminal offense incident to the application for or performance of a contract;
- (b) conviction of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense which currently, seriously and directly reflects on the Bidder's business integrity;
- (c) conviction under state or federal antitrust statutes;
- (d) attempting to influence a public employee to breach ethical conduct standards; or
- (e) conviction of a criminal offense or other violation of other state, local, or federal law, as determined by a court of competent jurisdiction or an administrative

proceeding, which in the opinion of the city indicates that the bidder is unable to perform responsibility or which reflects a lack of integrity that could negatively impact or reflect upon the DDA, including but not limited to, any of the following offenses or violations of:

- i. The Natural Resources and Environmental Protection Act.
 - ii. A persistent and knowing violation of the Michigan Consumer Protection Act.
 - iii. Willful or persistent violations of the Michigan Occupational Health and Safety Act.
 - iv. A violation of federal, local, or state civil rights, equal rights, or non-discrimination laws, rules, or regulations.
 - v. Repeated or flagrant violations of laws related to the payment of wages and fringe benefits.
- (f) the loss of a license or the right to do business or practice a profession, the loss or suspension of which indicates dishonesty, a lack of integrity, or a failure or refusal to perform in accordance with the ethical standards of the business or profession in question.

Bidder understands that the city reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the city. The bid will be evaluated and awarded on the basis of the best value to the city. The criteria used by the city may include, but will not be limited to: ability, qualifications, timeframe, experience, price, type and amount of equipment, accessories, options, insurance, permits, licenses, other pertinent factors and overall capability to meet the needs of the city.

Bidder agrees that the bid may not be withdrawn for a period of sixty (60) days from the actual date of the opening of the bid.

Submitted by:

Signature

Company Name

Name and Title (Print)

Company Address

Phone Fax

City, State, Zip

EMAIL ADDRESS:

Sole proprietorship/partnership/corporation

If corporation, state of corporation

REFERENCES: (include name of organization, contact person, and daytime phone number).

1. _____
Contact Person: _____ Telephone: _____

2. _____
Contact Person: _____ Telephone: _____

3. _____
Contact Person: _____ Telephone: _____

SUBCONTRACTORS: (include name of organization, contact person, daytime phone number, and services to be performed).

1. _____
Contact Person: _____ Telephone: _____
Services to be Performed: _____

2. _____
Contact Person: _____ Telephone: _____
Services to be Performed: _____

3. _____
Contact Person: _____ Telephone: _____
Services to be Performed: _____