



CITY OF PEACHTREE CORNERS REQUEST FOR PROPOSAL

Issue Date:	RFP Number: 2016-001	RFP Title: Peachtree Corners' Arts and Culture Master Plan
RFP Due Date and Time: Monday, July 25, 2016 11 AM, Local Time		City Contact: Jennifer Howard jhoward@peachtreecornersga.gov

INSTRUCTIONS TO RESPONDENTS

Return Proposal to: City of Peachtree Corners City Hall 147 Technology Parkway Suite 200 Peachtree Corners, GA 30092	Mark Face of Envelope/Package: Respondent's Name and Address RFP 2016-001 Arts and Culture Master Plan RFP Due Date & Time: July 25, 2016 11 AM
	Special Instructions:

RESPONDENTS MUST COMPLETE THE FOLLOWING

Respondent Name/Address:	Authorized Respondent Signatory: (Please print name and sign in ink)
Respondent Phone Number(s):	Respondent FAX Number:
Respondent Federal I.D. Number:	Respondent E-mail Address and website address (if available):
Primary Contact Person Name:	Primary Contact Person E-mail Address:

RESPONDENTS MUST RETURN THIS COVER SHEET WITH RFP RESPONSE

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1. SCHEDULE OF EVENTS

<u>EVENT</u>	<u>DATE</u>
RFP Issue Date.....	6/24/16
Deadline for Receipt of E-Mail Questions from Respondents.....	7/15/16
Deadline for Posting of Written Answers to City Website	7/20/16
RFP Response Due Date.....	7/25/16
Completion of Response Review.....	8/3/16
Interviews (if required).....	8/8/16-8/9/16
Award	8/16/16
Anticipated Start Date.....	9/1/16
Anticipated Completion Date.....	2/1/17

2. PURPOSE OF RFP

Just 13 miles from Atlanta, the City of Peachtree Corners, GA is the newest and largest city in Gwinnett County, with 40,000 residents and a leadership committed to igniting economic and social activity, improving livability, and creating vital community culture and character. Chartered in 2012, and consisting of 17 square miles, the City of Peachtree Corners is known for its 500-acre Technology Park and upscale neighborhoods.

Although Peachtree Corners is new, the area within its boundaries has a long history of planned, quality growth that has attracted major corporations in a variety of industries. The city aspires to define itself as a place where the arts thrive and creative industries are cultivated. The purpose of this request for proposals is to identify consultants who may assist the city in spearheading a public input process and developing an arts and culture master plan.

Responding firms should have experience in: creating arts master plans, facilitating public meetings, performing needs assessments, analyzing market conditions and economic feasibility, planning facility space, generating staff and budgeting projections, estimating costs and identifying funding mechanisms, maximizing economic development opportunities, successfully communicating with a variety of audiences, and developing work plans that include short-range and long-range activities that produce the desired outcomes.

Responding firms should submit three examples of projects reflective of the subject of this RFP with at least one project of similar scale. Please submit examples of projects that required significant public engagement as a part of their scope and identify the communication methods used to engage the public.

3. SCOPE OF PROJECT

Consultants are anticipated to provide strategic direction for the creation and sustainability of an arts component and the expansion of its impact on the city's cultural and visual landscape. Because the city of Peachtree Corners does not currently have an arts or cultural program, the plan is anticipated to be a strategic document that identifies a vision and future direction for public and performing art supported by policy, financing strategies, and program development recommendations. The successful consultant will develop a public arts master plan after engaging the community and receiving input on goals, objectives, and priorities.

The project involves combining professional expertise with community input to produce a document that provides clear vision and direction to the city as it strives to improve and enhance the cultural assets and public spaces in the city.

In addition to the plan document, the project should also:

1. Identify community desires for the arts, which may include but is not limited to: performance art, fine art, dancing, design, music and singing, photography, production, film, and writing.
2. Provide an analysis which identifies the types of arts supportable by the community.
3. Provide a complete analysis of existing arts programs and facilities.
4. Evaluate options for a performing arts facility.
5. Provide a community-wide master plan, identifying goals and objectives.
6. Provide a facilities inventory and facility needs.
7. Recommend action steps for implementing the plan.
8. Provide a time schedule for completing recommended projects with dates (work plan).
9. Estimate costs and potential sources of funding for the projects identified in the plan.
10. Provide resumes for key staff performing analysis and planning, highlighting past experience.

4. SPECIFIC TASKS

At a minimum, the consultant firm overseeing this project will be responsible for the following tasks:

1. Facilitate public participation and gather community input.
 - a. Participate with the city Arts Council and conduct two community input meetings, and
 - b. Establish an on-line survey for the city's website.
 - c. Assist in the creation and delivery of PR and marketing materials, including advertisements, press releases and other materials.
 - d. Coordinate with city staff.
2. Perform a market analysis
 - a. Analyze the market, identifying strengths and weaknesses.
 - b. Identify resources the city may leverage.
 - c. Review relevant planning documents.
 - d. Estimate future demand for specific types of art and culture.
3. Develop a plan.
 - a. Develop a 20-year arts and culture master plan that combines successful planning principals, community input, and the results of the market analysis.
 - b. Define any mission beyond aesthetics, such as education, creation of city identity, or economic development that will be achieved.
 - c. Provide options for arts and culture activity at varying economic levels, and provide cost/benefit analysis of options. Options for the arts may include, but is not limited to: acting, announcing, architecture, fine art, directing, animation, dancing and choreography, design, entertainment and performance, music and singing, photography, production, and writing.
 - d. Identify place-making opportunities.
 - e. Identify potential funding, staffing or other budgeting issues.
 - f. Identify possible, suitable locations for recommended projects.
4. Recommend strategies for implementing the plan.
 - a. Recommend action steps including short-range and long-range activities.
 - b. Create a work plan.
 - c. Identify funding mechanisms.
 - d. Provide rationale for strategies and methods.
 - e. Provide examples of successful strategy used elsewhere.

5. QUALIFICATIONS AND EVALUATION FACTORS

The successful consultant should have proven arts master planning experience along with a record of excellence. In addition, the consultant should provide the following:

- (1) History of firm and resources
- (2) Key personnel/qualifications, identification of project manager, and percentage of time key staff will be assigned to the project
- (3) Project approach
- (4) Examples of comparable projects
- (5) Current workload

- (6) References
- (7) Fee proposal

The City will evaluate proposals based on the qualifications and capability of the consultant firm, as follows:

Firm Qualifications and Organization	30%
Project Approach	30%
Previous Comparable Experience	20%
<u>Project Fee</u>	<u>20%</u>
Total	100%

6. KEY REQUIREMENTS

A. Proposal Deadline.

All proposals must be received by 11:00 AM on July 25, 2016 to be considered. There will be no exceptions made. Fifteen (15) identical hard copies must be submitted to the City of Peachtree Corners and delivered to: City of Peachtree Corners, City Hall, 147 Technology Parkway, Suite 200, Peachtree Corners, Georgia, 30092.

B. Public Information Notification.

The City considers all materials, information, communications and correspondence in any form from the respondents to this RFP to be non-propriety and non-confidential and, therefore, subject to public disclosure under Georgia Law once the contract is awarded.

C. Format of Proposal should be organized in the manner stipulated below:

- 1) Report Cover (optional)
- 2) RFP mandatory Cover Sheet (completed)
- 3) Table of Contents
- 4) Tabbed Dividers -Each proposal should have tabbed dividers separating each of the following six sections and matching the following headings:

Section #1: *Team Information.* Provide firm name, address, telephone number, e-mail addresses, and firm web addresses. Include this information for any subcontractor, as well. Also note the years the firms have been in business, names of principals in firms, organizational description and the primary contact person for this project. Include project organizational chart and resume of key personnel. (5 pages max.)

Section #2: *Letter of Interest* (1page max.)

Section #3: *Proposed Approach* – Describe the objectives of the project and how they will be achieved by the consultant including descriptions that detail the components of the project. (5 pages max.)

Section #4: *Proposed Project Timeline*- Include a timeline from anticipated start date of 9/1/16 to project completion. Identify current workload and time commitments to other projects.

Section #5: *Comparable Experience* – Include documents showing previous, comparable projects and note team member's participation in each project. (8 pages max.)

Section #6: *Fee Proposal* – Identify fee associated with each of the major project tasks to be completed. Project Tasks may include categories such as Public Involvement; Community Assessment; Study Development; Project Deliverables Preparation.

7. QUESTIONS AND RESPONSES

- Questions, requests for clarification or interpretation of any section within this RFP must be addressed by e-mail to jhoward@peachtreecornersga.org on or before **7/15/16** Each inquiry must provide clear reference to the section, page, and item in question. Questions received after the deadline may not be considered.

The City will provide by **7/20/16** a response to all questions received by the above noted deadline. The City's response will be by posting on the City's website.

([http:// peachtreecornersga.gov](http://peachtreecornersga.gov)). Answers to e-mail questions will be posted as soon after they are received as possible with every effort made to post responses no later than the day after questions are received.

- Any addenda to this RFP will also be posted on the City's website.
- Although there are no pre-proposal meetings scheduled, the City reserves the right to call a pre-proposal meeting if deemed necessary. Notification of any such meeting will be posted on Peachtree Corners' website at least 48 hours in advance of the meeting. In addition, individuals who want to be notified may send an e-mail to jhoward@peachtreecornersga.gov requesting e-mail notification.
- Respondents may *not* contact City officials concerning any aspect of this RFP. All inquiries regarding this RFP must be directed to Diana Wheeler at jhoward@peachtreecornersga.gov.

8. SELECTION PROCESS

- Peachtree Corners' Arts Council, acting as a recommending board, will evaluate the proposals received, following the application deadline. The committee expects to shortlist firms that demonstrate their capability and experience to undertake and complete the Project. The committee may arrange to interview firms before making a final recommendation to the City Council. The committee may require additional information after the review of the initial information received.
- Following its evaluation, the committee will make its recommendation of the first and second ranked firms to the City Council.
- The City Council is expected to award the contract at its regular meeting on 8/16/16.

9. ADDITIONAL INFORMATION / SUPPLEMENTARY PROVISIONS

- A. Responding to this RFP constitutes understanding and agreement to methods of evaluation and selection.
- B. The City reserves the right to reject any and all proposals or to contract with the respondent it deems would be best able to satisfy the requirements and qualifications set forth previously. The criteria used in the selection process will be at the sole discretion of the City.
- C. This Project shall be coordinated through Peachtree Corners' Community Development Department.
- D. The terms contained in this RFP shall be incorporated into the final contract.