

CONSULTANT QUESTIONS:

1. What is the genesis of this project? What led the City to want to develop an arts and culture plan at this moment in time?
2. Does the City anticipate developing an arts facility in the short term or is this a longer-term potential? Understanding this will help us calibrate the extent of facility needs assessment.
3. Whom from the City will be primarily responsible for this project? Can you clarify the roles of the City and the Arts Council in the project?
4. Is the City Arts Council a commission appointed by City Council? An independent nonprofit organization?
5. Task 1c. calls for the consultants to assist in PR and marketing materials. Is the role of consultants primarily to advise on the content? Does the City have the capability of designing and producing materials, or is that a consultant responsibility?
6. The first paragraph of the Scope of Project asks the consultants to develop a “public arts master plan.” Does this refer to a “public art master plan,” which is narrower than an arts and cultural master plan, or simply to the idea that the master plan is public in nature and should encompass all the arts? Again, we want to make sure we are providing the appropriate approach and scope of work in our proposal.
7. What is the budget range for this project? Has money already been allocated for this purpose?

CITY RESPONSES:

1. City residents identified a desire for arts and entertainment in the city during early planning studies.
2. An arts facility, if shown to be sustainable, is desired in 2-5 years.
3. The consultant will work with the arts committee, elected officials, the community development director, the volunteers administrator, and possibly other staff and consultants.
4. Yes, they are appointed by the city council.
5. We are looking for collaboration on marketing and public relations. We have a staff communications person.
6. We are looking for an arts and culture master plan.
7. A budget has not yet been established.

CONSULTANT QUESTIONS:

- 1) What is the role of the Peachtree Corners Arts Council in the planning process? Will they serve as the Planning Committee or will a Planning Committee need to be formed?
- 2) Who is the Core Client Team the Consultant will work with?
- 3) Is there a budget for this project?

CITY RESPONSES:

1. The arts committee will serve as a planning committee.
2. The consultant will work with the arts committee, elected officials, the community development director, the volunteers administrator, and possibly other staff and consultants.
3. A budget has not yet been established.

CONSULTANT QUESTIONS:

1. Why is the City of Peachtree Corners seeking to create an arts and culture master plan at this time? (I.e. what is the reason for doing this project now?)
2. What will be the Arts Council's role in the project?
3. Regarding the market analysis (p. 4, under "Specific Tasks", item 2), what existing studies, documents or information are available to inform this task?
4. Could you please provide more information about the "cost/benefit analysis of options" (p. 4, under "Specific Tasks", item 3c)? Is the City seeking a cost-benefit analysis of the activities listed to evaluate whether or not to provide these activities? To support them? Is it a cost-benefit analysis from the City's perspective, or also from the participant's perspective (since the activities listed are those of participation and not arts provision/management)?
5. The RFP indicates the project should "estimate costs and potential sources of funding for the projects identified in the plan" (p. 3, under "Scope", item 9). How detailed should this portion be? (I.e. Will budget ranges be acceptable?)
6. The project timeline appears to be 5 months, from Sept. 1, 2016 to February 1, 2017 (p. 2). Is this flexible, and if so how much flexibility is there? (I.e. What is the date by which the plan must be complete?) If the end date of February 1 is steadfast, what factors are driving this end date?
7. What is the budget for this project?

CITY RESPONSES:

1,2, 7 are repeat questions. We'll get answers on the website.

3. Existing documents available on the city website include: the Comprehensive Plan and the Livable Centers Initiative study, Multi-Use Trail study, Holcomb Bridge Road study, Town Center Plan.

<http://peachtreecornersga.gov/departments/community-development/city-projects>

<http://peachtreecornersga.gov/home/showdocument?id=1482>

4. We are looking for information, data, to help us determine what facilities or programs would be sustainable in our community.

5. Budget ranges are acceptable.

6. We would like to have the plan in-hand by the end of the first quarter in 2017. However, if you feel that the project would be better served with a longer schedule, please note this in your proposal.