



Request for Proposals for City of Waco Public Art Strategic Plan

1. INTRODUCTION

Creative Waco is requesting proposals from consultants, consulting teams, and qualified firms with demonstrated experience in public art strategic planning to lead the process of developing the first Public Art Strategic Plan for the City of Waco, Texas. Consultants are invited to submit a proposal for services, together with other required information listed below. The selected Consultant will work with Creative Waco, City of Waco, stakeholders, and community partners to create a Public Art Strategic Plan. Proposals should include recent experience in public art planning, community stakeholder engagement, and client coordination.

All proposals will be evaluated on the basis of understanding the scope of work to be performed, using the criteria listed below. Only proposals submitted in accordance with the requirements of the RFP and certified by an authorized company officer will be considered. Proposals should be submitted via wetransfer.com to info@creativewaco.org as a PDF document. Deadline for proposals is Friday, September 24, 2021 at 5pm.

Consultants must complete proposal requirements found on pages 4-6 of this package. For questions regarding the proposal, please call or email Amanda Dyer at (254) 600-9936 or amanda@creativewaco.org.

2. PROJECT AREA

The Strategic Plan will cover the entire City of Waco, emphasizing those areas most heavily used by members of the public, including, but not limited to, commercial centers, parks, public facilities and major thoroughfares. The Downtown Cultural District is of particular interest.

3. PROJECT BACKGROUND AND OBJECTIVES

Background

Waco is the county seat of McLennan County and is situated 90 miles south of the Dallas-Fort Worth Metroplex, 90 miles north of Austin, and 180 miles northwest of Houston. 80% of Texans residents live within a 4-hour drive. In 2019 the U.S. Census Bureau estimated a City of Waco population of 139,239 residents and a McLennan County population of 256,623.

Despite the COVID-19 pandemic, Waco and McLennan County are experiencing intense growth, due in part to being the home of Chip and Joanna Gaines of HGTV “Fixer Upper” fame. Their “Magnolia Market” and the soon-to-launch Magnolia Network drew (pre-pandemic) 35,000 visitors per week to Waco seeking quality, handmade goods, and the highest craftsmanship found within the skill sets of Waco’s architectural and fine artists and designers. We are already seeing visitor numbers rebounding.

In 2004, Waco began a Community Visioning process that identified cultural and artistic needs. Subsequent community consultation (by City Council, Chamber of Commerce, education sector, community groups, and corporate partners) recognized public art as vital for quality of life. As a result, Waco’s arts leaders united in 2011 to form Waco Arts Alliance, leading to the formation of Creative Waco in 2015 to serve as Local Arts Agency for Waco and McLennan County. Cultural goals from the studies cited above became the basis for Waco’s [“Cultural Plan,”](#) which directs Creative Waco’s work. This plan identifies public art as essential to the goal of developing a cultural hub and identity. In 2016, Waco achieved Cultural District status from Texas Commission on the Arts.

Over the years, City of Waco has partnered with Creative Waco, Cultural Arts of Waco, and other local arts organizations and individuals to commission and install over \$4M public artworks by leading artists from across the USA and by talented local artists. Visiting new artwork became a top family activity during the pandemic. There is demand for more public art, intense development activity across the city, and an urgent need to be more strategic about how public art is generated and funded, how it can prioritize racial diversity, create opportunities for local artists, and represent the City’s character and hopes. We are in the process of working with city partners to draft and implement a Percent for Public Art Ordinance, and want to take a creative placemaking approach to these converging opportunities by developing a Public Art Strategic Plan.

Objectives

The Strategic Plan will provide direction to Creative Waco and the City of Waco on the planning and processes necessary to further develop, administer and maintain a dynamic city-wide public art program through:

- Engaging diverse community stakeholders in vision casting and goal development for quality public art captured in a Public Art Strategic Plan;
- Defining strategic priorities and pathways for creative placemaking that represents our community, especially traditionally underrepresented stories and people;
- Ensuring that the City of Waco and other key partners (City Center Waco, Chambers of Commerce, etc.) are knowledgeable about why and how public art should be prioritized in future planning;
- Generating new financial resources for democratizing and diversifying the commissioning of public art; and,
- Evolving enthusiasm for public art into a community-wide passion for creative placemaking.

4. SCOPE OF WORK

The selected Consultant shall complete the items listed below and as described further throughout this RFP. This effort involves the creation of a Public Art Strategic Plan, the process and production of which is to include, and not limited to the following:

- Plan, develop, and lead efforts to engage community cultural stakeholders in input sessions to influence the creation of the Strategic Plan. The Consultant will create surveys and other tools to gather data; tools and responses will be included as appendices to the final document. Creative Waco staff will assist in meeting coordination, invitations, and marketing of community input sessions.
- Produce a written Strategic Plan that is a detailed narrative and illustrative document that includes:
 - A vision statement and a ten year Strategic Plan for public art in Waco
 - Core values and guiding principles to shape public art decision making
 - Recommended policies and programs related to the implementation of the mission, vision, and goals for the Public Art Program, ensuring adherence to accepted best practices
 - Process for selecting potential locations and opportunities for public art
 - Process for commissioning, selecting, and acquiring artwork

- Standards and procedures for accepting donated artwork
- Standards for administration, maintenance and de-acquisition of artwork
- Examination of existing and potential funding sources for commissioning, care, and educational programming for Public Art
- Guidelines for Percent for Art Program
- Guidelines for generation and maintenance of public art through public-private partnerships
- Guidelines and material for incorporating public art in the private development support services offered by the City and the City's partners (Chambers of Commerce, Downtown Development Corporation, etc.)
- Assess the City of Waco's existing public art assets, to include:
 - Reviewing and becoming familiar with existing policies, documents and local codes
 - Mapping of current permanently sited public art pieces and evaluation of the placement of art in public places
 - Analysis of the existing collection and recommendations for a collection strategy, as well as suggestions for a plan for collection maintenance, conservation, and deaccessioning/de-acquisition
 - Analysis of existing public art community resources, including but not limited to local artists, fabricators, and design firms, and identification of gaps within the sector

5. CREATIVE WACO RESPONSIBILITIES

The Consultant shall provide the necessary resources and services to execute the Scope of Work described herein, and in coordination with the selected Consultant, Creative Waco will, in general, be responsible for the following items:

- Provide copies of available policies, plans, and reports on file for consultant's reference;
- Designate a staff person as a contact for the project;
- Act as a liaison with the appropriate City of Waco departments and elected officials; and
- Coordinate document review and supply edits or approvals promptly.

If the Consultant assumes Creative Waco will provide resources other than those expressly indicated above, those assumptions should be clearly stated and highlighted in its proposal.

6. CONTENTS OF PROPOSAL

Proposals shall adhere to the following criteria and limitations:

Consultants shall submit a written proposal that presents their qualifications and understanding of the work to be performed. Proposals shall be submitted via wetransfer.com to info@creativewaco.org as a PDF document of no more than 20 pages in length (excluding cover letter, front and back cover, and attachments). Proposals shall detail all the information the Consultant considers pertinent to its qualifications for this project as requested in this RFP.

Each Consultant shall include in its proposal the following:

- **Cover letter.** On company letterhead, signed by a person with the corporate authority to enter into contracts in the amount of the cost proposal.
- **Business Information.** Provide information about the Consultant's firm, areas of expertise, length of time in business, and any other information that would help characterize the Consultant's experience.
- **Project Team.** Provide professional information about the consulting team. Identify a proposed project manager responsible for day-to-day tasks and their experience with projects of similar nature and scope. The project manager will serve as the primary point of contact throughout the project. Include team email addresses and phone numbers. NOTE: No change to the proposed project team will be permitted after the project team is selected and the contract awarded, unless requested or approved by Creative Waco.
- **Project Experience.** Discuss three examples of projects reflective of the subject of this RFP that represent the project team's experience, with at least one project of similar scale and complexity. In addition, work samples may be submitted as attachments to the proposal (attachments are not counted in the document page limit).
- **Public Engagement Experience.** Discuss experience with projects that required significant public engagement. Identify the type of project, the specific public engagement elements, and the information gathered in the final report.
- **Statement of Understanding and Scope of Work.** Proposals should provide a statement of the understanding of the project by highlighting the applicant's knowledge of arts and culture in the City of Waco, including an understanding of the residential, business, destination, and infrastructural context; as well as the key issues to be addressed by the project and outlining your approach. Any recommendations regarding improvements to the process to more effectively meet the stated objectives should be emphasized in your proposal and would be a clear means of demonstrating your understanding of the project requirements.
- **Schedule.** Provide a proposed schedule for the project, including milestone, deliverable dates, and the duration of each task where it is known.

- **References.** Please provide contact details for three to five client contacts who have direct knowledge of your work and can supply a relevant professional reference.
- **Price Proposal.** Please provide a proposal of fees including breakdowns of costs for each element, service, and task. Include hourly billing rates for all team members. The fee proposal should identify personnel, the estimated number of hours and rate; type of equipment, hours, and rate; and any outside costs for each identified work element including travel and consultant associated costs for travel and stay in the Waco area. Project total cannot exceed \$35,000, inclusive of travel.
- **Other relevant information.**

7. EVALUATION

Creative Waco will establish a panel to review the submitted proposals. The panel will be composed of Creative Waco and City of Waco staff, members of the Downtown Cultural District Committee, and other stakeholders. Qualified proposals will be evaluated based on the following criteria, each of which will be scored on a 1-10 scale.

- Understanding of local, regional and state public art context, (or process to reach understanding)
- Innovative and effective approach to cultural planning
- Relevant experience of conducting cultural planning
- Ability to identify and engage constituents and stakeholders across sectors
- Ability to lead, coordinate, and facilitate effective public engagement
- Ability to engage diverse communities in public process
- Ability to offer strategic guidance and perspective
- Approach to communication for cultural planning
- Approach to achieving effective accountability, implementation and funding of plan's goals
- Transparent pricing policy that fits budget criteria

8. SELECTION

Based on panel scoring, shortlisted Consultants may be invited to interview, using the same criteria for evaluation. Creative Waco will negotiate a contract with the recommended Consultant. If contract terms cannot be reached, Creative Waco reserves the right to move to the next ranked Consultant, and so on.

9. SCHEDULE

The tentative RFP timeline is as follows:

Proposals due (must be received by Creative Waco) September 24, 2021	By 4:00 p.m. on Friday, September 27, 2021
Selection Panel Convenes	September 28, 2021
Finalists Notified	September 30, 2021
Potential Finalist Interviews	October 2021
Final Selection and Awarding of Contract	November 2021
Work Begins	April 1, 2022
Submission of Draft Plan to Creative Waco	May 2, 2022
Plan Finalized	May 2022
Plan Adopted by Creative Waco board	June 2022
Plan Brought Forward for Adoption to City of Waco	

10. CREATIVE WACO'S PROJECT SUPERVISOR

Creative Waco's project supervisor will be Amanda Dyer, Director of Public Art & Development. Creative Waco's project supervisor will work closely with the selected Consultant and respond with the provision of needed information and feedback and assist in the coordination of the delivery of any product as necessary. Contact information for Amanda Dyer is as follows: phone (254) 600-9936; email amanda@creativewaco.org

11. CANCELLATION/REJECTION OF PROPOSALS

Creative Waco reserves the right to not accept any proposal, reject any or all proposals, reject any part of any proposal, negotiate and modify any proposal, and waive any defects or irregularities in any proposal at the sole discretion of Creative Waco.

12. INSURANCE

The Contractor/firm must maintain a valid driver's license and maintain required insurance as dictated by Creative Waco.

13. CONSULTANT CERTIFICATION AND ACKNOWLEDGEMENTS

By the act of submitting a proposal in response to this RFP, the Consultant certifies that:

The Consultant has carefully examined all RFP documents, all addenda, and all other attachments, fully understands the RFP intent, can perform all tasks as described, and its proposal is made in accordance therewith. Except as otherwise noted as part of its proposal, Consultant certifies as follows:

1. The Consultant is familiar with the local conditions for performance of described work.
2. The proposal is based upon the requirements described in the RFP, without exception, unless clearly stated in the proposal.
3. The Consultant will fully meet the Creative Waco minimum insurance requirements.
4. To the best of Consultants knowledge and belief, and in the case of sole proprietorship, partnership or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that, no elected official, employee, board member, or person whose salary is payable in whole or part by Creative Waco or the City of Waco has a direct or indirect financial interest in the proposal, or in the services to which it relates, or in any of the profits thereof, other than as fully described in the proposal.
5. The Consultant has examined all parts of the RFP (including any addenda), including all requirements and contract terms and conditions thereof. Accordingly, if its proposal is accepted, the Consultant shall accept contract documents conforming thereto.
6. The Consultant, if an individual, is of lawful age, is the only one interested in this proposal, and no person, firm, or corporation, other than that named, has any interest in the proposal, or in the proposed contract.
7. The Consultant has quality experience providing the types of services and duties as described within the Scope of Work of this RFP.
8. If selected as the successful candidate, the Consultant acknowledges such selection is conditional upon successful negotiation of a contract with Creative Waco.

14. NONDISCRIMINATION

Creative Waco's nondiscrimination policy is as follows:

Creative Waco does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, education, or military status, in any

of its activities or operations. These activities include, but are not limited to recruitment of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive, equitable, and diverse environment for all members of our staff, volunteers, subcontractors, vendors, and clients. We believe that a healthy work environment includes a diverse workforce, taps the unique potential of individuals, respects the family and civic obligations of its staff and Board, and promotes mutual respect and understanding among our organization and its partners. We strive to maintain employment policies and recruitment practices that promote our organizational values.

Creative Waco is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression. Our staff and Board are obligated to report any form of discrimination in Creative Waco's activities or operations to their supervisor, Executive Director, or any member of the Board Executive Committee.

By submitting the proposal, the Consultant certifies that they understand Creative Waco's policy and have not and will not discriminate in obtaining any required subcontracts.

15. RFP ADDENDA

Interpretation, modification, corrections, or changes to the solicitation documents will be made by addenda issued by the Creative Waco. Addenda will be made available at this web link: www.creativewaco.org/project-calls . Interested proposers are encouraged to return the [Register Interest](#) form located at the same link so they may be contacted in the event of the addition of addenda.

No addenda will be issued after September 21, 2021, except, if necessary, postponing the date for receipt of proposals or canceling the RFP altogether.

16. MODIFICATION OR WITHDRAWAL OF PROPOSAL BY CONSULTANT

Any modification to any submitted proposal may be made at any time up to the proposal deadline. Modifications must be submitted with a statement that the modification amends and supersedes any previous proposal.

17. DURATION OF PROPOSAL

Proposal prices, terms, and conditions shall be firm for a period of at least 180 days from submission of proposal. Proposals shall not be subject to future price escalation or changes of terms during that period.

18. PROPOSAL COSTS

Creative Waco is not responsible for any costs associated with the submission of proposals. Consultants invited for in-person interviews must arrange and pay for their own travel. Creative Waco is not liable for any costs incurred by a Consultant in protesting any portion of this RFP or Creative Waco's selection decision.

19. USEFUL LINKS

[Creative Waco Website](#)

[Waco Cultural Plan](#)

[Waco Interactive Map of public art](#)