

REQUEST FOR Qualifications

Consulting Services

Arts and Culture Master Plan

Healdsburg, California

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Qualifications Due By: February 22, 2019 at 5:00 P.M. PDT



CITY OF HEALDSBURG
COMMUNITY SERVICES DEPARTMENT
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I. INTRODUCTION

The City of Healdsburg (City) desires to embark on a community based arts and culture master planning process that will gather widespread input about the current and future role of arts and culture within the community. The City is seeking a qualified consultant (or consultant team) with relevant experience and knowledge to:

- (1) Assess the current state of the arts in Healdsburg
- (2) Create a comprehensive data list of arts and cultural assets that include venues, organizations, programs, businesses, and other opportunities
- (3) Gather widespread input from the community about how they envision the role of arts and culture in Healdsburg
- (4) Analyze the current strengths, weaknesses, opportunities, and threats (SWOT)
- (5) Research the economic impact of the arts within the City and provide data on how it compares to other cities.
- (3) Explore opportunities for collaboration among the City, organizations, and businesses to foster and enhance the arts.
- (4) Define the City and other organization's roles as it pertains to the advancement of arts in Healdsburg
- (5) Prepare and present a draft report for feedback
- (6) Prepare and present a final report with actionable recommendations

II. PROJECT BACKGROUND

The City of Healdsburg is located 70 miles north of San Francisco on Highway 101 in the heart of Sonoma County. With a population of approximately 11,800 residents, the City's small-town charm is reflected in quiet, friendly neighborhoods and traditional Spanish-style plaza. The City rests at the confluence of three valleys: the Russian River, Dry Creek, and Alexander Valleys. The Russian River passes through the City and provides a wide variety of recreation opportunities. In addition, nearby park and open space preserves provide miles of trails for hiking. Heading west it's a short hour drive to the coast, and the Golden Gate Bridge welcomes you into San Francisco just over an hour to the south.

Arts and culture have a strong presence in Healdsburg, play a significant role in community life, and are a valued component to both residents and visitors alike. Healdsburg has a wide range of art and cultural organizations, resources, venues, and activities that are a source of community pride and enrichment. Additionally there are a range of festivals and community events to support the art including, but not limited to, the Healdsburg Arts Festival and street art series, Healdsburg Jazz Festival, summer concert series, and a Dia De Los Muertos celebration. The number of public art pieces continue to increase and have become more accessible through installations at park locations and along the Foss Creek Pathway, and the number of private galleries rivals the number of tasting rooms in the downtown core. While arts and culture are present in Healdsburg, there is a need to create a clear identity and understanding of the arts in the

community to insure relevancy, sustainability, and enhancement in the future.

The City's role in arts and culture has historically been limited, and art has not been a significant part of the City's culture. In 2007 the City adopted a public art policy that outlines a process for the installation in public art. However, the policy doesn't specifically address what constitutes "art". As a result, the bodies charged with reviewing public art proposals (mostly the Parks and Recreation Commission) at times struggle with determining whether a particular proposal is warranted.

In August 2017, the Community Services Department launched a community conversation process to begin a discussion about art in Healdsburg and the City's and community's role in encouraging and supporting the arts locally. As part of this effort, the City and Healdsburg Center for the Arts co-hosted a conversation about the arts in Healdsburg. Approximately 50 members of the community attended and provided their input on the current status of the arts and options for the future. Staff followed-up with a presentation to City Council in September 2017 sharing information from the community conversation, but the Sonoma County wildfires brought the process to a halt shortly after. The conversation resumed in early 2018, and in March of 2018, The Parks and Recreation Commission established a goal to engage the community in defining the role of arts. Additional information regarding the current state of the arts in Healdsburg can be found on the City's website: <https://www.ci.healdsburg.ca.us/823/Arts>

Later in 2018, two key planning processes came together that have brought arts and culture to the forefront of our community. In June the City Council established a goal and charge to the Community Services Department to develop a plan to foster, enhance, and expand the arts throughout the city. Most recently, a team from American Institute of Architecture (AIA) visited Healdsburg for a 3-day intensive visit and community workshop sessions. The data collected during that visit is part of a long term, citizen-led, visioning process called SDAT/Healdsburg 2040. The outcome of that visit was a comprehensive report where five categories were identified as focal points for the visioning team to focus on moving forward. One of those categories being Arts and Culture.

The City is seeking a consultant with the experience and skills to compile information on the current state of the arts and culture in Healdsburg, as well as to help develop a long-term plan for fostering, enhancing, and advancing the arts. This process is expected to be community-driven and lead to actionable results. The selected firm would place a high priority on public engagement and creativity as they look to provide recommendations for future opportunities. It is expected that the results from this process will feed directly into future planning and development projects as well as impacts on everyday life. The Arts and Culture master plan will be a legacy project and meant to shape the future of the arts landscape within Healdsburg for years to come.

III. SAMPLE SCOPE OF SERVICES

Project Expertise:

The City expects that the consultant (or consultant's team) will include expertise in project management, arts and cultural planning, data collection, public engagement, economic analysis, and other skills normally needed for this type of project.

List of Tasks (at a minimum) for Inclusion in Proposed Scope of Services:

The following is a typical list of tasks that the consultant is expected, but not limited, to incorporate at a minimum into consultant's proposed scope of services. It is not intended that the tasks included below comprise a comprehensive list or are the only tasks required for this project. Each consultant firm is expected to develop a comprehensive and detailed scope of services, based on its expertise and knowledge that the consultant believes to be necessary to meet the City's expectations for completing the project.

1. PROJECT MANAGEMENT:

- a. Establish the project team to consist at a minimum of the consultant's project manager and personnel, City's project manager and personnel, and a creative leadership team comprised of residents and stakeholders who will guide the project (composition to be determined at a later date). Facilitate the means to regularly evaluate progress to best ensure that the project remains on schedule for meeting the City's goals and expectations.
- b. Develop a comprehensive project plan that includes goals and a clear methodology, accompanied by a timeline indicating delivery of progress reports, presentations to key stakeholders, the community, and release of the final product.

2. DATA REVIEW: Review a list of existing Arts and cultural documents, plans, and other data inputs for background and use in the assessment. The City has identified the following data inputs that should be used as part of the assessment and will be provided to the consultant in electronic format:

- a. City Council Goals (2018-19)
- b. Parks and Recreation Commission Goals (2018-19)
- c. AIA SDAT Report (2018)
- d. City of Healdsburg Temporary Art Policy (2018)
- e. Bi-Annual Operating Budget (2018-2020)
- f. Capital Improvement Plan (2018-2023)
- g. Creative Sonoma Cultural Arts Plan (2014)
- h. City of Healdsburg General Plan (2009)
- i. City of Healdsburg Public Art Policy (2007)

3. DATA COLLECTION AND ANALYSIS :

- a. Collect data on the current state of arts and culture in Healdsburg. Provide Methodology for collecting and presenting data on the following elements. This list should be viewed as a minimum and other elements may be included during the research and discovery phase.

- I. Organizations/institutions/businesses. Should include government, non-profit, and for-profit
 - II. Program offerings
 - III. Community events/festivals
 - IV. Public art
 - V. Funding opportunities
 - VI. Art in local education
 - VII. City's current role in supporting the arts
 - VIII. Economic Impact and vitality
 - IX. Challenges that prohibit access or growth of art
 - X. Perception and importance of art to the community
 - XI. Local, regional, state influences
 - XII. Local and regional comparison to other cities
- b. Completion of Case Studies – Provide comparable data for 5 other cities that are visionary leaders in the arts and culture and can be utilized as examples as Healdsburg looks to grow and enhance the arts. Additionally, population should not be the sole defining factor of comparison. (The City and the Consultant will discuss options for the case studies and the City will have final decision making authority on which cities to study.)
4. DEVELOPMENT OF PUBLIC OUTREACH AND PARTICIPATION PLAN: The City desires to gather input through widespread community outreach and targeted user group input meetings. The selected firm will implement a comprehensive strategy provided by the City for resident and visitor involvement in the cultural planning process including workshops, surveys, interviews with stakeholders, etc. Consultant will provide well-organized and directed activities, techniques, and formats to ensure a positive and inclusive public participation process is achieved. The strategy will also include a communications plan for keeping the public and City officials up-to-date on planning progress using the City's website, print, and social media platforms.

The following groups and organizations have been identified as key stakeholders. This list should be viewed as a preliminary list that may be expanded as the process unfolds. The final number of community meetings will be discussed and agreed upon during the selection phase.

- a. *Advisory Bodies*
 - i. SDAT Arts & Culture Group
 - ii. Parks and Rec Commission
 - iii. Latino Outreach/Corazon Healdsburg
 - iv. Chamber of Commerce

- b. *Commercial and Private Galleries – 27 galleries currently identified*
 - c. *Non-Profit Organizations*
 - i. Healdsburg Center for the Arts
 - ii. The Raven Performing Arts and Film Center
 - iii. Jazz Festival
 - iv. Redwood Theatre Company
 - v. Healdsburg Library
 - vi. Camp Rose Players
 - vii. Healdsburg Museum
 - viii. Healdsburg Literary Guild
 - d. *Education Institutions*
 - i. The Healdsburg School
 - ii. Healdsburg Unified School District
 - iii. St. John the Baptist Catholic School
 - iv. Rio Lindo Academy
 - e. *Local Artists and Event Organizers*
 - i. Architects/landscape design
 - ii. Graphic designers
 - iii. Musicians
 - iv. Dance
 - v. Food & drink
 - vi. Visual, ceramics, photography, poetry
5. PRESENTATIONS:
- a. Draft Plan to the Parks and Recreation Commission Arts and Culture Committee
 - b. Draft Plan to the Parks and Recreation Commission
 - c. Final Plan to the City Council
6. TIMELINE:
Nine - twelve month process, once contract is awarded. Ideally, draft plan is complete by November 2019, and final report December, 2019. Final timeline will be discussed and agreed upon during the selection phase.
7. DELIVERABLES (DRAFT AND FINAL REPORTS): The following are the required deliverables for the project:
- a. In person meetings, conference calls, or video chat as needed with City to undertake and successfully complete the project
 - b. On-site data collection, community input sessions, and stakeholder interviews including:
 - I. General public

- II. Advisory bodies
 - III. Commercial/private galleries
 - IV. Non-profit organizations
 - V. Education Institutions/youth
 - VI. Local artists
- c. Public meeting content including graphics, boards, handouts, presentations, etc.
- d. Arts and Cultural Master Plan document (draft and final) in editable format (such as Word) and PDF. It is requested that the final document be available in both English and Spanish The City desires for the following elements to be included in the Master Plan document, but is not limited to the list below. This list may be modified and proposals of alternate or additional recommendations are welcome.
- I. Executive summary
 - II. Historical context
 - III. Research and data methodology
 - IV. Current state and asset list
 - V. Economic Impact of arts and culture
 - VI. Case studies and comparable municipalities
 - VII. Recommendations and next steps:
 - a. Defined roles (City, non-profits, chamber, galleries, etc)
 - b. Framework for government and stewardship of advancement of the arts
 - c. Funding opportunities/policies
 - d. Framework for managing funding distribution
 - e. Promotion of Healdsburg and the arts
 - f. Incorporation of art into planning and design processes
 - g. "Definition" and management of public art
 - h. Recommendation for enhancing and advancing the arts.
 - i. Partnerships and collaboration opportunities

IV. PROPOSAL INFORMATION AND REVIEW

- **PROJECT WEBINAR:** The City has scheduled an online presentation to provide more information on the project for 1:30 p.m. PST, Tuesday, February 12, 2019.

Participate online by visiting:

<https://cityofhealdsburg.webex.com/webappng/sites/cityofhealdsburg/meeting/info/118776631859913456?MTID=ma5a759bc3309095bd56b2be52573a03d>

Or join by phone:

240-454-0887, Access Code: 802 166 059

- **INQUIRIES AND QUESTIONS:** Inquiries and questions may be submitted electronically *following the online presentation* and should include the submitter's name, company, and email address. Inquiries and questions should be submitted to: djahns@ci.healdsburg.ca.us
- **REVIEW OF QUALIFICATIONS:** Interested consultant/consultant team qualifications received within the specified RFQ period will be evaluated by the City of Healdsburg. Any consultant/consultant team may be asked to participate in a phone, video, or in-person interview. All proposers will be notified of the results.
- **AMENDMENTS TO RFQ:** The City reserves the right to amend the RFQ by addendum prior to the final proposal submittal date. The City also reserves the right to extend the due date, or to cancel this RFQ at any time.
- **NON-COMMITMENT OF CITY:** This RFQ does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified consultant or to modify or cancel in part or in its entirety the RFQ if it is in the best interests of the City to do so.
- **CITY RESERVES THE RIGHT:** The City reserves the right to modify this RFQ at any time prior to the proposal due date, or to extend the proposal due date, or to cancel this RFQ at any time

V. SUBMITTAL PROCESS

Consultants responding to this RFQ shall submit an electronic PDF copy of the consultant/consultant team qualifications via email attachment or file download to djahns@ci.healdsburg.ca.us. Project Proposal shall be **no more than twenty-five (25) pages total** and include the following information:

- Section 1: Introductory statement, interest in project, and overview of firm
- Section 2: Consultant's project team, qualifications, roles and responsibilities
- Section 3: Experience with similar projects
- Section 4: Any additional supporting information deemed beneficial for the City's review
- Section 5: References (3)

The consultant/consultant team is also asked to submit one (1) example of a completed project that is similar in scope, size, and complexity to this project (or a component of this project) as a separate document in PDF format. There is no limitation to the size of this separate document.

Proposals must be submitted by no later than 5:00 P.M. Friday, February 22, 2019.