



Clackamas County Arts Alliance

Request for Proposals

Public Investment Strategy for Arts and Culture-City of Wilsonville

Proposals will be accepted until 11:59 pm PT - November 20, 2017

Summary and Background

There's no denying the power of art. It can be soothing, inspiring, provocative and arrive in a myriad of forms. From sculptures and static works, painting, photography, poetry, dance, architecture, music and theatre, art is a force that transforms communities, helps to heal, drives commerce and adds vitality to communities.

While it has been apparent for many years that the City of Wilsonville's arts and culture community is passionately dedicated to the various elements of their activities, continued concern exists about volunteer fatigue, leadership gaps, audience development, and funding support. Since 2010, Clackamas County Arts Alliance (CCAA) has urged arts and culture proponents to consider that these challenges will be resolved only when a wider circle of City residents is engaged. This suggestion has seemed like an insoluble puzzle until the concept of a needs-assessment poll recently arose in community meetings hosted by CCAA. Members of City Council and City staff have encouraged a higher level of public engagement designed to develop specific recommended strategies for addressing the assessment findings.

CCAA is currently accepting proposals for a qualified consultant or team to guide a city-wide public outreach engagement plan that will assess the level of interest City of Wilsonville residents have in access to local cultural opportunities, including arts, heritage, and history.

Clackamas County Arts Alliance is the fiscal agent and program manager of this project. The contract offered begins on or about January 1, 2018.

To learn more about the Arts Alliance visit <http://clackamasartsalliance.org>.

To learn more about the City of Wilsonville visit www.ci.wilsonville.or.us.

Project Goals and Partners

The Public Investment Strategy project has several specific goals:

- Gauge level of interest City residents have in local cultural access, including arts, heritage, and history
- Increase awareness of the City's existing cultural assets and activities
- Compile and assess response data gathered through interviews, meetings, and polling
- Develop specific recommended strategies and tactics to address findings
- Based on the data analysis, present findings and recommendations to Mayor and City Council

The contractor will be expected to work closely with multiple partners during the course of the project, including:



CCAA Advisory Council and CCAA staff, including Executive Director, Associate Director, Programs Coordinator, and the City's representative to the CCAA Advisory Council. Committed support from the above-listed includes project coordination provided in-kind. Other partners in the effort will include community arts organizations: Wilsonville Arts & Culture Council (WACC), Music and Arts Partners (MAP), Wilsonville Theatre Company, the Boones Ferry Historical Society, the West Linn-Wilsonville School District, businesses and property managers, tourism and recreation proponents, and others interested in supporting arts and culture.

Project Deliverables

- Design and carry out a facilitated process to invite citizen engagement and input which includes:
 - Review of existing and projected statistical data related to participation and local interest in cultural activities
 - Coordination of a minimum of one (1) community input session held in the City of Wilsonville.
 - Conduct surveying to collect broader input (online, print, social media-based, etc.)
- Involvement of at least ten (10) key stakeholders
- Meet with tourism partner(s) to seek input on cultural tourism opportunities
- Synthesize data and community feedback
- Develop specific recommended strategies and tactics to address findings

Budget

The contract budget is **\$26,100**, all-inclusive of time, travel, supplies, etc. The project will be conducted in two phases, with \$13,050 allocated for each phase. The project is funded in part by a Community Enhancement Grant through the City of Wilsonville and will be contracted through CCAA. Proposals must include detail of costs projected as necessary to complete the tasks outlined in Project Goals and Deliverables.

Proposal Guidelines

This Request for Proposals represents the requirements for an open and competitive process. Online **proposals will be accepted until 11:59 pm PT - November 20, 2017. Proposals must be submitted electronically, via [Submittable](https://clackamasartsalliance.submittable.com/submit/96783/rfp-public-investment-strategy-for-arts-and-culture-city-of-wilsonville)**, to: <https://clackamasartsalliance.submittable.com/submit/96783/rfp-public-investment-strategy-for-arts-and-culture-city-of-wilsonville>

If the individual or team submitting a proposal intends to outsource or sub-contract any work, this must be clearly stated in the proposal, including a name and description of the sub-contractor. Additionally, all costs included in the proposal must be all-inclusive, to include any sub-contracted work.



All costs must be itemized and include explanations. Contract terms and conditions will be negotiated with the successful bidder.

Timeline

PHASE 1: January – June 2018

January – March

- Contract with consultant
- Develop draft of needs assessment survey for City review
- Implement and promote needs assessment survey
- Review results and develop survey results report

April – June

- Present survey results to City Council, in collaboration with project leaders
- Conduct a minimum of ten (10) key stakeholder interviews of individuals approved by City
- Hold at least one (1) community meeting to seek input to draft solutions and strategies

PHASE 2: July – December 2018

July –September

- Present draft solutions report to local arts and culture groups
- Hold at least one (1) public open meeting to seek feedback
- Hold City Council work session to seek guidance and feedback on draft

October-December

- Publish final draft of report
- Present final report to City Council including prioritized recommendations

Bidder Qualifications

Bidder proposals must provide the following information:

- Description of experience with design and implementation of public outreach processes, data analysis and strategic plan development
- Three or more projects, with references, related to what is described in this document



- Anticipated resources assigned to this project (roles, titles, experience)
- Project and implementation methodology
- Statement confirming capacity to meet Phase 1 / Phase 2 Tasks as outlined in Timeline
- Evidence of professional liability insurance

Knowledge of or familiarity with Wilsonville's arts and culture community is added value.

Proposal Evaluation Criteria

A committee comprised of Arts Alliance, City of Wilsonville representatives, and key strategic partners will review all proposals received by the stated day and time, and will evaluate each based on the following criteria:

- Overall suitability: proposed process must meet the described needs and provide the outlined deliverables and be presented in a clear and organized manner
- Related experience: bidders will be evaluated on their experience as it relates to the scope of this project
- Previous work: bidders will be evaluated on examples of their work related to outreach engagement, data analysis, plan development
- Value and cost: bidders will be evaluated on the cost of their solution(s) based on the work to be performed to meet this project's scope and deliverables
- Technical expertise and experience: bidders must provide descriptions and documentation of expertise and experience as it relates to this project's needs

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