



City of Tyler, Texas

Request for Qualifications

Arts, Culture and Creativity Master Plan

NOTICE IS HEREBY GIVEN that the City of Tyler, Texas is seeking Requests for Qualifications from professional, qualified consultants or groups with direct experience in innovative art and cultural planning to conduct a citywide, comprehensive planning process culminating in a Master Plan for Arts, Culture and Creativity in Tyler, Texas.

This RFQ will act as a standalone piece to gather information on professional consulting firms demonstrating a high level of experience planning, strategies, and implementation, art and cultural plans and will serve as a way to generate a short list of consultants for the City of Tyler to conduct interviews.

1. GENERAL INFORMATION

A. INTRODUCTION

The City of Tyler, Texas is currently soliciting written proposals from qualified consultants with experience in conducting citywide cultural arts assessments and capable of developing a City of Tyler Cultural Arts Master Plan to support the goals and mission of the City of Tyler. The City of Tyler desires to obtain a consultant who will assess and analyze the current environment, needs and interests of the entire community as it relates to arts, culture and creativity, as well as future possibilities and opportunities.

B. OVERVIEW

Tyler Texas is a vibrant community that is located 90 miles east of Dallas, TX and 90 miles west of Shreveport, LA. Tyler is known as the "Rose Capital of America", a nickname it gained from a long history of rose production, and the large quantity of roses processed through the area. Tyler is home to the largest rose garden in the

United States, a 14-acre public garden complex that boasts over 38,000 rose bushes of at least 500 different varieties. Tyler is home to Tyler Junior College, Texas College, and the University of Texas at Tyler. With a population of more than 104,000 people, Tyler is the regional economic hub for the East Texas area.

C. CULTURAL ARTS BACKGROUND

The City of Tyler recognizes the importance of the arts to a community's livability and economic health. Tyler has many cultural arts organizations, creative businesses and industries, and artists in all mediums, who will act as a catalyst in further developing an exciting and cohesive arts community, strengthening arts education, enhancing cultural tourism, and spurring economic development.

Tyler is blessed to have a strong, high quality arts community. Two of the four anchor arts organizations have roots back to the 1920s with all four actively enhancing the community for a combined total of nearly 200 years. The East Texas Symphony Orchestra has been presenting full seasons of symphonic music for over 50 years and Tyler Civic Theatre has an equally long run of producing award winning community theatre. The Tyler Museum of Art was started in the early 1970s and has an extensive permanent collection which complements their annual schedule of rotating exhibits from local, regional and national sources. 20 years ago the Don R. Cowan Center for the Performing Arts was built on the campus of The University of Texas at Tyler. The Cowan Center presents a rich season of performing arts in multiple disciplines and serves as a state of the arts performance venue for the Symphony and other community events. Beyond the non-profit organizations and their related arts partnerships, several private art galleries complement Tyler's creative industry.

In 2016, the City of Tyler introduced the Innovation Pipeline in downtown Tyler as a place to network and foster innovation, entrepreneurship and community involvement.

In demonstration of the City of Tyler's commitment to the arts they operate two arts venues in the heart of downtown. Gallery Main Street is a city-owned and operated gallery which features a new exhibit of original art approximately every eight weeks. The City of Tyler also owns and operates the historic Liberty Theater, a renovated 300 seat venue that presents live performances and classic movies on a rotating schedule. In addition, Tyler is home to several nationally recognized award-winning authors, historians, TV, film, and stage directors/producers; as well as actors, musicians, and composers. Moreover, a richly textured variety of visual fine

artists and artisans round out what Tyler offers to its residents and shares with the world. The arts in Tyler are alive, vibrant, and growing.

D. OBJECTIVE

Arts, culture and creativity programs and services play an important role in the community's social, emotional, and economic well-being. Activities in this diverse service area include public festivals, events and celebrations, films, lectures, exhibits, arts education in the schools and adult learning, visual and performing arts, public art, and cultural expression, among others. Although sometimes not easily defined, such endeavors form the essence of how a community remembers and celebrates its past, expresses itself through diverse mediums, and how its citizens connect to their community. This will enable Tyler to define its arts and cultural vision and priorities.

2. SCOPE OF SERVICES:

The following scope of services represents the baseline expectations the City has for a consultant; however, suggestions of alternate processes or structures of equal or better benefit will be considered. The precise final scope of services will be negotiated with the selected consultant.

A. PROJECT MANAGEMENT

1. 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. Facilitate and manage activities and communications relating to the City staff, Visit Tyler, and a Creative Leadership Task Force of community leaders (to be determined) including meeting schedules, agendas and material preparation, for planning purposes as well as progress reports.
3. Develop and implement a communications strategy to reach and engage relevant stakeholders.
4. In collaboration with City staff, design collateral materials including, but not limited to, social media, newsletters and press releases, web content, and the final report document and accompanying materials.

B. RESEARCH AND ANALYSIS

1. Provide a situational analysis of Tyler's current cultural landscape including, but not limited to, trends, demographic shifts, policies, and assets.

2. Define Tyler’s offerings in arts, cultural, and creative industries as it relates in the context of the greater East Texas area. Recommend strategies to strengthen Tyler’s position in the region.

C. PUBLIC ENGAGEMENT AND DIALOGUE

Identify, describe, and implement a comprehensive strategy and methodology for resident and visitor involvement in the cultural planning process including workshops, surveys, and interviews with stakeholders, etc. Provide well-organized and directed activities, techniques, and formats to ensure a positive and inclusive public participation process is achieved.

D. EVALUATION AND ASSESSMENT

1. Meet one-on-one to assess and evaluate current facilities and providers of arts and cultural activities including a Needs Assessment. Identify overlap, gaps, and areas for future growth. “Public” includes such places as the Library, Recreation Centers, Tyler Mainstreet, Liberty Theatre, Rose Garden Center, Tyler Junior College, Texas College, and University of Texas at Tyler, Innovation Pipeline, Goodman Museum and Tyler Independent School District. “Private” includes the four anchor arts organizations, East Texas Symphony, Tyler Civic Theater, Tyler Museum of Art and the Cowan Center for Performing Arts, private schools, galleries, creative industries, and individuals currently delivering cultural or arts related services, programs, and activities to the community.

2. Perform a Needs Assessment for the community-at-large regarding services, personnel, programming, activities, and facilities; identify a vision for arts, culture and creativity in Tyler; identify potential programs, events, and locations for the development of future arts and cultural programs and events. For each future recommendation, prepare an opinion of probable costs; which group or organization (or collaboration) would be most likely to achieve the recommendation; what the City’s role might be, if any; and assign a time-frame for development (short term 1-3 years; midterm 3-5 years; long-term 7-10+ years).

- Hold public workshops for each of the following topics - Arts Education; Visual Arts; Performing Arts; Public Art; Literary Arts; Cultural Groups; Arts Foundation; and Creative Industries.
- Organize and support workshop participants in their efforts to identify areas for future growth and expansion along with creative solutions and strategies to address community needs and interests.
- Identify a Vision for Arts, Culture and Creativity in Tyler.
- Provide a written Community Needs Assessment including a set of coordinated actions within a defined time-frame (short, mid, and long-term); identify leadership or collaborations to implement; an assessment of resource

requirements including types of investments, possible cost ranges, potential funding sources, and goals accompanied by measurable objectives and metrics for tracking.

3. Summarize the above efforts and facilitate the presentation of results to the Creative Leadership Task Force; incorporate information and feedback into a written draft of the plan, accurately reflecting the planning process.

E. DEVELOPMENT AND DISSEMINATION OF THE TYLER MASTER PLAN FOR ARTS, CULTURE AND CREATIVITY.

1. Draft a Cultural Arts Master Plan for Tyler that includes an Executive Summary, a summary of the results of the needs assessment, written goals, plans, objectives that articulate a clear vision and implementation plan for the City of Tyler cultural arts development, incorporating measures of success by which progress on the plan can be assessed including, but not limited to, the following key elements:

- Within the context of the community's existing cultural identity, define a vision for Tyler's arts, culture and creativity including defined roles for the City and other service providers.
- Identification of potential partnerships and collaborations to achieve plan objectives including the establishment of a Cultural Arts Program and Foundation.
- Identification of ways to maximize current City facility use and recommend a plan for future personnel, facility and infrastructure requirements to complete the Master Plan.
- Recommend a community Grant Program as it relates to the arts and, if appropriate.
- Recommend other funding mechanisms as appropriate.

2. In conjunction with the Plan, provide an implementation strategy, providing short, medium and long-term goals along with potential costs and recommended funding strategies that address capital investment and reinvestment over the next 7 -10 years. Consultant should also define both quantitative and qualitative measurements of success in achieving stated goals. This should include direct standards of comparisons against other comparable communities in the region, state and nationally.

3. Provide presentation of a draft plan to the Creative Leadership Task Force. Incorporate feedback and suggestions from these initial presentations into the final plan.

4. Participate with the Cultural Leadership Task Force in presenting the final Plan to the community at a public meeting.
5. A final presentation to the Tyler City Council and City Manager of key findings of the Plan.

3. PROJECT SCHEDULE

- Release of RFQ – **February 9, 2018**
- Open period for questions related to the RFQ – **February 9, 2018 to March 23, 2018**
- Receipt of Qualifications to City of Tyler – **March 23, 2018**

-Must submit one (1) electronic response before 5:00 p.m. on Friday, March 23, 2018. Files shall be in either PDF or Word format. Files shall be clearly named with the name of the respondent and the project name “Tyler Plan”. Files not submitted through the Dropbox file request will not be accepted. Drop box is:

<https://www.dropbox.com/sh/qfi469t3e44zkvm/AAAYGpoIN5Q97T867y63ja46a?dl=0>

- Proposal Review & Interviews – April 2018
- Finalist(s) notified – April 2018
- Recommendations to City of Tyler and Cultural Leadership Task Force – April 2018
- Recommendations to Tyler City Council – April or May 2018
- Consultant/s notified – April or May 2018
- Consultant starts planning process – April or May 2018
- Target completion date for final Master Plan – May or June 2018

*Anticipated but subject to modification

4. PROPOSAL PREPARATION AND SUBMISSION

Please include the following with your proposal:

- **Introduction**
Present general introductory comments, including a purpose statement describing your understanding of the proposed project and required services.
- **Consultant qualifications:**
 - a. Company profile – brief profile outlining history and philosophy.
 - b. Team composition, experience and success – list all key personnel who will be assigned to this project including their relevant experience and qualifications, roles and responsibilities, and a listing of past successful projects of a similar size and scope including a description of team members’ roles in each project, project dates and contact information.

- **Work Plan**

Provide a detailed work plan describing your approach to designing, managing, and coordinating this project. (10-15 pages maximum).

a. Project/Objectives – describe your understanding of the project objectives/outcomes and vision and how these will be achieved.

c. Provide a written summary identifying the types of information, data, and assistance expected from the City and the Creative Leadership Task Force and how you will meet the administrative support needs of the project. Consultant should include budget to retain administrative support (from within the Tyler community)

d. Deliverables – include what will be delivered, including the expected outcome and expected benefit to the City of Tyler.

- **Competitive Scale**

a. Value Added Services – describe your competitive advantage; value added services and benefits that would be provided to the City. This could include any innovative approaches you have previously used to help communities develop their plans, what unusual challenges you faced during a planning process, and how you overcame them.

- **Supplemental information**

a. Reports of similar projects you have completed.

b. Promotional material describing consultant’s professional services.

c. Three recent and similar client references.

5. PROPOSAL EVALUATION

A. PROPOSAL CRITERIA

Proposals will be evaluated based on, but not limited to, the following considerations and criteria:

1. Demonstrated knowledge of Tyler or a process to reach an understanding of it.

2. An innovative and effective approach to cultural arts planning, with a proven record of previous plans, which included clear and identifiable goals and specific strategies for successful implementation.

3. An ability to reach and engage a range of stakeholders and constituents from within the cultural arts community as well as other sectors.

4. A willingness to involve local arts organizations and artists in fostering a process that is fun and imaginative for Tyler’s residents and visitors.

5. Proposal of a planning process should be appropriate to the size of the community and scope of services requested.

6. Demonstrated and applicable experience in:

- Creating strategy and implementation plans for municipalities along with a working knowledge of the Council/City Manager form of government;
- Engaging communities thoughtfully in a public process;
- Leading, coordinating, and facilitating complex public engagement processes, including management of multiple organizations and groups;
- Devising and executing a communication strategy for cultural planning; and
- Building an accountable implementation and funding plan.

B. PROPOSAL EVALUATION PROCESS

1. Evaluation Committee

An Evaluation Committee will be established, composed of, but not limited to, representatives from the City as well as the Creative Leadership Task Force, as deemed appropriate. The Committee will evaluate all proposals received in accordance with the requested information pursuant to Section 5.

2. Committee Recommendation

The Evaluation Committee, based upon the number of proposals received, may select a short list of best qualified consultants. The Evaluation Committee may interview representatives on a short list and require a presentation. However, the City reserves the right to make its recommended selection solely upon the evaluation of the written proposals and reference checks.

3. Consultant Presentations

As part of the evaluation process, finalist consultants may be asked to present their proposal in person or via video conference.

4. Consultant Approval

The Creative Leadership Task Force shall review the recommendation of the Evaluation Committee and make a final recommendation to the City Council. The City Council shall review the recommendation of the Creative Leadership Task Force and make a final decision on selecting a consultant to produce an arts and cultural master plan for the City of Tyler.

6. SELECTED CONSULTANT

A. Selection of a consultant's proposal does not mean that all aspects of the proposal are acceptable to the City of Tyler. The City retains the right to modify the terms and conditions of the proposal or reject terms and conditions proposed by the selected consultant prior to the execution of an Agreement with the City, which the City, in its sole discretion, deems necessary to ensure a satisfactory proposal. The City may, by written notice stating the extent and effective date, cancel and/or terminate any work resulting from this RFQ for cause in whole or part, at any time.

B. The final City of Tyler Professional Services Agreement will incorporate the RFQ, the selected consultant's proposal, and all modifications and clarifications

submitted at the request of the City of Tyler during the evaluation and negotiation process.

C. The final Professional Services Agreement of the successful consultant will be presented for approval to the Tyler City Council at a Regular City Council Meeting.

7. SPECIAL CONDITIONS

A. Reservations

This RFQ does not commit the City of Tyler to award a contract, to defray any costs incurred in the preparation of a proposal pursuant to this RFQ, or to procure or contract for work. No payment of any kind will be provided to a consultant for responding to this RFQ, or parties they represent, for obtaining any of the information requested.

B. Public Records

All proposals submitted in response to this RFQ become the property of the City of Tyler. Information in the proposal, unless specified as trade protected, may be subject to public review. Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal proprietary will be neither accepted nor honored. Proprietary information submitted in response to this RFP will be handled in accordance with the Texas Public Records Act.

C. Right to Cancel and Amend

The City of Tyler reserves the right to cancel, for any or no reason, in part or in its entirety, this RFQ including, but not limited to, selection schedule, submittal date, and submittal requirements. If the City of Tyler cancels or revises the RFQ, all vendors will be notified in writing.

D. Additional Information

The City of Tyler reserves the right to request additional information and/or clarification from any or all consultants.

E. Release of Public Information

Consultants who respond to this RFQ who wish to release information to the public regarding selection, contract award, or data provided by the City of Tyler must receive prior written approval from the City before disclosing such information to the public.

F. Debarment

By submitting a proposal, the consultant certifies that the company is not currently debarred from submitting proposals and/or bids for contracts issued by any city or political subdivision or agency of the State of Texas, and that it is not an agent of a person or entity that is currently debarred from submitting proposals and/or bids for contracts issued by any city or political subdivision or agency of the State of Texas.

8. SUBMITTAL INFORMATION

Applicants are solely responsible for ensuring their proposals are received by the City by the submittal deadline.

A representative authorized to bind the company must sign the original copy. Proposals submitted by email are not acceptable and will not be considered.

Submitted proposals may be withdrawn at any time prior to the submission time specified in the RFQ, provided notification is received in writing before the submittal deadline. Proposals cannot be changed or withdrawn after the submittal deadline. No handwritten notations or corrections will be allowed.

The City reserves the right to reject all proposals and to waive any minor informalities or irregularities contained in any proposal. Acceptance of any proposal submitted pursuant to this RFQ shall not constitute any implied intent to enter into a contract.

The contract award, if any, will be made to the applicant who, in the City's sole discretion, is able to perform the required services in a manner most beneficial to the City of Tyler.

9. INQUIRIES

Direct all inquiries regarding this proposal to:

Stephanie Franklin, MPA

Managing Director, City of Tyler, Texas

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