



Roswell Public Art for People and Places
Request for Proposals

Consulting Services to Create a Public Art Master Plan for Roswell, Georgia

Proposal Submittal Due Date:

June 24, 2016

Please Submit Questions and Proposal to:

Amy M. Gates

Executive Director, Roswell Arts Fund
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The aim of art is to represent not the outward appearance of things, but their inward significance.

Aristotle



The Opportunity:

Roswell Arts Fund, on behalf of the City of Roswell, Georgia is seeking proposals from qualified Firms, Consultants or Consultant Teams with specific experience in public art master planning for the purpose of developing a Public Art Master Plan for the City of Roswell, Georgia. The selected consultant will work in conjunction with the Roswell Arts Fund, key City Staff and Leaders, and community stakeholders to create a strategic and inclusive approach to planning for public art. The Plan should identify priorities for public art in alignment with City planning and design.

We envision a comprehensive Public Art Master Plan that will:

- clearly and factually communicate why and how Public Art defines a City's sense of place, fuels economic and social vitality, and strengthens tourism
- promote appreciation of fine works of arts by enhancing outdoor spaces and enriching lives (museum without walls)
- define a broad public art policy that includes a percent for art, temporary art, and functional and integrated aesthetic elements (architecture, streetscapes, landscapes)
- apply to both commercial and municipal development
- be accessible and diverse

This RFP contains relevant background and history on the City of Roswell, the Roswell Arts Fund, scope of work and budget requirements, evaluation review criteria, submission requirements, and consultant selection process.

About Roswell...

Roswell's vision.....A premier riverside community, connecting strong neighborhoods and the entrepreneurial spirit.

Modern Spirit. Southern Soul.

Roswell is a successful city that blends its history with its future and its urbanism with its environmental resources. Roswell is home to a wealth of artists, performance venues, nonprofit arts organizations, galleries, and historic homes.

Visitors are drawn to Roswell and residents take pride in having a Roswell address. Roswell is a community of neighborhoods with unique quality of life amenities that people recognize and around which they gather.

In addition, Roswell has become a robust dining destination, boasts a Triple AAA Bond rating, enjoys a unique proximity to the Chattahoochee River and has 13 parks with over 900 acres of active and passive parkland facilities. A system of consistently high-quality facilities, especially the library, parks, trails, and recreational programs showcase



community identity. The city's amenities continue to grow and evolve to meet changing needs.

Roswell has been awarded many designations, including the following recent recognitions:

- **Best Place to Live in Metro Atlanta** (Atlanta Magazine – 2 time honoree)
- **City of Excellence** (Georgia Municipal Association)
- **One of the Top Three Cities in the Nation to Raise Your Family** (Frommer's)
- **18 Safest City in the US** (City Crime Scorings)
- **6 Best Place to Retire** (Black Enterprise Magazine)
- **Bicycle Friendly Community** (League of American Bicyclists)
- **Preserve America Community** (White House Initiative)
- **Agency of the Year** (Georgia Recreation and Parks Association – 7 time winner)
- **Create Community Award** (Atlanta Regional Commission)
- **Tree City USA Award** (National Arbor Day Foundation)
- **Department of Recreation and Parks has won the Agency of the Year award nine times.**

Roswell Arts Fund History

Roswell Arts Fund Mission

The *Roswell Arts Fund* is a powerful voice and advocate for the arts community, strengthening the scope, quality and diversity of the arts and striving to fully integrate the arts into the social and economic fabric that is uniquely Roswell.

Roswell Arts Fund Vision for Roswell

A City that welcomes residents and visitors for its Arts experiences, communicates a *sense of place* and diverse offerings and attracts a talented workforce, entrepreneurs and business.

The Roswell Arts Fund, an independent 501(c)(3) nonprofit organization for the Arts was established in September 2014 and was designated by the City as its Arts Agency, with a focus on Public Art and Fundraising in 2015. The Roswell Arts Fund works interdependently with City staff and programs, as well as many business and civic leaders and organizations. The Roswell Arts Fund office is located in the Arts Center East Gallery, 9100 Fouts Road, Roswell, GA 30076.



The Roswell Arts Fund is dedicated to strategically advancing the creative and performing arts throughout the City of Roswell through programs and advocacy efforts that promote public art, public access to the arts, and opportunities for artists and arts organizations.

The City of Roswell recently completed a comprehensive arts and cultural plan, *Imagine Roswell Arts & Culture 2030*. The focus of this plan is to leverage established strengths, assets, and accomplishments and to fully integrate arts into current and future economic and community development. Implementation of *Imagine Roswell Arts & Culture 2030* is split between the Roswell Arts Fund and the Cultural Services Division of the City of Roswell.

Two of the plan's priority recommendations are Public Art and targeted development and fundraising

The City of Roswell has contracted with the Roswell Arts Fund to create a Public Art Master Plan and the Roswell Arts Fund is responsible to execute all aspects of this initiative.

Roswell Public Art History

Roswell Public Art for People and Places seeks to create and build a Public Art Master Plan that enhances the aesthetic quality and experience of public places for residents and visitors, Art that will leverage our River, Parks and Downtown areas.

To date, the City of Roswell does not have a formal Public Art Policy. Although much discussed, formal policy was elusive. A few pieces of public art reside in the City, either by gift or grant, but were never integrated into a strategic plan or publicized. A list of current public art is included in Exhibit A (attached).

This changed in 2015 in response to the Arts Study, *Imagine Roswell Arts and Culture 2030*. A non-mandatory percent for public art conversation was added to the updated UDC, Unified Design Code. In addition, the City Council budgeted two percent of capital costs for Public Art for the new Fire Station #4. The Roswell Arts Commission (an internal group of lay leaders appointed by the Mayor and City Council) worked with City staff to create the RFQ and the subsequent selection process. The art, *Bucket Brigade* by Peter Reiquam, was selected November 3, 2015.

In September 2015, the City distributed an RFP for its inaugural Sculpture Tour, *Art Around Roswell*, which is on exhibit currently and runs through December 31, 2016. The link below will take you to the website where you can view the selected sculptures:

www.artaroundroswell.org

These transformational initiatives are the result of a multiyear advocacy strategy designed to inquire, educate and empower elected officials, city staff, business and civic leaders. The enthusiasm for these initiatives resulted in a 2015 City Budget that inclusively allotted \$306,000



towards strengthening the Arts in Roswell. The budget included public art for the fire station and sculpture tour as mentioned plus funds to hire an inaugural Executive Director for the Roswell Arts Fund, build a new all arts website, contract for a Public Art Master Plan and create a local Artist Registry.

The incorporation of art in our public space helps give expression to our community values. When we encourage art, we also encourage creativity and thoughtfulness.

Mayor Kevin Foy, Chapel Hill, NC



Specific Public Art Master Plan Objectives include:

The intent of this public art master plan is to provide a strategic direction and community-wide vision for how public art can be integrated into the framework of the city. Specifically, the goals of this plan include:

- Define a Vision of Public Art that captures Roswell’s desired sense of place and incorporates Public Art objectives as stated in the recommendations of the *Imagine Roswell Arts & Culture 2030* study:
<http://roswellgov.com/Home/ShowDocument?id=2326>
- Define Public Art policies, procedures and organizational structure to successfully execute and maintain Public Art; policy (percent for art, temporary art, integration of aesthetic elements and architecture design) and govern projects, art/artist selection, donation, maintenance, conservation and accessioning. We envision a collaborative process between Elected Officials, City Departments, City Organizations/Businesses and Community Members.
- Define Implementation Steps (short and long term), Owners, and associated costs
- Identify future funding strategies.
- Identify priority locations for site specific public art (gateways, parks, new and existing development) as well as priorities for aesthetic architecture integration (functional signage, bike racks, utility boxes, bus shelters, benches, etc.) for both permanent and temporary installation.
- Provide a content guide, including the critical elements of the content, to the Roswell Arts Fund so that a Public Art Brochure can be developed.
- Recommend additional and creative marketing collateral to educate the community and strengthen the support for Public Art

Scope of Work:

As part of the proposal, the consultant shall propose a strategy for the completion of the following tasks required to achieve Plan objectives:

1. **Assessment and Analysis:** The consultant will be expected to review existing documents and resources, including but not limited to the *Imagine Roswell, Arts & Culture 2030* Study, Economic Development Plans, Downtown Development Authority documents and UDC (Unified Development Code).
<http://roswellgov.com/Home/ShowDocument?id=2326>
<http://www.roswellgov.com/home/showdocument?id=1460>
<http://roswellgov.com/government/departments/community-development/unified-development-code-design-guidelines-695>
<http://roswelldda.com>



2. **Stakeholder Interviews:** The consultant will be expected to lead interviews (individual and group) and open community forum(s) with area stakeholders, such as artists, developers, business and community leaders and members, as well as key players within the local government. Integration of Economic, Environmental, and Community factors are critical to success.
3. **Synthesize Ideas and Define Strategy:** The consultant will work with the Roswell Arts Fund and Cultural Services Division of the City of Roswell in order to understand the community's vision and goal for public art. The consultant will synthesize these goals to deliver the Public Art Master Plan.
4. **Initial Recommendation:** The consultant will be expected to help develop a summary of work to date, as well as an initial set of recommendations and implementation timeline by January 15, 2017, based on best practices and existing public art programs around the country. The consultant will provide two presentations on the initial recommendations; one to the Roswell Arts Fund and one to City Staff and Elected Officials by February 1, 2017.
5. **Final Review and Recommendation:** The consultant will prepare a final report and executive summary available for review no later than March 1, 2017, that is illustrative and graphically engaging and can be used for public education and distribution. The consultant will provide two presentations; one to the Roswell Arts Fund, City Staff and Elected Officials, and one public information meeting open to the community.

The Role of the Roswell Arts Fund and City Staff:

Support and Review: The Roswell Arts Fund and City staff intend to collaborate with the consultant throughout all stages of the planning process. Roswell Arts Fund will work with City Staff to organize stakeholder interviews and any requested on-site visits and to provide all necessary data, maps, background information etc., to the consultant as requested.

Budget Requirements

The applicant's budget proposal should cover all expenses of the consultant or consultant team required to execute the "scope of work" listed in this RFP. The final budget shall be negotiated with the selected consultant prior to entering into a fixed-price contract with the Roswell Arts Fund.

Evaluation Review Criteria and Selection

This project is open to qualified Firms, Consultants or Consultant Teams with a minimum of 10 years of experience in public art master planning with communities of similar size to Roswell.



Demonstration of qualifications, prior experience, approach to the scope, and ability to complete the desired tasks under budget will be the basis for selection.

The Roswell Arts Fund will review each submittal and will use the following review criteria and weighted percentages to rank and select proposals:

1. **Qualifications and Experience:** The selection panel will consider the consultant's previous experience and any past work samples, as well as consider results of all reference checks in determining the overall qualifications of the consultant. (35%)
2. **Proposed Approach:** The selection panel will consider the strength of the consultant's proposed approach and estimated timeline for completion. Special attention will be paid to the proposal's adherence to, and clear explanation of how the proposal will achieve the goals of the scope of work. (45%)
4. **Budget Proposal:** The selection panel will consider the total proposed budget in relation to the proposed scope of services. Proposals with the lowest fee total will not necessarily be favored higher than those with higher fee totals. The City of Roswell has allocated \$50,000.00 for the completion of this plan. (20%)

The Roswell Arts Fund will identify finalists to be invited for individual and stakeholder interviews and final presentations. The deciding panel will include representatives of the City of Roswell and key civic leaders.

The Roswell Arts Fund reserves the right to reject any and all proposals submitted in response to this request for proposals.

Submission Requirements

Proposals must be received no later than 2:00 p.m. EST on June 24, 2016. Proposals received after this date will **not** be considered.

Please submit one original signed proposal, eight (8) copies, and one (1) PDF file on flash drive in a sealed package. Proposer's name and address should be clearly marked on the outside of the envelope/package. Email, facsimile, or verbal proposals will **not** be accepted or considered. Proposal information that is **not** submitted as part of the sealed packages will **not** be considered. Any proprietary information included in submittal must be marked accordingly and will be treated as such by selection panel.

All submissions must include the following information:

1. **Letter of Intent** which will include the legal name and address of company; as well as name, title, address, telephone number and email address of the main contact person



regarding the proposal. The proposal must be signed by an individual or individuals authorized to execute the documents on behalf of the proposer. The letter shall indicate the applicant's intent to offer consulting services and that the proposal shall remain valid for a period of not less than ninety (90) days from the date of the submittal.

2. **Resumes** of each project team member. All individuals intended to work on this project must have resumes included. Additionally, the hourly compensation rate of each team member must also be included in the submittal.
3. **Work Samples and Previous Experience** shall be included as deemed necessary. Please include past experience related to consulting on Public Art Master Plans. Please provide two prior Public Art Master Plans' executive summaries, including description of outreach for communities of similar size to Roswell. Please include any additional information (press reports, websites) that strengthens applicant's proposal.
4. **References** for each team member or three references for the consulting firm as a whole related to projects completed in the last ten years. Please include name, address, phone number and email.
5. **Proposed Approach and Schedule** indicating how the consultant intends to accomplish the purpose and scope of work outlined in this RFP. Please include a general timeline and key milestones for implementation within the proposed project approach. Please identify specific tasks you expect the "client" to assume responsibility for.
6. **Proposed Budget** which outlines what tasks will be completed with the funds allocated. Please identify which personnel will work on each phase of the project and please outline the proposed budget according to the guidelines within the "budget requirements" category of this RFP.



Deadlines and Important Dates

Notice of RFP Issued	May 9, 2016
Deadline for Proposal Submission (2:00 p.m. EST)	June 24, 2016
Panel Proposal Review and First Round Finalist Selection & Notification	July 19, 2016
Interviews with First Round Selected Finalists	Weeks of July 25 & August 1, 2016
Selection of Three Finalists	Week of August 8, 2016
Presentation by Three Finalists to Roswell Arts Fund and City Leaders	Week of September 12, 2016
Final Selection presented to City Council & Contract Awarded	Week of September 19, 2016
Project Start Date	October 2016
Expected Completion Date	March 1, 2017



Exhibit A

Roswell Public Arts Inventory:

ArtAround Roswell Sculpture Tour Temporary Installation: view at artaroundroswell.org

Faces of War

- Memorial Behind City Hall Don Haugen and Teena Stern c. May 29th, 1995

Reclining Mother and Child

- In front of the Roswell Library Steffen Thomas c. 1960 (Given in 1972)

RosWall

- Forrest Street (Behind the Cultural Arts Center) RoAR c. 2008

Roswell Mill Workers Monument

- Sloan Street c. July 8th, 2000

Roswell Visual Arts Center Animal Sculptures

- Visual Arts Center, Roswell Area Park Christopher Condon c. 1999

Sculpture Garden

- Behind the Visual Arts Center Roswell Area Park

George Long and Mario Schambronc

- Behind the Visual Arts Center Roswell Area Park May 30th 2009

Front Yard of Art Center West

- Art Center West, Woodstock Road Various Artists

Leita Thompson Memorial Garden Bronzes

- Leita Thompson Memorial Garden Woodstock Rd c. May 17th, 2006 & June 20th, 2007

Taylor Kinzel Gallery Sculpture

- Outside of Taylor Kinzel Gallery 16 Elizabeth Way Derrick Spivey c. 2003