

**REQUEST FOR PROPOSALS (RFP)****FOR****Development of an Expanded Arts, Culture and Heritage Profile for Olympia**

Contract Amount: \$50,000

Anticipated contract period: June - November 2017

**INTRODUCTION**

The City of Olympia seeks proposals from firms or individuals to provide research, options and recommendations to enhance the Olympia community's offerings of and support for programs, activities and events in arts, cultures and heritage (ARCH).

The selected consultant must have knowledge of arts, cultures, and heritage programs in other communities throughout the nation; an understanding of how local governments can best support and catalyze these efforts; and demonstrated ability to provide and present recommendations to elected officials, community leaders and the general public.

This RFP is being published **May 10, 2017**; the deadline for responses is **June 12, 2017**. This is not a postmark deadline. Earlier responses are welcome and interview/s will be scheduled with one or more RFP respondent/s as soon as practical after a qualifying response has been received by the City of Olympia and reviewed for responsiveness to the RFP Criteria.

**OBJECTIVES**

The purposes of this project are to take the City's arts, cultures and heritage programs, events and experiences to the next level:

- To refresh and expand Olympia's efforts to deliver creative and effective public programs and support for arts, cultures and heritage, and to reach participants and supporters of arts, cultures and heritage who are increasingly sophisticated, mobile and diverse.
- To ensure arts, cultures and heritage contribute to the City's comprehensive plan [link]; the Parks, Arts & Recreation Plan [link], and the Downtown Strategy [link].
- To grow and enrich participation of community groups, artists, historians and others in Olympia's arts, cultures, and heritage profile.
- To establish a broader nationwide reputation for arts, cultures and heritage.
- To provide analysis, clarify options, and explore mechanisms for strengthening the City's commitments to arts, cultures and heritage.

**BACKGROUND**

Olympia has a well-established reputation for arts and heritage Programs. The City has achieved national recognition for its history, diverse cultures, artists, and creativity.

In addition, Olympia has strong interest in its heritage as a place where communities have lived, worked, and gathered for thousands of years. Olympians are proud to celebrate our story as

Washington State's capital. In addition to the City's 30-year-old historic preservation program, multiple community groups and individuals promote and support a deep connection to Olympia's tribal and historical places.

The Olympia Arts Commission and Olympia Heritage Commission are staff-supported citizen advisory committees that provide policy and program recommendations to City Council, as well as oversight for a number of events, activities and products. Numerous community organizations, groups and individuals contribute to varied experiences and resources.

And, finally, the City's Comprehensive Plan, Parks Plan, Historic Preservation Plan, and Downtown Strategy each highlight the value of arts, culture and history as critical elements for adding to the livability and the economy of the community.

We are proud of what we have accomplished and treasure the quality of life in our community. The City seeks to build on this strong foundation to further develop an ARCH profile that strengthens, demonstrates and leverages our commitment to arts, cultures, and heritage.

### **TASKS FOR THE CONSULTANT**

- Develop an assessment of the community's current efforts, including but not limited to those supported directly by the City.
  - Interview key stakeholders and participants in the Olympia community's current ARCH efforts.
  - Review and analyze relevant policies and plans, including but not limited to the City Comprehensive, Arts Parks and Recreation Plan, and Downtown Strategy.
  - Closely coordinate with a City appointed Resource Committee to thoroughly learn and understand the Community's ARCH status.
- Identify most relevant and promising practices from comparable communities regionally and nationally, focusing on models that should inform Olympia's considerations of ARCH investments and priorities.
- Work with the Resource Committee and key stakeholders to develop a vision, priorities and other options for the community's ARCH efforts.
- Create options that recognize limited City resources including an option with no added City resources, one with marginal increases in funds (\$100,000 -150,000) and an option tied to a broader funding source such as a cultural access sales tax. Provide information on the return on investment gained by the implementation of the priorities and options identified.
- Analyze options and prepare recommendations for achieving the vision, including strategic priorities, financial models for revenue and expenditures, personnel and staffing models, building community support, and strengthening partnerships and alliances within City departments and across the community.

- Work with the Economic Development Council to scope and complete a Creative Vitality Index for Olympia.

## **PROJECT TIMING**

Following selection of a consultant, a contract for services will be finalized. We hope a draft report will be presented to the City Council by September 12, 2017 and a final presentation and report will be delivered no later than October 17, 2017.

## **SUBMISSION REQUIREMENTS: DUE 5 pm PDT FRIDAY,**

Please provide two hard copies and one digital copy of your response and qualifications to Jay Burney, Assistant City Manager.

Proposals must be delivered to 601 4<sup>th</sup> Avenue East Olympia, Washington no later than 4:00 p.m. PDT on Monday, June 12, 2017.

Submit digital responses on a CD or USB flash drive or by email to [jburney@ci.olympia.wa.us](mailto:jburney@ci.olympia.wa.us). Submissions must include:

- A one-page letter of interest outlining your qualifications for this contract and your availability in the timeframe as outlined in this RFP.
- A list of relevant work samples, including documentation (such as a report or plan) for one project in which you played a significant role. Specify your role and the date of the project. This can be a web link or a printed document.
- Current resume, not to exceed five pages, including name, address, phone number, email address and website for lead roles in your proposal.
- Three reference who can speak to your eligibility for this project. Please provide name, title, address, email and current daytime telephone for each reference.

## **GENERAL TERMS AND CONDITIONS**

(1) Questions related to this RFP shall be submitted in writing. **Questions via telephone will not be accepted.** All questions to this RFP must be received by Wednesday, May 24, 2017 at 4:00 p.m. Pacific Daylight Time. Questions received after this date may not be answered. All submitted questions will be addressed via addendum and posted on Builder Exchange of Washington web site under City of Olympia Goods and Services category.

(2) Proposals must be sealed and plainly marked:

**Request for Proposal – Development of an Expanded Arts, Culture and Heritage Profile**

Jay Burney  
Assistant City Manager  
City of Olympia  
601 4th Avenue E

(3) Respondents assume the risk of any delay in the mail. Whether sent by mail or by personal delivery, respondents assume responsibility for having the proposals deposited on time at City Hall. All proposals received after the designated time stated will not be considered.

(4) After your submittal, an RFP Committee will arrange an interview for those respondents that are short listed, which either shall be in person or by conference call, as determined by the committee.

(5) Once the RFP Committee has selected its preferred RFP respondent(s), the Committee will enter into a letter of intent with the respondent(s). The letter of intent will provide for a period of time (to be negotiated with the respondent(s)), in which the City will cooperate exclusively with the respondent(s) in the review and development of a final lease agreement.

(6) Once the respondent(s) delivers a final project proposal and applicable legal document (e.g. lease), the Assistant City Manager will determine whether or not to recommend the final proposal and/or lease for approval by the City Council.

## **SELECTION CRITERIA**

The City may select more than one respondent to enter into the final agreement and proposals will be evaluated based on the following criteria:

- (1) Professional, appropriate and complete response to this RFP that is well-organized and submitted on time and as specified.
- (2) Previous experience on similar projects.
- (3) Demonstrated experience working successfully with multiple stakeholders and in/with a public entity.
- (4) Proposed approach to the project, including consideration of local limitations and opportunities.

A selection committee will rank the qualifications and approach of each team. One or more respondents may be selected for an oral interview. The goal of the City is to select a team within 30 days of the submittal deadline.

The selection committee shall consist of:

- The Mayor
- A member of the City's Arts Commission
- A member of the City's Heritage Commission
- A member of the City's Historic Society
- Assistant City Manager
- City's Arts Program Manager
- City's Historic Preservation staff member

The selection committee shall make a recommendation to the full City Council.

An EEOC Compliance Review Form will be required for this project.  
The City reserves the right to award the contract in whole or in part if deemed in the best interest of the City.

### **DISCRETION AND LIABILITY WAIVER**

The City of Olympia reserves the right to reject all proposals or to request and obtain, from one or more of the respondents, supplementary information as may be necessary for the City to analyze the proposals pursuant to the consultant selection criteria contained herein.

The respondent, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

The City shall not be responsible for any costs incurred by the respondents in preparing, submitting or presenting its response to the RFP.

It is the sole responsibility to the RESPONDENT to assure that they have received the entire RFP.

The City reserves the right to negotiate with the selected respondent(s) the exact terms and conditions of the contract or lease agreement.

The City is under no obligation to award this project to the respondent offering the overall lowest fee or lease terms. Evaluation criteria included in this document shall be used in evaluating proposals.

All bid documents are public record and subject to public disclosure.

### **CONTACTS**

All questions regarding this RFP shall be directed to:

Jay Burney  
Assistant City Manager  
City of Olympia  
jburney@ci.olympia.wa.us  
601 4th Avenue E  
Olympia, WA 98501

### **DIRECTIONS FOR DELIVERY OF PROPOSAL**

The deadline for submission of proposals is **June 12, 2017**.  
No faxed will be accepted.

Mail-in proposals must be received no later than June 13, 2017.

Deliver two (2) hard copies of the proposals and an electronic PDF file to (provided that any cash flow spreadsheets be delivered in Microsoft Excel (.xls) format):

Jay Burney  
Assistant City Manager  
jburney@ci.olympia.wa.us  
City of Olympia  
601 4th Avenue E  
Olympia, WA 98501

Please do not contact The City of Olympia for status of the selection process.

**END OF RFP**