

REQUEST FOR PROPOSALS
FOR A
CULTURAL ARTS MASTER PLAN





CITY OF BASTROP, TEXAS
REQUEST FOR PROPOSALS (RFP)
FOR A CULTURAL ARTS STRATEGIC PLAN

The City of Bastrop, Texas, through Bastrop Art in Public Places (BAIPP), is requesting proposals from Consultant teams with experience in cultural arts planning to perform a Cultural Arts Strategic Plan for visual and performing arts. Bastrop Comprehensive Plan 2036, adopted November 22, 2016, established the need to create a long-term strategy for placement of visual and performing arts assets as Goal 8.4. Two (2) supporting objectives were established to ensure Goal 8.4 was achieved. Objective 8.4.1 states “develop a Bastrop Art in Public Places Master Plan for the community.” Objective 8.4.2 states “align land-use policy and practices to make certain space is available for arts and tourism.” BAIPP is seeking a firm to help guide the City and community partners to identify community assets and develop a plan to not only leverage existing assets, but to focus future funding for cultural arts to increase the City’s appeal as a visitor destination.

One (1) original, one (1) reproducible copy, and an electronic copy of the proposal shall be addressed to Sarah O’Brien, Director of Hospitality & Downtown, City of Bastrop, TX, 1408 Chestnut Street, Suite B, Bastrop, TX 78602. Plainly identify the respective documents. The reproducible copy is one which can readily be reproduced through a photocopier; it should be unbound and unstapled. **SEALED PROPOSALS SHALL BE CLEARLY LABELED “PROPOSAL FOR THE ARTS AND CULTURAL MASTER PLAN” AND SHALL BE RECEIVED NO LATER THAN 3:00 PM ON FEBRUARY 8, 2018.** Proposals will not be accepted by email or facsimile.

Instructions for preparation of the RFP may be downloaded from the City website at www.cityofbastrop.org. Questions or comments may be addressed to Sarah O’Brien at the address above or by phone at 512-332-8996 or by email at sobrien@cityofbastrop.org.

The City of Bastrop, Texas encourages Disadvantaged Business Enterprises to participate. Bastrop is an equal opportunity employment provider and does not discriminate on the basis of race, color, national, origin, gender, religion, age, or disability in employment or the provisions of services. Bastrop reserves the right to accept or reject any or all submittals, to waive technicalities, and to take whatever action is in the best interest of the City of Bastrop and its citizens.

SCHEDULE FOR PROPOSAL SUBMISSION:

The City will make every effort to adhere to the following schedule:

- Request for Proposal Reviewed by BAIPP Wednesday, January 3, 2018
- Request for Proposal Reviewed by City Council Tuesday, January 9, 2018
- City of Bastrop Website Posting Thursday, January 11, 2018
- Notice of RFQ in Official Newspaper Thursday, January 11, 2018
Thursday, January 18, 2018
- Appointment of Master Plan Committee Members by BAIPP Wednesday, February 7, 2018
- Statement of Qualifications Due Thursday, February 8, 2018
- Selection Committee Rates Qualifications Tuesday, February 20, 2018
- Selection Committee Conducts Interviews Wednesday, February 28, 2018
- Council approves List of Qualified Firms Tuesday, March 13, 2018
- Project Kick-Off Monday, April 2, 2018

BACKGROUND:

The City of Bastrop (“the City”):

Known as the “Heart of the Lost Pines,” Bastrop, Texas, is a unique community that couples historic small-town charm with big-city amenities and an exceptional quality of life. The City covers approximately 11 square miles and is the county seat of Bastrop County. Bastrop is strategically and centrally located on State Highway 71, with convenient access to Austin-Bergstrom International Airport, and within an easy distance of three major metropolitan areas. With Austin just 30 miles to the west, Houston two hours southeast, and San Antonio one-and-a-half hours to the south, Bastrop is in a very advantageous position for cultural and economic development.

Bastrop is among the oldest towns in Texas. Originally the site served as a meeting ground for the Tonkawa and other Southwestern Indians. It also provided a vital Colorado River crossing on the Old San Antonio Road, a major part of the El Camino Real de los Tejas. The area was settled in 1804 and officially established on June 8, 1832. Bastrop founder Stephen F. Austin named the City for his longtime friend and co-worker, the Baron de Bastrop. The City takes pride in its cultural heritage. A rich harvest of classic Texas folklore and well-preserved architecture and artifacts provide a glimpse into Bastrop’s past.

Today, this dynamic city is growing. With a current population of approximately 8,600, Bastrop proudly preserves its historic past while embracing the challenges of modern-day growth and economic needs. It has been named an official Texas Main Street City by the Texas Historical Commission, a designation that helps the City preserve its past, as well as promote responsible growth. The 2010 census showed the City of Bastrop’s population increased 30.93% from the previous census in 2000. It is estimated the City has grown an additional 20.14% since 2010. The projected population for 2021 is 9,345. It is important to note that many individuals who are part of the Bastrop community do not live within the City limits, but do use City services such as the Bastrop Public Library. Austin was

named the number one place to live in the U.S. News and World Report, which will have a direct impact on the growth that Bastrop will experience throughout the next decade.

Bastrop's tranquil setting amid the natural beauty of Central Texas' Lost Pines region includes extensive Colorado River frontage and abundant recreational opportunities. The Colorado River runs through Bastrop and is perfect for kayaking, canoeing, and fishing. The El Camino Real Paddling Trail is about six miles long and runs from Fisherman's Park to a take-out point near Tahitian Village. Other nearby attractions include three golf courses, two state parks, a nature preserve, Lake Bastrop, and the world-renowned Hyatt Regency Lost Pines Resort, which draws many tourists from all over the world who were previously unaware of this charming little town. Encouraged by the extremely positive response from these visitors, the City has added several community events that attract tourists from all over the state.

Annually, Bastrop plays host to several events, such as the Patriotic Festival, Homecoming & Rodeo, Trick or Treat Trail, Veteran's Day Car Show, Juneteenth Celebration, and Lost Pines Christmas, which features a Wine Swirl, Lighted Parade, River of Lights, and historic home tours. 2018 marks the first year of the Bastrop Music Festival.

Downtown Bastrop represents a unique blending of the old and new. Nestled on the banks of the Colorado River, the historic district is filled with a variety of shops and restaurants. The historic ambiance of downtown is complemented by nearby neighborhoods containing over 130 historical sites. At the First Friday Art Walks, downtown businesses have wine and snacks for visitors, and the Bastrop Fine Arts Guild hosts their featured artist of the month, with live music and entertainment provided.

Bastrop's proximity to Austin makes it easy to take advantage of the abundant recreational and leisure activities offered there, including the new NLand Surf Park — North America's first surf and wave park — as well as Formula 1 racing, Austin City Limits, and SXSW.

Bastrop's Tourism Economy:

As noted in the City's Comprehensive Plan, Bastrop has invested significant energy to position itself as a regional tourism destination. The City's inventory of attractions, events, and exhibition space continues to grow as it creates a 'critical mass' of tourism assets designed to solidify its community brand.

Approximately 41% of the City's General Fund revenue comes from sales tax. There are several identified future threats that will negatively impact the City's ability to maintain its current retail trade area including a 500,000 square foot development at SH 71 and SH 130 along with the increasing economies of neighboring Smithville and Elgin. ***Increased tourism has been identified as a way to stabilize sales tax revenue, while the City increases its property tax base.*** One of the primary benefits of tourism as a targeted industry is the ability to realize broad economic impacts throughout the economy. The same businesses that are supported by tourism can be enjoyed by residents. As tourism grows and sustains a larger share of retail, restaurant, and entertainment establishments, local residents have more options available to them for leisure and entertainment.

As a part of the development of the Comprehensive Plan, a literature review of about a dozen studies, which were commissioned to promote economic development, was completed to assess the recommendations and identify common themes. Tourists are drawn to Bastrop primarily for three (3) reasons: (1) natural resources, (2) family and heritage tourism; and **(3) visual and performing arts.**

This year, the City of Bastrop entered into a contractual arrangement with Visit Bastrop, a newly created Destination Marketing Organization, to market and promote the City of Bastrop and its assets as a tourist destination. Visit Bastrop received \$1,400,000 annually in Hotel Occupancy Tax (HOT) funding.

Cultural Context:

Bastrop was designated by the Texas Commission on the Arts as a Cultural Arts District in 2012. Since that time, Bastrop, through the Bastrop Art in Public Places (BAIPP), has been instrumental in creating a public art scene that has been mimicked across the country. The City of Bastrop collects approximately \$2,880,000 annually in hotel occupancy tax and has dedicated \$455,000 to BAIPP over the last six (6) years.

Examples of Bastrop’s public art scene include:



Sculpture Project started in FY 2015. City of Bastrop has 11 pieces in its collection valued over \$150,000.



The Bastrop Opera House



Lost Pines Art Center



Jerry Fay Wilhelm Center for Performing Arts



Deep in the Heart Art Foundry



Home to Deep in the Heart Art Foundry, the Lost Pines Art Center, the Bastrop Opera House and several Art Galleries, Bastrop has been trying to establish its self as a Cultural Arts Destination. **What the City has been missing is something to tie its cultural arts groups and assets together.**

THE CITY OF BASTROP ART AND PUBLIC PLACES:

Bastrop Art in Public Places (BAIPP), through a Master Plan Committee, will review and evaluate all proposals with a selection recommendation for City Council consideration.

This Master Plan Committee will be comprised of:

- BAIPP Board Member
- Bastrop Opera House Representative
- School District Performing Arts Representative
- Film Representative
- Music Representative
- Historical Society Board Member
- Lost Pines Arts Center Board Member
- Arts at Large Representative
- Parks Board Member
- Main Street Board Member
- Visit Bastrop Board Member
- City Staff Liaison – Sarah O’Brien, Director of Hospitality & Downtown

Goals of BAIPP:

- Use the display of public works of art to further the Bastrop community’s sense of civic pride.
- Use the display of public works of art as an educational opportunity for the public, as well as to enhance art education with artists in the community and beyond.
- Contribute to cultural tourism.
- Support diversity through art.
- Make art accessible to all individuals, including those with special needs.
- Encourage early collaboration on civic projects with design professionals and artists.

BAIPP’s Vision Statement:

To create an environment where the City of Bastrop is locally and nationally recognized as an art and cultural center.

BAIPP’s Mission Statement:

To increase awareness and appreciation of art, as well as increase civic pride through the display of art in the City of Bastrop, Texas.

INTRODUCTION & PROJECT BACKGROUND:

The City of Bastrop, Texas, through Bastrop Art in Public Places (BAIPP), is requesting proposals from Consultant teams to perform a Cultural Arts Strategic Plan. Bastrop Comprehensive Plan 2036, adopted November 22, 2016, established the need to create a long-term strategy for placement of visual and performing arts assets as Goal 8.4. Two (2) supporting objectives were established to ensure Goal 8.4 was achieved:

- Objective 8.4.1 states “develop a Bastrop Art in Public Places Master Plan for the community.”

- Objective 8.4.2 states “align land-use policy and practices to make certain space is available for arts and tourism.”

BAIPP is seeking a qualified Consultant team with experience in cultural planning to develop a Cultural Arts Master Plan to help guide the City and community partners that identifies community assets and not only leverage existing assets, but focuses future funding allocations for cultural arts to increase the City’s appeal as a visitor destination. The overall goal of this master plan is to create a common vision for the role that arts and culture should play in Bastrop, as well as to ascertain what pieces of that vision can guide policy and programming to enhance the quality of life for Bastrop residents, businesses, and visitors. A community-wide, public participation process is an **essential** component to creating a widely accepted Arts and Culture Master Plan.

The Consultant Team identified through the RFP will be responsible for organizing and implementing the public participation program, asset inventory and mapping, collecting and analyzing accumulated data and historically relevant information, identifying trends and developments, and producing the final report with proposed recommendations. The Consultant Team may be asked to visit regional arts destinations. It is expected that the Consultant Team will propose realistic and creative solutions within the fiscal limitations of the City.

SCOPE OF WORK:

The following is a list of desired deliverables for inclusion in the Master Plan Report.

Development of Outreach Strategy:

- Master Contact List
- Strategy to encourage stakeholder participation
- Standard formats for public documents
- Interactive project website
- Monthly updates at BAIPP meetings
- Individual interviews with key community leaders and various boards of directors to understand history and community dynamics (12-15 total)

Development of Public Participation Plan:

- Public Forums
- Survey
- Focus Groups
- Key Person Interviews
- Youth Involvement

Local Assessment:

- Listing of organizations and individuals
- Asset inventory
- History of arts in Bastrop

- Data collection - demographics, artist data
- Ecosystem mapping
- Existing Bastrop Art in Public Places Board, City staffing and support
- Resource assessment – funding sources

National Assessment:

- Benchmarking and best practices
- Relevant master plans
- Trends
- Successes and failures

Data Analysis:

- Complete set of raw data, analysis and conclusions
- Methodology
- Computerized method for data mining
- Strength, Weaknesses, Opportunities and Threats (SWOT) Analysis

FINAL REPORT:

The Arts and Culture Master Plan Final Report must serve to set forth a collective vision for cultural arts enrichment development in Bastrop. A Master Plan Final Report will be required for review and approval by the BAIPP and City Council. It should guide the role of BAIPP and other local organizations to attain this vision. At a minimum, the following components should be included:

- Executive Summary of Final Report
- Results of the Public Participation Process
- Provide results on a citywide basis
- Conclusions and Recommendations must consist of, but should not be limited to:
 - Vision and Key Goals
 - Final Recommendations and Alternatives
 - Implementation Strategies
 - Action Plan with prioritized set of Goals and Projects
 - Funding Plan

These above referenced components should ensure all of the following items are addressed:

- Public participation process summary.
- Local assessment including information and data on current cultural organizations and programs, facility mapping, and planned future developments.
- National assessment including demographic comparisons, funding and development models, identification of cultural trends, and research review.
- SWOT analysis.
- Local economic impact of the arts.

- Citywide / National / International issues and trends.
- Key statistics and data points.
- Key maps or graphs of relevant information.
- Master Plan Vision Statement that unifies the individual visual and performing arts groups in Bastrop, creating a common vision for the role that arts and culture will play, to ensure future Hotel Occupancy Tax (HOT) funding can effectively leverage Bastrop's assets to increase the City's appeal as a visitor destination.
- Strategy to implement vision including a set of Key Goals.
- Alignment of goals with the City's Comprehensive Plan and Cultural Arts & Culinary District Plan.
- Short, mid, and long -term goals.
- List of potential initiatives for prioritization and implementation, including appropriate budget and recommended revenue sources.
- Organize potential initiatives by short, mid, and long-term priority.
- Implementation strategies.
- Clearly defined funding plan which provides vision, policy framework, and strategy to fund implementation of all goals.
- Identify key foundations, non-profit, and others for potential partnership.
- Definitive conclusions, recommendations, and action plan.
- Written and oral reporting to the BAIPP and City Council.
- Digital strategies.

FINAL REPORT PRESENTATION:

This task should include at a minimum the following components:

- Reproduction of the Final Report.
- Provide an electronic copy of the Final Report as well as electronic copies of all maps, graphs, and other accompanying visual materials in a format to be determined by the Agency.
- Key Images, Maps, Charts and Diagrams.
- Oral and written Final Report presentations.
- Prepare multimedia presentation of Final Report; including but not limited to, PowerPoint presentations, information boards, handouts, and brochures.
- Presentation materials must be developed for use by the City.
- Presentation of Final Report to Bastrop Art in Public Places and the City Council.

PROPOSAL REQUIREMENTS & SUBMISSION DETAILS:

Firms interested in responding to this RFP should prepare a brief and concise proposal, including the following sections:

1. Introduction:

- Present general introductory comments in a cover letter of no more than two (2) pages.
- Include a purpose statement describing your understanding of the proposed project and required services.

2. **Work Plan:**

- Formulate a work plan that clearly and systematically identifies and describes all tasks and subtasks necessary to complete the requirements set forth in the Scope of Work Section.
- Address ability to engage and communicate with a broad and diverse range of stakeholders in a government planning process.
- Demonstrate ability to understand local creative and artistic economic environments and the ability to leverage community assets for positive economic benefits.
- Demonstrate ability to facilitate various groups through the creation of a Vision Statement that unifies individual visual and performing arts groups around the creation of a common vision regarding the role that arts and culture will play in a community.

3. **Personnel and Experience:**

- Prepare an organizational chart showing the names and titles of the project manager, professional and supporting staff, sub-consultants, and other key personnel that will be assigned to the project.
- Synopsis of key personnel with relevant professional background and contact information.
- Provide company and/or team history and relevant project experience including specific project references.
- Five (5) professional references that can speak to relevant project experience.

4. **Cost Proposal:**
 - Prepare a not-to-exceed cost proposal.
 - Provide a cost breakdown for each task and subtask identified in the work plan.

5. **Project Schedule:**
 - Prepare a schedule that illustrates the estimated timeline, in monthly increments, for completing project tasks and subtasks.

Only written proposals will be considered. All materials submitted shall become a part of the proposal, and may be incorporated in a subsequent contract(s) between the City and the selected proposer. Failure to comply, other than as specifically permitted in the RFP, may disqualify a proposer from further consideration.

EVALUATION & SELECTION CRITERIA:

All proposals will be evaluated solely based on the following criteria and the ranking of the BAIPP Master Plan Committee. The proposal scoring the highest will be moved forward to the City Council. The Agency reserves the right to request additional information to clarify a submitted proposal.

Project Concept and Solutions – 30%

- Understanding of the requirements of the scope of work.
- Understanding of the broad range of issues and conditions facing Bastrop's arts and culture community.
- Understanding of local creative and artistic economic environment.
- Understanding of Bastrop demographics and culture, including population, diversity, and economic conditions.
- Ability to meet identified schedule.

Qualifications of Consultant Firm and/or Team – 30%

- Personnel and organizational experience, resources, and technical competence to facilitate accomplishment of stated scope of work.
- Communication skills and ability to engage a broad and diverse range of stakeholders in a government planning process.
- Ability to facilitate various groups through the creation of a Vision Statement that unifies individual visual and performing arts groups around the creation of a common vision regarding the role that arts and culture will play in a community.
- Personnel and organizational involvement or a process to ensure local presence (e.g. involvement of sub-contractor).
- Ability to work in diverse communities.

Demonstrated Applicable Experience – 30%

- Demonstrated ability to complete planning projects of a comparable size.
- Demonstrated ability to create a specific strategic plan for implementation while

recognizing the economic and fiscal challenges of a municipal government agency.

- Demonstrated ability to examine best practices in other cities and multidisciplinary arts organizations.

Total Evaluated Cost – 10%

- Relation of the fee to the proposed level of effort.
- Detailed budget proposal including itemized billing structure by assigned consulting staff.

Interviews

In-person or telephone interviews may be conducted at the discretion of the BAIPP Master Plan Committee, as outlined in the proposed schedule for proposal submission.

MISCELLANEOUS TERMS AND CONDITIONS:

Notification:

The Hospitality & Downtown Department shall notify all proposers in writing of Bastrop Art in Public Places Master Plan Committee's recommendation.

Contractual Arrangements:

The proposer selected to perform the services outlined in this RFP will enter into a Contract, approved as to form by the City Attorney, directly with the City of Bastrop.

Verification of Information:

The City reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, the City reserves the right to reject that proposal. If it is determined that a Contract was awarded as a result of false statements or other data submitted in response to this RFP, the City reserves the right to terminate the Contract.

Cost of Preparation:

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal.

Important Notices:

Consultant teams who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until a recommendation is made to City Council.

The City reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposer(s) will have the right to revise their proposal. Proposals may be withdrawn personally, by written request, prior to the scheduled closing time for receipt of proposals.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. Portions of this RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if a Contract is awarded. Failure of the successful proposer to accept these obligations may result in cancellation of the award. The City reserves the right to withdraw or cancel this RFP at any time without prior notice and may re-issue this RFP at any time.

The City of Bastrop reserves the right to reject all proposals. Failure of the Proposer to submit the above required documents with their proposal may render the proposal non-responsive and result in its rejection.

Property of City/Proprietary Material:

All proposals submitted in response to this RFP shall become the property of the City of Bastrop and subject to the State of Texas Public Information Act. In the event a proposer claims such an exemption, the proposer is required to state in the proposal the following: "The proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefore."

Modifications:

The Scope of Work and specific tasks outlined in this RFP are subject to change due to the nature of the planning process. Any amendments, in the terms and/or conditions of resultant contract must be made by in writing and approved the City.