



CITY OF LAWRENCE
REQUEST FOR QUALIFICATIONS (RFQ)

RFQ # 1401

Purpose of RFQ: Consultant Services for the Lawrence City-Wide Cultural Plan

RFQ Description: The City requests the assistance of a consultant to develop a city-wide cultural plan.

Department: City Manager's Office

Contacts: Christina McClelland, Director of Arts and Culture

E-mail: cmclelland@lawrenceks.org

Phone: 785-832-3402

Site Visit Requirements: None

Copy Requirements: One electronic PDF. Applicants are responsible to verify receipt by the City.

Due Date & Time: Friday, November 21, 2014 4:00 pm CST

Submit to: City of Lawrence, Kansas
Christina McClelland, Director of Arts and Culture
6 E. 6th Street
Lawrence, Kansas 66044
cmclelland@lawrenceks.org

History

The City of Lawrence, Kansas, (the "City") (population approximately 91,000) is requesting proposals from qualified vendors to assist the City with developing a city-wide cultural plan. Lawrence is a diverse and multifaceted city that provides many of the amenities of a large metropolitan area, while still maintaining a strong sense of community. The City has many cultural assets and is home to arts organizations, nonprofits, the University of Kansas and Haskell Indian Nations University. Lawrence offers a rich and fascinating history, a wide range of exciting cultural experiences and some of the most unique and enjoyable shopping opportunities in the Midwest. Lawrence has been frequently recognized as a top college town and a popular retirement community. Additionally, Lawrence was ranked 6th in the nation by the U.S. Census for per capita bachelor degree attainment. Lawrence has been recognized for its outstanding cultural assets, a few of which are outlined below:

- [Lawrence Arts Center](#)- a 40,000 square foot City-owned building housing the non-profit Lawrence Arts Center, providing classes for 10,000 students and hosting 200,000 visitors annually
- [Theatre Lawrence's](#) new \$7.2 million 300-seat community theatre
- [Spencer Museum of Art](#) at the University of Kansas
- [Haskell Indian Nations University Cultural Center and Museum](#)
- [Watkins Museum of History](#)
- Lawrence is listed 8th in John Villani's, "The 100 Best Small Art Towns In America" (4th edition - 2005), for towns with populations between 30,000 and 100,000.
- In 2000, the National Trust for Historic Preservation named Lawrence one of its Dozen Distinctive Destinations, calling the city an example of the "best preserved and unique communities in America."
- The [National Endowment for the Arts](#) ranked Lawrence 12th among cities in the U.S. with the largest percentage of professional artists in the workforce.
- [The Lied Center of Kansas](#), the University of Kansas' multi-million dollar performing arts center, is ranked by International Arts Manager magazine as one of the "Top 10 U.S. University Presenters."
- Nearby [Clinton Lake](#) is listed as one of the "50 Great Boating Lakes" by Boating World Magazine.
- In 2010, [historic Massachusetts Street](#) was named one of the Top 10 Great Streets by the American Planning Association

In 2012, the City of Lawrence designated a Cultural District, a 0.78 square mile area known for its rich cultural, historic and artistic assets. In 2013, the City of Lawrence established the Cultural District Task Force. The Cultural District Task Force reviewed the current assets of the District and established a list of recommendations in its [Cultural District Task Force Report](#). Main priorities included the establishment of a City of Lawrence Director of Arts and Culture

position and the development of a city-wide cultural plan. The purpose of this city-wide cultural planning effort is to build upon all the work done to date regarding the arts and culture by engaging all stakeholders and the community-at-large, providing coordination among the City's many arts and cultural institutions.

Earlier in the summer of 2014, the City of Lawrence was awarded a Kansas Creative Arts Industries Commission (KCAIC) Creative Economy Projects Support Grant which provides funds up to \$25,000 for the development of a cultural plan. Additionally, the grant provides funding for marketing materials which will be developed after the completion of the cultural plan. Callahan Creek, a national public relations firm headquartered in Lawrence, has agreed to provide \$100,000 of in-kind development services related to the marketing materials in partnership with the City of Lawrence and the Lawrence Arts Center on the grant project.

The development of a city-wide cultural plan is seen as an important next step for the community. It was identified as a key recommendation of the Cultural District Task Force and has been a recommendation of the Lawrence Cultural Arts Commission. The cultural plan will coordinate the individual efforts of cultural and arts organizations across the city, as well as the newly designated Cultural District, in order to enable existing and new artists, arts-based industries, and creative sector economic development to thrive in Lawrence. The cultural planning project is key to setting a strong foundation for future activities, continuing building consensus among Lawrence's vibrant arts and cultural organizations, furthering creative sector economic development, increasing cultural tourism, and establishing strong benchmarks to measure success.

Purpose

The City of Lawrence seeks a consultant to develop a cultural plan. Currently no city-wide cultural plan exists in Lawrence. The primary goal of this project is to create a functional and sustainable guiding document which a) documents Lawrence's unique cultural assets, b) defines cultural priorities, c) recommends strategies and tools which the City of Lawrence can provide to support the efforts of the community to accomplish those priorities, and further enhance the climate in which artists, art-related businesses, cultural tourism and creative sector economic development can thrive, and d) provides recommendations for integrating infrastructure and capital improvement projects with the overall goals of the cultural plan.

The consultant will conduct research and analysis and lead public engagement activities, facilitate stakeholder discussions, compile discussion results, and synthesize information into a city-wide cultural plan. Additionally, the consultant will identify, describe and implement a comprehensive strategy and methodology for citizen involvement in the cultural plan development. It is expected that the city-wide cultural plan will include policies that affirm and support the newly designated cultural district, cultural and arts organizations from across the city, ongoing cultural and arts events and the potential for new cultural/arts events. The plan should identify possible economic incentives that the city can provide to cultural and arts organizations and businesses, along with other potential financial resources to support the

recommendations outlined in the plan. Additionally, the plan will encourage the development of new cultural and arts events and enhanced collaboration amongst existing groups, possibly creating synergies with existing community resources.

With this request for qualifications, the City of Lawrence is seeking Statements of Qualifications from interested consultants with a strong background in the development of cultural plans, having learned successful strategies from other communities. Once completed, the cultural plan will provide Lawrence with a cultural vision that will help identify City and community priorities for strengthening the arts and culture sector.

City's Project Manager

The City's Director of Arts and Culture will serve as a liaison between the City and the consultant firm. Oversight of the project will be provided by the Director of Arts and Culture. The Director will work closely with the consultant on the public involvement process and be available to assist as needed. The Lawrence Cultural Arts Commission will also be involved in the process and receive regular updates, as well as being involved in making a recommendation to the City Commission regarding adoption of the cultural plan.

Invitation to Submit

The City is seeking Statements of Qualifications from consultants interested in leading the cultural planning efforts for the development of a cultural plan. The consultant must be able to demonstrate a proficiency for the project type, have experience with municipal clients, and be available to commence work immediately and complete the work on the City's project schedule.

Summary Scope of Work

The consultant will be responsible for

- Managing and building a work plan which meets the purpose as outlined in this document,
- Developing contacts and developing and facilitating stakeholder discussions which engage the community,
- Inventory and mapping of cultural assets,
- Facilitating an extensive public involvement plan,
- Drafting a cultural plan for plan review and public comments,
- Facilitating review of draft with the Lawrence Cultural Arts Commission,
- Finalizing the cultural plan documents and make presentation to the City Commission for final adoption of the plan.

Submittal Requirements

Prime consultants are asked to submit a Statement of Qualifications for the development of a cultural plan. Consultants are asked to provide the following:

1. Letter of Interest: Provide background information on your practice, primary contact information, and the ability of the firm to commit to the project.
2. Narrative: Explain your approach to this cultural plan project and project management. What is your method for coordinating various stakeholder groups? How do you interact with the Task group and keep them on task and the project on schedule? What have been some lessons learned from other planning efforts that will be applied in this project?
3. References: Provide contact references from other municipal clients starting with the most recent project first. Provide a brief description of the projects executed for each of these clients.
4. Experience Description: Indicate your experience with development of strategic plans and specifically with cultural plans. Provide specific project examples from a similar size and scope. Please include a resume or C.V. for each individual assigned to the project.
5. Provide a cost proposal for the completion of the report for the project, along with a draft scope of services. The project budget is \$25,000.
6. Timeline: Indicate ability to meet project schedule, specifically ability to complete the cultural plan during January 2015 - June 2015 with a due date in June 2015. Adherence to timeline is important to fulfill the grant requirements.

Consultation Clarifications/Questions

Consultants are asked to direct all questions regarding this RFQ to Christina McClelland, Director of Arts and Culture, City of Lawrence at cmcclelland@lawrenceks.org, or 785-832-3402.

Selection Process

A Selection Committee involving representatives from the City of Lawrence, members of Lawrence Cultural Arts Commission and other community stakeholders will review the submittals and make a recommendation to the City Commission of the best consulting firm to complete the project. The recommendation will be based upon relevant project experience, approach to the project, and the cost of proposal, and ability to meet the project schedule. The City Commission will make the final selection and approve the agreement with the successful consultant.

Interviews

The City will conduct interviews with the shortlisted firms involving key project staff from the primary firm and their consultants. Team members should be prepared to discuss, among other things, their approaches to maintaining a schedule, communicating with stakeholders, coordinating project responsibilities. Each interview will be limited to one hour in which the consultant firm will make an introductory presentation of their team's experience and strengths. The balance of the time will be devoted to questions, answers, and discussion.

Submittal and Project Schedule*

Invitation to Submit.....October 24, 2014
Invitations will be distributed electronically by the City of Lawrence to selected consultants and available on Demand Star. Others may request a copy of the RFQ at any time prior to the submission date.

Submission Deadline.....November 21, 2014
Please also submit an electronic version of your Statement of Qualifications via one PDF document to Christina McClelland by 4:00 p.m. CST. Important: Applicants are required to ensure delivery confirmation as there is a possibility that large file attachments may not be received by the e-mail system.
Christina McClelland
cmcclelland@lawrenceks.org

Shortlist Notified.....late November 2014
The City will notify selected firms by phone to schedule interviews. All unsuccessful firms will be notified by email.

InterviewsDecember 2014

Recommendation to City Commission of Top Ranked Consultant.....December 2014

Agreement with Consultant to the City Commission.....January 2015

Deliverables Due.....late June 2015

**Schedule is subject to change.*