



Request for Proposals (RFP)

Creative Arts Coordinator

The City of Goshen Redevelopment Commission, assisted by the Mayor's Arts Council, is soliciting Proposals from individuals and/or firms interested in providing professional services to support implementation of the Mayor's Arts Council's arts initiatives. This position is being funded by a Live.Work.Play. Capacity Grant through the Elkhart County Convention Visitor's Bureau (ECCVB) and Elkhart County Community Foundation (ECCF) and is a two (2) year project.

Project Name: Creative Arts Coordinator – Live.Work.Play Capacity Grant Initiative

RFP Issue Date: January 18, 2017

Submission Deadline: February 14, 2017 by 2:00 pm

Background

In 2016, the ECCVB and ECCF joined together to create a Live/Work/Play Capacity Grant Program. The purpose of the grant is to assist communities in increasing the success of downtown initiatives by building the capacity of stakeholder organizations to implement Live/Work/Play strategies. The City of Goshen submitted an application and was awarded funding for three (3) years with \$50,000 being provided annually. For the first year, the \$50,000 is being utilized by Goshen Theatre, Inc. to support their fundraising efforts. For the second and third years (2017 and 2018), the City intends to hire a Coordinator to help move forward the projects described in this RFP.

Arts & Culture were identified in the Goshen's Downtown Plan 2015 as areas where new efforts are needed to keep the momentum building. To further define the goals, Mayor Stutsman created the Mayor's Arts Council in August 2016 and this group, comprised of ten (10) local artists of various genres, has identified two (2) key projects to move forward. It is anticipated that the selected Coordinator will work closely with the Mayor's Arts Council on the identified projects.

SCOPE OF SERVICES

The tasks envisioned for this project are outlined below. Proposing parties may suggest, as part of their submission and presentation, different approaches, refinements, and improvements to these objectives provided that they are in keeping with the overall purpose of the project. We anticipate the activities associated with this project will extend through the grant completion date of December 31, 2018.

Proposals submitted to the City in response to this RFP must demonstrate how the following tasks will be fulfilled by the Coordinator. The selection of the Coordinator will be based on how well the proposal responds to these tasks.

Task 1: Programmatic Activities

Grant administration will primarily be the responsibility of the City. The Coordinator will provide monthly updates regarding project status and activities funded by the grant throughout the project duration and will

keep the City informed and included as all decisions are made related to this project. A quarterly report will also be required to track progress with regarding to the project objectives and financial tracking.

Task 2: Develop a Goshen Art Market

Development of a Goshen Art Market ranked highest with the Mayor’s Arts Council as the key project to move forward with this grant opportunity. The selected Coordinator will work to develop a model for an Art Market that can be sustainable into the future.

Specific activities to be accomplished under this task will include the following:

- Establish a business plan to launch a monthly art market in Goshen to include:
 - Identification of a suitable location – may be both short-term and long-term options
 - Scheduling and coordination of Art Market dates and times with other downtown and art entities
 - Development of a financial plan to identify funding necessary to sustain the market, including research of grant opportunities, submission of applicable grant applications and identification of potential event donors
 - Creation of Art Market guidelines, policies and procedures as well as an application form and process for vendors
 - Creation and implementation of a marketing plan for the Art Market events
 - Development of a timeline for the launch of the Art Market
 - Identification of staffing needs, including volunteer outreach efforts to successfully staff the monthly Art Market

Examples of successful art markets: <http://handmadechicago.com/about/>, www.rosestmarket.com.au

Task 3: Creation of a Cultural Asset Database & Mapping Tool

Goshen has become a hub for all genres of art and culture. The draw to Goshen has grown organically over the years but there is no resource or tool that connects the various individuals, entities and groups. Creating a database to map Goshen’s arts and culture resources was the second highest ranked project among the Mayor’s Arts Council. There are various examples of municipalities that have such tools and it will be the responsibility of the selected Coordinator to research the best option for the City and to work to create a tool that will be user friendly. In addition, this tool will be used to promote Goshen as its arts and culture continues to grow and inform the community about the resources and amenities that are already in place.

Specific activities to be accomplished under this task will include the following:

- Research and evaluate the database/mapping tools used by other communities. Recommendations and information on top examples shall be provided to the Arts Council for input and final approval.
- Compile all available information on existing arts and culture resources in Goshen to incorporate into the existing database. Resources such as the Good of Goshen campaign, various guilds and other arts and culture entities and institutions are available to assist in gathering information.
- Research grant opportunities to help fund creation of the database.

Examples of cultural asset databases: <http://nvartscouncil.ca/events/north-shore-cultural-mapping-project>, <https://www.arts.gov/exploring-our-town/warehouse-arts-district>

Task 4: Mayor’s Arts Council

The selected Coordinator will report to the City for monthly updates to the Redevelopment Commission but will primarily be led by the Mayor’s Arts Council. It is expected that the Coordinator will attend all Arts Council meetings and will act as the secretary for the Council. The Coordinator will also be responsible for maintaining the Arts Council’s facebook page and promoting the Council and it’s initiatives via social media.

Task 5: Grant Research and Writing

The Live/Work/Play grant that is funding this position is intended to build capacity and not to fund events and projects. It will be the responsibility of the Coordinator to identify grant opportunities that exist and prepare applications on behalf of the City and Arts Council to help move forward the identified projects and other initiatives that may arise during the two (2) year period. The selected Coordinator shall have experience in grant writing.

PROJECT BUDGET

The Live/Work/Play grant will provide \$50,000 per year for both 2017 and 2018. The grant is focused on supporting a position and the costs associated with administrative needs. The funds will be utilized by the selected Coordinator to move forward the projects identified. All submissions shall describe how the Coordinator will complete the necessary work within the available budget. If lump sum amounts are proposed for activities, the selected Coordinator will be paid based upon the percentage of the work completed for each task. This is not a City staff position but instead the Coordinator will be hired as a consultant through an agreement/contract with the City.

PROPOSAL SUBMISSION INFORMATION

Proposal Due Date and Submission

Copies Required: One (1) hard copy and one (1) electronic copy

Submissions from each Coordinator to this RFP must be in a sealed envelope labeled ‘Creative Arts Coordinator – Live.Work.Play Capacity Grant Initiative’ and shall include the Submitter’s name and address and the submission due date. If sent through the mail or other delivery system, the sealed envelope shall be enclosed in a separate envelope with the notation “PROPOSAL ENCLOSED” on the face of the outer envelope. Failure to properly identify an offer according to these instructions may result in an automatic disqualification of a submission from consideration. In addition, the Coordinator shall assume full responsibility for delivery of the Proposal to the City of Goshen on or before the appointed hour for opening same and shall assume the risk of late delivery or non-delivery. Late submissions will not be accepted or considered.

Due Date and Time: On or before 2:00 p.m. EST on Tuesday, February 14, 2017

Submission Delivery Location:

City of Goshen
Becky Hershberger, Brownfield Coordinator
204 E. Jefferson Street, Suite 2
Goshen, IN 46528

Submissions must be signed by the proposing Coordinator.

Submissions will be opened at 3:00 pm on Tuesday, February 14, 2017 at the Redevelopment Commission meeting held in Council Chambers at 111 E. Jefferson Street, Goshen, Indiana. All submissions become the property of the City and are a matter of public record.

Questions

Questions regarding the RFP may be directed to the following:

Becky Hershberger
City of Goshen
204 E. Jefferson Street, Suite 2
Goshen, IN 46528
(574) 533-3579
beckyhershberger@goshencity.com

All questions and/or requests for clarifications regarding the RFP are to be in writing no later than five (5) days before the proposal due date. Disclosing any questions received by the City of Goshen to all Coordinators will be at the sole discretion of the City of Goshen.

Submission Requirements

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Coordinator's ability to meet the requirements of this RFP. To achieve a uniform review process and to obtain the maximum degree of comparability, the proposals shall be organized in the manner specified below:

1. **Title Page:** List the name of the Coordinator (individual and/or firm(s)) included in the proposal, including their addresses, contact numbers, name of the primary contact person and the date.
2. **Coordinator Background:** Provide a brief history of the Coordinator that demonstrates history and experience with and knowledge about the tasks outlined in this RFP.
3. **Previous Project Experience:** Provide a description of at least three previous projects that demonstrate Coordinator's ability to perform the work in this RFP.
4. **Reference:** Provide the names and contact information of individuals who would be reference for Coordinator's abilities. (*Limit 3.*)
5. **Description of Project Understanding and Scope:** A detailed description in both narrative and graphic form as necessary should be provided that outlines how the Coordinator would propose to accomplish the tasks outlined in this RFP. The Coordinator should demonstrate their understanding of a typical cost and schedule for the tasks.
6. **Cost Schedule:** The Coordinator shall provide a detailed description of how the identified projects and tasks will be carried out within the available budget.
7. **Project Timeline:** The Coordinator shall provide a projected schedule for the work tasks set forth in this RFP.
8. **Coordinator Availability & Capacity:** A statement of the Coordinator's availability to begin the project and their capacity with respect to other projects that are under contract that may affect the timely completion of the work outlined in this RFP.

The proposals shall be limited to fifteen (15) pages total. Submissions exceeding this limit will not be considered.

Evaluation of Proposals

Proposals will be evaluated using a 100 point evaluation system. The following criteria will be used to evaluate proposals received and each criterion will be assigned points up to the maximum number of points that have been allocated to each criteria.

- **Qualification of Coordinator:** The successful proposal will be evaluated on the basis of previous experience and knowledge regarding the components necessary to complete the tasks identified in the RFP. (20 points)
- **Project Understanding:** Proposals will be evaluated on the basis of the accuracy and thoroughness that the Coordinator demonstrates related to the objectives of the project and how well the Coordinator demonstrates an understanding of what the City seeks to accomplish with this project. (20 points)
- **Project Approach:** A Coordinator will be evaluated on how well the proposal addresses the tasks defined of the Scope of Services in this RFP. The Coordinator's demonstrated understanding of costs of services for performing the specific tasks will also be evaluated. (45 points)
- **Quality of Work:** Coordinators will be evaluated on the quality, quantity, timeliness and value received for their work as determined from the previous project experiences and references provided by the Coordinator. (15 points)

Coordinator Selection Process

Becky Hershberger, Department of Community Development, will select up to five (5) persons to constitute a selection committee and the group will include members of the Mayor's Arts Council. The selection committee will review the proposals submitted and will evaluate the proposals based on the evaluation criteria identified in the Request for Proposals. The selection committee will make their recommendations to the Mayor's Arts Council and, ultimately, the Redevelopment Commission.

Selection of Proposals

If a Contract is awarded by the City of Goshen, it will be awarded to the responsible Coordinator whose proposals are determined by the Redevelopment Commission to be the most advantageous taking into consideration price and the other evaluation factors described in the section of this proposal titled Evaluation of Proposals.

The City of Goshen reserves the right to reject any and/or all proposals and to waive any irregularity in proposals received, whenever such rejection or waiver is in the City of Goshen's best interest.

The selection committee may elect to interview any cCoordinator submitting a proposal and may ask any cCoordinator to supplement the proposal with material or information deemed appropriate by the selection committee. Interviews are not guaranteed and all proposals should be submitted in their final form with all required information.

The selection committee will make its recommendation to the Redevelopment Commission based upon the proposals submitted and any supplemental material or information submitted by any of the cCoordinators at the request of the selection committee. After the recommendation of the selection committee, the Redevelopment Commission will select one of the Coordinators. The Redevelopment Commission reserves the right not to select any of the proposals submitted.

Contract Negotiations

Once the Redevelopment Commission has selected the Coordinators based on the Coordinator's proposals, the City will negotiate a contract with the selected cCoordinator . If the City and selected firm(s) reach an agreement, the contract will be referred to the Redevelopment Commission for approval and execution. If no agreement can be negotiated, the Redevelopment Commission will be asked to select another cCoordinator(s).

Any contract will not be considered executed unless approved by the City of Goshen Redevelopment Commission and signed by Mark Brinson, Community Development Director.

Schedule

The following is the proposed schedule for this RFP:

January 18, 2017	Distribute Request for Proposals
February 14, 2017	Deadline for Receipt of Proposals
February 15 – March 9, 2017	Committee to Review Proposals
March 14, 2017	Redevelopment Commission Award

Insurance

The following is a brief explanation of the insurance coverage that the Redevelopment Commission requires of the Coordinator. An affidavit of insurance will be required of the contractor selected.

1. Worker’s Compensation – This coverage is generally required by law and provides protection to the employees of a contractor as a result of personal injury or death suffered by the employees while in the course and scope of their employment.
2. Employer’s Liability – This coverage is written in conjunction with Worker’s Compensation and provides insurance for the employer’s liability to its employees in circumstances where the injury is not covered by the Worker’s Compensation law and the employer may be subject to common law liability. Employer’s liability insurance shall be a minimum amount of \$100,000 per occurrence.
3. Comprehensive General Liability – This coverage insures against a broad range of liability hazards arising from the performance of the contract. This coverage should be viewed as the most basic of liability coverage required of a contractor and generally protects against the hazards of premises and operations; independent contractors; and completed operations. This coverage is also the basic coverage to which the subsequent endorsements are attached. Comprehensive general liability insurance for bodily injury, death or loss of or damage to, property of third persons in minimum amount of \$1,000,000 per occurrence and in the aggregate for each policy year shall be procured and maintained.

Incurred Costs

The City of Goshen shall not be liable for any costs, including any travel, incurred by the Coordinator prior to award of the Contract(s). Total liability of the City of Goshen is limited to the terms and conditions of this request and any resulting Contract.

News Releases, Media Advisories and Media Interaction

The Coordinator shall not discuss the RFP with any member of the media or issue news releases or media advisories pertaining to this request, or the work to which it relates, without prior expressed approval of the City of Goshen. Should a member of the media or press contact the Coordinator regarding this request, or the work to which it relates, the media or press should be referred to the City of Goshen.

Terms, Conditions And Exceptions

The City of Goshen reserves the right to alter, amend, or modify any provision of this RFP or the Coordinator selection process, or withdraw the RFP, at any time prior to the award of a Contract, if it is in the best interest of the City of Goshen to do so.

The City of Goshen reserves the right to reject any and all responses without cause, waive irregularities in procedures related to the RFP, and make inquiries as deemed necessary of Coordinators and their references and clients regarding qualifications and information submitted as part or their responses.

Some or all of the work performed under this project may be subject to federal contractual and cross-cutting provisions. The City of Goshen hereby notifies Coordinators that a successful award may be contingent upon the agreement and ability of the selected Coordinators to comply with these required contractual provisions, including, but not limited to minimum wage rates (e.g. Davis-Bacon Act) and DBE utilization.

In the event the selected Coordinator(s) do not enter into the required agreement to carry out the purposes described in this RFP, the City of Goshen may commence negotiations with another Coordinator.