



REQUEST FOR PROPOSALS

Cultural Arts & Entertainment Strategic Plan

October 2012



October 29, 2012

To whom it may concern:

The City of Roseville is now accepting proposals for the development of a citywide Cultural Arts & Entertainment Strategic Plan. The City is a full service city and has a population of 122,000 residents.

The City is interested in learning the level of interest and desire, of Roseville residents, in Cultural Arts & Entertainment programming within the City of Roseville.

Revitalizing Roseville's downtown area is a priority for Roseville's City Council. Included with the revitalization efforts, the City Council has identified cultural arts and entertainment as areas of interest to research, both for the downtown area as well as citywide. Roseville's City Council has approved construction of a town square in the downtown area. Construction of the square has begun and is scheduled to be completed in March/April 2013. It is the City's desire to obtain information on potential events or programs that will enhance the revitalization efforts and increase attendance and time spent in the downtown area.

The City reserves the right to hold interviews to discuss Consultant's decisions regarding processes and procedures and their effect on pricing and outcomes. The City must be comfortable that the proposed processes and procedures will result in the desired outcomes.

Thank you for taking the time to review these documents and we look forward to a very productive process.

Sincerely,

Kathy Barsotti

Kathy M. Barsotti
Recreation Manager
Parks, Recreation & Libraries Department
City of Roseville

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PROPOSAL INFORMATION FOR CONSULTANTS

TENTATIVE SCHEDULE OF ACTIVITIES

The tentative schedule of key milestones related to the City of Roseville Cultural Arts & Entertainment Strategic Plan Request for Proposals (RFP) is as follows:

<u>Events and Milestones</u>	<u>Day/Time</u>
Release of RFP	Monday, October 29, 2012
Written Questions Submission Deadline	Monday, November 12, 2012
City Response to Written Questions	Monday, November 26, 2012
Receipt of Proposals to City (by 3 p.m.)	Monday December 3, 2012
Interviews (as needed)	Mon/Tue, December 17 & 18, 2012
Estimated Staff Recommendation to City Council	Wednesday, February 6, 2013
Award of Contract	Thursday, February 7, 2013
Receipt of Strategic Plan	Thursday, July 11, 2013
Presentation of Plan to Parks & Recreation Commission	Monday, August 5, 2013
Presentation of Plan to City Council	Wednesday, August 21, 2013

1. INTRODUCTION

The City of Roseville Parks, Recreation and Libraries Department is currently soliciting written proposals from qualified consulting firms, experienced in conducting a feasibility study and developing a Cultural Arts & Entertainment Strategic Plan ("Plan") to support the goals and mission of the City and the Parks, Recreation and Libraries Department. The City desires to obtain a Consultant who will review and analyze the current environment, needs and the interest of the entire community as it relates to culture, arts, and entertainment.

2. BACKGROUND

The City of Roseville is a Placer County suburb of Sacramento, California with approximately 122,000 residents and a daytime population close to 200,000. The City was incorporated in 1909 and functions as a City Council/City Manager form of government. The City has a strong sports tourism following and has established itself as a regional employment center and retail destination.

3. CULTURAL ARTS BACKGROUND

In 1988 the Cultural Arts Commission was formed as an advisory body to the Council to review cultural and artistic works of art and programs and make recommendations. The Commission also worked with the Parks, Recreation and Libraries Department to encourage and promote quality art programs.

In 1995 the Commission requested and received a 30 hour per week Cultural Arts Coordinator.

In 1998 the City and the Cultural Arts Commission completed a Strategic Cultural Arts Plan. This plan resulted in the development of a Cultural Arts Commission Statement and identified six (6) strategies to be used to direct the Commission's annual goals and objectives. Attached is the 1998 Roseville Strategic Cultural Arts Plan (Exhibit A).

In 2005, the Cultural Arts Commission was dissolved partially due to the economic climate and the City's need to reduce resources, but also due to lack of interest on the part of the residents,

providers and partners. A Cultural Arts Committee under the Parks & Recreation Commission was established in 2006 in conjunction with a 2 year pilot program with the Arts Council of Placer County. This 2 year pilot program was to promote and facilitate the development of cultural arts programs, events, and artists, to broaden the vision for the arts in Roseville and surrounding Placer County, and to identify cultural arts opportunities. In 2008 this partnership and funding was reduced. The program eventually completely ended due to lack of participation by committee members and need by the community.

Although the arts have not been a priority in recent years, here is a need and desire from members of the City Council, staff and local arts providers to gauge community interest, need, and opportunities related to cultural arts and entertainment and develop a Plan with vision, purpose and recommendations for the City's future role in this industry.

4. SCOPE OF WORK

The City desires to obtain a Consultant who will review and analyze the current environment, needs and the interest of the entire community as it relates to culture, arts, and entertainment. The methodology proposed by the consultant should include work to be done by the consultant, the anticipated requirements of information to be compiled by City staff, and proposed meetings with various arts, cultural and/or entertainment agencies, providers and/or advocacy groups

4.1 Needs Analysis

Research and compile information from various groups, including City of Roseville residents, cultural, art and entertainment providers and stakeholders on area cultural arts, and entertainment providers, programs and events, including, but not limited to performing arts, concerts, theatre, drawing, painting, sculpture, festivals, dance and cultural activities. Submit those findings to the Parks, Recreation and Libraries Department.

- Conduct research on cultural arts and entertainment providers to gather and develop documentation of programs, price structure, special user group programming, market information and any available financial performance information.
- Prepare and submit evaluations of all existing and proposed cultural arts and entertainment providers in the City of Roseville target market relative to the findings of needs as identified above.
- Conduct research and compile demographic information necessary to appropriately evaluate the proposed cultural arts and entertainment needs, including population, age distribution, income, and economic considerations that could affect programming needs.
- Identify and meet with the program, cultural arts and entertainment providers, plus any designated community groups and/or individuals involved in similar projects to analyze needs and determine objectives. The Consultant will conduct individual interviews as agreed on by City staff and the Consultant with, for example, local education administrators, Chamber of Commerce representatives, business leaders, private and public recreation providers, cultural arts professionals, activity programmers, youth and seniors groups, entertainment and event promoters, nightclub owners and other requested individuals or groups in order to ascertain existing levels of service and the perceived needs of various groups in the community.

Workshops/meetings

Public outreach meetings to the key stakeholders must be set up by the Consultant incorporating input from citizens and non-profit organizations regarding cultural and arts

programming and events and entertainment programming and events, best management practices and concerns. The City anticipates 1-2 meetings with City staff (including a kick-off meeting) and 3-5 public meetings during the needs analysis. The amount of meetings may increase if the City determines that they are necessary. The proposal should include a detailed description of the proposed methodology and the rationale behind the proposal. The City will provide locations for workshops and meetings and staff resources if necessary.

Deliverables

Needs Analysis

Documentation on information developed including evaluations

4.2 Conceptual Planning

Identify a vision for cultural arts and entertainment for the Roseville community. Identify potential programs, events, providers and locations for the development of future cultural arts and entertainment programs and events. For each future recommendation, prepare an opinion of probable costs and recommend the City's role.

- Identify potential cultural arts and entertainment program and event options for the development of future programming. In concert with the City of Roseville staff, each program will be evaluated based on selection criteria agreed upon by the City and Consultant before the Plan is completed.
- Prepare and submit an outline of a public/private partnering plan of cultural arts and entertainment programs, spaces and features for the various proposed cultural & entertainment providers/facilities describing such features such as specific arts genre, cultural program or event, entertainment genre or event, galleries, display areas, classrooms and support spaces based on preliminary discussions and meetings noted above.
- Conduct a workshop with City of Roseville staff to review work in process, develop a vision statement, report preliminary findings of needs, and preliminary operations analysis. Confirm that the information being developed will respond to the needs of the residents in making a recommendation on how to move forward with providing cultural arts and entertainment programming to the City of Roseville community.
- Criteria for program and event criteria will include, but not limited to:
 - Location
 - Size
 - Desire/Interest by demographic (tots, family friendly, seniors, etc...)
 - Program fees (direct and indirect)
 - Facility fees (direct and indirect)
 - City vs. provider responsibility
 - Economic impact
 - Alignment with City of Roseville's overarching goals & initiatives (to be outlined after bid is awarded)

Workshops/meetings

The City anticipates 2-3 meetings with City staff (including a workshop) during the conceptual planning. The amount of meetings may increase if the City determines that they are necessary. The City will provide locations for workshops and meetings and staff resources if necessary.

Deliverables

Vision Statement

Outline of public/private partnering plan

Documentation on proposed future programming/operations analysis

4.3 Cultural Arts & Entertainment Strategic Plan

Develop goals and objectives for cultural arts and entertainment in Roseville and formalize with vision into Strategic Plan. The final Plan must be easily understandable and explainable to all. Ease of implementation is also important.

- Outline cultural arts and entertainment goals and objectives for the next ten (10) years. Long term goals need to be broken down into attainable 3-5 year milestones.
- The final Plan must assess and compare the current cultural arts and entertainment programming/events citywide and show the recommended change over the next 10-12 years as well as the City's role in the industry.
- Assist in reviewing and preparing support information to be included in the City's staff report which will accompany the Plan to both the Parks and Recreation Commission and City Council.
- Make a final presentation to the Parks & Recreation Commission and City Council outlining the methods and results of the study.

Workshops/meetings

The City anticipates 1-2 meetings with City staff and 2 public meetings during the final Plan. The City will provide locations for meetings and staff resources if necessary.

Deliverables

Complete a final Plan and report that will include the following items:

- Needs Analysis
- Vision
- Goals & Objectives
- Future Operations Plan

5. TIMEFRAME

The City estimates a project completion of five (5) months from contract execution. The proposal shall include a proposed schedule of work which include the following time considerations:

- Work on this project shall begin within fourteen (14) days after the contract is awarded and approval by City Council (anticipated to be 2/21/13).
- First draft of Plan draft will be received by City within ninety (90) calendar days from the day of the commencement of work (anticipated to be 5/23/13). Second draft with all revisions must be submitted and allow 14 days for City to review. Third and **final draft with all revisions must be completed by Thursday, July 11, 2013.**
- Presentation of Plan to Parks & Recreation Commission on Monday, August 5, 2013
- Presentation of Plan to City Council on Wednesday, August 21, 2013

6. EXAMINATION OF CONTRACT DOCUMENTS

Each Consultant shall thoroughly examine and be familiar with the terms of this RFP, the sample Professional Service Agreement (attached as Exhibit B), legal and procedural documents, general conditions, specifications, and addenda (if any), which will constitute the Contract Documents.

Submission of a proposal shall constitute acknowledgment, upon which Roseville may rely, that the Consultant has thoroughly examined and is familiar with the Contract Documents. Failure or neglect of a Consultant to receive or examine any of the Contract Documents shall in no way relieve the

Consultant of any obligation with respect to their proposal or to the Contract. No claim for additional compensation will be allowed which is based upon a lack of knowledge of any Contract Documents.

Submission of a proposal is entirely voluntary. No compensation is offered for any work related to the proposal or selection process.

7. INTERPRETATION OF CONTRACT DOCUMENTS

No oral representation or interpretations will be made to any bidder as to the meaning of the Contract Documents. Requests for interpretation shall be made in writing and emailed to the Recreation Manager by **November 12, 2012**. All requests for interpretation shall be directed to:

Kathy Barsotti
Recreation Manager
kbarsotti@roseville.ca.us

No other individuals are to be contacted in this regard.

All requests for interpretation and answers will then be emailed to all bidders that expressed interest and supplied email addresses. No oral interpretation or answers shall bind the City unless confirmed by the City in writing.

8. PROPOSALS

Proposals shall be in written form and must include, at a minimum, the information requested by the City. All proposals shall give all information requested therein, and shall be signed by the Consultant or an authorized representative(s) with legal authority to bind the Consultant, with their address and contact information. Consultants must prepare and submit all required documents. Unauthorized conditions, omissions, limitations or provisions attached to a proposal will render the proposal non-responsive and may cause its rejection.

Five (5) copies of the proposal shall be enclosed in a sealed container, labeled, and delivered to the office of **City Clerk, 311 Vernon Street, Roseville, California, 95678** by **Monday, December 3, 2012 at 3:00 p.m.** (the "deadline date"). ***Proposals should be clearly marked with the full title of the proposal – Cultural Arts & Entertainment Strategic Plan proposal.*** Consultants are warned against making erasures or alterations of any kind, without initialing each and every such change. Proposals that contain erasures or irregularities of any kind, without such initialing, or omissions, may be rejected. No oral, telegraphic, or telephone (including facsimile) proposals or modifications will be considered.

Proposal forms received after the deadline date will not be accepted. Postmarks will not be accepted.

No Consultant may withdraw its proposal for a period of ninety (90) days after the date set for the opening of proposals.

Roseville reserves the right to reject any or all proposals, to make any awards or any rejections in what it alone considers to be in the best interest of Roseville, and waive any informalities or irregularities in the proposals.

Proposal Requirements: Proposals must include, at a minimum, the following information:

- A. **Introduction:** Introduce the proposal, including a statement of Consultant's approach for the development of the Cultural Arts & Entertainment Strategic Plan. Give the name of the company submitting the proposal, the mailing address, telephone number, fax number, email address, and the name of the contact person.

- B. Statement of Qualifications/Responsiveness:
1. Describe management personnel's experience with projects of similar size and scope, company structure, and staff assigned to the project. Include a detailed description of your company, employee position categories and current number of employees in each category. Include an outline of any experience your company has had in meeting the needs of other governmental organizations in the area of arts and entertainment that qualify your company to develop the Cultural Arts & Entertainment Strategic Plan.
 2. Provide three (3) references for projects of similar size and scope completed within the past five (5) years. Provide a contact name, name of organization and phone number.
 3. Detail any involvement, past or current, relative to litigation or other disputes, if any, concerning your performance with any clients to whom your company has provided services. List all contracts canceled or not extended and/or state any and all instances of being disqualified, removed, or otherwise prevented from completing the terms of any previous contracts over the past five (5) years. Give names, street addresses, and phone numbers and explain the circumstances.
- C. Price: Include a detailed itemization of price. At a minimum the price must be itemized by the segments described in Scope of Work.
- D. Financial Stability: The City wants to ensure that the successful Consultant has the necessary facilities, ability, experience, and financial resources to provide the services specified herein in a satisfactory and timely manner.
1. List and explain any pending bankruptcies, liens, stop notices, judgments, lawsuits and foreclosures, or any such actions filed or resolved in the past two (2) years. Please indicate whether a client has ever terminated a contract for breach and, if so, please explain.
- E. Resources and Service Description: Include a comprehensive description of the resources and methodology that will be used to complete each element of the requested services.
1. Describe your approach to determine the wants and desires of the Roseville community in cultural arts and entertainment programs and events, within the City of Roseville.
 2. Describe your approach in detail of how your company would develop the Cultural Arts & Entertainment Strategic Plan for the City of Roseville.
 3. Describe your approach in detail of how your company would develop a comprehensive analysis of current arts and entertainment providers and programs and suggested growth and changes over the next ten (10) years.
 4. Please provide a timeline identifying the process for developing the Cultural Arts & Entertainment Strategic Plan.
 5. Describe the method and approach of maintaining a dynamic arts and entertainment community.
 6. Describe the method and approach for the assessment of arts and entertainment providers and programs that will be partners in the design and management of the arts and entertainment programming.
 7. Describe the method and approach for the review of the City's ordinances, policies, programs, best management and design practices that relate to arts and entertainment within Roseville and how you would approach necessary changes and implementation of new recommendations.
- F. Staffing Process:
1. Include a work plan of how you will staff for each portion of the Scope of Work.
 2. List the full or part time status of each employee that will be assigned to the project as well as a complete organizational chart for your company. Identify each employee's role in the project.

3. Describe the designated project manager's role in delivery of contract services and availability of the project manager as well as contingency plans when not available. Describe staff's role in the delivery of exceptional service.
 4. List the qualifications and experience of all project managers and staff that will be assigned to the project. Include resumes for all project managers
 5. List any subcontractor that you will use during the course of this project. Identify each subcontractor's employee's role in the project. Include resumes, qualifications and experience of all managers and supervisors. List the qualifications and experience of all subcontractor staff that will be assigned to the project.
- G. Communication: Describe your approach in maintaining regular communication with the City to prevent issues and concerns.
- H. Service Philosophy: Discuss what your company believes to be the most important component of the services you provide and explain why.
- I. Customer Service and Quality: Discuss your company's vision of customer service and quality. Describe the steps your company takes to insure that each person's role in your organization is understood as it relates to exceptional customer service and quality not only to the City of Roseville but to the residents and visitors of Roseville.
- J. Conflict of Interest: Consultants submitting a proposal in response to this RFP must disclose any actual, apparent, direct, indirect, or potential conflicts of interest that may exist with respect to the Consultant or the Consultant's management or employees relative to the services to be provided to the City. Conflict of interest issues may require consultation with legal counsel. If a Consultant has no conflicts of interest, a statement to that effect must be included in the proposal.
- K. Acceptance Statement: The proposal shall include an acceptance statement regarding the services to be provided, along with Consultant's acceptance of the City's requirements for professional services agreements including but not limited to insurance requirements, indemnification, licensing requirements, representations, warranties, and certificates that are presented herein. The Consultant shall clearly state any and all exceptions. A principal, officer or owner of the company with authority to bind the Company, shall sign this acceptance statement.

9. AWARD OF CONTRACT

The award of contract, if any, will be made within approximately ninety (90) days after the proposal opening as outlined in the Selection Process. Each Proposal, as submitted, shall remain in effect for ninety (90) calendar days after the date the proposals are opened. No Consultant may withdraw its proposal during this time period. Comparing and evaluating the proposals based on the Selection Criteria below shall determine the Consultant selected by the City. Roseville reserves the right to reject any and all proposals or to waive any irregularities or informalities in any proposal or in the RFP procedures.

The selected Consultant will be required to execute the City's form Professional Services Agreement. Exhibit B contains a sample Professional Services Agreement that will be similar to the contract that the Consultant will be required to execute.

The Consultant's initial proposed pricing must be in effect for the term of the contract.

10. EXTENSION OF CONTRACT

There shall be no extensions to this Contract.

11. SELECTION CRITERIA

The City will evaluate and rank proposals based on selection criteria. Any proposal may be rejected if it is conditional, incomplete or contains irregularities. Minor or immaterial irregularities in a proposal may be waived in the City's sole discretion. Waiver of an irregularity shall in no way modify the Request for Proposals nor affect recommendation for award of the Contract. The criteria for the selection of the Consultant are listed below. The City may hold interviews if necessary as part of the selection process.

- A. Ability of the Consultant to provide innovative approaches and techniques in the delivery of the Cultural Arts & Entertainment Strategic Plan while partnering with the City to reach high quality outcomes.
- B. Previous experience in providing a high level of quality service on like sized projects and demonstration of a high level of understanding with regards to this project.
- C. Staff competence, knowledge, and expertise in the area of development of the Cultural Arts & Entertainment Strategic Plan.
- D. Quality and performance assessments of work quality and working relationships with current and recent clients that indicate high levels of satisfaction and effectiveness.
- E. Demonstration of a high level of stability.
- F. Cost.
- G. Adherence to the requirements of this RFP.

12. MODIFICATION OF PROPOSAL

Modification of a proposal already received will be considered only if the modification is received prior to the deadline date for receiving proposals. All modifications shall be made in writing, executed, and submitted in the same form and manner as the original Proposal.

13. PROPOSAL POSTPONEMENT AND AMENDMENT

The City reserves the right to postpone or cancel this RFP at any time. In addition, the City reserves the right to revise or amend the RFP or specifications up to the time set for opening of the proposals. Such revisions and amendments, if any, shall be announced by amendments to this RFP. Copies of such amendments shall be furnished to all prospective proponents. Prospective proponents are defined as those proponents who have registered and are on the City's RFP list for this service. If revisions and amendments require changes in quantities, prices or scope of work, the date set for opening of the proposals may be postponed by such number of days as in the opinion of the City shall enable proponents to revise their proposals. Proposals which fail to acknowledge a substantive addendum to the RFP, as determined by the City Attorney, on the City supplied addendum form will be rejected as non-responsive.

14. REJECTION OF PROPOSALS FOR NON-RESPONSIVENESS

City reserves the right to reject any proposals as non-responsive which are incomplete, obscure, or irregular; any proposals which omit any one or more items for which proposals are required; any proposals which omit unit prices if unit prices are required; any proposals in which unit prices are unbalanced in the opinion of City; and any proposals which are conditional or alter the scope of work.

15. SUBCONTRACTORS

Consultant(s) may use subcontractors for this agreement.

16. CHANGES IN CONTRACT PRICE

Other provisions of the Contract Documents notwithstanding, the Contract Price may be changed only by an amendment duly authorized by the City Council. Unless an amendment has been so executed, it shall be conclusively presumed that all work performed is included in the Contract Price.

17. INSURANCE

Consultant shall, at no cost to Roseville, obtain and maintain during the term of the Contract those insurance amounts listed in the attached Sample Professional Services Agreement attached hereto as Exhibit B.

18. PROPOSALS ARE PUBLIC RECORDS

Each Consultant is hereby informed that upon submittal of its proposal to the City in accordance with this RFP, the proposal is the property of the City.

- A. The City shall consider each proposal subject to the public disclosure requirements of the California Public Records Act (California Government Code sections 6250, *et seq.*), unless City identifies and exercises a right or obligation to exempt any record from public disclosure.
- B. If a Consultant believes that any portion of its proposal is subject to a legal exception to public disclosure, the Consultant shall: (1) clearly mark the relevant portions of its proposal as "Confidential" and (2) upon request from the City, identify the legal basis for exemption from disclosure under the Public Records Act. The City Attorney's Office will determine if the information is in fact confidential, based on state and federal law. Note that under California law, a price proposal to a public agency is not a trade secret. The Consultant shall defend, indemnify and hold harmless the City regarding any claim by any third party for the public disclosure of the "Confidential" portion of the proposal.

19. SUBMITTAL REQUIREMENTS

The Consultant shall submit five (5) copies of the proposal for the City of Roseville Cultural Arts & Entertainment Strategic Plan RFP to:

City of Roseville
Attention: City Clerk
311 Vernon Street
Roseville, CA 95678

City staff will accept proposals for the development of an Cultural Arts and Entertainment Strategic Plan RFP until **3:00 p.m. on Monday, December 3, 2012.** *Postmarks will not be accepted and late proposals will not be considered. No exceptions.*

The City is not responsible for misdelivered proposals, and the Consultant is strictly liable for its chosen method of delivery. It is the Consultant's sole responsibility to make sure that proposals arrive at the proper location. Any proposals which do not actually arrive in the City Clerk's Office by the due date and time will be rejected as non-responsive, even if properly addressed or delivered to another City department.