



## **City of Renton Arts & Culture Master Plan Request for Proposals**

The City of Renton is seeking proposals from consultant with specific experience in community arts and culture to facilitate the development of an Arts and Culture Master Plan. The Master Plan will guide the City on how to direct resources and ensure arts and culture are an integral part of the Renton community in the future.

The Master Plan will reflect the community's desire to utilize arts and culture to enhance the sense of community; enhance economic vitality that is linked to arts and culture; create and support an environment where art and culture thrive and enrich the community culturally, aesthetically, educationally and economically.

### **Background**

Renton is located at the south end of Lake Washington in King County. The city has been growing rapidly and has a population of more than 80,000 residents in 22.9 square miles. The Renton community has a rich live theatre and performing arts within the City. Renton has two local theater groups, three theatres (including the recently built Renton IKEA Performing Arts Center) and Renton History Museum. The Renton Municipal Arts Commission was established in 1965 to act in an advisory capacity for the arts and culture development of the City. Regional organizations such as the Evergreen City Ballet and Seattle Opera Scenic Studios are located in Renton. The Renton Community Center also offers dance, art and other enriching experiences for residents.

The City also has instituted a 1% for Art program that requires 1% of municipal capital projects to invest in public art or a fund equal to 1% of the project budget. This investment has resulted in several public art projects such as artwork on Downtown's public parking garage and art in the City's parks and along the Cedar River.

### **Purpose:**

The purpose of the City of Renton Arts and Culture Master Plan will be to develop a five year master plan that creates strategies to seize opportunities for increased arts and cultural opportunities, defines the optimal role of the Renton Municipal Arts Commission and other non-profit groups, and identifies resource options to implement the plan.

The plan focus should include strategies to:

- Better serve and represent Renton's diverse population
- Leverage resources to implement plan goals
- Support the growth and leadership efforts of community arts groups
- Establishing criteria and guidelines for the future placement of public art in both commercial districts and residential neighborhoods.
- Partner with local organizations, including the Renton School District, to enhance arts education

- Identify the optimal role of the Renton Municipal Arts Commission and other local arts and culture organizations
- Support local emerging and experienced artists
- Ensure arts and cultural facilities meet the current and future needs of the community

The plan goals include:

- Effectively engage participation and ownership of community members, arts organization and artists in the plan
- Integrate arts and culture into overall City and community efforts
- Identify sources of funding
- Identify models for increasing creative and intellectual capital of communities
- Identify potential partnerships with private organizations and funders that are necessary to support the plan

**Scope of work:**

- Develop an implementation plan that will provide strategies, policies, and procedures and resources needed to excel (for City and potentially other entities to implement)
- Development of the plan will include stakeholder consultation and public feedback
- Assess current public art collection to identify strengths and weaknesses, leading to recommendation to guide future recommendations
- Assessment of community needs and resources
- Goal setting and plan development for the following potential topic areas:
  - funding and sustainability
  - cultural facilities
  - organizational development and technical assistance
  - support for artists
  - community/neighborhood arts development
  - marketing audience development
  - arts education
  - cultural and ethnic diversity
  - public art
  - cultural tourism
  - opportunities for the development of a “creative industry” cluster in Renton

**Budget:** The Renton City Council has allocated \$25,000 for the Arts & Culture Master Plan. The City is interested in understanding the full cost of the work described. If this budget is insufficient to accomplish the described goals, please provide a budget proposal for the entire project, and a scope of work that could be accomplished with the established resources.

**Proposal Requirements:**

1. A one-page cover letter with a brief statement of the firm’s or applicants qualifications as related to the scope of work, summary of the key points of the proposal and identification of staff members to be involved in the project.
2. A detailed description of the approach to this project, including an outline of major tasks and timelines, and how you would involve the public and work with a steering

committee. Project approach should include the scope of work tiers that could be completed under the funding currently available.

3. Description and/or examples of: experience developing successful arts and culture plans, community outreach or other examples of similar work; working with internal and external stakeholders in a collaborative manner; knowledge of arts and culture trends and resources, and experience developing and working within a public process.
4. A breakdown of the estimated budget for project tasks.
5. Detailed resumes for project staff and a minimum of three client references with contact information.

### **Process for Selection:**

A Selection Committee will review the proposals and select the consultant whose proposal most closely meets the needs described in this RFP.

Selection of the consultant will be based on:

- Ability to facilitate community meetings to gather input and build relationships
- Ability to create a vision and turn that vision into a strategic step by step plan
- Understanding of the challenges of non-profit arts organizations and volunteer boards
- Ability to gather and evaluate qualitative data and effectively communicate with laypersons
- Demonstrated experience in completing projects on time and within budget
- Cost of the consultant's services. While cost is a consideration of the evaluation, the City is primarily interested in the qualifications of the consultants. The City is not required to select the proposal with the lowest cost.
- Previous experience in developing strategic plans for communities and municipalities.
- References

Interviews will be conducted for the finalists.

### **SUBMITTAL DEADLINE**

The original proposal and six copies must be received no later than 4:00 p.m., Friday, August 7, 2009 by:

Jennifer Davis Hayes  
City of Renton – Arts & Culture Master Plan RFP  
Department of Community & Economic Development  
1055 S Grady Way, 6<sup>th</sup> Floor  
Renton, WA 98057

**Projected Timeline:**

	<b>Date</b>
RFP released	July 15, 2009
RFP's due	August 7, 2009, 4:00pm
Review and evaluation of proposals and interviews	August 2009
Consultant selection announced	By September 1, 2009
Consultant contract	September 2009-February 2010
Scope of work tasks begin	September 15, 2009
Preliminary Findings Report	December 2009
Master Plan Final Report	February 2010

**QUESTIONS**

Questions regarding the request for proposals may be submitted by email only to Jennifer Davis Hayes, Community Development Project Manager, at [jdavishayes@rentonwa.gov](mailto:jdavishayes@rentonwa.gov). No calls, please.