

Artworks Gwinnett

Request for Proposals
Master Plan for Gwinnett County Arts and Creative Economy

Artworks Gwinnett is requesting statements of qualifications and proposals from consultants with a strong record in successfully assisting non-profits or non-government entities with the development of a Strategic Master Plan. Responding firms should be qualified in all aspects of the scope of work, related services and presentation of the finished document.

Plans are to award a bid within 90 days of closing and contract the winning consultant to begin work. The presenting documents are expected to be final draft in August 2022, and final documents for adoption in January 2023.

PROPOSAL SIGNATURE AND CERTIFICATION CORPORATE CERTIFICATE OFFEROR

A qualifying signature of certification is expected as a contractual obligation of all documents. If applicant is seeking to be recognized as a Women-Owned Business Enterprise or a Minority-Owned Business Enterprise, certification criteria must be submitted in this section.

SECTION 1: BACKGROUND AND GENERAL INFORMATION

Provide a written summary of each team member involved in the scope of the project. Identify role and experience related to involvement in the project.

Provide information regarding implementation of projects within the last years related to strategic master planning, specific to integrating the Arts into economic development programs.

The Master Plan Pillars

Economic Development

Job Creation and Training

Formalized Talent Pipeline

Inventory of Gwinnett's Creative Silos and Connections

Gwinnett's Brand Experience

Engaging Public Space

Creative Architectural Design and Planning

Redevelopment

Celebrate Diversity and Engage All Communities

Mental Health, Wellness and Student Performance

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SECTION 2: SCOPE OF WORK

Artworks Gwinnett is seeking a qualified consultant (“Consultant”) to develop a conceptual master plan which will establish artistic development through integration of current policy, expansion of economic development opportunity and overall quality of life.

Task 1 – Pre-planning

Create a comprehensive overview / narrative of Gwinnett’s Art and Creative Economy to include a brief history and potential economic impact of an effective master plan with recommended measurable metrics and leading indicators.

The creative economy covers the knowledge-based economic activities upon which the ‘creative industries’ are based. These industries include advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research and development, software, computer games, electronic publishing and TV/radio.

Task 2 - Public Involvement

The Consultant will prepare a Public Involvement Plan indicating all facets of outreach including those with various County staff, Gwinnett County Board of Commissioners, Non-Government entities (Community Improvement Districts , Chamber, etc.) City staff, the Mayors and City Councils via work session. The Plan must also include the availability of conducting public meetings with the stakeholder committee. The Public Involvement Plan should remain open to revision throughout the life of the Project and should adjust based on feedback during major milestones.

The Plan should utilize a methodology to include outreach to cultural communities of various ethnicities with a language strategy, the international community, and should include large community forums for plan surveys to provide input of cultural viability and improvements to quality of life.

Task 3 – Strategic Planning Creation

At this stage, the consultant helps Artworks identify strategic goals and create an actionable strategic plan.

The plan will include:

- An executive summary
- A comprehensive plan that identifies:
 - SMART Goals (Specific, Measurable, Achievable, Realistic and Time-limited).
 - Objectives – Addressing the Master Plan pillars, to provide specific objectives to achieve the goals of the mission.
 - Strategies – Methods required to obtain each of the objectives.
 - Listing of responsible parties, partners & roles - Compilation of partners which Artworks can utilize to obtain the objectives identified through public engagement.
 - Outcomes – Develop a defined range of measurables and ongoing metrics for planning and reporting to chart plan success and implantation.
- Additional items to the Plan would include:

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- Resource Development strategies – As part of the plan, identify potential partnerships around placemaking, economic development and talent pipeline.
- listing of resources (business, people) listing of physical resources (infrastructure), and guidelines for maintenance of current and future assets including the physical resources and the guidelines for maintenance.

- Recommendations for enhancement of current financial, technological and human capital.
- Communication strategies – Establish communication strategies to conduct outreach across cultural neighborhoods and communities, to integrate all language groups into the community feedback.
- Data Models to create qualitative and quantitative analysis.

Task 4 – 5-year work plan.

The Consultant will prepare a public involvement strategy to promote the arts, culture and economic development integration for a work plan to be carried out by Artworks Board over a 5-year period.

SECTION 3: SUBMITTAL OF PROPOSAL

All submittals should be made electronically to Artworks in a PDF document. The document shall be required to have a table of contents with corresponding page numbers. A final paper copy will be required upon award.

Proposals will be received until November 15, 2021 at 3:00 PM in the Artworks Gwinnett email. Any proposal received after this date will not be considered for review. The written proposal documents supersede any verbal or written prior communications between the parties. All companies will be notified of award.

Review of Dates

Request for Proposal Issued	October 1, 2021
Deadline for Posting of Written Questions	October 15, 2021
Deadline for Posting of Written Answers	October 30, 2021
Proposal Deadline	November 15, 2021
Notification of Proposal Interviews	December 7, 2021
Recommendation to the Board	January 12, 2021
Contract Award and Notice to Proceed	January 26, 2022

SECTION 4: CONTENTS OF PROPOSAL, EVALUATION CRITERIA AND SELECTION PROCESS

All submittals are required to have the following sections outlined. Submittals exceeding 25 pages will not be accepted.

1. A cover page
2. A letter of intent/cover letter
3. Background, project participants, relevant experience and contributions to the project
4. Percentage of staff which is minority or women working on the project
5. Development capacity of the scope of work
6. A timeline of development documents for response to the board

Strategy Approach, Team Qualifications, Experience, Implementation Schedule, and Additional Information

The proposer shall obtain and maintain the following insurance coverages issued by an insurance company authorized to do business in the State of Georgia. The proposer shall provide certificates of insurance evidencing these coverages to Board upon execution of this Agreement.

- A. Workmen's Compensation Insurance in accordance with the laws of the State of Georgia.
- B. Commercial General Liability Insurance including Bodily Injury and Property Damage in an amount of not less than Two Million Dollars (\$2,000,000) in the aggregate and One Million Dollars (\$1,000,000) per occurrence.
- C. Automobile Liability Insurance in an amount not less than Two Million Dollars (\$2,000,000) in the aggregate and One Million Dollars (\$1,000,000) per occurrence.
- D. Valuable Papers Insurance in an amount sufficient to assure the restoration of any plans, drawings, field notes, or other similar data relating to the work covered by the Project.
- E. Professional Liability Insurance in the minimum of One Million Dollars (\$1,000,000) per claim and One Million Dollars (\$1,000,000) in the aggregate.
- F. Umbrella Insurance in the minimum of Five Million Dollars (\$5,000,000) over and above the underlying required coverages of Commercial General Liability and Auto Liability coverage.

The proposer shall obtain and maintain current any and all licenses, certificates, registrations, permits and any other item or permission necessary to perform and complete the services outlined in this Request for Proposal.

All proposals which meet the minimum qualifications of all components will be referred to the Stakeholder for scoring evaluation.

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Evaluation – with potential interviews

Task	Criteria	Possible Total Points: 100
Background	List all professionals related to the project	10
	MBE or WBE certificate	5
Experience	Demonstrate all required experience.	10
	Demonstrate successful implementation within the last 5 years.	10
Plan Implementation	Demonstrate experience in each section of planning	20
	Demonstration in public involvement strategies, engagement and collection of data.	20
	Experience in fundraising, strategic partnership development and enhancement of overall board engagement.	20
Formatting	Data is submitted in format requested	5

SECTION 5: PRE-SUBMITTAL INQUIRIES

All pre-submittal inquiries will be submitted to Kellie Littlefield at kellie@artworksgwinnett.org

SECTION 6: COMMUNICATION

All inquiries should be submitted to Kellie Littlefield at kellie@artworksgwinnett.org

SECTION 7: SCHEDULE OF EVENTS

All submittals are due by November 15, 2021.

Awards will be notified by close of business on January 26, 2022.

Art infrastructure

The creative economy covers the knowledge-based economic activities upon which the ‘creative industries’ are based. These industries include advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research and development, software, computer games, electronic publishing and TV/radio.

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Stakeholders

Gwinnett County

Gwinnett County Board of Commissioners Gwinnett County CIDs Gwinnett County Chamber

Municipalities

Auburn	Berkeley Lake	Braselton	Buford
Dacula	Duluth	Grayson	Lawrenceville
Lilburn	Loganville	Norcross	Peachtree Corners
Snellville	Sugar Hill	Suwanee	

Gwinnett Municipal Association

Corporate & Non-Profit

AT&T	Community Foundation for NE Georgia
Explore Gwinnett	Gwinnett Chamber of Commerce
Gwinnett Clean & Beautiful	Gwinnett County Library
Gwinnett Municipal Association	Partnership Gwinnett
United Way	View Point Health

Community Improvement District (CID)

Evermore CID	Gateway 85 CID	Gwinnett Place CID
Lilburn CID	Sugarloaf CID	

Education

Georgia Gwinnett College	Gwinnett County Public Schools
Gwinnett Technical College	Buford City Schools