

MEMORANDUM

TO: Arts and Culture Commission  
FROM: Maria Olson, Assistant Planner *MS*  
DATE: July 8, 2015  
RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, July 15th at 4:00 p.m. in the City Commission Room, City Hall. If you are not able to attend, please contact staff at 241-1474 or [planning@cityoffargo.com](mailto:planning@cityoffargo.com). Thank you.

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**ARTS AND CULTURE COMMISSION**  
**Wednesday, July 15, 2015 4:00 p.m.**  
**City Commission Room**  
**AGENDA**

1. Approval of Minutes for June 17, 2015 Meeting
2. Public Art Master Plan RFP
3. Fargo Flag Update
4. Public Comment/Announcements
5. Adjournment

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People with disabilities who plan to attend the meeting and need special accommodations should contact the Planning Office at 241-1474 or TDD at 241-8258. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements.

## **ARTS AND CULTURE COMMISSION MINUTES**

**Regular Meeting:**

**Wednesday:**

**June 17, 2015:**

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the City Commission Room at City Hall at 4:00 o'clock p.m., Wednesday, June 17, 2015.

The Arts and Culture Commissioners present or absent were as follows:

Present: Arlette Preston, Cassandra Maland, David Bertolini, Dayna Del Val, Deb Williams, Jessica Jung, Michael Olsen

Absent: Chelsea Thorson, Colleen Sheehy

Also Present: Maria Olson, Nicole Crutchfield

Chair Bertolini called the meeting to order and welcomed Members to the meeting.

**Item 1: Minutes: Regular Meeting of May 20, 2015**

Ms. Del Val moved the minutes of the May 20, 2015 Arts and Culture Commission meeting be approved. Second by Mr. Olsen. All Members present voted aye and the motion was declared carried.

**Item 2: Breakout Session Review and Public Art Master Plan Discussion**

Assistant Planner Maria Olson summarized the public art policy and process breakout session from last month's meeting, noting 6 example master plans that cover a range of ideas and approaches will be reviewed today to help understand what the major elements are within a master plan and develop a better sense of what Fargo's Public Art Master Plan could entail.

Discussion was held regarding different elements within the example master plans including policies, categories for the types of public art, visions/goals set forth within these plans, cultural districts, and the cities' identities of public art. Members also talked about means of acquiring feedback for the master plan through either community outreach or through hiring a consultant, as well as publically-funded public art versus privately-funded public art. In addition, Members discussed ways to further implement the GO2030 Fargo Comprehensive Plan through the master plan.

Ms. Olson stated a draft Request for Proposals (RFP) will be presented to the Members for review at the next meeting outlining the proposed scope-of-work to be included in the development of Fargo's Public Art Master Plan.

**Item 3: Public Comment/Announcements**

*a. Fargo Flag – Jackson Ridl*

Jackson Ridl, student at Carlson School of Management at the University of Minnesota in Minneapolis, presented to the Board the idea of the creation of a flag representative of Fargo, and showed examples of other “city” flags.

Discussion was held regarding the process for this proposed project including the project timeline, with the potential launch of this idea at the TEDxFargo event on Thursday, July 23 at the Fargo Civic Center.

**Item 4: Adjournment**

Mr. Olsen moved the meeting be adjourned. Second by Ms. Del Val. All Members present voted aye and the motion was declared carried.

The time at adjournment was 5:12 p.m.



*Request for Proposals*  
**City of Fargo, North Dakota**  
*Date*

## **Consulting Services for a Public Art Master Plan**

**Proposal Mailing Date:**

**Proposal Submittal Due Date:**

**Please Submit Questions and Proposal to:**

Maria Olson  
City of Fargo  
200 3<sup>rd</sup> Street North  
Fargo, ND 58102  
Phone:(701) 476-4152  
Email: mdolson@cityoffargo.com

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## General Description

The City of Fargo is seeking proposals from qualified consultants or consulting firms in order to provide professional consulting services in the development of a Public Art Master Plan. The consultants should have experience in public art programming or public art master planning. The selected consultant will work in conjunction with City Staff and the City of Fargo Arts and Culture Commission to provide a creative approach to planning for public art which will foster a balanced investment between the public and private sector.

This RFP contains; relevant background and history on the City of Fargo, scope of work and budget requirements, evaluation review criteria, submission requirements, and consultant selection process.

## **Purpose**

The intent of this public art master plan is to provide a community-wide vision for how public art can be integrated into the framework of the city. Specifically, the goals of this plan are to provide:

- **Reinvestment and Integration:** Propose ways in which public art can help to accomplish the goals outlined within Fargo's GO2030 Comprehensive Plan. These recommendations should include examples which can be implemented by government, non-profit, and for profit entities, as well as by individuals.
- **Vision:** Provide a definition for public art which will provide scope for the type of artwork which will be addressed by a public art program. Define values and goals for public art which emphasize areas of potential and build on existing strengths within the community.
- **Structure:** Outline a general structure for public art programmed by the City. Main goals will be to refine policies and procedures for public art including artist and project selection process, donation, maintenance, and accessioning procedures. Future funding strategies should also be proposed.

## Background

The City of Fargo is an incorporated city with an estimated population of over 115,000 (2014 US Census estimates). It is the largest city in the state of North Dakota and is located within the heart of a larger metropolitan area which encompasses two states and five cities. Dubbed the "City of Parks", Fargo's strengths include an integrated public park system as well as a revitalized downtown area.

The City of Fargo began to initiate a plan for public art through the GO2030 Fargo Comprehensive Plan which was adopted in May of 2012 (see document and additional information). The comprehensive plan aimed at reaching and responding to a broad audience and included extensive public outreach efforts. These efforts revealed strong support for the arts within our community, and lead to the the plan identifying Arts and Culture as a Key Initiative for Fargo.

The plan recommended specifically that art be incorporated into the public realm, that public gathering spaces be developed, and that an arts commission be established. In January of 2014, a Public Art Taskforce was created in order to seek out ways to implement the Arts and Culture portion of the comprehensive plan. Resultant of this taskforce, two recommendations were presented to the City Commission; 1) to establish an Arts and Culture Commission and 2) to create a public art master plan. In January of 2015, the Arts and Culture Commission was established and chose as one of its first goals to initiate the creation of a public art master plan.

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In addition to the public art master plan, the Arts and Culture Commission is in the process of documenting and cataloging the city's public art collection and drafting a public art policy.

### **Scope of Work and Budget**

#### **Scope of Work**

As part of the proposal, the consultant shall propose a strategy for the completion of the following tasks:

1. **Assessment and Analysis:** The consultant will be expected to review existing documents and resources, including but not limited to the FargoGO2030 Comprehensive Plan and the Fargo Municipal Code.
2. **Stakeholder Interviews:** The consultant will be expected to lead interviews with area stakeholders, such as artists, developers, business and community leaders, as well as key players within the local government.
3. **Synthesize Ideas and Define Strategy:** The consultant will work with the Arts and Culture Commission and City staff in order to understand the community's vision and goal for public art. The consultant will synthesize these goals with the existing administrative capacity and with the context of the community. The consultant will also help to refine a proposed policy for public art.
4. **Initial Recommendation:** The consultant will be expected to help develop a summary of work to date, as well as an initial set of recommendations based on best practices and existing public art programs around the county. The consultant will provide two presentations on the initial recommendation; one to the Arts and Culture Commission and one to the City Commission.
5. **Final Review and Recommendation:** The consultant will prepare a final report and executive summary that is graphically pleasing and will be used by the City for public distribution. The consultant will also provide two presentations; one to the City Commission and one to the community at large.

#### **The Role of City Staff and the Arts and Culture Commission**

**Support and Review:** City staff and the Arts and Culture Commission intend to work collaborate with the consultant throughout all stages of the planning process. City Staff will organize stakeholder interviews and any requested on-site visits.

**Data:** City staff will work with the consultant to provide data, maps, and background information as needed to complete the tasks outlined above.

#### **Budget Requirements**

The applicant's budget proposal should cover all of the expenses of the consultant or consultant team required to execute the "scope of work" listed above. If it is determined that the items identified above do not cover all of the appropriate items necessary for a public art master plan, the applicant may submit a budget addendum in addition to the budget proposal. The budget addendum shall be itemized separately from the lump sum bid amount. The final budget shall be negotiated with the selected consultant prior to entering into a fixed-price contract with city.

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## Evaluation Review Criteria

The selection committee will review each submittal and will use the following review criteria and weighted percentages to rank and select proposals:

1. **Qualifications and Experience:** This criteria will consider the consultant's previous experience and any past work samples, as well as consider results of all reference checks in determining the overall qualifications of the consultant. (30%)
2. **Proposed Approach:** This criteria will consider the strength of the consultant's proposed approach and estimated timeline for completion. Special attention will be paid to the proposal's adherence to, and clear explanation of how the proposal will achieve the goals of the scope of work (40%)
3. **Consultant Availability:** This criteria will consider the availability of the consultant both in terms of time which the consultant can provide, as well as a clear explanation within the proposal of a communication strategy between the consultant and the City. (15%)
4. **Budget Proposal:** This criteria will consider the total proposed budget in relation to the proposed scope of services. Proposals with the lowest fee total will not necessarily be favored higher than those with higher fee totals. (15%)

## Submission Requirements

Proposals must be received no later than 4:30 p.m. CST **DATE**. Proposals received after this date will not be considered.

All submissions must include the following information:

1. **Letter of Intent** which will include the legal name and address of company; as well as name, title, address, telephone number and email address of the main contact person regarding the proposal. The proposal must be signed by an individual or individuals authorized to execute the documents on behalf of the proposer. The letter shall indicate the applicant's intent to offer consulting services and that the proposal shall remain valid for a period of not less than ninety (90) days from the date of the submittal.
2. **Resumes** of each project team member. All individuals intended to work on this project must have resumes included.
3. **Work Samples and Previous Experience** shall be included as deemed necessary. Please include past experience related to consulting on, or completing a public art master plan for other agencies.
4. **References** for each team member or three references for the consulting firm as a whole related to projects completed in the last ten years. Please include name, address, phone number and email.
5. **Proposed Approach and Schedule** indicating how the consultant intends to accomplish the purpose and scope of work outlined above. Please include a general timeline for implementation within the proposed project approach. Please also identify which personnel will work on each phase of the project.
6. **Proposed Budget** which outlines what tasks will be completed with the funds allocated. Please outline the proposed budget according to the guidelines within the "budget requirements" category of this RFP.

Additional information may be included as necessary.

Please submit **Four (4) 8 ½" x 11" bound hard copies** and **One (1) electronic copy** in the form of a zip drive or CD with a PDF of the application packet to:

Maria Olson  
City of Fargo Department of Planning and Development  
200 3<sup>rd</sup> Street North  
Fargo, ND 58102

### **Consultant Selection Process**

#### **Selection Committee**

A sub-committee consisting of four members of the City of Fargo Arts and Culture Commission will serve as the Selection Committee for this RFP. The Selection Committee will review all proposals and will select finalists for further review. The Selection Committee may request an interview with the finalists prior to final recommendation. The contract for services will be negotiated by the chosen consultant and the City. Final review and contract approval will be completed by the Fargo City Commission.

The applicants may not contact members of the selection committee. All questions or comments by the applicant must be directed to the sole point of contact listed in the RFP.

#### **Deadlines and Important Dates**

	Notice of RFP Issued
	Deadline for Submitting Questions concerning RFP (4:30 p.m. CST)
	Responses to Questions Submitted (4:30 p.m. CST)
	Proposals Due (4:30 p.m. CST)
	End of Proposal Review and Finalist Selection Period
	Interviews with Selected Finalist
	Presentation of Finalists and Recommended Consultant to the Arts and Culture Commission
	Contract Negotiations/Legal Review
	Recommendation of Consultant to City Commission
	Notice to Proceed

#### **RFP Terms / Conditions**

The City reserves the right to reject any or all proposals. Any agreement or contract resulting from the acceptance of a proposal shall be on forms either supplied by or approved by the City and shall contain, as a minimum, applicable provisions of the Request for Proposals and any City requirements for agreements and contracts.

#### **Documents and Additional Information**

[G02030 Fargo Comprehensive Plan](#)  
[City of Fargo Website](#)  
[City of Fargo Arts and Culture Commission Webpage](#)  
[Additional information](#)