

City of Rochester

ArtsBloom

Request for Proposals:
Art Education, Performing Arts, and Temporary Art

Issued: Friday, April 21, 2023

Proposals to be received by
5:00 PM on Thursday, June 1, 2023

Submit Proposals to:

Heather Anderson, AICP
Project Manager
Office of City Planning
heather.anderson@cityofrochester.gov

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ATTACHMENTS (posted online separately)

- ATTACHMENT A: MANDATORY COVER SHEET
- ATTACHMENT B: STANDARD PSA FORM
- ATTACHMENT C: MWBE AND WORKFORCE GOALS

REQUEST FOR PROPOSALS

The City of Rochester (“City”) is seeking proposals for arts programming and projects (“Proposal(s)”) from qualified Respondents (“Respondent(s)”). Selected Respondents will be retained by the City as Consultants (“Consultant(s)”) to implement the proposed arts programming and/or projects.

BACKGROUND

ArtsBloom (“ArtsBloom Project” or “Project”) is the City’s non-capital art competition funded through the Percent for the Arts program, which is one of several programs through which the City invests in arts and culture in Rochester. More information on the City’s various arts and culture initiatives, including those dedicated to capital art (permanent physical installations) can be found at www.cityofrochester.gov/arts.

ArtsBloom Project’s goals are to enrich and expand the experience of public art for all Rochesterians by reaching historically underserved residents, while increasing economic opportunities for local artists and small arts organizations in Rochester. These goals are aligned with the City’s vision for a more dynamic and equitable city of and for the arts. They are also aligned with several goals and strategies of the [Arts & Culture section](#) of the [Rochester 2034 Comprehensive Plan](#).

In this inaugural round of the ArtsBloom Project, a total of \$100,000 will fund diverse arts programming and projects that benefit the Rochester community. The concept for the ArtsBloom Project was developed in partnership with an advisory panel of local artists and members of the arts community called the Arts and Creative Community Committee (AC³).

Respondents may submit a funding request for one of three options: \$5,000, \$10,000 or \$20,000. Each Respondent may only submit one funding request.

Eligibility

Qualifying applicants may be:

- Individuals or groups/organizations. Groups/organizations do not have to be MWBE-certified or nonprofits to qualify.

Qualifying arts programming and projects must:

- Belong to one or more of these three categories:
 - Art education
 - Performing arts, including but not limited to dance, music, drama or oratory
 - Temporary art, including but not limited to art exhibitions, street painting, or chalk art
- Meet the following “public benefit” criteria:
 - Free to participants/audiences, or feature a free or low cost component to participants/audiences
 - Open to and of interest to the Rochester residents
 - Located in the city of Rochester

- Be completed between July 1, 2023 and June 30, 2024. Temporary art must be installed within that year, but the City will work with artists and organizations to determine if and when temporary art needs to be deinstalled.
- Align with the ArtsBloom Project goals (see above)

The following are examples of programming or projects that are ineligible for ArtsBloom Project funding (this is not a complete list):

- Events receiving Special Events funding through the City
- Murals
- Physical art or sculpture that requires a concrete footing or other permanent attachment structure
- Parades
- Block parties
- Trade shows, conventions
- Annual luncheons, holiday parties, class or family reunions
- Sports tournaments, school or athletic leagues

The City anticipates that a wide variety of activities may be submitted. Therefore, the City reserves the right to determine which activities are eligible for this funding program.

ANTICIPATED TIMELINE

Activity	Date
RFP Release	April 21, 2023
Pre-Submission Conference	May 10, 2023
Deadline for questions	May 15, 2023 5:00 pm
Responses for questions submitted	May 19, 2023
Proposals due	June 1, 2023 5:00 pm
Consultant Selection and Award Notification	Week of July 3 rd , 2023

The dates shown above may be subject to change within the City of Rochester's sole discretion and upon written notification as set forth herein.

COMMUNICATIONS

All communications by Respondents who have indicated an intent to submit or have submitted a Proposal in response to this RFP, including any questions or requests for clarifications, submission of the Proposal, requests for status updates about the Proposal selection process and any other inquiries whatsoever concerning this RFP shall be sent, via email, to the following City staff person ("City Contact"):

Heather Anderson, AICP
Project Manager
Office of City Planning

By email only at: heather.anderson@cityofrochester.gov

No contact is permitted with any other City staff member with regard to this RFP during the RFP process unless specifically authorized in writing. Prohibited contact may be grounds for disqualification.

To ensure that all Respondents have a clear understanding of the scope and requirements of this RFP, the City will respond to all timely questions submitted via e-mail to the City Contact by the question deadline stated above. Questions and the responding answers will be sent via e-mail to all Respondents who have provided an e-mail address to the City Contact and will be posted on the City's web page for this RFP. The City's failure to timely respond or provide responses to any questions shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFP.

The City will make every reasonable effort to keep Respondents informed about the RFP process. Notifications about Timeline date changes, amendments to the RFP and other information about the RFP will be sent by e-mail to Respondents who have provided an e-mail address to the City Contact and will be posted on the City's website for this RFP. The City's failure to provide such information shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFP.

PRE-PROPOSAL CONFERENCE

In order to provide the City with an opportunity to discuss the RFP and Respondents with an opportunity to ask questions and clarify the RFP, a pre-proposal conference will be held virtually on Wednesday, May 10, 2023.

To register for this meeting, visit:

https://cityofrochester.zoom.us/meeting/register/tZAsde-rpzkqHNyVM51SHULZLmzrKTxfI_50.

After registering, you will receive a confirmation email containing information about joining the meeting. There is no requirement to attend the pre-proposal conference and no obligation by the City to provide information from the conference to parties who fail to attend. The City intends to post a recording of the pre-proposal conference at www.cityofrochester.gov/arts.

SCOPE OF SERVICES

The City is seeking the services of a Consultant to provide the necessary services to implement the ArtsBloom Project. The Respondents selected by the City will be required to enter into a Professional

Services Agreement (PSA) with the City (see Attachment B, Standard PSA Form). The City will draft the PSA with a scope of services, which will include a clear description of deliverables and schedule, based on the proposed services described in Respondent's Proposal to this RFP.

PROPOSAL PREPARATION AND SUBMISSION PROCESS

Proposals must be received by the City no later than 5:00 pm on June 1, 2023. Respondents may attach their Proposal file(s) to the email submission or include a link to a file sharing platform if files are too large for email attachments. File(s) should be in PDF format. Email submissions to:

Heather Anderson, AICP
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This RFP is designed to facilitate the evaluation and selection of Consultants that are best able to achieve the City's objectives as described in this RFP. The Proposal shall contain a table of contents. All pages shall be numbered and major sections and all attachments shall be referenced in the table of contents. Sections should correspond to requirements included in Proposal Content below.

Each proposal shall be signed by an individual authorized to enter into and execute contracts on the Respondent's behalf. Unless otherwise specified in its proposal, Respondent represents that it is capable of meeting or exceeding all requirements specified in this RFP.

Submission of a proposal shall be deemed authorization for the City to contact Respondent's references. Evaluation of proposals will be conducted by the City based on information provided in the Respondent's proposals and on such other available information that the City determines to be relevant. The evaluation of proposals may include an on-site assessment, meetings with authorized personnel, and may involve the use of a third-party consultant.

The Respondent selected by the City will be required to enter into a Professional Services Agreement (PSA) with the City. Unless otherwise stated in the Proposal, the Respondent's response to this RFP shall be deemed its acceptance of the terms of this PSA. (Note: Attention is directed to the MWBE and Workforce Utilization Goals which will apply to the PSA's for \$20,000)

Respondents shall provide sufficient information in their written proposals to enable the City review team to make a recommendation to the Mayor. The City reserves the right to invite any or all Respondents to an interview to discuss their proposal. Any expenses resulting from such an interview will be the sole responsibility of the Respondent. The City is under no obligation to select any of the responding Respondents or to conduct the Project described herein. The City may amend or withdraw the RFP at any time, within its sole discretion. The City shall have no liability for any costs incurred in preparing a proposal or responding to the City's requests with respect to the proposal.

PROPOSAL CONTENT

The proposal should include the following information in the order specified:

A. Cover Sheet

Please fill out the ArtsBloom Cover Sheet (Attachment A, Mandatory Cover Sheet).

B. Proposed Project Description (500 words maximum)

Describe your proposed project and include all known details, including proposed location(s), dates and length of the project or programming, as applicable. The City can work with Respondents to identify location options (e.g. parks, R-Centers, libraries) if the Respondent would like that assistance.

C. Public Benefit (300 words maximum)

Describe how the Proposal will meet the ArtsBloom Project goals and the “public benefit” criteria of the eligibility requirements, including the free or low cost component to your programming or project. If there will be a cost for the participants/audiences, include that information, as well as what the cost for participants/audiences would be without ArtsBloom funding.

D. Budget

Include an itemized budget for the project, including:

- Expenses and ArtsBloom funding. Incorporate as much detail as possible, including Respondent’s staff hours and billing rates, and which expenses would be covered by the funding requested.
- Additional funding/income sources (if any)
- If the programming or project will have a cost for participants/audiences, (e.g. you will be charging for tickets to a performance or charging a fee to artists to exhibit their art) your itemized budget should justify the need for the fees you are charging.

Please note: The City may ask selected Consultant(s) to provide a breakdown of the Project by task and timeline.

E. Programming or Project History (300 words maximum)

If you have prior experience with the proposed programming or project, provide information about the previous version(s), including details such as when you completed it, where it was located/distributed, how many attended the programming, etc. Please include images and/or links to video content if applicable to supplement the description of prior programming and projects.

F. Relevant Experience (500 words maximum)

Provide description(s) of other relevant programming and projects that you have completed, including details such as when you completed it, where it was located, how many attended the programming, etc. Please include images and/or links to video content if applicable to supplement the description of prior programming and projects.

G. References

Please include the names and email addresses of two references who can speak to your ability to effectively manage and complete a project.

H. Programming or Project Personnel

- Provide the name of the lead person for this Proposal (the person named as the individual or the lead for the group/organization on the Cover Sheet).
- For groups/organizations: list the names of all staff who will be involved in the proposed programming or project ("Project Personnel"), as well as their role(s) in the programming or project.
- Provide data on the diversity of Respondent's overall workforce, including total number of employees, and percentages of minorities and females employed.
- *Optional:* If the experience of any Project Personnel is not adequately illustrated in Sections E. and F. above, provide the resume(s) for such person(s).

I. Subcontractors

Names and roles of sub-contractors, associates, or any non-employees who will be involved in the programming or project, if any. If the experience of a sub-contractor is not adequately illustrated in Sections E. and F. above, provide the resume(s) of sub-contractor.

J. MWBE - *complete this section only if you are requesting \$20,000*

Statement as to whether or not the Respondent is a bona fide MWBE firm, will use bona fide MWBE subcontractors and the percentage of the workforce utilized to perform the work of this contract who will be either Minority (M) or Women (W), including both the Consultant's workforce and that of any subcontractors who will be utilized. MWBE certification is not an eligibility requirement for this RFP. Respondent's response to this Section will not disqualify them from requesting ArtsBloom Project funding.

EVALUATION CRITERIA

The following is a summary of the proposal evaluation criteria. It is within the City's sole discretion to determine the value assigned to each of these criteria.

- A. Proposal quality: Does the proposal illustrate a well-considered plan?
- B. Proposal feasibility: Is the budget and timeline feasible?
- C. Public benefit: Is the Proposal aligned with the ArtsBloom Project's goals to enrich and expand the experience of public art for all Rochesterians by reaching historically underserved residents, while increasing economic opportunities for local artists and small arts organizations in Rochester? If there is a cost to participants/audiences, the City reserves the right to assess whether the Project is sufficiently "open to the public."
- D. Experience: Does the Respondent have experience providing the same or similar services? Did the references verify that capacity?

- E. City of Rochester location preference: The City favors contracting with firms located in the City of Rochester and a preference will be given to Consultants located in the City, through an additional weighting of 10%. Non-local firms may wish to consider partnerships or other collaborative arrangements with local firms as a strategy to address this criterion. Note that location within the city is defined by the boundary of the city, not a Rochester ZIP code. Respondents can find the city boundary here: <https://maps.cityofrochester.gov/propinfo/>
- F. Respondents MWBE and Workforce Goals (*for requests of \$20,000 only*): See the table below for a summary of additional evaluation weighting points for MWBE and Workforce Goals. For more information, see Attachment C (MWBE and Workforce Goals). This criterion is correlated to Proposal Content, Section J (MWBE), above.

Category of Additional Evaluation Points	Additional Weight Awarded
Respondent is New York State Certified MWBE	10%
Utilize MWBE Subcontractors for 10-20% of work	5%
Utilize MWBE Subcontractors for more than 20% of work	10%
Meet or exceed workforce goals of 20% M and 6.9% W	10%

- G. Other Criteria: Other criteria may be considered and evaluated by the City if it is determined to be in the best interest of the City and the success of the Project to do so.

The selection of a Consultant is within the City's sole discretion and no reasons for rejection or acceptance of a proposal are required to be given. Although costs are an important consideration, the decision will be based on qualifications and compliance with the requirements of this RFP and not solely on cost. The City reserves the right to reject any or all proposals or to accept a proposal that does not conform to the terms set forth herein. The City further reserves the right to waive or modify minor irregularities in the proposals and negotiate with Consultants to serve the City's best interest and the goals of the ArtsBloom Project.

MISCELLANEOUS

The City reserves the right to amend or withdraw this RFP in the City's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City shall have no liability for any costs incurred by any Respondent.

The City may request additional information from any Respondent to assist the City in making its evaluation.

The Proposal and all materials submitted with the Proposal shall become property of the City and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the Proposal, it must be clearly identified and a request to keep such information confidential must be submitted.

Submission of a Proposal shall constitute a binding offer by Respondent to provide the services at the prices described therein until such time as the parties enter into a PSA.