

City of Rochester
Request for Qualifications
Artist Engagement Team
for the City of Rochester and Monroe County Arts and Culture Plan

[Online application](#) must be completed and submitted by
11:59 pm on Sunday, February 4, 2024

REQUEST FOR QUALIFICATIONS

In 2024, the City of Rochester (“City”), Monroe County (“County”), and a consultant (“Consultant”) will create an arts and culture plan for the City and County (“Plan”) through research and comprehensive community engagement (the “Project”). The City, County, and Consultant are seeking local artists to help develop and implement community engagement strategies for the Plan. For the purposes of this RFQ, “Artists” include individuals that work anywhere on the broad spectrum of creative endeavors, including but not limited to literary arts, performing arts and visual arts.

BACKGROUND

The City of Rochester and Monroe County Arts and Culture Plan

The City’s Comprehensive Plan, *Rochester 2034*, adopted in 2019, identified the importance of arts and cultural assets in meeting the City’s broader goals and envisioned Rochester as a “city of the arts and for the arts” - one in which the arts are accessible to all Rochesterians regardless of where they live or their ability, and where there is support for small organizations and individual artists representing the diversity of Rochester. The Arts + Culture section of *Rochester 2034* recommends an arts and culture plan as an action toward that vision.

The City collaborated with an external stakeholder group, the Arts and Creative Community Committee (AC³), and an internal multidepartment staff group, the City Arts Team (CAT), to create an overview of the Plan. This overview identifies that the Plan will include, at a minimum, a landscape analysis, a vision, goals and an implementation plan to achieve the vision and goals, a cultural equity policy and a Public Art Master Plan for the City.

The City and County conducted a Request for Proposals (RFP) to select a consultant to assist in the development of the Plan. The Consultant selection will be considered for approval at City Council on December 19, 2023.

The Artist Engagement Team

The Plan budget includes \$30,000 for local artists (an “Artist Engagement Team”) to participate in the development and implementation of community engagement. An Artist Engagement Team is a model established by cities such as Minneapolis in which artists use their creativity to think outside the box of routine outreach. Artists are uniquely well suited to discuss art with residents and other artists, and often have access to networks of people through their own community leadership.

Broadly, the work of the Artist Engagement Team will include collaborating with the City, the County and the Consultant (the “Project Team”) on developing community engagement strategies, and subsequently carrying out those strategies. The purpose of the work will be to hear from stakeholders and general members of the community, about how the City, County and institutions throughout the County can help make arts and culture in our area even more robust. The Project Team is looking for artists with experience in community engagement and/or artists who are excited to use their skills for

community engagement. Engagement tasks could include but are not limited to activities such as facilitating small and large group discussions, actively listening, designing and distributing print materials, or leading community art events. In-person engagement often happens during non-traditional work hours, including weekday evenings and weekends.

It is important to note:

- This is NOT a Call for Art; creating art is not part of this Project. However, opportunities for community art events and other creative strategies are encouraged as part of the outreach purpose of the Project.
- Giving feedback on the substance of the Plan is not the core of the Artist Engagement Team's work. If you are an artist interested in having your voice heard as part of Plan development, there will be many opportunities for the Project Team to hear your perspective.

The Project Team is looking for three to four Artists for the Artist Engagement Team. The number of hours worked by each Artist will depend on whether the Project Team selects three or four Artists for the team. See below.

Eligibility: Artists who live in the City of Rochester, or who have an art studio or office in the City of Rochester. To find out if a specific address is in the City of Rochester, enter the address into the search box at this webpage:
<https://maps.cityofrochester.gov/propinfo/>.

Rate of pay: \$100 per hour

Approximate number of work hours and total payment for work:*

- If three artists are selected, each artist would work approximately 100 hours, for a total of approximately \$10,000
- If four artists are selected, each artist would work approximately 75 hours, for a total of approximately \$7,500

*This is an estimate of the work hours required and the actual hours may vary based on the Artist's availability and other factors.

Timeline: approximately 2/3 of the work in spring/early summer 2024. The remainder of work in fall 2024.

Timeline

Activity	Date
RFQ Release	Tuesday, December 19, 2023
Virtual Information Session	11:00 AM Monday, January 8, 2024
Deadline for questions	11:59 PM Sunday, January 21
Response for questions submitted	Wednesday, January 24
Qualifications due	11:59 PM Sunday, February 4, 2024
Interviews	Week of February 19th
Artist Selection and Award Notification	Week of February 26 th

The dates shown above may be subject to change within the Project Team’s sole discretion and upon written notification as set forth herein.

Communications

All communications by parties who have indicated an intent to submit or have submitted qualifications in response to this RFQ (“Respondents”), including any questions or requests for clarifications, submission of the qualifications, requests for status updates about the artist selection process and any other inquiries whatsoever concerning this RFQ shall be sent by e-mail only to the following City staff person (“City Contact”):

Heather Anderson, AICP
Project Manager
Office of City Planning
Heather.Anderson@CityofRochester.Gov

No contact is permitted with any other staff member of the Project Team with regard to this RFQ during the RFQ 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 RFQ, 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 webpage for this RFQ: <https://www.cityofrochester.gov/article.aspx?id=21474853687>. 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 RFQ.

The City will make every reasonable effort to keep Respondents informed about the RFQ process. Notifications about Timeline date changes, amendments to the RFQ and other information about the RFQ 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 webpage for this RFQ (see link above). 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 RFQ.

VIRTUAL INFORMATION SESSION

In order to provide the Project Team with an opportunity to discuss the RFQ with Respondents and Respondents with an opportunity to ask questions and clarify the RFQ, a pre-proposal conference will be held on:

Monday, January 8, 2024 at 11:00 AM

Register in advance for this meeting:

https://cityofrochester.zoom.us/meeting/register/tZ0td-2grzouH9wRSFwnnKoapKqsld3HRj_y

There is no requirement to attend the pre-proposal conference and no obligation by the City, County or Consultant to provide information from the conference to parties who fail to attend.

SCOPE OF SERVICES

The Project Team is seeking Artists to perform the following services to implement the Project:

- A. Collaborate with the City, County and the Consultant to develop a plan for community engagement. Details will include:
 1. Methods of engagement (for example, meetings, pop-up events, community art activities, surveys, mailers, fliers, website features, social media outreach, etc.)
 2. Scope of engagement. Identification of various types of stakeholders to be engaged and how best to reach them. Identification of goals for outreach outcomes, for example, key questions and issues that will frame engagement activities.
 3. Number of engagements, with specific dates, range of dates and locations as needed.

4. Determination of which artist(s) is/are responsible for each engagement and identification of the support needed from the Project Team.
- B. Conduct engagement.
1. Implement the engagement strategies as planned.
 2. Track engagement. For example, number of people in attendance, number fliers posted, etc.
 3. Regularly submit written documentation of feedback received during engagement to the project team.
 4. Synthesize and summarize community feedback for the project team as needed, including at the conclusion of engagement.
5. Attend regular meetings with the Project Team as scheduled.
 6. Upon selection, Artists will enter into a contract with the Consultant for a term of 12 months.

QUALIFICATIONS PREPARATION AND SUBMISSION PROCESS

Respondents must submit a completed digital application no later than 11:59 PM EST on Sunday, February 4, 2024. The application is a Google Form and can be found [here](#). If you need to submit a hardcopy application, please contact the City contact for this project and we will accommodate your request.

This RFQ is designed to facilitate the evaluation and selection of Artists that are best able to achieve the Project Team's objectives.

Submission of the application shall be deemed authorization for the Project Team to contact Respondent's references. Evaluation of applications will be conducted by the Project Team based on information provided in the Respondent's responses and on such other available information that the Project Team determines to be relevant. Finalists will be selected for interviews. The Respondents selected by the Project Team will be required to enter into a contract with the Consultant and the Consultant will be responsible for negotiating terms of the contract, payment for Artist's services and management of the terms of the contract.

EVALUATION CRITERIA

The following is a summary of the proposal evaluation criteria. It is within the discretion of the Project Team to determine the value assigned to each of these criteria.

- A. Experience: The Respondent's relevant experience in providing the same or similar services.

- B. Vision and enthusiasm: How well the Respondent's interests, skills and experience will support their ability to perform the outreach work and engage the Rochester community in development of the Plan.
- C. References: Evaluation of the Respondent's previous work and the relevance to the Project.

The selection of an artist is within the discretion of the Project Team and no reasons for rejection or acceptance of an application are required to be given. The Project Team reserves the right to reject any or all applications or to accept an application that does not conform to the terms set forth herein. The Project Team further reserves the right to waive or modify minor irregularities in the applications and negotiate with Artists to serve the best interest of the Project Team.

MISCELLANEOUS

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

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

The proposal and all materials submitted with the proposal shall become property of the Project Team 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.