

REQUEST FOR PROPOSALS
CATONSVILLE ARTS DISTRICT
PUBLIC ART MASTER PLAN CONSULTANT SERVICES

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Attachment- map of the Catonsville Arts District boundary

1. Introduction

Overview of Project Goals

The Baltimore County Arts Guild/Catonsville Arts District requests proposals from qualified arts and culture planning consultants to collaborate with key cultural partners and community stakeholders to create a public arts vision for the Catonsville Arts District through a vigorous public engagement process. This community-led, professionally guided process will result in a comprehensive public art master plan, a document that will: 1) identify and prioritize key sites and themes where the public can engage with history, community, and art in new and surprising forms; 2) create a process for the selection of incomparable art; and 3) identify design concepts for unique wayfinding markers and interactive components of public art that will engage participants in the stories of Catonsville.

Our goal is to harness the power of placemaking through the creation of a destination-grade cultural district.

History

Baltimore County Arts Guild (BCAG)

Established in 2012, the Baltimore County Arts Guild is a registered 501(c)(3) nonprofit organization based in Catonsville, MD, that is dedicated to fostering all aspects of the arts to the citizens of Baltimore County. From its inception, The Guild has actively supported local artists by providing affordable studio space in a collaborative and nurturing environment, and by promoting the work of artists through a rotating schedule of Gallery 1101 exhibits, Arts on Tour, public art installations, and other programs. The Guild inspires and supports emerging artists of all ages through classes, exhibits, and special events. In 2020, the Guild entered an exciting new phase as the managing entity of Arts & Entertainment (A&E) Districts in Baltimore County. In partnership with the Baltimore County Government and the Maryland State Arts Council, The Guild will promote community involvement, tourism and revitalization through tax-related incentives that attract artists, arts organizations, and other creative enterprises to neighborhoods across the county.

Catonsville Arts District

The Catonsville Arts District was designated on July 1, 2020 as Maryland's 29th Arts & Entertainment District. Baltimore County Government serves as the lead sponsor and funder and has engaged the Baltimore County Arts Guild to serve as the managing entity of the District.

Maryland's Arts & Entertainment (A&E) Districts help develop and promote community involvement, tourism, and revitalization through tax-related incentives. Each of Maryland's 29 A&E Districts are unique destinations, attracting audiences, artists, arts organizations, and other creative enterprises to specific neighborhoods. Each reflects the traditions and evolving culture of its community and invites residents and visitors to experience the best Maryland has to offer.

The goal of the A&E Districts program is to develop, promote, and support diverse artistic and cultural centers in communities across Maryland that preserve a sense of place, provide unique local experiences, attract tourism, and spur economic revitalization and neighborhood pride.

Strategies supported by the A&E Districts program include:

- creating accessible, unique arts destinations;
- leveraging the State's regional identities, natural resources, and heritage;
- facilitating opportunities for dynamic arts experiences that actively engage community members and attract visitors;
- enabling artists of all disciplines to live, work, and prosper;
- creating an economically prosperous future; and
- investing in the power of place.

Creative enterprises are the backbone of the Catonsville Arts District, with a variety of artist run businesses, businesses catering to artists, and creative entrepreneurs that have been successfully operating and building an arts community for over 50 years. Catonsville's identity as "Music City, Maryland," and the community of musicians has attracted businesses that construct instruments, repair instruments, offer instrument sales and provide lessons to the community. Their successful main street is supported by the local community, but also attracts tourists from around the state and surrounding states to their specialty shops and arts enterprises, artist run bakeries and restaurants with live entertainment, and quaint historic atmosphere and community organized events.

Catonsville is a unique, historic residential community that is traversed by several major commercial corridors that contain an eclectic mix of shops and restaurants. Historically Catonsville has always been an important crossroads for travelers commuting from Baltimore along the Frederick Turnpike (now Frederick Road) to Ellicott City and points further west. Frederick Road was the first federally planned and funded highway in the United States, is a designated "All American Road," and is part of The Maryland National Road Scenic Byway. The Catonsville community established itself along Frederick Road and spurred the development of several historically prominent Baltimore neighborhoods.

In its first year of operation, the Catonsville Arts District engaged local design firm, Public Mechanics, to create brand standards for the Catonsville Arts District. This publicly-engaged process further refined the message of the town’s music heritage.

“Discover the sound of creativity and community in Catonsville. This central Maryland destination boasts a charming small-town atmosphere, just minutes from the big city. Arts, culture, dining, shopping, and entertainment along Catonsville’s walkable Frederick Road attract families, creative professionals, college students, and regional tourists alike. The town’s musical reputation is also a metaphor for Catonsville’s authentic and eclectic spirit — a familiar rhythm of local shops and friendly neighbors; harmonies of historic and contemporary; artistic melodies hidden around every corner.”

The resulting brand uses music as a metaphor and focuses on keywords and ideas from the community including; “contemporary, kinetic and energetic, fun and playful, vibrant, bold, colorful, adaptable and evolving, and making room for the art and the message.” The brand incorporates varying sound waves as a primary design concept and uses a vibrant color palette and contemporary and playful fonts. Final brand assets include; style guide & colors, full logos, design elements, social media graphics, type & fonts and designs for collateral materials.

Contact Information

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Timeline

RFP Release Date	April 26, 2022
Proposal Submission Deadline	June 6, 2022
Interviews of selected firms shortlist	June 10– June 15, 2022 (tentative)
Consultant Selection Announced/Award of Contract	June 20, 2022 (tentative)
Completion date	January, 2023

2. SCOPE OF WORK

Scope of Services

- **Existing Conditions Investigation.** The Consultant will perform an inventory and assessment of the public art assets and opportunities, including reviewing the existing public art inventory,

process, and local codes. The inventory of existing public art should include: Profile of public art including type/category, artist, installation date, location, general condition, and other areas as deemed appropriate.

- **Public Engagement.** Using nationally established best practices for community engagement, the consultant will undertake a community outreach program to fully engage residents, stakeholders and the community-at-large in shaping and defining what Public Art is in the Catonsville Arts District. This outreach will include intentional efforts to underserved communities to help identify specific opportunities for public art engagement that will be beneficial for those communities.
- **Review of Potential Sites.** List and map potential locations for future temporary and permanent public art projects and spaces.
- **Public Art.** The consultant will identify standards for what is classified as public art, recommend standards for future acquisitions/projects. Identify criteria for selection of public art, highlight best practices, and define processes and policies for public art, including but not limited to the following: Art donations, Temporary artworks, Artist or community-initiated artwork, Deaccession, Ongoing maintenance, Upkeep, Relocation and removal policies and recommendations. Identify and clarify key themes and values on which the community should focus its public art resources. Additionally, the consultant will provide recommendations for program development (such as urban/street art, wayfinding markers, interactive engagement opportunities, murals, performing art spaces, music, digital media, etc.).
- **Master Plan.** Consultant will produce a detailed narrative and illustrative document that includes a vision statement and a 5-year strategic plan for implementation of a comprehensive Public Art Program. The plan will include a public art inventory, site selection recommendations, artist selection and support guidelines, conservation and maintenance policies, and recommendations for ongoing community education and engagement. The Plan will be presented to the Catonsville Arts District Board.

Budget

Consultant shall provide a proposed budget itemized by task as well as the total project cost proposed, total project cost stated as a firm fixed fee not to exceed \$25,000. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided.

General Requirements of the selected consultant

Potential proposers are advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, Consultant represents and warrants that it has thoroughly examined and is familiar with work required under this RFP, that Consultant has conducted such additional investigation as it deems necessary and convenient, that Consultant is capable of providing the services requested by BCAG/CAD in a manner that meets the BCAG/CAD objectives and specifications as outlined in this RFP, and that Consultant has reviewed and inspected all materials submitted in response to this RFP. Once the Consultant has been selected, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the contract or for consultant to request additional compensation.

In addition, by submitting a response to the RFP, Consultant shall comply with the following:

- Consultant shall be prohibited from assigning or subcontracting the whole or any part of the contract without the prior written consent of the Baltimore County Arts Guild.
- Consultant shall not hire, discharge, promote, demote, or otherwise discriminate in matters of compensation, terms, conditions or privileges of employment against any person otherwise qualified solely because of race, creed, sex, national origin, ancestry, physical or mental disability, sexual orientation, marital status, pregnancy or pregnancy related condition, political affiliations or opinions, color or age. Consultant also represents that it and its subsidiaries do not and will not discriminate against any employee or applicant for employment on the basis of the foregoing.
- Consultant shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990 as enacted and from time to time amended and any other applicable federal, state, or local laws and regulations. A signed, written certificate stating compliance with the Americans with Disabilities Act may be requested at any time during the life of this Agreement or any renewal thereof.
- Consultant shall operate as an independent contractor and will not be considered employee(s) of the Baltimore County Arts Guild.
- Successful consultant will be paid on actual invoices as work is completed as provided in written contract.

3. EVALUATION CRITERIA

Project Approach/Knowledge and Understanding (33%)

Demonstrated understanding of the RFP objectives and work requirements. Identification of key issues. Methods of approach, work plan, and experience with similar projects related to type of services.

Public Engagement Approach (33%)

Qualifications of project staff (particularly key personnel such as the project manager), key personnel's level of involvement in performing related work, the team's experience with local procedures and county outreach and the team's experience in maintaining schedule.

Qualification of the Proposer Firm (33%)

Experience with similar projects. Technical experience in performing work related to type of services; capabilities of developing innovative or advanced techniques; strength and stability of the firm; technical experience and strength and stability of proposed subconsultants; and demonstrated communications quality and success.

4. VENDOR SUBMISSIONS

Responses must be submitted electronically before 4:00 p.m. on or before April 10th to Director@bcartsguild.org. The proposal format is required to be presented in the following order:

a. Statement of Understanding

A description of Consultant's approach to the performance of the work requested that illustrates the Consultant's understanding of the nature of the work being requested and the total cost of services presented in the proposal. Include a brief statement of how the applicant learned of this opportunity.

b. Scope of Work

Provide a detailed project scope of work based on the RFP. Describe the methodological plan for accomplishing the work listed herein. Indicate the hourly rates that would be charged for the work performed by the Consultant principals and staff.

c. Qualifications of Proposed Project Team members

A brief description of the qualifications of the primary Consultant and sub-consultants (if any) along with an organization chart of the project team. Clearly identify the project manager. Designation of a single point of contact for the project is required. Provide the role and relevant background experience of the primary individuals involved in the project, e.g., a brief description of the qualifications of the key personnel and responsibilities should be included. (Include resumes and links to project portfolio or accomplishments as Addenda.)

d. Past project examples (3)

e. Schedule

Specify project outcomes and deliverables anticipated. Provide a schedule itemized by task, including any start up meetings; public outreach meetings, Catonsville Arts District Committee meetings, submittal of the draft Plan, turnaround time needed after receiving final comments on the draft, and anticipated delivery of the final Public Art Master Plan.