

CITY OF CORONADO



REQUEST FOR PROPOSALS (RFP) for City-Wide Arts and Culture Strategic Plan RESPONSES TO QUESTIONS SUBMITTED BY POTENTIAL APPLICANTS Released July 21, 2017

1. What access do you currently have to current visitor, seasonal residents, out-of-state homeowner, non-resident families in the School of the Arts, and Navy base personnel information that will facilitate project contact and engagement?

There are potential avenues of contact via e-mail lists and physical addresses available for some of these categories depending on the purpose of contact. The City will collaborate with selected consultant to achieve access to audiences for project contact and engagement. Below are potential avenues:

- **Current Visitors** – a database populated through the Coronado Visitors Center website (permission would need to be requested).
- **Coronado School of the Arts Non-resident families**
 - The Cultural Arts Commission has a strong relationship with the Coronado Arts Education Foundation (CAEF) and CoSA. In the past CoSA has sent out information regarding Cultural Arts Commission activities to their constituency.
- **Seasonal Residents/Out of State Homeowners**
 - There is publicly available information from the County Assessor of which the City has access that can identify the address of properties that are non-owner occupied (or vacant).
- **Navy**
 - Navy Publications for advertising to the Navy Base personnel. Coronado has relationships with Navy leadership and Public Information Officer to put out information to Navy personnel and their families at their discretion.

- **ALL Demographics may be reached through:**

- Local Publications – “Coronado Eagle Journal” (local home delivery and website), “CoronadoTimes” (website) and “Coronado Lifestyles” (bi-monthly magazine with local home delivery).
- Social Media – The Cultural Arts Commission currently maintains a Facebook Page, Twitter and Instagram account. In addition, the City of Coronado maintains a website, Facebook Page and Twitter account.
- City of Coronado Publications – Currently the City of Coronado publishes “Coronado Currents” approximately three times a year and mails to all Coronado residents. The City also publishes a City Manager Weekly update and video available on the City website every Friday morning.

2. In 2.D.1, you mention one-on-one meetings. Please give us an estimate on how many this will need to be.

Engagement and assessment of approximately 25 organizations and/or groups of individuals such as authors, artists, musicians, arts leaders. This list includes the Cultural Arts Commission 15 established Art Partners.

3. The RFP mentions one-on-one interviews and assessments of public and private facilities and arts providers. Is there a comprehensive inventory of the ‘other arts organizations, private schools, galleries, creative industries and individuals’ that should be planned for?

A list is currently under development and will be available to the selected consultant.

4. In 2.A.4, you mention designing collateral and communication materials. Do you have a designer available for us to develop strategy and tactics with, or are you expecting the consultant team to produce the materials with their own graphic designer?

The City does not have a designer on staff. The consultant team will be responsible to produce the materials with final review and approval of the product by the city.

5. The RFP calls for an extensive communication strategy to be developed by the consulting team. Will this also need to be implemented by the consulting team or will the City provide support in implementation?

The City will provide support in implementation. Both the City of Coronado and the Cultural Arts Commission maintain robust websites and social media presence. The Cultural Arts Commissioner responsible for the Communications program area and her volunteer team will also assist in the communication strategy implementation. In addition,

the Cultural Arts Commission maintains a Constant Contact database of approximately 2200 subscribers.

6. In 2.E.1, bullet point 2, what is your description of a Cultural Arts Foundation?

In simplest terms, it is a nonprofit organization dedicated to promoting arts and culture. One of the objectives of this cultural planning process is to explore the potential establishment of a Cultural Arts Foundation and define the organization to best promote the arts and culture. Of particular interest is the ability to raise funds for local arts organizations and programs.

7. The RFP mentions economic impact studies completed in 2013 and 2015. Can these studies be made available?

The 2013 Economic Impact Study is included in the 2013 Annual Report and is available on the website on the “About Us” tab under “Annual Reports.” The 2015 Economic Impact Survey results are also available on the same page.

8. Who is overseeing this project, and who will be the contact person for the consultant team? Can you please describe this in the context of 4. Work Plan c. - ‘retain administrative support estimated at a minimum of \$20,000’? And, do you have person(s) identified who would be interested in this administrative role?

The RFP mentions the need to plan for local administrative support for the project, a minimum of \$20,000. Has this person been identified? Will the City contract with them directly or will they be a sub-contractor? On page 5 of the RFP, in section 4.c- it states that “Consultant should include budget to retain administrative support (from within the Coronado Community) estimated at a minimum of \$20,000.”

a. Will the City be appointing the administrative support, or should the consultant work to identify the local support prior to the submission of a proposal?

Oversight on this project will be the City Manager’s Office. Contact person for the Consultant team will be the Contract Arts Administrator Kelly Purvis at kpurvis@coronado.ca.us or 619.522.2633.

Hiring local administrative support will be the responsibility of the Consultant. The consultant should not work to identify local support prior to the submission of a proposal, however the consultant should budget \$20,000 for appropriate local administrative support to be determined.

9. Is there a budget range for this project? Do you have a defined budget for this project?

Budget should be appropriate to the size of the community and scope of services requested. The Coronado City Council has not defined a budget for this project but has approved a total budget for cultural planning in excess of \$75,000.

10. Under Evaluation and Assessment (D1): You ask for an Evaluation and Needs Assessment of different groups. Are the groups simply "Public" and "Private" or the even smaller groups within those? (e.g. galleries, individuals delivering arts services, etc.)

Groups are to be defined by the consultant based on previous experience with assessments. Groups may be defined as public/private or smaller, more focused groups might be more appropriate. The City is relying on direction from consultants on what provides the best information.

11. Under Evaluation and Assessment (D2): Is there room to identify other topics and/or amend this list? Could focus groups be conducted in lieu of these workshops?

The consultant, based on previous experience may propose other topics and/or amend the list. If in the consultants experience there are other topics that should be included, please state them in your proposal. If there are additional means to evaluate and assess, such as a focus group, consultants may present that option in their proposal.

12. Have you conducted comparative cities research and if so, can we get a copy of the findings and conclusions?

Coronado has not conducted comparative cities research for arts and culture.

13. Is the City open to conducting a mixture of in-person and video-conference meetings?

The City is open to conducting both in-person and video-conference meetings. If this is proposed, please indicate an estimated percentage of in-person vs. video conference meetings.

14. What is the timeframe for the plan? The annual report mentioned 7-8 and 5 years in two separate instances, and the RFP asks for 7-10 year planning in reference to capital investment and reinvestment in part E2.

Timeframe for the plan is the 7-10 years as stated in the RFP. The annual plan timeframes were estimates but the RFP is the timeframe we would like to see for the effort and scope of the work.

15. While you clearly want to distinguish the Arts Commission as a flourishing arts and culture center distinct from SD, has consideration been given to partnering with Balboa Park, the Missions of SD, children's museums and other arts and cultural attractions in SD to collaborate for increased tourism?

The primary concentration of this cultural plan should be Coronado focused with an emphasis on the offerings of Coronado arts and culture organizations and providers. Partnerships and memberships with non-Coronado entities that are beneficial to promoting and distinguishing Coronado's art and culture may be explored in the planning process. In

general, the residents of Coronado are opposed to generating more tourists and the financial impact of Arts Tourism is not the focus of the City or this plan.

16. Are there any specific meetings or events happening during the project period that we should consider while developing a proposed timeline of activities to complete the scope of services? (i.e. board meetings, committee meetings, etc.)

When possible, please schedule presentations to the City Council and Cultural Arts Commission to coincide with Regular Meeting dates. The Coronado City Council meets on the first and third Tuesday of each month at 4 p.m. and the Cultural Arts Commission meets on the first Thursday of each month at 4:30 p.m. Please confirm all dates on the City website at www.coronado.ca.us. In addition, the Arts Partners meet on the second Wednesday of January, March, June, September and November at 10 a.m. in Coronado. The Cultural Arts Commission schedules an annual planning workshop. This year's workshop is tentatively scheduled for September 7, 2017 at 1:00 p.m.

17. While it is a comprehensive RFP, are there other key documents developed prior to the proposal that further detail and/or summarize the current status of Coronado arts and culture?

The Cultural Arts Commission Annual Reports summarize the evolution and status of Coronado arts and culture over the last five years. For a more in-depth look at the work of the Cultural Arts Commission, access the approved minutes of the Commission on the City of Coronado website at:
https://www.coronado.ca.us/government/boards_commissions/cultural_arts_commission/cultural_arts_agendas_minutes/

18. What level of support does the City of Coronado provide to arts and culture? Is there a designated percentage of the hotel occupancy tax that supports the work of nonprofit cultural arts organizations, or a specified level of grant support that regularly is granted to these organizations?

Coronado does not designate a percentage of TOT to support the work of nonprofit cultural arts organizations at this time. The City of Coronado provides funding for the contracted Arts Administrator and awards Community Grants on an annual basis to support the work of several Coronado nonprofit arts and culture organizations. For a more detailed summary of the 2017/2018 Coronado Community Grant access the July 18, 2017 City Council Agenda at the link below. The staff report and supporting documentation begin on page 259.

<http://documents.coronado.ca.us/WebLink/docview.aspx?dbid=0&id=49548&openfile=true>

SUBMITTAL INFORMATION

Applicants have the option of sending their proposal via standard mail or personal delivery. Applicants are solely responsible for ensuring their proposals are received by the City by the submittal deadline. Proposals must be received by no later than 3 p.m., Pacific Standard Time, Monday, July 31, 2017, at the following address:

City of Coronado
Office of City Clerk
1825 Strand Way
Coronado, Ca 92118

One (1) original and four (4) printed copies plus a digital version (thumb drive) of the proposal must be submitted. A representative authorized to bind the company must sign the original copy. Proposals submitted by email are not acceptable and will not be considered. Proposals are to be submitted in sealed packages with the name of the consultant and RFP title clearly marked on the outside of the package.

Failure to comply with the requirements set forth in this RFP may result in disqualification. Proposals and/or modifications received after the hour and date specified above will not be considered. Submitted proposals may be withdrawn at any time prior to the submission time specified in the RFP, provided notification is received in writing before the submittal deadline. Proposals cannot be changed or withdrawn after the submittal deadline. No handwritten notations or corrections will be allowed.

The City reserves the right to reject all proposals and to waive any minor informalities or irregularities contained in any proposal. Acceptance of any proposal submitted pursuant to this RFP shall not constitute any implied intent to enter into a contract.

The contract award, if any, will be made to the applicant who, in the City’s sole discretion, is able to perform the required services in a manner most beneficial to the City of Coronado.

INQUIRIES

Direct all inquiries regarding this proposal to:
Kelly Purvis, City of Coronado Contract Arts Administrator
Email: kpurvis@coronado.ca.us
Phone: 619.522.2633
Direct Cell: 619.341.0137