



**Parks, Recreation and Libraries Department**

## **Cultural Arts & Entertainment Strategic Plan Request For Proposal**

### **Submitted RFP Questions & Answers**

Updated 11/26/12

**Q: Do you have an estimated budget for the contracted services? What is the City's proposed budget for the assignment? Have you established a target budget or range for this project?**

A: In our research, we have found a spectrum of plans from \$10,000-\$75,000. We believe our size and requirements will result in proposals between these amounts, but we want our proposers to consider the scope of work and provide a budget for the best product. This will help us determine the breadth of knowledge and experience of the responders.

**Q: How much data does the City currently have available on the local arts community's size and makeup (organizations, facilities, individual artists, public art installations)? What existing event and performance venue currently exist in Roseville, and are they under City control? Are any new facilities being contemplated?**

A: The City provided the previous strategic plan as part of the RFP and currently has limited additional data on the local arts community's size and makeup. However, we do work with several partners in the community who have more extensive knowledge which is why the community outreach and meetings is important to this process. We expect the successful proposer to obtain relevant and current information in the planning process. **The City is not currently contemplating constructing any new arts/entertainment facilities.**

**Q: Will the City staff be responsible for managing logistics of outreach and setting up meetings or will the consultants manage these processes?**

A: The consultant will be responsible for facilitating and managing the logistics of public meetings (including record keeping). Prior to meetings, City staff will be available to secure meeting facilities and equipment and provide social media outreach efforts (web posting, Facebook, Twitter, etc.). During meetings, City staff will be represented for welcome and introductions.

Additionally, the department's recreation database will be available for customer surveys if such a survey is included in the proposer's recommendations.

**Q: Can the City provide demographic data on the local population?**

A: Most of the demographic data the City utilizes about the local population is from the US Census and State Board of Equalization. We can direct the consultant to this information.

**Q: How many interviews are anticipated or requested for section 4.1? Will you require interviews in person or are you open to phone interviews, surveys or other data gathering methodology?**

A: The City realizes the value of in-person meetings/interviews, but also understands that the volume of work requested will necessitate other methods of research. We have set expectations on in-person interviews (minimum requirements) to assist proposers in setting budgets. However, we do expect that the in-person interviews will be supplemented with other methods of research. We ask proposers to suggest other methods and explain their use.

**Q: Given the City's history with starting and stopping arts and culture efforts in the past, what do you see as the biggest challenges in this current effort?**

A: Although the City government has not always been directly involved in arts and culture efforts, segments of the community have. Because our staff have not been directly involved, we view our biggest challenge as understanding the community's needs and whether or not those needs are being met. We expect the successful proposer to identify challenges and suggest resolutions.

**Q: When the plan is completed, has the City identified resources for implementing recommendations of the plan?**

A: The City envisions the Strategic Plan recommendations to encompass multiple types of options including private providers, non-profit providers, and partnerships. One expected outcome of the plan is to identify multiple resources for services, including but not limited to City staff and financial resources. Implementation will ultimately depend upon findings of the needs assessment, ease of implementation, and available funding. The City does not have a pre-set level of funding or staff resources set aside.

**Q: The RFP Scope of work indicates that all of the community workshops occur in the Needs Analysis phase. Is the City open to having workshops more broadly spaced during the process to get community input at different stages of planning rather than just in the beginning?**

A: The City's inclusion of community workshops in the Needs Analysis phase was based on our priority of assessing the needs of different groups in our community. We are open to considering other options in the proposals.

**Q: Are you interested in a scientifically valid citywide survey for this effort or more qualitative research? The approach to this will have an impact on the final budget.**

A: The City prefers a statistically valid survey, but is open to other methodologies of research. We encourage proposers to utilize the methodologies they consider most effective and accurate. Depending on submittal information, including proposed outcomes and fees associated with each process, the City may choose to move forward with single or multiple options.

**Q: Will the analysis of potential partners be focused just in the City of Roseville or are you considering a more regional approach?**

A: The City is interested in potential partners primarily within the City of Roseville and Placer County. Regional partnerships beneficial to the goals of the City and desires of the Roseville community are also welcome.

**Q: Is there a particular, critical outcome of this process that is important to the development of the Plan?**

A: Yes. Our critical outcomes are

- Understand the needs and desires of Roseville residents and local arts providers
- Understand the time and financial resources they are willing to commit to arts
- Tie those needs to goals
- Establish strategies to meet and fulfill those needs

**Q: I am curious about the flexibility for your timing of the final plan. As a whole Feb - Aug is ample time to develop this plan, however, when the approval process is included the actual time to do the plan is compressed to about 3.5 months. The scope outlines about 9 (some public and some staff) meetings that would need to occur in that time period plus numerous stakeholder interviews and partner interviews. I am concerned about the ability to schedule and get meaningful feedback in all of those meetings and complete the detail elements of the plan. Are you open to different dates (perhaps starting earlier?) or approaches to achieve your goal within that timeframe?**

A: The City recognizes that this time frame is tight. There is some flexibility in the start date, since the work may begin as early as February 7, 2013, though not required until 14 days later. However, the City is not interested in extending the dates and major milestones outlined within the document.

**Q: Can you elaborate on the level of detail needed for the proposed program of events and performances? Are you looking for alternative scenarios?**

A: The level of detail the City is requesting will be dependent on the information found through the research the consultant conducts during the process. However, where possible, the City

would be interested in obtaining information that includes, but not limited to program or event budget, target demographic, partnership and sponsorship possibilities/suggestions, etc...

We are open and interested in finding new and innovative ways to provide access to the arts and entertainment and creating successful partnerships with local area providers. Alternative scenarios are very welcomed, provided they meet the needs and desires of Roseville residents.

**Q: What is the City's current relationship with the Placer County Arts Council?**

**A:** As stated in the Background portion of the RFP, the Cultural Arts Commission was dissolved and City resources were reduced significantly. Since that time, the City's involvement with local arts organizations has been minimal, however relationships have remained positive.

**Q: In order to gather data from arts organizations and community members, we may propose conducting surveys. Web based surveys are very cost efficient although they require opt-in email lists or a good electronic communications network.**

**a. Are there up-to-date contact lists and/or opt-in email lists for arts providers/organizations?**

**A:** The City does not oversee and is not aware of current contact lists and/or opt-in email lists for arts providers/organization.

**b. Are there opt-in email lists for Roseville citizens?**

**A:** Yes. The City does have opt-in email lists for Roseville citizens to receive newsletters and marketing information for a variety of City departments and programs. Currently, there is no cultural arts or entertainment opt-in option, however, the City is prepared to work with the consultant to assure the most efficient and effective means of communication and gathering pertinent information.

**Q: Can we be provided access to PlacerArts databases (and/or other arts and cultural organizations) for analysis and mapping and for estimating the sector's consumer market penetration?**

**A:** The City does not have access to cultural arts organizations databases, including PlacerArts.

**Q: How many copies of the proposal and materials will be needed?**

**A:** Proposals shall be in written form and must include, at a minimum, the information requested by the City.

Five (5) copies of the proposal shall be enclosed in a sealed container, labeled, and delivered to the office of City Clerk, 311 Vernon Street, Roseville, California, 95678 by **Monday, December**

**3, 2012 at 3:00 p.m.** (the “deadline date”). ***Proposals should be clearly marked with the full title of the proposal – Cultural Arts & Entertainment Strategic Plan proposal.*** Consultants are warned against making erasures or alterations of any kind, without initialing each and every such change. Proposals that contain erasures or irregularities of any kind, without such initialing, or omissions, may be rejected. No oral, telegraphic, or telephone (including facsimile) proposals or modifications will be considered.