

Town of Mooresville
Request for Qualifications
Public Art Master Plan
RFQ 600-01-23

Issued July 19, 2022

Due August 23, 2022

2:00 PM



REQUEST FOR QUALIFICATIONS

PUBLIC ART MASTER PLAN

Introduction

The Town of Mooresville, North Carolina is seeking a consultant or a team of consultants (“Consultant Team”) to prepare a Public Art Master Plan to guide the implementation of the Town’s public art program, in alignment with the vision and goals of the Mooresville community and the Public Arts Committee. The Public Art Master Plan should inspire elected officials, business and community leaders and residents to not only embrace big ideas of what public art can be, but also invest in and advance strategies outlined in the plan.

Overview

Proposals should include information demonstrating experience in public arts planning and community outreach, as well as the information requested in this RFQ. The broad goals of the Public Art Master Plan are to establish a community-wide vision for the Town’s public art program, and to set feasible goals and priorities that will guide public art efforts in Mooresville over the next ten years. The Public Art Master Plan, and ancillary deliverables, will provide direction to the Town Board of Commissioners, the Public Arts Committee and Town staff on the planning and processes necessary to effectively administer and maintain the Town’s Public Art Program.

Background

The Town of Mooresville is located in the southwestern section of Iredell County and part of the fast-growing Charlotte metropolitan area. The population was just over 50,000 at the 2020 census making it the largest municipally in Iredell County. The Town is located 27 miles north of Charlotte. Mooresville is home to many of the NASCAR racing teams and the corporate headquarters for Lowe’s Corporation is located here as well.

In 2021, the Board of Commissioners established the Public Arts Committee, an 11-person volunteer team that works in coordination with Town staff to support increased public awareness and appreciation of the arts, integrate art into our public spaces, and recognize and celebrate the achievements of our local arts community.

Scope of Work

The Consultant Team shall complete the items listed below and as described throughout the RFQ. This effort involves the creation of a Public Art Master Plan, the process and product of which is to include, but not be limited to, the following:

- Perform an assessment of the Town’s assets and opportunities for public art, including potential locations. This is to include reviewing and becoming familiar with existing policies, documents and local codes, as well as planned future developments.

- Conduct small group meetings with selected stakeholders, including the Public Arts Committee and Town Commissioners.
- Plan, develop and lead efforts to evaluate the community's attitudes and interests regarding public art. Engage the community through charettes, roundtable discussions and drop-in input sessions that may include non-traditional methods. Develop surveys and other tools to gather data; tools and responses will be provided as an Appendix to the final Master Plan document.
- Recommend policies, guidelines and/or procedures for the Public Art Program based on industry best practices, that incorporate existing policies and cover the following elements:
 - Criteria for the siting of public art projects
 - Inclusion of public art in Town-funded projects
 - Inclusion of public art in private development
 - Guidelines for murals
 - A general process by which artists are commissioned and selected
 - Policies for the management of commissioned art projects including, but not limited to, Town/artist roles and responsibilities, contracting requirements, and any applicable regulatory requirements
 - Standards for maintenance funding and managing public art inventory
 - Policies for acceptance of donated/gifted artwork
 - Policies and procedures for deaccession or relocation of artwork
- Incorporate themes and priorities for the Public Art Program that stretch beyond traditional ideas and programming
- Produce a written Public Art Master Plan that is a detailed narrative and illustrative document that includes:
 - Vision and mission statements for the Town's Public Art Program
 - Public art definition, art categories and recommended exclusions to the Committee's scope
 - Summary of research, findings and community input results
 - Discussion of existing programs, policies and resources
 - Recommended changes to the Town's public art policies and processes
 - Recommended programs and initiatives that align with the established vision for the Town's Public Art Program
 - Guidelines for inclusion of public art in public improvement projects
 - Opportunities and strategies for partnering with key community stakeholders to further the vision of the public art program
 - Recommended models and opportunities for arts funding, including public/private partnerships and the implementation of private funding (whether utilizing traditional percent for art, or other strategies or formulas), grants, etc.
 - Recommendations for documenting and archiving existing public art inventory
 - Identification of sites for future permanent and/or temporary public art projects
 - Strategies for ongoing community engagement and outreach to a diverse group of stakeholders
 - Clear and feasible goals and implementation strategies that include short and long-term initiatives

- Provide print and electronic copies of the completed Master Plan, as well as electronic copies of all accompanying supplemental materials in a format to be determined by the Town.
- Present the completed Master Plan to the Public Arts Committee and the Town of Mooresville Board of Commissioners, including preparation of presentation materials (PowerPoint presentation, handouts, etc.).

Town staff can be available to assist with administrative tasks such as scheduling interviews and community meetings.

Schedule/Deliverables

The estimated schedule for completion of the strategy, including involvement of the community and presentations to the Public Arts Committee and Town Board of Commissioners, is a maximum of 6-8 months. Final deliverables and schedule may be negotiated with the successful firm; however, it is anticipated that a final delivery of all work products will be completed by **June 30, 2023**.

Proposal Requirements

The consultant must have demonstrated experience in this type of work. Each proposal shall include the following in order:

1. Introduction: Present general introductory comments, including a purpose statement describing your understanding of the proposed project and required services.
2. Work Plan and Project Schedule: Provide a detailed description of your approach to designing, managing and coordinating the project including:
 - a. Project Objectives: Describe your understanding of the project objectives and how these will be achieved
 - b. Work Plan: Clearly identify and describe all tasks and subtasks you will undertake to accomplish the requirements set forth in the Scope of Work
 - c. Schedule: Prepare a project schedule that shows how tasks fit within the project timeline and relate to appropriate milestones and project deliverables
 - d. City Resources: Identify the types of information, data and assistance expected from the Town
3. Consultant Qualification and References
 - a. Provide a brief profile outlining company/consultant history and philosophy
 - b. Team Composition and Experience: List all key personnel who will be assigned to this project, including their roles, responsibilities, relevant experience and qualifications. Include any subconsultants that will work on the project.
 - c. Provide references for at least four (4) past projects similar in size and scope to this project. The projects should have been completed by substantially the same project team within the last five years. Include project description, project budget, project start and completion dates, description of staffing resources

dedicated to the project, and client name and contact information (including email address). Provide a link to the completed document on-line.

4. Additional information: Include any other essential information that may assist in the evaluation of the proposal.

Tentative Schedule

The following is the Town's tentative schedule for selection of a Consultant Team:

July 19, 2022 – Issuance of RFQ

August 23, 2022, 2:00 PM– Deadline for RFQ Submittal

August 29 – September 2, 2022 – Application Review/Interviews

October 2022 – Town Board of Commissioners Approval/Award of Agreement and Notice to Proceed

Proposal Format/Deadline

Submit in writing two (2) copies of the proposal and an electronic version by **2:00 PM EST on August 23, 2022** containing the required information discussed above. The electronic proposal must be submitted by the same deadline as a single file with the subject line: *(Name of Firm) Response to RFQ 600-01-23: Town of Mooresville Public Art Master Plan*. Prospective bidders are required to respond to David Whitaker with their intent to submit a proposal in order to receive all addendums.

Proposals become the property of the Town. Proposals shall be submitted to:

David Whitaker
Purchasing Manager
413 North Main Street
Mooresville, NC 28115
dwhitaker@mooresvillenc.gov

Review of Proposals

The Town and the Public Arts Committee will review and evaluate all proposals based on the following criteria:

1. Qualifications and experience of the Consultant Team
2. Thoroughness of response, approach to providing sound services, and ability to provide services to meet objectives
3. Strength of examples of previous projects (with emphasis on projects of similar scope and scale to Mooresville)

Selection of Consultant

Upon completion of the review period, the Town may notify the Consultant Team whose proposal will be considered for further evaluation and consideration. All Consultant Teams so notified may be asked to make presentations in an interview. The successful Consultant Team will be selected in accordance with Town procurement policies based on qualifications and anticipated costs. Final scope and fee will be negotiated with selected firm upon notice of selection. If the proposed firm and the Town cannot negotiate an acceptable scope and cost, the second firm will be contacted and will enter into negotiations.

The Town reserves the right to reject any and all proposals at its discretion.

Questions pertaining to this RFQ shall be in writing and directed to David Whitaker at dwhitaker@moorevillenc.gov. The deadline for questions is August 12, 2022. Question and answer information will be issued as an addendum by August 16th, 2022. There will be no individual meetings with firms wishing to propose on this project.