



# AGENDA REPORT

Economic Development

<b>DATE:</b>	June 25, 2024
<b>TO:</b>	Mayor Martinez and Members of the City Council
<b>FROM:</b>	Nannette J. Beacham, Economic Development Director Winifred Day, Arts & Culture Manager
<b>Subject:</b>	Richmond Arts Initiative, Arts District Consultant RFP Search Summary of Recommendations
<b>FINANCIAL IMPACT:</b>	\$50,000 (Accounts String: 13661065-400201-36032).
<b>PREVIOUS COUNCIL ACTION:</b>	October 24, 2023
<b>STATEMENT OF THE ISSUE:</b>	The City Council directed City staff to create and solicit an RFP to establish an Arts District. City staff issued an RFP/Q for consulting services to establish an Arts District and accepted two applications. City staff from multiple departments, a representative of the RAAC and a local government with arts district expertise reviewed, scored, and interviewed the candidates. City staff will present their recommendation, and the candidates will present a summary of their proposal to the City Council for a final decision.
<b>RECOMMENDED ACTION:</b>	RECEIVE a 10-minute presentation from both consulting services applicants from the Request for Qualifications (RFQ) and Request for Proposals (RFP) to establish an Arts District; and APPROVE a contract with Independent Arts and Media as Fiscal Agent for Richmond Renaissance or Ceres Policy Research to develop a Strategic Plan for a sustainable Art District, in an amount not to exceed \$50,000, with a term ending December 31,

	2024 - Economic Development Department (Winifred Day 510-620-6952).
--	---

**DISCUSSION:**

In June 2022, prior to the issuance of the RFP, the Richmond Arts and Culture Commission (RACC) contracted the professional services of Barbara Goldstein’s Team Art Builds Community, to reach out to the community to capture residents vision for the future of art in Richmond resulting in the Public Arts Master Plan (See Attachment 6).

The updated Public Art Master Plan has eleven arts and economic development related recommendations as community builders including Arts Districts. Consequently, to facilitate consideration and formation of an arts district a strategic planning consultant will need to examine all aspects of an urban art plan using sound methodology and implement an inclusive community engagement strategy. More specifically, the consultant will garner feedback by working with community members such as artists, businesses, community-based organizations, and the Richmond Neighborhood Coordinating Council. Outreach across all parts of the City of Richmond is important and the selected consultant should have a proven track record of demonstrated abilities to work with BIPOC communities for a common goal.

Definition of an Arts District

An Arts District is a demarcated urban area, usually in the periphery of a city center, intended to create and attract a critical mass of art related economic development related activities. Arts Districts have been built in areas somewhat removed from the city’s central business districts and have large open green spaces between buildings. Some successful Arts Districts are financially supported with residential fees, state Arts Council grants for nationally certified Arts Districts, and art capacity building grants.

Examples: Tulsa Arts District Business Association, in Tulsa, Oklahoma, a coalition of local business owners, oversees the development and portion of the area. The State of Oklahoma has additional support and incentives to create Arts Districts ([Oklahoma Arts Council](#)). Dallas, Texas has the largest Arts District in the country.

In some cities Arts and/or Cultural Districts are unique to the characteristics of a community and the resources available locally. The arts and/or cultural district is determined by a cluster of existing arts and culture type(s) of activities, including art galleries, music venues, theatre venues, restaurants, retail shops, parks, art installations, etc.

The creation of an Arts District support the implementation of the goals described in the City of Richmond General Plan 2030, [Element 13 - Arts and Culture](#) (Goal AC1 and AC2).

## Definition of Arts Corridor

Cultural (Arts) Corridors aim to foster equitable community development and celebrate local arts and culture in a particular geographic area. An example is found in Buford, Georgia.

## Request for Qualifications/Request for Proposals (RFQ/P)

On December 22, 2023, the City of Richmond requested qualifications and proposals from consulting firms to develop a plan for establishing an Arts District(s), which includes outreach to businesses, residents, and stakeholders (See Attachment 1). Using the City of Richmond Procurement procedures, the BidsOnLine application was posted, questions and answer (Q&A) were available for all possible candidates to review. There were 116 views of the RFQ/P, 36 applicants downloaded the application, and viewed the question and answer (Q &A) sections with responses. Proposals were due February 19, 2024. Two candidates submitted proposals, Independent Arts and Media as Fiscal Agent for Richmond Renaissance and Ceres Policy Research (See Attachments 2 and 3).

### Scope of Services for this Arts District RFQ/P:

1. Develop a plan to create a new comprehensive Arts District Plan. Define the characteristic that qualify as part of an Arts District including a sustainable budget over 10 - 20 years.
2. In collaboration with the City, RACC and community develop a mission, vision, and goals for the City's Arts District including a focus on cultural equity goals to ensure that they are up-to date and reflect the current goals of the City using public art programming, including temporary and permanent art commissions, cultural grants, and other programs based on feedback from the community.
3. Recommend potential boundaries/site/area/location/City Districts for one or more Arts District's within Richmond boundaries.
4. Review existing background documents including but not limited to the 2030 General Plan, updated Art Ordinances, Art Policies, Art Procedures, and American Rescue Plan Act (ARPA) Fund Guidelines.
5. Outreach to and engagement of the Richmond community, including a diverse range of stakeholders to discuss, art resources, community desires, and specifically, public art awareness.
6. At least one working session with each of the following groups: RACC/PAAC, each Neighborhood Council, and residents. Meetings with individual city council members may also be required.
7. Identification of other funding sources, local, state, federal, public and private to fully and successfully execute a vision of this magnitude.
8. City staff time can be available to assist with administrative tasks such as scheduling of community meetings.

The Arts District RFQ/P was uploaded to the City of Richmond Procurement Division BidsOnLine System. Potential applicants are able to submit questions in this central repository (Q&A) and city staff members are able to answer the questions for all applicants to view. Below are the Q&A responses:

1. Q: What is prompting the City and Arts and Culture Commission to plan an Arts District at this time?

A: This is one of many long-term goals established and directed by Richmond City Council to the Economic Development Division. This work is separate from the Richmond Arts and Culture Commission.

2. Q: What pre-planning or investigation for an Arts District has been done to date, if any?

A: The scope of services requests that the selected team provide a comprehensive investigation that will result in a strategic plan that will define the Arts Districts, including examples from other cities of similar size and demographics as Richmond. Tulsa, Oklahoma is an example.

3. Q: Is there a geographic area under consideration for the arts district at this point?

A: Identifying geographic areas will be part of the recommendations made by the selected team as part of the definitions of Arts District in the proposed Strategic Plan.

4. Q: The scope of work calls for a meeting with each neighborhood council. How many councils do you anticipate would be involved in Arts District planning? Is there an association of all neighborhood councils that would provide an opportunity to engage with most at one time?

A: There are 44 neighborhoods in the City of Richmond and one "Coordinating Council" that meets monthly. City staff will assist the selected team with the coordination of community outreach activities.

5. Q: What is the budget or budget range for this project?

A: This is a multi-phased grant funded project. The initial fee range, based on the scope of services for the preliminary Arts District Strategic Plan Phase, will not exceed \$50,000. The results for the preliminary phase will provide directions that will include budget recommendations for additional sources of long-term funding for a sustainable, successful effort, over a long period of time.

Selection Panel Review

The selection panel consisted of six individuals representing Community Services Department, Economic Development, City Manager’s Office, Richmond Arts and Culture Commission (RACC), and an outside member Arts and Culture Manager from the City of Santa Rosa.

The proposals were distributed to the selection panel and given two weeks to respond with their scoring.

<b>Proposal Score</b>	#1	#2	#3	#4	#5	#6	Total	Average Score	Rank
Applicants									
Ceres Policy Research	64	99	92	98	76	87	516	86	1
Richmond Renaissance	49	44	70	22	37	60	282	47	2

After the initial scoring of proposals, both teams were invited for virtual interviews. Each applicant was informed that they would have a total of 25-30 minute interview via ZOOM. Both candidates were asked the same questions. In the RFP, both candidates were informed of the expectation not to reach out to City Council members until the selection process is complete. Both candidates were also informed that the selection process is ongoing until City Council decides to accept or reject the recommendation made by the six selection panelists.

Interview questions asked of both candidates included:

1. Methodology for Community Outreach – inclusion to help define the characteristics of an Art (s) District(s) for the City of Richmond.
2. Business Structure – who will be responsible for the financial aspects of the contract?  
Established Business Structure with employees or Fiscal Agent with volunteers?
3. Identify key staff who will be assigned to work on this Arts District project? 5 Staff vs 1.5 staff and volunteers
4. Budget of \$50,000 for Strategic Plan phase
5. Provide examples of model Arts Districts across the country in cities of similar size and demographics?

<b>Interview Score</b>	#1	#2	#3	#4	#5	#6	Total	Average Score	Rank
Applicants									
Richmond Renaissance	18	5	9	10	13	15	70	11.7	2
Ceres Policy Research	22	25	25	25	20	23	140	23.3	1

Summary Table of Proposals and Interviews

<b>Consultant Team</b>	<b>Independent Arts and Media Fiscal Agent for Richmond Renaissance</b>	<b>Ceres Policy Research</b>
Methodology for Community Research that will Define the Characteristics of Arts District	-Focus Groups, Surveys -Listening Sessions	-Focus Groups, Surveys -Community Chats Meet w/Neighborhood Councils for input
Business Structure of Applicant	Fiscal Agent, Volunteers	Ceres Firm paid staff
Key Personnel on project	-Ratha Lai Project Mgr. -Kyndelle Johnson Community Outreach	-Angela Irvine PhD.Owner -Kerby Lynch PhD – Project Manager -Aisha Caldwell – PhD – Community Engagement Staff Admin Support
Budget Proposal Phase I	\$250,000 – Strategic Planning only	\$50,000 – Strategic Planning
Examples of Model Arts Districts of similar size, Demographics	-Santa Rosa	-Detroit, MI -Pittsburg, PA -Richmond, VA
Strengths	-Community connection -Richmond Pride Grassroots volunteers	-RFP response matches request for Arts District Strategy Consultant -Community Connection – PM from Richmond -Urban Planning and Economic Development experts Use of quantitative and qualitative methods
Concerns	-RFQ/P response did not match request for Arts District Strategy. -Responded to Arts Corridor not Arts District with wrong budget -Proposed solution prior to reaching out for community input -Will need to hire for goal fulfillment -Five key volunteers not paid. No living wage for work?	

	<p>- One candidate gave interviews to a local newspaper implying that they were awarded \$250,000 ARPA funds for an Arts Corridor, which is misleading to the public.</p>	
--	---	--

Next Steps

The City Council will receive a 10-minute presentation from both applicants to determine which team will be contracted for the initial phase to develop the Arts District Strategic Plan. The City Council will have an opportunity to select and decide on the applicant if it chooses to do so on the same night as the meeting. After the Arts District strategic plan is complete, city staff will return to the City Council to recommend the distribution of the remaining funds in October 2024.

**DOCUMENTS ATTACHED:**

- Attachment 1 - RFQ/P
- Attachment 2 - Proposal Response – Richmond Renaissance
- Attachment 3 - Proposal Response – Ceres Policy Research
- Attachment 4 - Contract with Selected Vendor (Richmond Renaissance or Ceres Policy Research)
- Attachment 5 - Arts and Culture Element, Richmond General Plan 2030, [Hyperlink](#)
- Attachment 6 - Public Art Master Plan, [Hyperlink](#)
- Attachment 7 - East Bay Express Article from Richmond Renaissance, [Hyperlink](#)