



**Town of Frisco, Colorado  
Request for Proposals  
Arts and Culture Strategic Plan**

**Release Date: February 4, 2022  
Submittal Deadline: March 16, 2022 at 4:00pm**

## Introduction

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The Town of Frisco has 3,100 year-round residents spread over 1.8 square miles. The Town is surrounded on three sides by Federal public land and on one side by Dillon Reservoir, and outdoor recreation is fundamental to resident quality of life, as identified in the [2020 results of Frisco's participation in the National Community Survey](#). In addition, 74% of survey respondents also signaled a support for the arts in Frisco. Subsequently, Frisco Town Council has reflected resident support for the arts by prioritizing vibrant culture and arts as one of their strategic goals for Frisco.

Town Council began funding public art in 2020 with a “seed” budget of \$25,000, and in late 2019, this 2020 budget inspired a group of artists, makers, art-minded community members, Town staff, and Town councilmembers to begin meeting and strategizing. The MakeFrisco arts group grew out of this with approximately eight local artists, including painters, a photographer, a milliner, a landscape architect, musicians, a furniture maker, sculptors, and illustrators who are all based in Frisco. They quickly identified three central goals: create community art projects, secure space for making and exhibiting art, and form an arts group. The group subsequently took on several winter ice art projects and a mural project on Frisco Main Street.

This was not Frisco's first foray into Public Art; Frisco had an arts council in the 1990's, which placed nine pieces of art throughout Frisco. During their November 9, 2021 meeting, Frisco Town Council participated in an arts and culture discussion to understand what the next steps might be to bring the arts into sharper focus in the community. Consequently, Town Council decided to resurrect a formal Arts Council in 2022, while continuing to support the MakeFrisco group as an advisory committee, which largely focuses on Frisco's goals around creating community art and securing creative spaces. During this conversation, Town Council also made the decision to pursue a commissioned five-year arts and culture strategic plan, which would set a course for Frisco's long-term investment in the arts.

## Project Goals and Scope

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A commissioned five-year arts and culture strategic plan would map out Frisco's long-term investment in the arts with an approach that would deepen the sense of place and support economic development, while respecting the community's values and vision. This strategic plan would look at arts and culture through the lens of the Town of Frisco's strategic priorities to determine how to incorporate visual and performing arts throughout the community. Resource allocation, including suggested staffing and funding would be defined in the plan, along with the programs that would further implementation of the plan, including events; community art projects; live/work spaces for makers; exhibition and creative spaces; and opportunities to purchase, commission, and acquire art. The plan would be updated every five years to reflect plan progress, evolving realities, and community values.

### Project Scope

The scope of work will include, at a minimum, the following tasks:

- **Project management** – The consultant will be responsible for the development and facilitation of the project schedule, and coordination of all activities, tasks, meetings, and deliverables with the Town’s designated Project Manager.
- **Public Process** – The consultant will be responsible for developing and managing a public input process that will include public meetings, creative workshops, one-on-one stakeholder meetings, and other relevant outreach that effectively collects information from the community to guide the plan’s recommendations. This outreach should include some creative and art focused activities to engage participants of all ages and abilities. Also, there will be at least two public meetings to present a draft plan and then the final plan to Town Council.
- **Current conditions**- The plan should inventory current conditions around arts and culture related programs, events, amenities, and businesses in Frisco and provide a market comparison to what is available in surrounding communities. This should include any analysis of any gaps that Frisco may be able to fill and that are not being filled by other communities in the area.
- **Community impact**- The plan should outline the current and future economic impact of arts and culture on the Frisco community, as well as the impact of arts and culture programming on general community mental health and quality of life with a particular focus on youth and programming that is specific to that population.
- **Budget and Funding**- The plan should provide information regarding a suggested budget for five years and potential future funding opportunities for arts and culture to include but not to be limited to grants and public/private partnerships.
- **Arts Council**- The plan should include best practices for a community Arts Council and how such a council would be selected, operate, make decisions around projects, and interact with Town Council
- **Future arts and culture programming**- The plan should include detailed recommendations regarding:
  - Arts and culture programming, including events, installations, exhibit space, commissions, live/work space for creatives, and community art projects, which best fit and support the whole community and encourage diverse populations to participate
  - Spaces and places where performing and visual arts would be best highlighted; report to include maps and other visual guides
  - Best practices for commissioning public art to include industry standards around proposal requests and the feedback process for the Arts Council and Town Council
  - Creative place-making concepts

## Timeline

The Consultant will demonstrate successful past experience on projects of similar scope and character, and production capacity to meet the project goals and schedule. The Arts and Culture Strategic Plan is expected to start in April 2022 and to be completed in four to six months.

## Submittal Information

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### Important Dates

RFP Release Date	Friday, February 4, 2022
Virtual Meeting for Interested Parties	Wednesday, February 9, 2022 at 1:00 pm
Questions Due	Friday, February 11, 2022 by 4:00 pm
Responses to Questions	Wednesday, February 16, 2022 by 4:00 pm
Proposals Due	Wednesday, March 16, 2022 by 4:00 pm
Virtual Bid Opening	Thursday, March 17, 2022 at 4:00 pm
Virtual Interviews	Week of March 21, 2022
Potential Bid award by Town Council	Tuesday, April 12, 2022

## Proposal Requirements

1. Letter of Proposal and Commitment: This letter should identify the firms and key staff who will be working on the project, and commit them for the duration of the project, if selected. The letter should also state that the firm has read and understands the requirements of the RFP. This letter must be signed by a duly authorized official of the appropriate firm.
2. Qualifications: This refers to the ability of the proposer to meet the terms of the RFP, and should include at least two examples of projects (with contact information for lead client staff contact of such projects) completed within the past five years that will confirm the proposer's expertise in providing comprehensive planning services. Examples must be specific to the key staff identified in (1) and be at or near completion at the time of submitting the RFP.
3. Methodology and Approach: Provide a comprehensive description of proven methods and plans for carrying out the Project Scope as detailed above. Philosophical approach to individual and team work should be considered as a part of this request.
4. Additional Items: Include all other pertinent information regarding this RFP, particularly anything that the proposer feels addresses why its business or team would be a good match for this project.
5. Schedule: Proposer shall submit a preliminary timeline of dates and schedule for the planning process including, but not limited to, start date, proposed end date, public meeting dates, draft product dates, etc.
6. Rate Schedule: Proposer shall submit a schedule of rates and total costs applicable to the RFP. Rates shall reflect the allocation of key staff personnel and subcontractors to the project. This schedule of rates should include all information regarding reimbursable, ancillary services, payment schedules to subcontractors, add-ons, etc.

## Evaluation Criteria

The successful firm or team will be motivated to work with staff, community members, and elected officials on a strategic arts and culture planning effort and will have expertise in the following areas:

- Arts and culture programming
- Creative place-making
- Public participation and communication
- Graphics and illustration

The following is a list of weighted criteria that will be used to evaluate proposals:

Proposer Qualifications and experience	30%
Methods and approach	30%
Creativity and understanding of Frisco	20%
Proposed fees and costs	20%

## Deadline and Instructions

Please submit digital copies of the proposal either via email to the address below or via flash drive delivered to the address below. There is no limit on the number of pages or proposal size, but concise proposals are encouraged. Please note: files over 10 MG cannot be accepted via email and must be delivered via flash drive or through a file share service such as Dropbox. Submittals must be received no later than **4:00 pm on Wednesday, March 16, 2022.**

Email: [VanessaA@townoffrisco.com](mailto:VanessaA@townoffrisco.com)  
Delivery: Town of Frisco  
Attn: Vanessa Agee  
1 Main Street  
PO Box 4100  
Frisco, Colorado 80443

The Town will not accept late proposals. The Town reserves the right to reject any or all proposals or accept what is, in its judgment, the proposal which is in the Town's best interest. The Town further reserves the right, in the best interests of the Town, to waive any technical defects or irregularities in any and all proposals submitted.

During the Request for Proposal selection process, all proposals shall remain confidential. The entire selection process (procurement) file shall be opened to the public (which includes all proposers) after an agreement is approved by the Town, except those items for which confidentiality has been requested in writing by the Proposer, and providing that the Town Attorney has reviewed and determined this to be properly confidential under the State Open Records Act and other relevant statutes and regulations.

## Questions and Answers

All questions concerning this RFP must be submitted by email to Vanessa Agee, Director of Communications for the Town of Frisco, at [VanessaA@townoffrisco.com](mailto:VanessaA@townoffrisco.com) by **4:00 pm on Friday, February 11, 2022.** Addenda, reports, and responses to questions will be distributed by 4:00 pm on **Wednesday, February 16, 2022.** Please check the Town website for any addendums to the RFP.

## Proposer Interviews

The Town plans to conduct virtual interviews with selected firms during **the week of March 21, 2022.** The Town requests the proposers seek to make themselves available during this time. Any cost incurred

by the respondents in preparing or submitting a response to this RFP or interviewing for this project shall be the respondents' sole responsibility.