



**COLLIER COUNTY
BOARD OF COUNTY COMMISSIONERS**

REQUEST FOR PROPOSAL (RFP)

FOR

**COLLIER COUNTY ARTS CULTURE STRATEGIC
PLAN**

SOLICITATION NO.: 19-7509

**SWAINSON HALL, PROCUREMENT MANAGER - ACQUISITIONS
PROCUREMENT SERVICES DIVISION
3295 TAMIAMI TRAIL EAST, BLDG C-2
NAPLES, FLORIDA 34112
TELEPHONE: (239) 252-8935
Swainson.Hall@colliercountyfl.gov (Email)**

This solicitation document is prepared in a Microsoft Word format (Rev 8/7/2017). Any alterations to this document made by the Vendor may be grounds for rejection of proposal, cancellation of any subsequent award, or any other legal remedies available to the Collier County Government.

SOLICITATION PUBLIC NOTICE

REQUEST FOR PROPOSAL (RFP) NUMBER:	<u>19-7509</u>
PROJECT TITLE:	<u>Collier County Arts Culture Strategic Plan</u>
DUE DATE:	<u>November 30, 2018 at 3:00AM</u>
PLACE OF RFP OPENING:	<u>PROCUREMENT SERVICES DIVISION</u> <u>3295 TAMiami TRAIL EAST, BLDG C-2</u> <u>NAPLES, FL 34112</u>

All proposals shall be submitted online via the Collier County Procurement Services Division Online Bidding System:

<https://www.bidsync.com/bidsync-cas/>

INTRODUCTION

As requested by the Tourism Division (hereinafter, the "Division"), the Collier County Board of County Commissioners Procurement Services Division (hereinafter, "County") has issued this Request for Proposal (hereinafter, "RFP") with the intent of obtaining proposals from interested and qualified vendors in accordance with the terms, conditions and specifications stated or attached. The vendor, at a minimum, must achieve the requirements of the Specifications or Scope of Work stated.

The results of this solicitation may be used by other County departments once awarded according to the Board of County Commissioners Procurement Ordinance.

Collier County is seeking an individual or firm to develop a simple and clear Strategic Arts and Culture Plan for Collier County Florida that addresses arts and culture development throughout the County. This plan should include recommendations on leveraging funding and enhancing existing or seeking new private public partnerships, with the overarching goal of establishing Collier County as an arts and culture destination. This plan should provide a road map for achievable success through best practices in arts and cultural development, should it be undertaken by governmental entities or by private organizations, in an efficient and sustainable manner.

BACKGROUND

Recent national research indicates that the impact on a community from arts and cultural activities can be significant. The Arts & Economic Prosperity 5 national economic impact study found that the nonprofit arts and culture industry generates \$107.7 million in annual economic activity in Collier County, supporting 2,923 full-time equivalent jobs and generating \$10.8 million in local and state government revenues. Arts and culture is both a tourism generator and an economic generator for our community. Visit Florida has also reported that 65% of visitors to Florida participate in culturally based activities during their visit.

Several arts and culture organizations in Collier County are in various stages of developing or considering expansion plans to existing facilities. Several of these organizations have shown support for a long-range plan for the orderly development of future arts and culture facilities, special events and new and existing arts and culture organizations.

TERM OF CONTRACT

The contract term, if an award(s) is/are made is intended to be for the completion of the development of the Strategic Plan against the agreed upon schedule.

Prices shall remain firm for the term of this contract.

Surcharges will not be accepted in conjunction with this contract, and such charges should be incorporated into the pricing structure.

The County Manager, or designee, may, at his discretion, extend the Agreement under all of the terms and conditions contained in this Agreement for up to one hundred eighty (180) days. The County Manager, or designee, shall give the Contractor written notice of the County's intention to extend the Agreement term not less than ten (10) days prior to the end of the Agreement term then in effect.

DETAILED SCOPE OF WORK

A well-constructed long-range plan will help to identify what activities and facilities are currently in place, what is needed for expanding our arts and culture offerings and what funding sources could be available to support that future growth. A strategic plan for arts and culture will also help guide both government and the private sector in providing a unified community vision resulting in continuing the reputation of Collier County as an arts and culture destination that rivals communities much larger in size.

Discussions have already taken place with several arts and culture organizations. These discussions have resulted in strong support for a long-range arts and culture strategic plan for Collier County.

- United Arts Council of Collier County
- Theatre Zone
- Artis—Naples
- Opera Naples
- CAPA Cultural and Performing Arts Center
- Naples Art Association
- Collier Citizens Council
- The Naples Players, Marco Island Center for the Arts
- Gulfshore Playhouse
- Naples Botanical Garden
- Naples Zoo
- Classic Chamber Concerts
- Friends of the Library,
- Stay in May
- Corkscrew Swamp Sanctuary & Blair Audubon Center
- The Marco Players.

The above-mentioned organizations are a sampling of the over thirty organizations that are a part of, or supporters of arts and culture activities in Collier County. Many have already shown support for a long-range plan that looks ten or more years in the future.

REQUIRED WORK

The following tasks in preparation for the development of the plan should be included in each bidder’s submission to develop this long range Strategic Plan. Bidders are encouraged to add creative ways to expand on these tasks.

1. Evaluate and quantify the importance of the arts and culture to our community and the impact of the arts and culture on our local economy. The importance of arts to our community’s quality of life should also be assessed.

DELIVERABLE:

Written summary of the above.

2. Evaluate current venue capacity for sustainability and future growth of arts and culture in our community by using a developed inventory of existing arts and culture offerings, art in public spaces and their locations.

DELIVERABLE:

Create an inventory of existing venue facilities and provide an analysis of whether the current inventory of facilities and the projected growth of facilities within Collier County will have sufficient capacity for a 20-year time-frame.

3. Evaluate the concept of cross-overs, wherein the arts are coupled with locales or events that are not solely arts-related, thereby exposing arts and culture to new audiences. Part of the evaluation should include other communities where arts and cultural organizations are successfully implementing the cross-over strategy.

DELIVERABLE:

Research data on crossover opportunities and summarize and evaluate these findings

4. Evaluate and suggest ways to develop a “cultural headquarters” in Collier County that would serve as a central resource for expanding current offerings, planning future arts and culture venues and programming for the community, and facilitating joint marketing initiatives to promote arts and culture outside Collier County. Assess the viability of; 1) the creation of a cultural department within Collier County government **or**; 2) the creation of a partnership with an existing organization to act in that capacity through a memorandum of understanding (MOU) and agreed fees.

DELIVERABLE:

An economic analysis of each option listed above.

5. Increased funding for arts and cultural development in Collier County is an extremely important consideration that must be researched. Some sources for funding may include but are not limited to 1) enhanced engagement of Tourist Development Tax (TDT); 2) a public/private partnership between the arts and cultural organizations and Collier County government; 3) the inclusion of arts and culture in the county budget for capital projects.

DELIVERABLE:

An economic analysis of the most feasible funding for the development of Arts and Culture in Collier County

COST PROPOSAL: Each bidder should present a cost proposal that would cover the various phases incurred during the development of the plan with concrete deliverables at the conclusion of each phase of the work.

REQUEST FOR PROPOSAL (RFP) PROCESS

- 1.1 The Proposers will submit a qualifications proposal which will be scored based on the criteria in Evaluation Criteria for Development of Shortlist, which will be the basis for short-listing firms.

The Proposers will need to meet the minimum requirements outlined herein in order for their proposal to be evaluated and scored by the COUNTY. The COUNTY will then score and rank the firms and enter into negotiations with the top ranked firm to establish cost for the services needed. The COUNTY reserves the right to issue an invitation for oral presentations to obtain additional information after scoring and before the final ranking. With successful negotiations, a contract will be developed with the selected firm, based on the negotiated price and scope of services and submitted for approval by the Board of County Commissioners.

- 1.2 The COUNTY will use a Selection Committee in the Request for Proposal selection process.
- 1.3 The intent of the scoring of the proposal is for respondents to indicate their interest, relevant experience, financial capability, staffing and organizational structure.
- 1.4 The intent of the oral presentations, if deemed necessary, is to provide the vendors with a venue where they can conduct discussions with the Selection Committee to clarify questions and concerns before providing a final rank.
- 1.5 Based upon a review of these proposals, the COUNTY will rank the Proposers based on the discussion and clarifying questions on their approach and related criteria, and then negotiate in good faith an Agreement with the top ranked Proposer.
- 1.6 If, in the sole judgment of the COUNTY, a contract cannot be successfully negotiated with the top-ranked firm, negotiations with that firm will be formally terminated and negotiations shall begin with the firm ranked second. If a contract cannot be successfully negotiated with the firm ranked second, negotiations with that firm will be formally terminated and negotiations shall begin with the third ranked firm, and so on. The COUNTY reserves the right to negotiate any element of the proposals in the best interest of the COUNTY.

RESPONSE FORMAT AND EVALUATION CRITERIA FOR DEVELOPMENT OF SHORTLIST:

- 1.7 For the development of a shortlist, this evaluation criterion will be utilized by the COUNTY’S Selection Committee to score each proposal. Proposers are encouraged to keep their submittals concise and to include a minimum of marketing materials. Proposals must address the following criteria:

<u>Evaluation Criteria</u>	<u>Maximum Points</u>
1. Cover Letter / Management Summary	5 Points
2. Certified Minority Business Enterprise	5 Points
3. Business Plan	20 Points
4. Cost of Services to the County	20 Points
5. Experience and Capacity of the Firm	20 Points
6. Specialized Expertise of Team Members	20 Points
7. Local Vendor Preference	10 Points
TOTAL POSSIBLE POINTS	100 Points

Tie Breaker: In the event of a tie at final ranking, award shall be made to the proposer with the lower volume of work previously awarded. Volume of work shall be calculated based upon total dollars paid to the proposer in the twenty-four (24) months prior to the RFP submittal deadline. Payment information will be retrieved from the County’s financial system of record. The tie breaking procedure is only applied in the final ranking step of the selection process and is invoked by the Procurement Services Division Director or designee. In the event a tie still exists, selection will be determined based on

random selection by the Procurement Services Director before at least three (3) witnesses.

Each criterion and methodology for scoring is further described below.

*****Proposals must be assembled, at minimum, in the order of the Evaluation Criteria listed or your proposal may be deemed non-responsive*****

EVALUATION CRITERIA NO. 1: COVER LETTER/MANAGEMENT SUMMARY (5 Total Points Available)

Provide a cover letter, signed by an authorized officer of the firm, indicating the underlying philosophy of the firm in providing the services stated herein. Include the name(s), telephone number(s) and email(s) of the authorized contact person(s) concerning proposal. Submission of a signed Proposal is Vendor's certification that the Vendor will accept any awards as a result of this RFP.

EVALUATION CRITERIA NO. 2: CERTIFIED MINORITY BUSINESS ENTERPRISE (5 Total Points Available)

Submit certification with the Florida Department of Management Service, Office of Supplier Diversity as a Certified Minority Business Enterprise.

EVALUATION CRITERIA NO. 3: BUSINESS PLAN (20 Total Points Available)

In this tab, include but not limited to:

- Detailed plan of approach (including major tasks and sub-tasks).
- Detailed time line for completion of the project.
- Include with the Business Plan or as an attachment, a copy of a report as an example of work product. This should be for one of the projects listed as a reference.

EVALUATION CRITERIA NO. 4: COST OF SERVICES TO THE COUNTY (20 Total Points Available)

In this tab, include but not limited to:

- Provide the projected total cost and estimated calendar day duration (including projected hours) for which your firm will provide the work as described in this RFP.
- Provide a schedule of values and deliverables.
- Provide proposed fee schedule of principals and staff (including sub-vendors).

EVALUATION CRITERIA NO. 5: EXPERIENCE AND CAPACITY OF THE FIRM (20 Total Points Available)

In this tab, include but not limited to:

- Provide information that documents your firm's and subcontractors' qualifications to produce the required deliverables, including abilities, capacity, skill, and financial strength, and number of years of experience in providing the required services.
- Describe the various team members' successful experience in working with one another on previous projects.

The County requires that the vendor submits five (5) completed reference forms from clients during the last ten (10) years whose projects are of a similar nature to this solicitation as a part of their proposal. Provide information on the projects completed by the vendor that best represent projects of similar size, scope and complexity of this project using the attached Reference Form. Vendors may include two (2) additional pages for each project to illustrate aspects of the completed project that provides the information to assess the experience of the Proposer on relevant project work.

EVALUATION CRITERIA NO. 6: SPECIALIZED EXPERTISE OF TEAM MEMBERS (20 Total Points Available)

In this tab, include but not limited to:

- Description of the proposed contract team and the role to be played by each member of the team.
- Attach brief resumes of all proposed project team members who will be involved in the management of the total package of services, as well as the delivery of specific services.
- Attach resumes of any sub-vendors and attach letters of intent from stated sub-vendors must be included with proposal submission.

EVALUATION CRITERIA NO. 7: LOCAL VENDOR PREFERENCE (10 Total Points Available)

Local business is defined as the vendor having a current Business Tax Receipt issued by the Collier or Lee County Tax Collector prior to proposal submission to do business within Collier County, and that identifies the business with a permanent physical business address located within the limits of Collier or Lee County from which the vendor's staff operates and performs business in an area zoned for the conduct of such business.

***Vendor should check off each of the following items as the necessary action is completed (please see, Form 2: Vendor Check List):

The Solicitation Submittal has been signed.

The Solicitation Pricing Document (Bid Schedule/Quote Schedule/Proposal Pricing/etc.) has been completed and attached.

All applicable forms have been signed and included, along with licenses to complete the requirements of the project.

Any addenda have been signed and included.

Affidavit for Claiming Status as a Local Business, **if applicable**.

Division of Corporations - Florida Department of State – <http://dos.myflorida.com/sunbiz/> (If work performed in the State).

E-Verify/Immigration Affidavit (Memorandum of Understanding).