**Cattaraugus County Dept. of Economic Development,**

**Planning and Tourism**

**Countywide Arts, Culture, and Heritage Plan**

**Requests for Proposals**

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**I. Introduction**

Cattaraugus County, New York, is soliciting qualified consulting firms to submit proposals to create a Countywide Arts, Culture and Heritage Plan. The County desires to have a well-organized and detailed plan that is user-friendly and implementable.

**A. Project Description**

The Plan will provide an inventory, needs assessment and recommendations as to enhancing current or creating new programs within the following areas:

1) Arts

* Identify all artists and potential artists within the County relying on partners assistance
* Identify the various arts sectors (performing, visual, etc.) and related organizations
* Ascertain how these various groups can collaborate and work together on a common goal of improving their product and increasing their income
* Investigate the feasibility of creating an “Arts Center” for all arts sectors to produce, show, and/or sell their wares & talents by providing a centrally located Center within a walkable designated smart growth community, which includes studios, rehearsal rooms, galleries, performance hall, etc.

2) Culture

* Identify the cultural assets and themes within the County
* Identify opportunities to expand the culture related programs of applicant and partners. The County with its partners has developed promotional materials for the Amish and has supported the Seneca Nation of Indians in their tourism efforts. The question for the consultant would be – How do we take our efforts to the next level?
* Recommend methods for a better marketing plan

3) Heritage (& Historical Attributes)

* Identify the various heritages in the County (African American, American Indian, Franciscans, French, German, Italian, Lebanese, Little Ireland, etc.)
* Identify opportunities to expand the heritage related programs of applicant and partners. The County with its partners has developed promotional materials, such as the “Heritage Trail”, “Underground Railroad” and “History GeoTrail”.
* Inventory the various heritage related festivals occurring annually in the County
* Identify opportunities to grow the current events and add other heritage related aspects

The Plan will integrate marketing efforts of arts/culture/heritage; maximize opportunities for job growth, entrepreneurship & placemaking; and capitalize tourism economic benefits. Goals, objectives and strategies for arts/culture/heritage include:

GOALS

* Develop the workforce and engage new audiences
* Revitalize communities
* Generate collaborative projects among partners and all identified entities
* Drive and support tourism through events that serve as destinations for all visitors
* Enhance resources for communities experiencing poverty, geographic isolation or other barriers to participation in or access to activities

OBJECTIVES

* Attract visitors to experience the County’s assets
* Broaden and encourage public access
* Develop innovative programming that explores under-recognized resources
* Create new jobs that will increase capacity, impact and efficiency of the organizations and their programs/operations
* Expand business opportunities & public participation
* Bring all sectors together to enhance local economy & sense of place
* Map a wide range of local assets to identify & locate resources

STRATEGIES

* Identify opportunities to:
  + retain existing & create new businesses
  + expand related programs/themes
* Investigate the feasibility of an arts center
* Identify the common thread for a regional impact
* Enhance/build upon organizational strengths
* Encourage collaboration of organizations in fostering a dynamic tourism economy

**B. Statement of Need**

A Countywide Arts, Culture and Heritage Plan will address these issues:

1. A disconnected organizational structure that is very locally focused. Need to bring all related organizations together for better collaboration
2. Need to further diversify the County’s economy by building upon the County’s experiential oriented tourism by identifying new and improved marketing methods and new assets in arts/culture/heritage areas that have not been tapped
3. Need to create new and improved assistance programming, which supports the economic sustainability of the artists, artisans and tradition bearers/folklorists; and provides outreach specifically to those that are not making a living wage and/or are in jeopardy of losing their business
4. Need to add value to communities by building upon existing assets and encourage/engage constituency participation

**C. Impact**

Tourism is an economic engine. The economic benefits of the planning process and the implementation of the Plan’s recommendations are numerous, but more specifically include:

1) New and Increased Revenue for Local Businesses

* The siting of an Arts Center in a “smart growth” community (i.e. City of Olean) will provide a specific benefit for downtown revitalization through space for artists and increased foot traffic.
* By creating and enhancing arts related businesses that often attract customers from outside the region; their sales are net imports into the regional economy, providing a greater multiplier for economic impact; and as a result:
  + Increased production of private business revenue
  + Increased investment in individual artist-owned businesses
* Young entrepreneurs will have greater opportunities locally and as a result will reduce the out migration of young talent.

2) Sustainable Ongoing Programming

* New and improved programming for arts, culture and heritage can provide the tools to sustain their events, products, etc. and:
* Increase involvement of emerging artists, artisans and tradition bearers/folklorists with existing businesses
* Increase networks among existing artists, artisans and tradition bearers/folklorists artists
* Increase the collaboration opportunities between all organizations that provide assistance and marketing

3) Job Growth

* As Plan recommendations are implemented, a definite increase in jobs and entrepreneurs should occur

4) New Opportunities for Artists to Create, Market or Make a Living from their Art

* The siting of an Arts Center in a “smart growth” community (i.e. City of Olean) will bring new opportunities to Artists to expand their market.
* Expanded educational programming will provide the tools that artists can use to expand their product line and explore new markets (i.e. Internet sales)

**D. Partnerships & Collaboration**

The project partners are active in the areas of arts, culture and heritage, and have been very successful in marketing these areas. A comprehensive countywide plan will:

* Provide much outreach and overall coverage of those persons and businesses that need the most help and are often overlooked simply because they do not have the means to market themselves
* Identify the next steps in progression as to creating new programs for entrepreneurs
* Identify as to how current programs can be expanded, what types of new programs or initiatives should be undertaken
* Ascertain the opportunities for collaboration

**Cattaraugus County Dept. of Economic Development, Planning and Tourism**

The CCEDPT provides a range of economic development, planning and tourism services for the County and its municipalities. Working to improve all its communities, the County strives to ultimately build a healthy tax base that can support the services needed by its residents through:

* Retention and expansion of employment
* Aiding municipal governments through planning assistance
* Encouraging private sector investment
* Fostering entrepreneurship
* Promoting the County as a Tourism Destination, place to locate a business and as a truly great place to reside and raise a family

Project Role: The CCEDPT will serve as the lead agency, whose role will include all facets of project management, including employees, consultant, resources, contracts, and budget; and reporting and contract management. The CCEDPT will assist the consultant as needed. The Department will serve as the liaison between the County Legislature, partners and consultant.

Mission: Achieve a balance between urban and rural development trends, in order to protect Cattaraugus County for future generations:

* As a place where people want to live, work, raise their children, retire and invest their earnings and futures
* As a community of diverse interests and attractions during the four seasons of the year, with a clean environment, creating a sense of excitement and a sense of place and identity
* As an attractive business setting, drawing people and commerce from a multi-state area and from the global economy, thereby bringing new income into Cattaraugus County and creating jobs, business opportunities, and hope for the future
* As an attractive community of mixed land uses, rural and urban, productively deployed and working cooperatively (rather than in constant conflict) for the benefit of residents, property owners, business interests, visitors, and the local tax base

**Cattaraugus County Arts Council (CCAC)**

CCAC is a non-profit organization offering art classes ranging from watercolor and pottery to interior design and ethnic cooking. They host benefits, offer support for artists, and administer NYSCA re-grants to arts organizations.

Project Role: The CCAC will serve as the liaison between project partners and their artist members/constituency. With the expertise in the arts world, they will bring their experience and knowledge to the planning process. The Arts Council will:

* Provide information in regards to artists and partnerships.
* Actively contact artists for planning meetings
* Act upon formulated strategies for expanding the educational opportunities and enhancing the ability of struggling entrepreneurs to produce, show and/or sell their wares

Mission: To enrich and support the quality of life in Cattaraugus County by making artistic and cultural opportunities accessible to our citizens through classes, workshops and other services surrounding the artistic side of life.

**Amish Trail**

NY's Amish Trail was formed in 2007 as a member based organization that features Tourism related “English” businesses utilizing the cultural draw of the Old Order Amish in the towns of Randolph, Leon and Conewango. The membership consists of tourism related businesses that promote the Amish Trail and culture. The NY Amish Trail has produced a website and a brochure that includes a description and photo of the "English" businesses, a chart of different Amish businesses and what they sell, and a map to point out the location of the Amish businesses.

Project Role: With the expertise in culture aspects, they will bring their experience and knowledge to the planning process. The NY Amish Trail organization will:

* Share information and cultural experience of the Amish community
* Utilize past relationships to further collaborate with new organizations, and draw in more individuals who enhance the visitor experience

Mission: To promote and support the quality of life in the Amish Country via various marketing methods.

**Historical Advisory Committee**

The Committee is a group of historians (appointed and volunteers) that work with the CCEDPT to promote the County’s history. The Committee has developed a website; driving tours; information on Historical Societies, Museums, National Historic Registry Sites, and antique shops; and brochures on County heritage, the Underground Railroad, and a History Geotrail.

Project Role: The Historical Advisory Committee will:

* Supply or research any historical background on potential sites identified in Plan
* Provide any knowledge and access to local history, documents and significant artifacts when necessary

Mission is to maintain historical relevance to the Tourism sector and provide specific and accurate historical data to the County to aid in its development of Tourism.

**II. Information Gathering/Public Input**

The consultant awarded the contract will be privy to all existing information. The consultant will be required to solicit public comment through various means, including surveys, inventories, public planning meetings/focus groups, and outreach to seek consensus on key topics and elements of a Countywide Arts, Culture and Heritage Plan. Outreach will include, but not limited to the following targeted audience:

* Artists, artisans and tradition bearers/folklorists
* Local residents/citizens, government entities and/or health and human services, education and civic organizations
* Project partners and County Legislators (Informal workshops/presentations)
* General Public (A draft of the Plan will be posted on the Cattaraugus County website)

**III. Scope of Work for the Countywide Arts, Culture, and Heritage Plan**

Below is a proposed Scope of Work. This is, by no means, the final outline as far as the scope of services is concerned, but rather a starting point. The CCEDPT leaves it to the discretion of the consultant to provide the necessary information to satisfy the needs of the various stakeholders, knowing the ultimate objectives stated above and the constraints imposed by the budget. It is anticipated that a consultant will be selected in May 2016, and that the project will encompass 4-6 months.

At a minimum, the CCEDPT anticipates the scope of work will include the following elements:

I. Public Participation Process (including public planning meetings)

II. Inventory

1. Data Collection (including surveys, field research) and Analysis
2. Needs Assessment (including identification of artists and programming resources; feasibility study of arts center located in “smart growth” community)

III. Plan and Visioning

1. Planning (may include identification of market studies, research of comparable activities)

B. Identification and Priorities

C. Evaluation

D. Mapping

IV. Recommendations and Action Plan

1. Plan Recommendations
2. Develop Action Plan

V. Deliverables

1. Final Plan

**IV. Deliverables for the Countywide Arts, Culture, and Heritage Plan**

The primary deliverable of the proposed project is a comprehensive Countywide Arts, Culture and Heritage Plan for Cattaraugus County. The Plan will provide an inventory, needs assessment, and recommendations as to enhancing current or creating new programs within the specified areas. More specific products to be expected include:

1) Arts

* Inventory of all artists and potential artists within the County
* Inventory of all various arts sectors (performing, visual, etc.) and related organizations
* Assessment as to how these various groups can collaborate and work together on a common goal of improving their product and increasing their income
* Feasibility of siting an Arts Center in a “smart growth” community

2) Culture

* Inventory of the cultural assets and themes within the County
* Assessment of the opportunities to expand the culture related programs of applicant and partners
* Recommendations for a better marketing plan

3) Heritage (& Historical Attributes)

* Inventory of the various heritages in the County
* Assessment of the opportunities to expand the heritage related programs of applicant and partners
* Inventory the various heritage related festivals occurring annually in the County
* Assessment of the opportunities to grow the current events and add other heritage related aspects

The Consultant shall prepare a Countywide Arts, Culture and Heritage Plan documents including maps (if determined pertinent). Materials shall be prepared in the following numbers and manner:

* 1. All materials to be available in a Microsoft Office format as well as Adobe Acrobat’s portable document format (file type \*.pdf), latest version and capable of being posted to the County website. Photography and graphics shall be provided in digital format with the file name being descriptive of the subject matter and date. (It will be the responsibility of the consultant to obtain photo permissions.)
  2. All materials should be provided on a CD.
  3. All documents shall be compiled so that they can be effectively printed in black and white.
  4. 10 copies of Draft Plan and 20 copies Final Plan.
  5. All draft and final products of the work of this project shall be the property of Cattaraugus County.

**V. Submittal Requirements**

One original and five (5) copies of the proposal shall be submitted no later than 4:00 PM Eastern Standard Time on **Monday, May 23, 2016**. The proposal shall be filed with the Cattaraugus County Department of Economic Development, Planning & Tourism, either by U.S. Mail, overnight delivery, or in person at 303 Court Street, Little Valley, New York 14755.

Direct any questions to: Jacquie Gardner, Tourism Assistant

716-358-2242

jcgardner@cattco.org

The County discourages the submittal of excessively long resumes and biographical materials that do not add substantively to the proposal or otherwise assist the County in understanding the qualifications of the Consultant and/or firm. To that end, RFP submissions shall be limited to no more than 20 pages in length.

**VI. Content of the Proposal**

**A. Statement of Qualifications**

A brief description of the firm submitting the proposal, including: full business name, legal status (corporate, partnership or sole proprietor), number and type of employees, specialties, and longevity. List similar projects and the specific personnel who worked on them that are proposed to work on this project. Include past project's name and client, year completed, dollar amount and telephone number of a contact person at the entity the work was performed that possesses direct knowledge of the referenced project.

**B. Project Team Members**

List any specialties and or strengths that make the Consultant and the personnel assigned to this project uniquely suited to the task of performing the work as outlined in this RFP. Provide an organizational chart of the employees proposed to work on this project, including the Project Manager who would be assigned to this project and who shall be the County's main point of contact with the Consultant firm. This shall include a listing of each individual’s relevant previous project experience in regard to the tasks and responsibilities they would perform in this project. It is very important to include project management experience for the proposed project manager.

**C. Project Schedule & Details**

The Consultant shall provide a detailed proposed project schedule, depicting the start and completion time for each of the work scope items identified in Section III of this RFP. This shall include a detailed description of the Consultant's proposed approach, scope of services, and timeline to complete each task. The County will provide a person to record minutes and prepare notices for monthly Planning Board meetings, and at any additional public meetings and public hearings. The Consultant shall be responsible for preparing minutes of any focus group meetings or workshops that may be held.

**D. Cost & Payment Schedule**

The Cattaraugus County Department of Economic Development, Planning and Tourism will hire a consultant to develop the Countywide Arts, Culture and Heritage Plan. The project budget will include a maximum amount of $49,500 for consultant services. A listing of consultant services and charge for each is requested.

However, the CCEDPT and its partners will provide personnel in-kind services to the consultant, as needed, during the planning process. The involvement of the partners is critical to ensure the quality of the product and deliverables.

The consultant’s cost and payment schedule shall include the scope of work specified in Section III, reimbursable expenses, and alternative work items (if proposed), for completion of the entire project as specified herein. The items listed below will be included in the total project cost stated above:

* Individual Work Scope Item pricing: A separate cost for each separate work scope item identified in Section III herein shall be specified.
* Reimbursable expenses: A total, not-to-exceed dollar value, for any reimbursable expenses associated with each individual work scope item must be specified. A rate for each type of expense, such as mileage, printing expenses, etc. must be specified.
* Alternative work items: The proposal may include a list of alternative work items listed as an additional expense. Each additional work item shall be clearly identified and related to the full description provided in the Consultant’s technical proposal. Such alternative work item price shall include a list of staff and hours estimated to complete each work item.

Costs must be listed in detail, i.e., itemizing each component of the work program, as well as the hourly rates, travel, meetings, etc. The proposal should clearly state what is received for the fee quoted.

**E. Non-Collusion Certification**

Each proposal shall include a signed original of the Non-Collusion Certification attached hereto and made part of the consultant’s proposal.

**VII. Criteria for Evaluation of Proposals**

A consultant with experience in the Arts, Culture and Heritage fields will be hired to develop the Countywide Arts, Culture and Heritage Plan. At a minimum (if possible), the consulting firm should possess the following attributes, experience and qualifications:

* NYS and regionally based
* Experience in comprehensive plan development in relation to Arts, Culture and Heritage
* Arts, Culture, Heritage planning experience
* Arts Center development experience
* Excellent relationship with NYSCA
* Relationship with local artists, artisans and tradition bearers/folklorists and experience dealing with them
* Project management expertise
* Technical capacity
* Institutional capacity

The written proposals shall be evaluated by the County as to the following criteria:

* Organization, completeness and overall quality of the proposal.
* Quality and successful completion of similar plans.
* Firm's experience with artists, artisans and tradition bearers/folklorists; similar nature and of a similar scope will be viewed very favorably. The commitment to quality as evidenced by previous Plans and client satisfaction will be considered.
* Capabilities of the staffing team. The relevant experience of the individuals proposed to perform the work.
* Scope of Work and Approach. The creativity and vision of the team is paramount. Off-the-shelf plan is not acceptable; rather, the firm is expected to work with the Cattaraugus County Department of Economic Development, Planning and Tourism, its partners, and other stakeholders to create an award-worthy Plan.
* Time Commitment and Cost. The County is interested in the level of dedication and commitment of the team and a guarantee that the Plan will be a priority project. The County will evaluate costs based on quality, detail, time commitments and experience.

The Consultant Selection Committee will make a recommendation to the Cattaraugus County Legislature in late May. It is expected that the selected Consultant(s) and the County will negotiate a contract for services, which said contract shall include specific details as to insurance requirements, timetable for commencement and completion of tasks, schedule for payments and deliverables, and the general and specific responsibilities of the parties under the contract.

**NOTE:** The County reserves the right, among other options, to reject any and all proposals, reissue the RFP, interview, and/or negotiate scope and fees with one or more responding Consultants or firms, and/or request additional information from one or more Consultants or firms.

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**NON-COLLUSION CERTIFICATION**

By submission of a proposal in response to this Request For Proposals (“RFP”), each vendor (i.e. “Consultant”) and each person signing on behalf of any vendor certifies, and in the case of a joint proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

* + 1. The prices in this proposal have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor;
    2. Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or to any competitor; and
    3. No attempt has been made or will be made by the vendor to induce any other person, partnership, or corporation to submit or not to submit a proposal for the purpose of restricting competition.

Name of Firm: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address of Firm: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Representative of Vendor Firm or Corporation

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Print or Type Name of Representative of Vendor Firm or Corporation

STATE OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

SS.:

COUNTY OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

On the \_\_\_\_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 2016, before me, the undersigned, a Notary Public in and for said State, personally appeared \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, personally known to me or provided to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

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