

City of Rochester
Request for Qualifications for Organizations and Artists
Bloomberg Public Art Challenge Partners

Qualification Submissions must be received by 5:00pm EST
Monday, April 3, 2023

Submit Qualifications to:
Heather Anderson, AICP
heather.anderson@cityofrochester.gov



City of Rochester, NY
Malik D. Evans, Mayor
Rochester City Council

REQUEST FOR QUALIFICATIONS

The City of Rochester (“City”) recently submitted an application to the first round of the Bloomberg Public Art Challenge. The City is seeking organizations and artists to collaborate with the City on further development of the project proposal. In the event that the City is selected as a finalist and invited to apply to the second round of the Bloomberg Public Art Challenge this spring, the organizations selected through this RFQ would be Partners (“Partners”) in the second round application.

BACKGROUND

The Bloomberg Public Art Challenge will provide grants of up to \$1 million to cities for creating public art that addresses an urban issue. This will include associated programming over a two-year period to celebrate those artworks and inspire community conversations around that particular urban issue. While the applicant must be a Mayor, the program requires partnerships between government, artists, and organizations. The first application deadline was February 15th, with a second round of applications for finalists slated for spring 2023. Awards will be announced in fall 2023 and will be followed by a two-year grant term. See the [program website](#) for more information, including past awardees.

For the first round application, the City submitted a project concept titled **“Centering Youth: Acknowledging Trauma and Healing through Public Art”** (the “Project”). The topic of youth trauma gets to the heart of many issues in Rochester: youth in Rochester experience trauma from violence, disparities in education, multi-generational poverty, and most recently, the pandemic. With this Project, the City intends to explore art as a tool to address these issues:

- Artistic expression is a strategy for healing from trauma and for prevention of youth violence;
- Youth civic engagement provides real world learning opportunities and reinforces social connections that many young people lost during the early days of the pandemic; and
- Youth work experience expands job opportunities and shows young people that they have value.

While the City’s first round application was conceptual, it included the overarching ideas of *Centering Youth*. The Project will feature a series of installations, performances, and viewings experienced throughout the city. Young people will have multiple ways to participate in the Project: they will help shape the Project, create some of the artworks, and assist in the development of other artworks. The artwork series will be accompanied by a sequence of community conversations about this topic, which will also involve Rochester’s young people. The City is prioritizing outreach and collaboration for this Project.

The City is seeking organizations and artists through this RFQ to further develop *Centering Youth*. If the City is announced as a Finalist, the selected Partners will collaborate with the City on the second round grant application in the spring, including development of a Project budget. The Project budget would include grant funding for the Partners for services rendered in completion of the Project during the two-year grant term. Note that organizations and artists that would like to commit in-kind contributions or additional funding to the Project do not need to respond to this RFQ; please contact the City Contact as listed on page 5 to discuss how you would like to be involved. Program requirements prohibit the grant from being the sole source of funding for the project. The City has committed at least \$200,000 to the Project (which is included in the first round grant application).

Given the unique, multi-faceted nature of this project, the City is soliciting qualifications from:

- Artists
- Organizations with one or more of the following capacities:
 - Arts management
 - Art therapy
 - Youth development or engagement
 - Community outreach
 - Project management

It should be noted that the City is not looking for specific public art proposals or specific program ideas for engaging youth at this stage. Those ideas will be developed at a later time, after the City has selected a team of Partners who have demonstrated their qualifications and capacity for helping develop and coordinate the Project.

The City and Partners will not receive any funding for the time spent or costs incurred for developing the Project during the stage of applying to Bloomberg. Partners will receive funding for their role in guiding and implementing the project, if the City is awarded the grant.

If the City is awarded the grant, the Partners and the City will work together to manage the Project for the two-year grant term. The management structure will be identified through this next phase of project development.

Subsequent to this RFQ process, there may be additional opportunities for paid roles for organizations and artists in the implementation of the Project. Artists selected through this RFQ will help further define the Project and can have a role in Project management. However, **artists only interested in creating the public artwork for *Centering Youth* do not need to respond to this RFQ but will instead need to respond to a Call for Art issued at a future date.** Lead partner artists will be eligible to respond to the later Call for Art, provided they have not participated in the specific task of developing the Call for Art.

Please see the table on the next page for further explanation of the various roles and opportunities to participate.

PARTICIPATION OPPORTUNITIES

#	Partner Type	Role, if Selected	Paid or Volunteer	How to Apply / Participate
1	Lead Partner (artists; organizations focused on arts management, art therapy, youth development/engagement, community outreach, or project management)	<ul style="list-style-type: none"> work w/ the City to further develop the project be part of the team submitting a Phase 2 application later this spring help administer and implement the project during 2024-2025 	Paid	Respond to this Request for Qualifications.
2	Project Artist	Work w/ youth and other community partners to create one or more artworks (artistic medium TBD) in 2024-2025.	Paid, with some opportunities for other artists to collaborate as volunteers	Respond to a later Call for Art. <i>Note that artists selected as Lead Partners will be eligible to respond to the Call for Art, provided they have not participated in the specific task of developing the Call for Art, thus avoiding a conflict of interest.</i>
3	Supporting Partner (organization or individual)	Various opportunities to support and collaborate with the City, Lead Partners, and Project Artists such as: <ul style="list-style-type: none"> providing spaces for art installations or performances helping promote the project providing support to facilitators and organizers participating on the project steering committee 	Volunteer / in-kind contributions, with the possibility of some paid opportunities	Contact Heather Anderson to discuss partnership opportunities. heather.anderson@cityofrochester.gov No commitment needed at this time, nor are the details of the role.
4	Supporting Funder (organization or individual)	Provide additional funding to the project to make it even more robust.	N/A	Contact Heather Anderson to discuss partnership opportunities. heather.anderson@cityofrochester.gov

ANTICIPATED TIMELINE

Activity	Date (all times EST)
RFQ Release	March 3, 2023
Pre-Submission Conference*	10am on March 16, 2023
Deadline for Questions	5pm on March 22, 2023
Responses Circulated	by March 24, 2023
Qualification submissions due	5pm on April 3, 2023
Partner Selection and Notification	Week of May 8, 2023
Bloomberg Philanthropies Announces Finalists, Second Round Applications are Due	Spring 2023
Bloomberg Philanthropies Announces Winners	Fall 2023

* [Click here](#) to register for the Pre-Submission Conference on March 16.

The dates shown above may be subject to change within the City of Rochester's sole discretion or the discretion of Bloomberg Philanthropies and upon written notification as set forth herein.

COMMUNICATIONS

All communications by parties who have indicated an intent to submit or have submitted qualifications in response to this RFQ (“Respondents”), including any questions or requests for clarifications, requests for status updates about the Partner selection process and any other inquiries whatsoever concerning this RFQ shall be sent by e-mail only to the following City staff person (“City Contact”):

Heather Anderson, AICP
heather.anderson@cityofrochester.gov

No contact is permitted with any other City staff member with regard to this RFQ during the RFQ process unless specifically authorized in writing. Prohibited contact may be grounds for disqualification.

To ensure that all Respondents have a clear understanding of the scope and requirements of this RFQ, the City will respond to all timely questions submitted via e-mail to the City Contact by the question deadline stated on page 4. Questions and the responding answers will be sent via e-mail to all Respondents who have provided an e-mail address to the City Contact and will be posted on the City’s web page for this RFQ. The City’s failure to make a timely response or provide responses to any questions shall not delay or invalidate the City’s right to make a decision pursuant to this RFQ.

The City will make every reasonable effort to keep Respondents informed about the RFQ process. Notifications about schedule changes, amendments to the RFQ and other information about the RFQ will be sent by e-mail to Respondents who have provided an e-mail address to the City Contact and will be posted on the City’s website for this RFQ. The City’s failure to provide such information shall not delay or invalidate the City’s right to make a decision pursuant to this RFQ.

PRE-SUBMISSION CONFERENCE

In order to provide the City with an opportunity to discuss the RFQ and Respondents with an opportunity to ask questions and clarify the RFQ, a pre-submission conference will be held virtually on March 16, 2023. [Click here](#) to register. There is no requirement to attend the pre-submission conference and no obligation by the City to provide information from the conference to parties who do not attend.

SCOPE OF SERVICES

The City submitted an application to the first round of the Bloomberg Public Art Challenge. The City is seeking organizations and artists to collaborate with the City on further development of the Project proposal. Selected Partners should be prepared to regularly meet with the City and other Partners to collaborate on Project development over the course of two months (or less depending on the timing of the second application). Collaborative tasks will include but are not limited to:

- Envisioning the public art series and accompanying community events;
- Determining the services needed to complete the project over the two-year grant term;
- Developing the Project budget (including assessment of in-kind contributions); and
- Identifying Project management roles for the two-year grant term.

Partners should also be prepared to assess how much staff time and/or resources they can commit to over the course of the proposed two-year Project. This assessment should consider the amount of

compensation that Partners will need for their time and resources. **This information does not need to be provided by Respondents to this RFQ, but will be discussed and negotiated at a later date with selected Partners.**

Please note that the City and Partners will receive no funding for time spent developing the Project proposal or the submission of the second round application, if the City is invited to submit.

In the event the City is selected as a finalist and invited to apply to the second round of the Bloomberg Public Art Challenge this spring, the organization(s) and artist(s) selected through this RFQ would be Partners in the second round application. If the City is subsequently awarded the grant, Partners included in the proposal as receiving payment for services rendered for the Project will receive payment for those services as they are delivered. Depending on the Project management plan developed by the City and Partners and the grant amount awarded, Partners may be required to enter into a Professional Services Agreement (“PSA”) with the City.

QUALIFICATIONS PREPARATION AND SUBMISSION PROCESS

Qualification submissions must be received in PDF format by the City no later than 5:00pm on April 3, 2023. Send qualifications to:

Heather Anderson, AICP
heather.anderson@cityofrochester.gov

This RFQ is designed to facilitate the evaluation and selection of a Partner or Partners that is/are best able to achieve the City’s objectives. If desired, more than one artist and/or organization are welcome to submit qualifications as a team and show how that team would provide a unique contribution to this process. This is not a requirement and such pairings/partnerships could also be explored at a later stage among the selected Partners.

The submission shall contain a table of contents. All pages shall be numbered and major sections and all attachments shall be referenced in the table of contents. The response to each section of ‘Submissions,’ below, shall be clearly indicated and addressed.

Each submission shall be signed by an individual authorized to enter into and execute contracts on the Respondent’s behalf, should that be needed at a later date. Respondent represents that it is capable of meeting or exceeding all requirements specified in this RFQ.

Submission of a response to this RFQ shall be deemed authorization for the City to contact Respondent’s references. Evaluation of submissions will be conducted by the City based on information provided in the Respondent’s submissions and on such other available information that the City determines to be relevant. The evaluation of submissions may include an on-site assessment, meetings with authorized personnel, and may involve the use of a third-party consultant.

The Respondent(s) selected by the City may be required to enter into a PSA. The establishment of a PSA is contingent upon approval by City Council for all agreements in excess of \$10,000 or for a period of more than one year and upon the availability of funds for such an agreement (for example, if the City is awarded the Bloomberg Public Art Challenge grant). Note: Attention is directed to the City’s Living Wage requirements and MWBE and Workforce Utilization Goals.

Respondents shall provide the required information in their submissions to enable the City review team to make a recommendation to the Mayor. The City reserves the right to invite any or all Respondents to an interview to discuss their proposal. Any expenses resulting from such an interview will be the sole responsibility of the Respondent. The City is under no obligation to select any of the Respondents or to conduct the Project described herein. The City may amend or withdraw the RFQ at any time, within its sole discretion. The City shall have no liability for any costs incurred in preparing a proposal or responding to the City's requests with respect to the proposal.

SUBMISSIONS

Organizations and artists that are interested in a paid lead partner role for this project must submit qualifications including the following information in the following order:

- A. Project Statement: A Project narrative that describes the Respondent's understanding of the City's needs, concept proposal and the goals of the Bloomberg Public Art Challenge. It should be noted that the City is not looking for specific public art proposals or specific program ideas for engaging youth at this stage. Those ideas will be developed at a later stage, after the City has selected a team of Partners who have demonstrated their qualifications and capacity for helping develop and coordinate this project.
- B. Capacity: Clearly identify whether the Respondent is an artist or an organization. If an organization, include the one or more capacity/capacities the organization would like to represent in the development of the project:
 - Arts management
 - Art therapy
 - Youth development or engagement
 - Community outreach
 - Project management
- C. Respondent's Qualifications: Information about the Respondent and its qualifications for this Project, including: a resume of prior projects that demonstrate experience with the themes of the City's concept proposal and the grant program (such as youth trauma, expanding opportunities for youth, fostering artists as civic leaders, the arts as an economic development tool); documented evidence of the Respondent's capacity to perform the work, including three references (contact name, organization name, and email address for each). The nature of this project makes it critical that the Respondent has experience within the City of Rochester.
- D. Respondent's Personnel: The names and roles/titles of the Respondent's lead person(s) and other staff, if any, who will be involved in the collaboration. Please include a resume of relevant projects and programs for the lead person(s) and other staff if such information is not sufficiently covered in Section C above. Provide data on the diversity of Respondent's overall workforce, including total number of employees, and percentages of minorities and females employed.
- E. Rochester Presence: Information about Respondent's presence in the city of Rochester and/or any collaborative relationships with organizations or artists that are to be formed for this Project.
- F. MWBE: Statement as to whether or not the Respondent is a NYS certified Minority/Women-Owned Business Enterprise (MWBE).

NOTE: As mentioned above, organizations or artists who would like to commit in-kind contributions or additional funding to the project do not need to respond to this RFQ; please contact the City Contact as listed on page 5 to discuss partnership opportunities.

EVALUATION CRITERIA

The following is a summary of the proposal evaluation criteria. It is within the City's sole discretion to determine the value assigned to each of these criteria

- A. Statement: The Respondent's comprehension of the needs of the City, the unique value it brings, and its description of its approach to the collaboration.
- B. Experience: The Respondent's relevant experience in providing the same or similar services, including an evaluation of the three references.
- C. Project alignment: Demonstrated commitment to goals and themes of the concept proposal and the Bloomberg Public Art Challenge.
- D. Location preference: A preference will be given to organizations located in the city and artists living and/or working in the city through **an additional weighting of 10%**. Non-local organizations and artists may wish to consider partnerships or other collaborative arrangements with local organizations or artists as a strategy to address this preference.
- E. MWBE and Workforce Goals: The City of Rochester desires to encourage Minority- and Women-Owned Business Enterprises (MWBE) to participate in opportunities to enter into PSAs with the City and to encourage minorities and women in the workforce. Pursuant to Ordinance No. 2018-54, the City has a goal that 30% of the aggregate annual contract awards for professional service contracts over \$10,000 be awarded to minorities (M) (15%) and women (W) (15%). The City has also established minority workforce goals of 20% M and 6.9% W for professional services consulting contracts. For more information please see <http://www.cityofrochester.gov/mwbe>. Respondents shall be awarded MWBE bonus weighting as follows:
 - 1. The City will give preference to Respondents who are New York State certified MWBEs. Respondents who meet this requirement shall receive **an additional weighting of 10%**. Respondents shall provide sufficient documentation with their proposal to support the additional preference weighting as an MWBE.
 - 2. The City will give preference to Respondents who meet or exceed the City's workforce goals, which are: 20% M and 6.9% W. Respondents who demonstrate that their workforce on this Project meets or exceeds these goals shall receive an **additional weighting of 10%**.
NOTE: As mentioned above, in the event that the City is awarded the Bloomberg grant, selected Partners who will receive payment greater than \$10,000 will be required to enter into a PSA with the City, which must be approved by City Council. The PSA will include the City's MWBE and Workforce Goals for Consultants and subcontractors which will be tracked through the City's Workforce Staffing Plan and MWBE Utilization Plan forms reviewed by the MWBE Officer.
- F. Other Criteria: Other criteria may be considered and evaluated by the City if it is determined to be in the best interest of the City and the success of the Project to do so.

The selection of a Partner is within the City's sole discretion and no reasons for rejection or acceptance of a qualifications are required to be given. The City reserves the right to reject any or all qualifications or to accept a Partner that does not conform to the terms set forth herein. The City further reserves the right to waive or modify minor irregularities in the qualifications and negotiate with Respondents to serve the City's best interest.

MISCELLANEOUS

The City reserves the right to amend or withdraw this RFQ in the City's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City shall have no liability for any costs incurred by any Respondent.

The City may request additional information from any Respondent to assist the City in making its evaluation.

The materials submitted shall become property of the City and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the qualifications, it must be clearly identified and a request to keep such information confidential must be submitted.