

Cultural Arts Master Plan

Project Information

The City of Pearland is located immediately south and adjacent to Houston in the Texas Gulf Coast Region in Brazoria, Fort Bend, and Harris counties. The City of Pearland covers approximately 48 square miles and serves an estimated 129,000 citizens within its city limits and 26,000 within the city's extraterritorial jurisdiction.

This innovative, fast-growing community is approximately 20 minutes from downtown Houston, and 12 miles from the Houston Museum District. Johnson Space Center and William P. Hobby Airport are key nearby regional assets. Pearland has quickly established itself as a community of choice within the region.

The City seeks to develop its first Cultural Arts Master Plan. Through the Pearland Convention & Visitors Bureau (CVB), the City administers a Cultural Arts Grant Program awarding grants allocated from Hotel Occupancy Tax (HOT) funds to qualified nonprofit organizations specializing in the arts. The City is also home to a variety of culturally diverse events either programmed by City departments including Parks and Recreation, underwritten by the CVB and/or created and funded by other, local organizations.

Other arts related initiatives in the City include the creation of the PearScape Trail in 2016 by the CVB. The public art effort includes twenty-one, 4' tall painted pears at locations around the City. In 2021, the CVB initiated a mini-mural, pilot program on four traffic signal boxes in the Pearland Parkway corridor.

The Plan shall include an overview of arts and culture in Pearland generating broad missions, visions and values for arts in the City. It shall include a comprehensive inventory and assessment of existing arts and cultural resources and facilities as well as future needs and opportunities.

The consultant will assist the City and community partners in identifying community assets and not only leverage existing assets, but focus on future funding allocations for cultural arts to increase the City's appeal as a visitor destination. The overall goal of this master plan is to create a common vision for the role that arts and culture should play in Pearland, as well as to ascertain what pieces of that vision can guide policy and programming to enhance the quality of

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life for Pearland residents, businesses, and visitors. A community-wide, public participation process is a component to creating a widely accepted Arts and Culture Master Plan.

SCOPE OF WORK

The following is a list of desired deliverables for inclusion in the Master Plan Report.

Development of Outreach Strategy:

- Master Contact List
- Strategy to encourage stakeholder participation
- Standard formats for public documents
- Evaluation and assessment of interview notes from recently conducted Listening Tour sessions with key, Pearland Arts community stakeholders
- Individual interviews with key community leaders and various boards of directors as needed to understand history and community dynamics.

Development of Public Participation Plan:

- Public Forums
- Survey
- Focus Groups
- Key Person Interviews
- Youth Involvement

Local Assessment:

- Listing of organizations and individuals
- Asset inventory
- History of arts in Pearland
- Data collection - demographics, artist data
- Ecosystem mapping
- Existing City staffing and support
- Resource assessment – funding sources

National Assessment:

- Benchmarking and best practices
- Relevant master plans

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- Trends
- Successes and failures

Data Analysis:

- Complete set of raw data, analysis and conclusions
- Methodology
- Computerized method for data mining
- Breakdown of local data compared to state average

FINAL REPORT

The Arts and Culture Master Plan Final Report must serve to set forth a collective vision for cultural arts enrichment development in Pearland. A Master Plan Final Report will be required for review and approval by City Council.

At a minimum, the following components should be included:

- Executive Summary of Final Report
- Results of the Public Participation Process
- Provide results on a citywide basis
- Conclusions and Recommendations must consist of, but should not be limited to:
 - o Vision and Key Goals
 - o Final Recommendations and Alternatives
 - o Implementation Strategies
 - o Action Plan with prioritized set of Goals and Projects
 - o Funding Plan

These above referenced components should ensure all of the following items are addressed:

- Public participation process summary.
- Local assessment including information and data on current cultural organizations and programs, facility mapping, and planned future developments.
- National assessment including demographic comparisons, funding and development models, identification of cultural trends, and research review.
- Local economic impact of the arts.
- Citywide / National / International issues and trends.
- Key statistics and data points.

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- Key maps or graphs of relevant information.
- Master Plan Vision Statement that unifies the individual visual and performing arts groups in Pearland, creating a common vision for the role that arts and culture will play, to ensure future Hotel Occupancy Tax (HOT) funding can effectively leverage Pearland's assets to increase the City's appeal as a visitor destination.
- Strategy to implement vision including a set of Key Goals.
- Alignment of goals with the City's Comprehensive Plan, Pearland 20/20 Strategic Plan, and other relevant planning efforts.
- Short, mid, and long -term goals.
- List of potential initiatives for prioritization and implementation, including appropriate budget and recommended revenue sources.
- Organize potential initiatives by short, mid, and long-term priority.
- Implementation strategies.
- Clearly defined funding plan which provides vision, policy framework, and strategy to fund implementation of all goals.
- Identify key foundations, non-profit, and others for potential partnership.
- Definitive conclusions, recommendations, and action plan.
- Digital strategies.

FINAL REPORT PRESENTATION

This task should include at a minimum the following components:

- Reproduction of the Final Report.
- Provide an electronic copy of the Final Report as well as electronic copies of all maps, graphs, and other accompanying visual materials in a format to be determined by the Agency.
- Key Images, Maps, Charts and Diagrams.
- Oral and written Final Report presentations.
- Prepare multimedia presentation of Final Report; including but not limited to, PowerPoint presentations, information boards, handouts, and brochures.
 - Presentation materials must be developed for use by the City.
- Presentation of Final Report to the City Council.

PROPOSAL REQUIREMENTS & SUBMISSION DETAILS

Firms interested in responding to this RFP should prepare a brief and concise proposal, including the following sections:

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1. Introduction:

- Present general introductory comments in a cover letter of no more than two (2) pages.
- Include a purpose statement describing your understanding of the proposed project and required services.

2. Work Plan: Up to 30 points

- Formulate a work plan that clearly and systematically identifies and describes all tasks and subtasks necessary to complete the requirements set forth in the Scope of Work Section.
- Address ability to engage and communicate with a broad and diverse range of stakeholders in a government planning process.
- Demonstrate ability to understand local creative and artistic economic environments and the ability to leverage community assets for positive economic benefits.
- Demonstrate ability to facilitate various groups through the creation of a Vision Statement that unifies individual visual and performing arts groups around the creation of a common vision regarding the role that arts and culture will play in a community.

3. Personnel and Experience: Up to 20 points

- Prepare an organizational chart showing the names and titles of the project manager, professional and supporting staff, sub-consultants, and other key personnel that will be assigned to the project.
- Synopsis of key personnel with relevant professional background and contact information.
- Provide company and/or team history and relevant project experience including specific project references.
- Five (5) professional references that can speak to relevant project experience. Preferably the most recent experience.

4. Cost Proposal: - Up to 40 points

- Prepare a not-to-exceed cost proposal
- Provide a cost breakdown for each task and subtask identified in the work plan.

5. Project Schedule: Up to 10 points

- Prepare a schedule that illustrates the estimated timeline, in monthly increments, for completing project tasks and subtasks.