



# NEDERLAND DOWNTOWN

## **Request for Proposals**

Project: Nederland DDA Arts Master Plan

Budget: \$5,000

### **A. The Arts Master Plan**

The Nederland Downtown Development Authority (NDDA) invites a consultant or a team of consultants to work with the NDDA to create Nederland Downtown's first Arts Master Plan, which will be a visionary and guiding document for the NDDA district that will help Nederland build an arts identity and a thriving arts and culture community.

### **B. About Nederland:**

Nederland was established in 1874. The town started as a trading post between Ute Indians and European settlers during the 1850s. The town's first economic boom came when minerals such as tungsten, silver, and gold were discovered near Tungsten (east of Nederland), Caribou (northwest of Nederland, 1859), and Eldora (west of Nederland, 1875).

Today Nederland is better known as a gateway to outdoor recreation in the nearby Indian Peaks Wilderness, Rocky Mountain National Park, Roosevelt National Forest, and the recently established James Peak Wilderness.

Though small and to some extent a bedroom community for its famous neighbor, Boulder, Nederland is attracting a growing number of creative professionals. Nederlanders feel as if their quiet community is a hidden gem on the verge of a renaissance.

For more history visit: <https://www.nederlanddowntown.org/the-ndda/about/>

The NDDA 2017 Master Plan charged the NDDA board with the task of including planning for the integration of art in the public realm, exploring partnerships in the arts, and providing a sounding board on significant visual and performing arts issues.

The development of a Nederland Arts Master Plan will provide the NDDA with a strategic, organized, and effective implementation of arts in Nederland that in turn promotes the district as a Creative Destination. The Nederland Art Plan will build the project's vision and goals, allow for collaboration with the community and stakeholders, guide public art implementation and be a resource for grants and funding opportunities. The Art Plan provides a blueprint for artwork, develops a materials list, supports a project timeline and build-out and serves as a snapshot to revisit, edit and update overtime.

**C. Project Scope:** Below is a suggested project scope for the Arts Master Plan. The NDDA, under the advisement of a Nederland Art Committee will complete steps 1 and 2 of the "Baseline Assessment" below.

The consultant may propose an alternate scope and provide an explanation of the approach.



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## Baseline Assessment

### 1) Asset assessment

- a) Snapshot of Public Art's current roll in Nederland
- b) Identify current physical assets
- c) Identify culture institution assets

### 2) Learn from our neighbors

- a) Learn what other mountain region communities are doing
  - i) Collect appropriate master plans.

### 3) Engage Town Stakeholders

- a) Input from board members
  - i) Ideally one-on-one meetings with NDDA and BOT board members, or if not feasible hold a pre-planning work session with NDDA and BOT board members.
  - ii) Parks, Open Space, and PROSAB Committee (at least two meetings)
- b) Engage Staff
  - i) Planning
  - ii) Public works
- c) Reach out to arts and cultural institutions
  - i) Nederland Schools
  - ii) Nederland Library
  - iii) Local Galleries
  - iv) Local Artists



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## **The Components of a Plan Should Include:**

- Program Vision and Goals
  - 5-year plan
- Arts and Cultural Opportunities
- Timeline and Trajectory
- Funding Strategies
- Projects with Return on Investment (ROI)
- Commercial Reproductions
- Program Opportunities
- Project Types (temporary, festivals, community gathering place, murals, integrated, interactive, environmental)
- General Locations (buildings, paths, parks, parking areas)
- How these interface with existing environments, zoning, operations, procedures, policies
- Procurement Processes
  - Review Procedures
- Art Selection Approaches
- Program Administration
- Project Management
- Collection Care and Stewardship
- Communications Strategies
- Tracking and Metrics

## **Present Plan and Receive Feedback**

- 1) Re-engage Stakeholders

### **Finalize Master Plan**

- 1) Assess and integrate feedback

**D. Budget:** \$5,000 for creating a Public Arts Master Plan. The consultant must include a work plan that does not exceed this amount. The consultant may include additional services in their proposal if funds become available.

**E. Timeline:** The NDDA would like the plan finished and ready for adoption by the Town Board of Trustees by November, 2020



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## F. Application Requirements

1. Letter of Interest that:

- Articulate your interest and conceptual direction for the NDDA's Arts Master Plan.
- Describe your work, process, and experience related to arts and culture planning.

2. Resume for all key individuals

3. Three references

## G. Selection Process:

1. NDDA board members will review the applicants' proposals and shortlist the finalists.
2. The NDDA may elect to interview the shortlisted finalists.
3. The NDDA and selected consultant will enter into a contract for services.

The Town and/or NDDA reserves the right to cancel the RFP at any time.

**Deadline:** March 4, 2020

**Questions** regarding the project should be submitted by email by 10:00 am on March 2, 2020 and directed to: Hope Jordan, NDDA Executive Director - [ndda.ed@gmail.com](mailto:ndda.ed@gmail.com)