

# REQUEST FOR PROPOSAL

## COLUMBUS & FRANKLIN COUNTY, OHIO PUBLIC ART PLAN

Funded by:



Franklin County  
**BOARD OF  
COMMISSIONERS**



**Response due date and time:**

**Friday, January 6, 2023**

**5 p.m. EST**

**Greater Columbus Arts Council**

**182 E. Long St.**

**Columbus, OH 43215**

## Table of Contents

|                                                           |    |
|-----------------------------------------------------------|----|
| 1. Introduction .....                                     | 3  |
| 1.1 Purpose and Summary .....                             | 3  |
| 1.2 City of Columbus and Franklin County Background.....  | 3  |
| 1.3 Franklin County Demographic Makeup .....              | 4  |
| 1.4 Art in Columbus and Franklin County .....             | 4  |
| 1.5 Guiding documents .....                               | 6  |
| 1.6 Contact Information.....                              | 6  |
| 1.7 Project schedule .....                                | 6  |
| 2. Scope of Work.....                                     | 6  |
| 2.1 Assessments and Recommendations.....                  | 7  |
| 2.2 Community and Columbus-based Artists Engagement ..... | 7  |
| 2.3 Development of Cohesive Plan .....                    | 8  |
| 2.4 Project Management.....                               | 9  |
| 2.5 Equity.....                                           | 9  |
| 3. Budget.....                                            | 10 |
| 4. Consultant responsibilities.....                       | 10 |
| 5. Proposal format and evaluation process .....           | 10 |
| 5.1 Minimum response requirements .....                   | 11 |
| 6. Conditions of Proposal Acceptance .....                | 11 |
| 7. Proposal Evaluation and Selection.....                 | 12 |

## 1. Introduction

### 1.1 Purpose and Summary

The Greater Columbus Arts Council (“GCAC”) is requesting proposals pursuant to this Request for Proposal (“RFP”) from qualified firms (“Consultant”) to prepare a comprehensive Public Art Plan (“Plan”). The purpose of the Plan is to set a vision and develop a clear set of community-informed goals, policies and objectives to provide guidance for GCAC, the City of Columbus, the Columbus Art Commission, Franklin County and other community stakeholders regarding the development, improvement and enhancement of public art and cultural arts programs in the community. This Plan should cast a bold vision to catalyze the creation of more public art in public spaces in Columbus and serve as a tool to guide the community in arts planning for the short-term (5-year) and long-term (10-year) basis. This process will include a comprehensive inventory of public art, an analysis of current and forecasted needs and implementation strategies. This will be the first comprehensive public art plan for Columbus and Franklin County, Ohio.

The Plan will recommend a mission and vision and define how Columbus and Franklin County can build upon the area’s unique attributes to create noteworthy works of art that speak to our community. The Plan will outline a bold vision and be based on robust community engagement, stakeholder, artist, and partner input from outreach efforts led by the Consultant. Additionally, the Plan will address governance, opportunities for ongoing public engagement, and recommendations for the following: 1) placement and selection of public art, 2) potential funding scenarios, 3) goals, 4) creation of future program administration, 5) project management processes, and 6) conservation and maintenance. The final Plan will also include an actionable roadmap for execution, recommendations for roles for public, private and non-profit partners, measures of success, and a toolkit of resources for artists and the private sector for developing public art.

### 1.2 City of Columbus and Franklin County Background

As the 14th largest city in the country and the largest and fastest-growing city in Ohio, Columbus is collaborative, open and dynamic. Columbus offers incredible arts and entertainment opportunities, a talented and engaged creative sector, collegiate and professional sports, a spectacular downtown riverfront of sprawling greenspace, and unique and historic neighborhoods. Columbus is a city built on bold ideas and fueled by relentless optimism. As a community, we tend to dream big, and dream collaboratively, letting nothing stop us from seeking a better tomorrow for our city and its residents.

Franklin is Ohio’s largest county and in the top 1% of largest counties nationwide. Its more than 1.3 million residents enjoy a thriving economy, beautiful neighborhoods, and one of the best metro parks systems in the country, encompassing 19 wooded escapes with more than 200 miles of trails. Franklin County is also the nation’s third largest hub for fashion designers and retailers, after only New York and Los Angeles, and offers a critically acclaimed food scene and top-ranked attractions like the nationally renowned Columbus Zoo and Aquarium and its neighboring water park, as well as COSI, the number one science museum in the country. There’s truly something for everyone in Franklin County, and art lovers will

particularly savor the Columbus Museum of Art collections and revel in Gallery Hop, a monthly celebration in the Short North Arts District.

### 1.3 City of Columbus and Franklin County Demographic Makeup

City of Columbus, from census.gov July 1, 2021:

- 57.4% White
- 29.2% Black, African-American
- 6.3% Hispanic, Latino
- 5.9% Asian
- 0.2% Other

Franklin County, from census.gov July 1, 2021:

- 65.8% White
- 24.4% Black, African-American
- 6.2% Hispanic, Latino
- 5.9% Asian
- 0.6% Other

### 1.4 Art in Columbus and Franklin County

Formed in 1973, the **Greater Columbus Arts Council (GCAC)** is the city's local arts agency. Our primary purpose is to fund artists and arts organizations. GCAC also provides marketing services that support artists and organizations through the [ColumbusMakesArt.com event calendar](#), [Artist Directory](#) and [Public Art Directory](#), produces the annual [Community Arts Partnership Awards](#) recognizing business and individual contributions to the community and the [Columbus Arts Festival](#), the city's welcome to summer event that takes place each June. A complete overview of GCAC's recent work can be found in the [2021 Annual Report to the Community](#).

GCAC's funding comes from three primary sources: the city's hotel/motel bed tax, a 5 percent cultural fee on arts, entertainment and sporting events in Columbus, and direct funding from Franklin County. GCAC also receives an annual grant from the Ohio Arts Council. In 2019, when the cultural fee went into effect, a portion of the fee generated by Nationwide Arena was earmarked to capital expenditures at arts and cultural organizations and public art. With this small, dedicated funding stream, in 2023 GCAC will begin to fund a mural program for nonprofits and artists, as well as a capital program supporting nonprofit cultural facilities.

GCAC has supported public art efforts to varying degrees throughout its history and has always sought to be advocating, encouraging and inspiring an on-going public conversation on art in public spaces. Without a Plan to guide the city, not all of the past efforts to create public art in Columbus have met with success. The creation of the Plan will enable us to better facilitate public art making while also creating paths to celebrate and explore our community, our neighborhoods, our parks and cultural assets, and inspire dialogue to help foster a stronger sense of community.

GCAC provides access to the arts for people of all cultural backgrounds, economic status, sexual orientation, age and physical ability, and ensures broad public access to the arts. The Greater

Columbus Arts Council’s vision is “a thriving Columbus where the arts matter to all of us.” We recognize to achieve this vision we must actively work to overcome complex inequities in our community including racism, sexism, homophobia, xenophobia, classism, and ableism, among others. We believe that the arts play an essential role in examining the issues of our time, encouraging thoughtful dialogue and prompting change as a pathway to equity. The full DEI and racial equity statements can be seen here: <https://www.gcac.org/about/equity-statements/>

The **Columbus Art Commission (“CAC”)** was established in 2007. CAC members serve without compensation and are appointed by the mayor with the approval of City Council. The primary role of the CAC is to approve all art purchased, commissioned, or accepted as a gift by the City, as well as all art proposed for placement anywhere within the Public Right of Way or on property owned or leased by the City. CAC approval is also necessary before any art subject to their approval can be in any way altered or removed. The seven-member commission is comprised of individuals experienced and interested in the arts, landscape architecture and architecture.

Currently, there are more than 1,000 public artworks currently on view in central Ohio (privately and publicly owned), consisting of murals, sculptures, paintings, and historical artifacts, as well as indoor collections in public spaces such as within the Columbus Metropolitan Library system. GCAC maintains a public art webpage and interactive online art map for central Ohio.

Of those, 118 objects reside in the City of Columbus’ public art collection. Much of this collection is located Downtown and within the neighborhoods ringing the downtown core. It includes memorials, artistic architectural features and mayoral portraits at City Hall. In addition to the historic memorial pieces, historic sculptures, and active service memorials located within the Scioto Mile (east and west banks), several newer additions to the downtown and near downtown public art landscape include Scioto Lounge (aka “the deer,” 2014-2015 by artist Terry Allen), Flowing Kiss (2013, by artist Lawrence Argent), both on the riverfront, and Makers Monument (2021, Mark Reigleman) in the Short North. There have also been a number of temporary works on city land including murals and the [Columbus Public Art 2012](#), coordinated for the City’s Bicentennial and funded by the National Endowment for the Arts.

Only 42 of the 118 objects in the City’s collection have verifiable artist demographic information. The following calculations are based on the verified demographics for 42 objects, the majority of which are outdoor artworks, as follows:

- 93% of the objects are by male artists, of which 85% are white and 15% are African American.
- 7% of the objects are by female artists, of which 66% are white and 33% are African American.

These demographics are for the city’s collection only and do not include data on collections held by arts, cultural and higher education institutions, or privately funded public art.

## 1.5 Guiding documents

1. [GCAC public art database](#), which catalogues all public art known to GCAC, including works that are publicly and privately funded
2. [City of Columbus public art database](#), which catalogues all public art owned and maintained by the City of Columbus
3. Mayor Ginther's [Opportunity Rising Equity Framework](#)
4. [Columbus City Code Chapter 3115](#), which establishes the Columbus Art Commission and its responsibilities, as well as Columbus Art Commission [policies and bylaws](#)
5. City of Columbus public art procurement examples:
  - a. [Art on High \(\\$500,000 project\)](#)
  - b. [Fedderson Recreation Center \(\\$25,000 project\)](#)
6. City of Columbus park maps
7. [Recreation and parks](#)
8. [Metro parks](#)
9. Columbus [Downtown Strategic Plan](#)
10. [Franklin County Rise Together Poverty Reduction Plan](#)

## 1.6 Contact Information

For questions and submission of proposal, please use the contact information below:

Jami Goldstein  
VP of Marketing, Communications & Events  
182 East Long Street  
Columbus, OH 43215  
Email: [publicart@gcac.org](mailto:publicart@gcac.org)  
Phone: 614-221-8492

## 1.7 Project schedule

The following is the anticipated schedule of events related to this RFP. These dates are provided as targets only. Best efforts will be applied to meet these dates, however, they may change. Where dates change, notice of those changes will be provided to all Consultants.

Nov. 9, 2022: RFP opens

Dec. 9, 2022: Deadline to submit questions

**Jan. 6: Bids due by 5:00 PM EST**

Jan. 6 – Feb. 6, 2023: Proposals reviewed by committee

Feb. 6-24, 2023: Interviews, if needed

No later than Feb. 27, 2023: Consultants notified of decision

No later than March 3, 2023: Contract finalized

Our goal is for the Plan to be completed within 12-15 months of contract completion.

## 2. Scope of Work

The Scope of Work may be modified through negotiation and/or written addendum will be made part of the Contract. Through this RFP, GCAC intends to hire a consultant that can

perform the requested tasks and produce a high-quality analysis and recommendation with specific, forward-thinking recommendations for public art.

As part of the proposal, Consultant must submit an overview of the process they anticipate following and a proposed schedule to complete the Plan. It is expected that the final planning process and timeline will be developed in collaboration with GCAC.

The submitted proposal shall address the following areas of service:

## 2.1 Assessments and Recommendations

1. Identify standards for what is classified as public art, reference Chapter 3115 of the Columbus City Code (Ord. 1136-60.).
  - a. Review federal Visual Artists Rights Act (VARA).
  - b. Review current public art collection and programs.
  - c. Recommend standards for future acquisitions/projects.
2. Identify criteria for selection of public art.
  - a. Highlight best practices by peer and aspirational cities with strong public art programs.
    - i. These include: Chicago, Chattanooga, Cincinnati, Cleveland, Denver, Indianapolis, Louisville, Minneapolis, Philadelphia, Portland, Toledo, San Diego
  - b. Describe commissioning or acquisition procedures.
3. Define processes and policies for public art, including but not limited to the following:
  - a. Art donations, temporary artworks, artist or community-initiated artwork, deaccession, ongoing maintenance, relocation and removal policies and recommendations in accordance with city, state, and federal law.
4. Determine ownership policies and subsequent responsibilities for new acquisitions.
5. Advise on the structure of management and governance.

## 2.2 Community and Columbus-based Artists Engagement

1. Undertake a comprehensive community outreach program to fully engage residents, artists, public and private stakeholders and the community at large in shaping and defining what public art is in Columbus. Consultant should consider potential for payments to artists to participate and assist with the process.
  - a. Be sure to engage specifically with: Columbus-based artists, art organizations, appropriate City of Columbus departments, Columbus Art Commissioners, Franklin County, Columbus Downtown Development Corp., The Columbus Foundation, One Columbus, The Columbus Partnership, elected officials, private funders and developers during the process.
  - b. Include the exploration of potential engagement with K-12 and higher education.
  - c. Engage artists and public art professionals in educational and mentoring opportunities.
2. Undertake specific outreach to historically marginalized communities as well as low- and moderate-income residents to pursue a more equitable public art collection, in terms of geographic distribution, representation and artist demographics, at a minimum.
3. Provide training and workforce development recommendations.

4. Define what ongoing community education and engagement related to public art looks like.
5. Advise on timelines for public art based on budget and scope.
6. Explore synergies with other community and civic efforts, policies and public art plans—CDDC Downtown Strategic Plan, RAPID 5, a new terminal at the John Glenn International Airport, Recreation and Parks, Columbus Public Health, Columbus and Franklin County Metro Parks, COTA, Columbus Metropolitan Library, Upper Arlington public art plan, Dublin (Ohio) public art plan, arts and cultural organizations, higher education, zoning code update initiative, etc.

### 2.3 Development of Cohesive Plan

1. Create mission and vision for public art in Columbus, defining why public art is important to the community.
2. Establish overarching goals, short and long-term.
3. Describe the role the public art program will play within the community.
  - a. Outline the opportunities to activate artists within other public programs as part of this Plan.
4. Review geographic distribution of current public art and list and map potential locations for future art in order to foster vibrancy and create a more equitable distribution of public art in central Ohio.
  - a. Make recommendations for public art on the Columbus City Hall campus.
  - b. Define opportunities for placemaking.
  - c. Recommend geographic distribution of future art in Columbus neighborhoods.
5. Assess the effectiveness and relevance of the City of Columbus' current collection and make recommendations to maximize its potential with the community.
6. Identification of stable, ongoing funding source(s) for public art creation, maintenance and administration.
  - a. At least one sustainable and stable source should be present in all recommendations. Funding recommendations should apply to new projects as well as maintenance, conservation and deaccessioning.
  - b. Provide guidance to help assign appropriate budgets to public initiatives.
7. Guidance on geographic areas based on community engagement.
8. Suggest goals for marketing and audience development.
9. Guidance for engaging artists at the top of their field in Columbus' art scene – how to cultivate nascent Columbus-based artists, how to create bigger platforms for Columbus-based artists and how to attract talented artists from around the country and world.
10. Suggest priorities for proposed projects, with a projected timeline and financial strategy for implementation.
  - a. Outline pros/cons of suggestions and priorities.
11. Analyze current and best-in-practice metrics, comparisons, redundancies, and context with surrounding cities, and establish a plan for tracking performance of metrics as relevant to the Plan.
12. Advise on maintenance and conservation of current City of Columbus public art collection including recommendations for:
  - a. Resources (funding and staffing) for maintenance;



- b. Review policy and funding for maintenance and conservation, recommendations for whether others besides artists should be involved, particularly when deaccessioning;
  - c. Best practices for management and tracking for city collection;
  - d. Process for evaluating the relevancy/appropriateness of existing artworks.
13. Identification of goals and key measures of the Plan (to include, but not limited to):
- a. Increased participation of local artists in public art projects;
  - b. Increased commissions by artists of diverse backgrounds;
  - c. Increase in neighborhood-based art.

## 2.4 Project Management

Plan will advise on a project management process—make recommendations regarding scope, prioritization and artist selection in the creation of new public art. Plan will address the following:

1. Make recommendations for management policies, structure and staffing for contemporary public art calls, selection panels and appropriate fees.
  - a. Describe roles and responsibilities of the Columbus Art Commission, Greater Columbus Arts Council, city of Columbus and other new or existing organizations, and how they could partner to advance and create public art.
  - b. Describe roles and responsibilities of public entities in guiding and advocating for private art in public spaces.
  - c. Advise on staffing positions and staff structure and draft job descriptions and proposed changes to city code 3115 (if necessary).
  - d. Recommend structure for potential partnerships with the private sector.
2. Make recommendations for priorities in decisions regarding public art.
3. Recommend who should be involved in project selection process, the roles they would play, including artists and community members. Consider both public and private projects and whether the recommendations for involvement are different.
4. Recommend best practices for the selection of the artists for both public and private projects.
5. Recommend review and approval processes that are transparent and user-friendly for all, and that consider compliance with Americans with Disabilities Act (ADA) and building codes. If city code changes are needed to create the most effective process those recommendations should be included as well.
6. Recommend diversity, equity and inclusion policies and practices to be followed for calls and selection processes.
7. Create a list of municipal agencies that need to be involved with the permitting of projects both public and private that includes contact, area of oversight, lead-time and other information needed for transparency.
8. Create a toolkit of resources for artists and private sector investors in public art, for community-initiated public art projects.

## 2.5 Equity

Plan should address the following:

- Diversity of artists creating Columbus' public art

- Representation of those depicted in central Ohio’s public art
- Public art distributed equitably through all Columbus neighborhoods
- Recommendations for standardized project costs to ensure equitable payments
- Review of procurement processes that may be barriers for artists of color to participate

### 3. Budget

Proposals should include a competitive bid for the anticipated scope of work not to exceed \$500,000. Include a not-to-exceed project budget and include the hourly billable rates which will be applied to the project. Provide an explanation of any assumptions made in calculating the project costs. If a sub-consultant will be utilized, the Consultant shall indicate what portion of the work the sub-consultant would be responsible for and include that in the overall budget cost. The Consultant shall also provide information about the sub-consultant, including expertise, experience, and recent projects.

### 4. Consultant responsibilities

Consultant will:

1. Arrange and conduct all public engagement and communication.
2. Be able to address cultural competency throughout community engagements and manage challenging public conversations.
3. Coordinate all stakeholder engagement.
4. Provide status updates to GCAC, the Columbus Art Commission, and funding partners.
5. Produce an attractive and understandable final printed and digital report which includes the findings to Section 2 above. Ensure accessibility is considered for the digital report, as well as integration with website translation tools.
6. Present initial recommendations by late 2023 or early 2024.
7. Submit timely invoices with detailed explanations of costs.
8. Make final recommendations with an executive summary
9. Manage social media content and PR throughout Plan outreach and development.

### 5. Proposal format and evaluation process

All proposals shall be submitted as a PDF in the following format:

- 1) Letter of transmittal: The proposal letter shall be addressed to contact listed and include the complete name of firm or person/s submitting the proposal, the main office address, primary contact person’s name, title, telephone and email, as well as signature of representative legally authorized to submit the proposal.
- 2) Table of contents with clearly defined sections and numbered pages.
- 3) Scope of Work: Provide a detailed project scope of work based on the RFP. Describe the methodological plan for accomplishing the work listed herein.
- 4) Consultant profile and qualifications: Include consultant and executive information, including age of company and description of qualifications of key staff who would be assigned to the project.
- 5) Experience: descriptions of previous relevant projects, including links to completed, adopted plans and policies.

- 6) References: Provide at least two to five references of current or recent clients of similar scope of the proposal. Include name, title, address, phone and email of contact person.
- 7) Implementation services: Provide a draft project management plan including: target dates, key activities, work products and assumptions.
- 8) Fee proposal as described in budget section above.
- 9) Duration of Proposal: contain a statement that the submitted proposal shall remain effective for a minimum of sixty (60) days beyond the submittal date.
- 10) Additional information: Provide any additional information important for consideration of consultant qualifications.
- 11) If selected as a finalist, consultant should be prepared to make a formal presentation on their proposal.

### 5.1 Minimum response requirements

Please provide concise answers, corresponding to each numbered section in the scope of work, that detail how your firm will tackle each area. The RFP response must not exceed 50 pages. Relevant examples of previous work should be provided where possible. Any sub-consultants, their references and similar projects must also be listed along with distribution of responsibilities between firms. The primary project manager and their experience managing similar projects must be outlined, along with the brief descriptions of the team members who will work on the project.

### 6. Conditions of Proposal Acceptance

The RFP is not an offer by the GCAC, CAC, City of Columbus or Franklin County (collectively the "Parties") to contract with a Consultant responding to this RFP. This RFP does not commit the Parties to award a contract, to pay any costs incurred in the preparation of the proposal for this RFP, or to procure or contract for any services. The Parties reserve the right to cancel, extend, or revise, in part or in its entirety, this RFP including but not limited to: selection schedule, submittal date, and submittal requirements. The Parties reserve the right to waive any irregularities or informalities contained within this RFP, and/or reject any or all proposals received as a result of this request; negotiate with any qualified proposers; or to cancel the RFP in part or whole. The Parties reserve the right to request additional information and/or clarifications from any or all responders to this RFP.

All information provided by or obtained from the Parties in any form in connection with this RFP either before or after the issuance of this RFP:

- is the sole property of the Parties and must be treated as confidential;
- is not to be used for any purpose other than replying to this RFP and the performance of any subsequent agreement for deliverables;
- must not be disclosed without prior written authorization from the Parties;
- and must be returned by the Consultant to the Parties immediately upon request.

Proposals will be accepted in confidence, as they contain financial, commercial, scientific, technical and/or labor relations information, except as may be otherwise provided herein. The confidentiality of such information will be maintained by the Parties, except as otherwise required by law or by order of court, or other regulatory order of the government.

## 7. Proposal Evaluation and Selection

Following the submission deadline, a selection committee will evaluate all responses and short-list the proposing firms. Key review factors will include but not be limited to: past experience and performance, understanding of project and proposed approach and qualifications of the proposed project team. Responders will be notified, and all finalists will be invited to present to the committee if necessary. The selection committee will convene to make a decision or request further information. The selection committee will then make recommendations to GCAC regarding the selection, for GCAC's final approval. The committee reserves the right to accept/reject any or all proposals. Submission of the proposal indicates acceptance of the conditions contained in the RFP and agreement to negotiate a contract for services.

### Questions?

Please contact Jami Goldstein at the Greater Columbus Arts Council, [publicart@gcac.org](mailto:publicart@gcac.org) 614/221-8492.