



Legislation Details (With Text)

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Title: Actions pertaining to the Cultural Arts Plan Consultant Selection (Citywide):
1. Award consultant services agreement to Network for Culture and Arts Policy (NCAP) in the amount of \$150,000 for the development of the City’s Cultural Arts Plan.
2. Authorize the Director of Parks, After School, Recreation, and Community Services (PARCS) to execute the agreement on behalf of the City.
3. ***RESOLUTION - Adopting the 63rd Amendment to the Annual Appropriation Resolution (AAR) No. 2021-178 to appropriate \$150,000 for a consultant services agreement to develop the City of Fresno’s Cultural Arts Plan (Requires 5 Affirmative Votes) (Subject to Mayor’s Veto)

Sponsors: Parks, After School, Recreation and Community Serv

Indexes:

Code sections:

Attachments: 1. 22-622 Request for Proposals, 2. 22-622 NCAP's Revised Proposal, 3. 22-622 Consultant Service Agreement, 4. 22-622 AAR No. 2021-178

Date	Ver.	Action By	Action	Result
4/28/2022	1	City Council	ADOPTED	Pass

REPORT TO THE CITY COUNCIL

FROM: AARON AGUIRRE, Director
Parks, After School, Recreation and Community Services Department

BY: ALDI RAMIREZ, Assistant Director
Parks, After School, Recreation and Community Services Department

SUBJECT

Actions pertaining to the Cultural Arts Plan Consultant Selection (Citywide):

1. Award consultant services agreement to Network for Culture and Arts Policy (NCAP) in the amount of \$150,000 for the development of the City’s Cultural Arts Plan.
2. Authorize the Director of Parks, After School, Recreation, and Community Services (PARCS) to execute the agreement on behalf of the City.
3. ***RESOLUTION - Adopting the 63rd Amendment to the Annual Appropriation Resolution (AAR) No. 2021-178 to appropriate \$150,000 for a consultant services agreement to develop the City of Fresno’s Cultural Arts Plan (Requires 5 Affirmative Votes) (Subject to Mayor’s Veto)

RECOMMENDATION

Staff recommends City Council approve the award of a consultant services agreement between the City and NCAP for \$150,000 for development of the City’s Cultural Arts Plan. The term of the

agreement is from the date of execution to June 30, 2023. The project schedule identifies the Cultural Arts Plan completion in March 2023, at which time the Plan will come before City Council for adoption.

EXECUTIVE SUMMARY

The City obtained the professional services of the Fresno Arts Council for the selection of a consultant to produce the Cultural Arts Plan. Lilia Chavez from the Fresno Arts Council facilitated the Request for Proposals (RFP). The RFP was advertised from September 13, 2021, to December 7, 2021. One proposal was received by the due date. The RFP deadline was extended to February 7, 2022, at which time five proposals were received. The Fresno Arts Council, in conjunction with the City, conducted an evaluation process which included a selection committee made up of five people, three members of the Parks, Recreation, and Arts Commission (Commission) also known as the Cultural Arts Subcommittee, one board member of the Fresno Arts Council, and the PARCS Department Assistant Director. The selection committee evaluated all five proposals and held interviews with the top three proposers. Following the interviews, the selection committee unanimously recommended award of the consultant services agreement to NCAP. Per NCAP's proposal, the Cultural Arts Plan will be complete by March 2023. The Cultural Arts Plan will identify current cultural and artistic practices and preferences, valued cultural assets in Fresno, desires and needs of the community around arts and culture, and programming and funding priorities.

BACKGROUND

The Fresno Clean and Safe Neighborhood Parks Tax Ordinance adopted to enact Measure P (Measure P) is implemented in accordance with the Fresno Municipal Code (FMC). The FMC outlines expenditure categories for Measure P funds and defines requirements for each category. Twelve percent (12%) of the funds made available from Measure P shall be made available on an annual basis in "category four" to invest in competitive grants for nonprofit organizations that support and expand access to arts and cultural programming.

According to the FMC Section 7-1506(b)(4), prior to expending funds in category four, the Parks, Recreation, and Arts Commission (Commission) shall work in partnership with the Fresno Arts Council, and local arts and cultural stakeholders, to develop a Cultural Arts Plan for the City that identifies needs in the arts and cultural community; prioritizes outcomes and investments; and develops a vision and goals for the future of Fresno arts and cultural programs that are reflective of the cultural, demographic, and geographic diversity of Fresno. Given this fiscal constraint, it is a top priority to deliver a high-quality plan expeditiously to enable the City to begin administering grants to cultural arts organizations and to have an established cultural arts plan for the City.

The City contracted with the Fresno Arts Council for the selection of a consultant to produce the Cultural Arts Plan. The Fresno Arts Council advertised the RFP from September 13, 2021, to December 7, 2021. One proposal was received by the due date. The RFP deadline was extended to February 7, 2022, at which time five proposals were received. The Fresno Arts Council, in conjunction with the City, conducted an evaluation process which included a selection committee made up of five people, three members of the Commission (also known as the Cultural Arts Subcommittee), a board member of the Fresno Arts Council, and the PARCS Assistant Director. The selection committee evaluated all five proposals and held interviews with the top three proposers. Following the interviews, the selection committee unanimously recommended NCAP as the consultant of choice to write the City's Cultural Arts Plan.

NCAP is a full-service research and consulting firm with operations in vibrant arts communities including New York City, Washington D.C., and Denver. In addition to vast experience, NCAP will bring customized strategic planning services which will be locally grounded by engaging cross-sector partners in Fresno.

The original budget outlined in the RFP for the consultant services was \$75,000. Based on proposals received, it was determined that this amount would be insufficient for the scope and expeditious timeline for the project. The proposed budget for the agreement is a total fee of \$150,000. The AAR for the Cultural Arts Plan Consultant Agreement went before the Commission on April 18, 2022.

ENVIRONMENTAL FINDINGS

This is not a “project” as defined by the California Environmental Quality Act, pursuant to CEQA Guidelines Section 15378.

LOCAL PREFERENCE

Local Preference in the proposal evaluation was taken into consideration, but it did not affect the outcome of the determination.

FISCAL IMPACT

The total consultant service agreement amount of \$150,000 will be funded from Measure P revenue and will not impact the General Fund.

Attachments:

Request for Proposals
NCAP’s Revised Proposal
Consultant Service Agreement
AAR No. 2021-178