



**Basalt Public Arts Commission**  
Basalt, Colorado  
<https://www.basaltpublicartscommission.com/>

## **Request for Proposals**

Project: Basalt Arts Master Plan

Budget: \$5,000

Deadline: December 3, 2019

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

The Basalt Public Art Commission (BPAC) invites a consultant or a team of consultants to work with BPAC to create Basalt's first Arts Master Plan, which will be a visionary and guiding document for the Town that will help Basalt build an arts identity and a thriving arts and culture community.

### **B. About Basalt and BPAC:**

With a population of around 4,000, Basalt, Colorado is located at the confluence of the Fryingpan and Roaring Fork Rivers along Highway 82, in a mountain valley between Glenwood Springs and Aspen. Over the years, Basalt has developed into two nodes, including historic Downtown and Willits Town Center a few miles to the west. Each has excellent family and fine dining, fine art galleries, diverse shopping from outdoor gear to high-end consignment, as well as such major chains as Starbucks and Whole Foods. Though small and to some extent a bedroom community for its famous neighbor, Aspen, Basalt is attracting a growing number of creative professionals. Basaltines feel as if their quiet community is a hidden gem on the verge of big change, even a renaissance.

BPAC is a citizen-led commission that was founded in 2015. Basalt's Town Council has charged BPAC with tasks 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. In 2017 BPAC commissioned a five-piece temporary outdoor art installation. In 2019 BPAC began offering grants to artists and arts organizations in the valley in order to foster the arts in Basalt. Through the Arts Master Plan, BPAC hopes to be a more strategic and effective arts organization and to bring more arts vitality to Basalt.

For more history see <https://www.basaltchamber.org/discover/history/>

## C. Project Scope

Below is a suggested project scope for the Arts Master Plan. BPAC has completed steps 1 and 2 of the “Baseline Assessment” below. The consultant may propose an alternate scope and provide an explanation of the approach.

### **Baseline Assessment**

- 1) Asset assessment
  - a) Snapshot of Public Art’s current roll in Basalt
  - 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 BPAC and Town Council, or if not feasible hold a pre-planning worksession with BPAC and Town Council
    - ii) Parks, Open Space, and Trails (POST) Committee (at least two meetings)
  - b) Engage Staff
    - i) Planning
    - ii) Public works
  - c) Reach out to arts and cultural institutions
    - i) The Art Base
    - ii) Basalt Schools
    - iii) TACAW
    - iv) Basalt Regional Library
    - v) Local Galleries
    - vi) Basalt Regional Chamber
    - vii) Local artists

### **Develop Draft Policies and the Plan**

- 1) Master Plan
  - a) Vision
  - b) Goals
  - c) Five Year plan
- 2) Policies for:
  - a) Governance
  - b) Procurement
  - c) Review procedures
  - d) Maintenance plans

### **Present Plan and Receive Feedback**

- 1) Re-engage Stakeholders

### **Finalize Master Plan**

- 1) Assess and integrate feedback

**D. Budget:** \$5,000 for this effort. 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:** BPAC would like the plan finished and ready for adoption by Town Council by mid-2020.

### **F. Application Requirements**

1. Letter of Interest that:
  - Articulates your interest and conceptual direction for Basalt's Arts Master Plan.
  - Describes your work, process, and experience related to arts and culture planning.
2. Resume for all key individuals
3. Three references

### **G. Selection Process:**

1. BPAC will review applicants' proposals on December 5 and shortlist the finalists.
2. By end of year BPAC proposes to interview the shortlisted finalists and select consultants.
3. The Town Manager and selected consultant will enter into a contract for services. The contract does not require Town Council approval.

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

**Deadline:** December 3, 2019

**Questions** regarding the project should be submitted by email by 10:00 am on Wednesday, November 27 and directed to:

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