



Request for Proposal

Jeffersonville, Indiana

Jeffersonville Public Art Administrator

Jeffersonville City Hall
500 Quartermaster Court
Jeffersonville, IN 47130
May 1, 2013

For further information contact:

Shane Corbin
Director of Planning and Zoning
Phone: (812) 280-4712
E-Mail: scorbin@cityofjeff.net

PROPOSALS DUE: 5:00 PM EASTERN TIME ON JUNE 1, 2013

Project Description

The Jeffersonville Public Art Committee (JPAC) is soliciting proposals for the Jeffersonville Public Art Administrator (JPAA). The contract of services for the JPAA will run for one year with an option to renew. The JPAA will organize, oversee, plan, develop, and manage various activities relating to securing and enhancing public art in the City. Additionally, the JPAA will recommend policies and procedures to the JPAC.

Community Description

Jeffersonville is a southern Indiana city located directly across the Ohio River from Louisville, Kentucky. The city's early settlement began in 1786 when Fort Finney was situated near the Falls of the Ohio to protect the area from Native Americans. In 1793, the fort was abandoned, but settlement remained in the area. Precisely when the settlement became known as Jeffersonville is unclear, but it was probably around 1801, the year in which President Thomas Jefferson took office. The Civil War increased the importance of Jeffersonville, as the city was one of the principal gateways to the South during the war, due to its location directly opposite Louisville. It was served by three railroads from the north and had the waterway of the Ohio River. This factor influenced its selection as one of the principal bases for supplies and troops for the Union Army. By 1870, 17% of Jeffersonville residents were foreign-born. Most of these were from Germany. In 1819, the first shipbuilding took place in Jeffersonville, and steamboats would become key to Jeffersonville's economy. James Howard built his first steamboat in 1834 in Jeffersonville. His company, now called Jeff Boat, remains a major economic engine of the community.

As of the census of 2010, there were 44,953 people, 18,580 households, and 11,697 families residing in the city. The population density was 1,319.8 inhabitants per square mile (509.6 /km²). There were 19,991 housing units at an average density of 586.9 per square mile (226.6 /km²). The racial makeup of the city was 80.4% White, 13.2% African American, 0.3% Native American, 1.1% Asian, 1.9% from other races, and 3.0% from two or more races. Hispanic or Latino of any race were 4.1% of the population.

There were 18,580 households out of which 31.3% had children under the age of 18 living with them, 44.1% were married couples living together, 13.9% had a female householder with no husband present, 5.0% had a male householder with no wife present, and 37.0% were non-families. 30.5% of all households were made up of individuals and 9.2% had someone living alone who was 65 years of age or older. The average household size was 2.37 and the average family size was 2.95.

The median age in the city was 37.3 years. 23.2% of residents were under the age of 18; 8% were between the ages of 18 and 24; 29.2% were from 25 to 44; 27.5% were from 45 to 64; and 11.9% were 65 years of age or older. The gender makeup of the city was 48.8% male and 51.2% female.

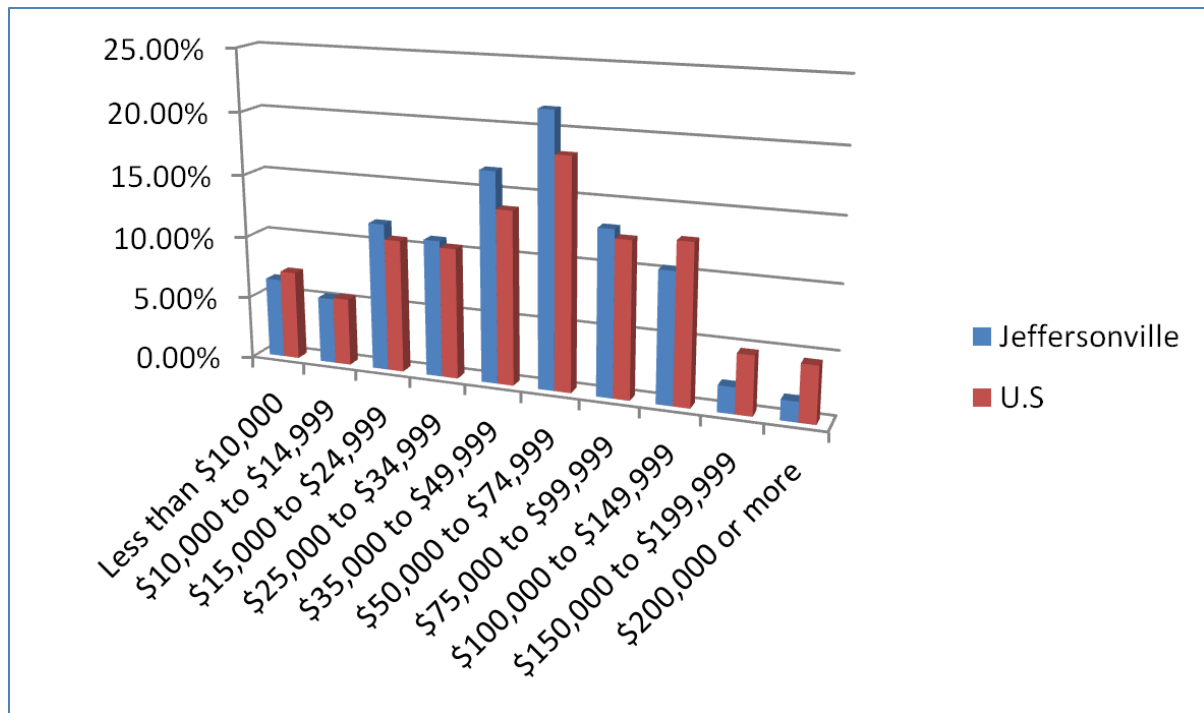


Table 1 illustrates how Jeffersonville’s household income compares to the national average. General trends show that Jeffersonville has an average lower class, above average middle class, and below average upper class. Source: 2010 Census

Project History

Beginning in August 2012, Jeffersonville City Councilman Nathan Samuel led an Exploratory Public Art Committee to identify and promote existing public art, as well as to foster the future growth of public art displays in Jeffersonville.

The committee consisted of 10 members and reflected many sectors of the community, including representatives from business, tourism, government, neighborhood associations and other potential stakeholders.

Over a four-month period, the exploratory committee met four times to:

- Identify public art throughout the city;
- Note locations where public art could enhance the community;
- Look at potential partners & investors;
- Identify new opportunities for public art; and
- Conduct an online community survey and review results.

After thoroughly reviewing and discussing their findings, this group concluded Jeffersonville has a long tradition - and surprisingly large collection - of public art.

A formalized public art program would continue this tradition in a systematic manner by developing a plan for adding new works; mobilizing human and financial resources; building partnerships for creating art; and assuring the City's public art collection is well documented, promoted and conserved.

More so, a large number of sites and locations are available Citywide to accommodate a variety of types of public art.

The committee also determined that a public art program would provide a coordinated approach and expertise in site and artist selection, secure necessary permits and agreements, and assure each piece of public art is appropriately matched to its location.

The committee found there is a tradition of strong support for activities to increase the attractiveness of public spaces. In addition to public funding for community and economic development efforts, there exists a variety of privately supported efforts - most notably City Pride, the Main Street Program, Indiana Landmarks, Historic Preservation, and neighborhood associations. Corporations and local businesses also invest in improvement efforts.

Also, the corporate community has long recognized the importance of quality of life features in attracting and maintaining a qualified workforce. Likewise, businesses understand that attractions such as a City-wide public art collection will draw "cultural tourists" who purchase goods and services at a higher level than local customers.

The community is fortunate to have a pool of high quality professional, student and avocational artists who could be commissioned to create public art and inspire hands on community involvement in the process. For example, the recently formed Jeffersonville Arts Movement (JAM) Community arts groups such as this one have the potential to become a significant partner with the public art program.

Through a series of localized projects, all segments of the community have invested time and treasure to make the City a more attractive and inviting place to live, work and visit. A public art program would help to coordinate these efforts, build new partnerships, and attract and maximize resources targeted to physical aspects of community improvement.

The City is experiencing a boom of community and economic development activities. The next 10 to 15 years will bring significant changes in public spaces, all of which create opportunities to include public art.

Major initiatives include the Big Four Landing and adjacent areas; the Ohio River Greenway project; the Chestnut Street gateway to Main Street; new City parks, bike trails and sidewalks; re-development of the 10th Street Corridor; the entry and exit ways to two new bridges spanning the Ohio River; state highway improvements and new entrances to the City; the River Ridge Development; and expansion on Veteran's Highway.

Currently there are a number of vacant storefronts on Spring and 10th streets. These spaces could be greatly improved with temporary public art installations, making the areas more inviting and attractive to new businesses.

In the final analysis, the exploratory committee's report that was presented to the Jeffersonville City Council in December 2012 – which is available for review in its entirety – recommended without hesitation that the city move forward with a formalized public art initiative.

The city council is fully behind this initiative and the recommendations were unanimously approved at that meeting. Jeffersonville's newly appointed Public Art Committee began meeting in February 2012. The committee members are Nathan Samuel, Jay Ellis, Dawn Struck, Shane Corbin and Melissa Deaver.

The goal of all involved on all fronts is to take full advantage of the multitude of opportunities that are before us as quickly as possible to better the future of Jeffersonville through public art.

See Appendix for the Jeffersonville Public Art Study

Scope of work

- Develops a comprehensive city-wide Cultural Arts Master Plan;
- Monitors the implementation of the Cultural Arts Plan;
- Serves as liaison to the city government, community and local arts groups;
- Identifies projects and initiatives for fund raising efforts and oversees implementation;
- Prepares grant applications and assists local art organizations with grant writing;
- Develops partnerships, contracts, policies, procedures and sponsorships;
- Prepares and presents budget requests for arts programs, facilities, and projects; manages expenditures and maintains and prepares reports and records;
- Develops and directs marketing plans for arts programs and facilities;
- Develops, directs, monitors, and evaluates programming, policies, and procedures;
- Develops and maintains contacts with local, regional, state, and national art organizations, facilities, and artists; and
- Performs related tasks as required.

Proposal Qualifications

1. Name, address and summary description of yourself and/or firm;
2. A one page narrative as to yourself and/or firm's interest, particular abilities and qualifications related to this project;
3. Resumes of key personnel to be assigned to this project;
4. Documentation of other projects managed and completed by yourself and/or firm pertinent to this project. Include reference contact information;
5. Provide examples of knowledge, expertise and/or experience with other related work, any media coverage of completed projects;
6. Staff's proximity to the City of Jeffersonville; and
7. Three professional references.

Presentation

Should you be considered a possible candidate for this position, we ask that you be prepared to present to the Art Committee, a panel of city officials and community members. It is during this time that you will be asked to speak about your vision for the arts in our community, show examples of your past relevant work, explain why you are the best choice and how you plan to work collaboratively with already existing art groups within the Jeffersonville community. Candidates should be prepared to layout a general plan of action complete with milestones and a timeline which you will be utilizing to implement the plan.

Fee for Services

Applicants should submit and detail their fees for the JPAA services.

Anticipated Project Timeline (All dates subject to change)

Milestones for JPAC

<u>Action</u>	<u>Date</u>
- Proposals due	June 1, 2013
- Committee review of proposals	June 14, 2013
- Notification of finalists	July 1, 2013
- Interviews with finalists	August 5, 2013
- Select Jeffersonville Public Art Administrator (JPAA)	August 15, 2013
- Public announcement of JPAA at City Council Meeting	August 19, 2013
- Sign contract with JPAA	August 21, 2013

Milestones for JPAA

<u>Action</u>	<u>Date</u>
- Begin initial implementation of art committee's plan	October 1, 2013
- Develop a funding plan for public art projects	November 1, 2013
- Establish public arts website	November 1, 2013
- Initiate two long-term public art projects	February 1, 2014
- Initiate two temporary public art projects	March 1, 2014
- Initiate two integrated public art projects	March 1, 2014
- Complete two temporary public art projects	July 1, 2014
- Complete two integrated public art projects	September 1, 2014
- Complete two long-term public art projects	December 1, 2014

APPENDIX – Jeffersonville Public Art Study Final Report and Recommendations

Jeffersonville Public Art Study Committee

I am pleased to present Mayor Mike Moore and the Jeffersonville City Council with the findings and recommendations of the 2012 Jeffersonville Public Art Study Committee. This group of dedicated volunteers has invested significant time and energy to the project. I commend their efforts to benefit the City of Jeffersonville and its residents.

We appreciate the support of the Mayor's Office in distributing the survey in the City's newsletter and especially Leah Farris, Director of Communications, for managing the online survey process.

I would also like to thank the residents of the community who completed the Public Art Survey and those who attended the study committee meetings.

Finally, I would like to acknowledge the work of Joyce L. Ribble, community arts specialist, who donated her time and energy to assist in organizing this study and for underwriting Indianapolis Arts Council CEO, Dave Lawrence's, presentation to the City Council on building a public art program.

Nathan Samuel
Study Committee Chairperson
December 17, 2012

PURPOSE OF THE STUDY

The Study Committee was created by the Jeffersonville City Council on August 6th, charged with determining the desirability and feasibility of establishing a public art program for Jeffersonville, Indiana. City Councilman Nathan Samuel was appointed to oversee the study and to provide findings and recommendations to the Council at the City Council meeting on December 17, 2012.

WORKING DEFINITION OF PUBLIC ART

The Study Committee adopted the following definition of public art. "Public Art" refers to works of art, in any media, created by or under the leadership of artists, with the specific intention of being sited or staged in the public domain and which must be accessible to the public. Public art may be permanent or temporary. Public art is installed or presented only with the authorization and collaboration of the government, individual or company that owns or administers the public structure or space. A public art program, which is generally a part of local government or a private nonprofit arts organization, is responsible for overall program management, fund raising, public accountability, site and artist selection processes.

HOW THE STUDY WAS CONDUCTED

A Committee Charge and Project Work Plan were developed to guide the study process.

On August 6, Dave Lawrence, CEO of the Arts Council of Indianapolis which developed and manages a major public art program, made a presentation to the City Council. He described the components and activities of a public art program, stressing that public art initiatives are scalable to fit different resource levels in small and large communities. Mr. Lawrence also discussed the role of public art in local economic development through revenues from cultural tourism. He also described the role and responsibilities of the type of entity which manages a public art program.

Over a period of four months, the Committee researched four feasibility indicators and conducted an online community survey. The Committee met four times to review survey responses, report and discuss research findings, and to develop recommendations for this report.

Between September and November the committee conducted an online survey to gauge the level of community interest in public art. Information about the public art study and how to access the online survey was provided to every household in Jeffersonville via the Summer 2012 edition of the City's quarterly newsletter. Study information and a link to the survey have been prominently featured on the home page of the City website. www.cityofjeff.net

FINDINGS AND CONCLUSIONS:

EXISTING PUBLIC ART

Findings. The committee identified over 45 pieces of public art throughout the City, including murals, gardens, fountains, memorials, monuments, civic statuary, benches and bike racks, i.e., "street furniture". The "collection" appears to have evolved spontaneously over many years, indicating this community has long embraced public art as a valued means of celebrating significant people, places and events.

Conclusion. The City has a long tradition and surprisingly large collection of public art. A public art program would continue this tradition in a systematic manner by developing a plan for adding new works, mobilizing human and financial resources, building partnerships for creating art, and assuring the City's public art collection is well documented, promoted and conserved.

LOCATIONS FOR PUBLIC ART

Findings. The committee identified over 40 potential locations in all parts of the community appropriate for many types of site specific public art. Possible locations include public parks, highway underpasses, bridges, street medians, public school grounds, sidewalks, bike trails, and other publicly owned facilities. Vacant lots and commercial property would benefit from temporary installations. A number of high profile sites, such as city gateways, the Big Four Landing, and along the Ohio River Greenway, were also identified.

Conclusion. A large number of sites and locations are available citywide to accommodate a variety of types of public art. A public art program would provide a coordinated approach and expertise in site and artist selection, secure necessary permits and agreements, and assure each piece of public art is appropriately matched to its location.

PARTNERS & INVESTORS

Findings. The committee found there is a tradition of strong support for activities to increase the attractiveness of public spaces. In addition to public funding for community and economic development efforts, there exists a variety of privately supported efforts - most notably City Pride, the Main Street Program, Indiana Landmarks, Historic Preservation, and neighborhood associations. Corporations and local businesses also invest in improvement efforts.

The corporate community has long recognized the importance of quality of life features in attracting and maintaining a qualified workforce. Likewise businesses understand that attractions such as a city wide public art collection will draw “cultural tourists” who purchase goods and services at a higher level than local customers.

The community is fortunate to have a pool of high quality professional, student and avocational artists who could be commissioned to create public art and inspire hands on community involvement in the process. For example, the recently formed Jeffersonville Arts Movement (JAM), a group of artists and arts enthusiasts who meet monthly at Jeffersonville High School to create temporary public art installations, has generated enthusiastic community support and involvement. Community arts groups such as this one have the potential to become a significant partner with the public art program.

Conclusion. Through a series of localized projects, all segments of the community have invested time and treasure to make the City a more attractive and inviting place to live, work and visit. A public art program would help to coordinate these efforts, build new partnerships, and attract and maximize resources targeted to physical aspects of community improvement.

OPPORTUNITIES

Findings. The City is experiencing a boom of community and economic development activities. The next 10 to 15 years will bring significant changes in public spaces, all of which create opportunities to include public art. Major initiatives include the Big Four Landing and adjacent areas; the Ohio River Greenway project; the Chestnut Street gateway to Main Street; new city parks, bike trails and sidewalks; re-development of the 10th Street Corridor; the entry and exit ways to two new bridges spanning the Ohio River; state highway improvements and new entrances to the city; the River Ridge Development; and expansion on Veteran's Highway.

Currently there are a number of vacant storefronts on Spring and 10th streets. These spaces could be greatly improved with temporary public art installations, making the areas more inviting and attractive to new businesses.

Conclusion. A public art program would provide a focused effort to integrate public art into these and future initiatives during the critical design phase of each project. The public art program would work

with developers and corporations to them educate about the benefits of public art, secure support and monetary investment, facilitate the site, project design and artist selection processes, and assure significant public recognition for participants.

COMMUNITY SURVEY

Findings. 244 people completed the online survey. Considering the short time frame and limited promotion, this response level can be considered a fair but not definitive reflection of community wide opinion. Also it appears that arts supporters were more likely to complete the survey than the general public.

Sixty-six percent (66%) of respondents were female; the average age was 44, the range from 18 to 82 years; 57% were college graduates; 83% were in zip code 47130, with the remainder from 16 surrounding areas. Respondents were significantly involved in creating art or attending arts events. Eight-nine percent (89%) had participated in the arts at least once in 2012; 41% of this group reported participating frequently and had done so within seven days of completing the survey.

The #1 response to each question is as follows:

- Key benefit of public art: 75% - Increased livability & attractiveness of the city
- Best type of public art: 71% - Street furniture (benches, bike racks, bus shelters, utility boxes, etc.)
- My involvement: 70% - Attend a public art event
- Best site for public art: 82% - The Big Four Landing

Conclusion. Based on the responses, there appears to be a diverse cadre of the public who are involved in the arts and who have expressed interest in public art. These respondents tend to be well educated professionals of middle age. It might be assumed they have above average income. As a group, they have very definite opinions about the importance, type of, major site for public art, and how they would like to interact with the art. A public art program could provide a way to harness this energy by engaging them in some aspect of the program, such a community advisory board, project design or artist selection panel, or a “friends of public art” group. Through coordinated, continuing public education and engagement activities, the public art program would identify and expand the number of current supporters. It would also nurture the “next generation” of public art enthusiasts, to assure program continuity and a sense of pride and ownership in the collection.

RECOMMENDATIONS

Based on our findings and conclusions, the Committee offers the following recommendations to the City Council and Mayor.

1. Resolve to establish a Jeffersonville Public Art Program to make the City a more inviting place to live, work, and visit.
2. Resolve to appoint a non-governmental entity as the Public Art Program Administrator to receive funding from the City to secure artists to complete permanent and temporary public art installations on City property.
3. By February 1, 2013 appoint a joint committee authorized by the City Council and the Mayor to develop, by June 30, 2013, a Request for Proposal (RFP) and other processes to be used by the City to select and hold accountable a qualified Indiana not-for-profit 501c3 organization to administer the Jeffersonville Public Art Program. This committee should have a sunset provision on it, to be determined based on completion of securing an entity to administer the Public Art Program.
 - Agencies applying to become the Program Administrator would, among other things, provide in their proposals the policies and procedures they would utilize to accomplish the goals set forth by the City in the RFP, including how they would solicit and select projects and artists, monitor progress, assure projects are completed on time as proposed, and how City funds will be managed.
4. The City Council and the Mayor will each appoint a committee co-chair, and up to three members who have demonstrated knowledge and expertise to complete the work. No Chairperson or member of the committee shall have a real or perceived pecuniary interest in the results of the committee's work, including subsequently applying to be the Administrator. No organization affiliated with or employing a member of the committee may apply to become the Public Art Program Administrator.
5. The City Council should appoint an internal study group to explore the feasibility of a "percent for art" funding model to generate City funds for public art and report their findings at a City Council meeting by June 30, 2013. This could be used during a request for abatement as well as reviewing the possibility of utilizing a small percentage of TIF dollars since Public Art has an overt correlation with economic development.
6. By October 1, 2013, the City should issue a Request for Proposals (RFP), review submissions, and select the Public Art Program Administrator.; Execute a contract to provide startup funds, if necessary, for the period October 1 – December 31,

2013 and an annual allocation for the period January 1 – December 31, 2014, in the amounts stated in the approved proposal.

7. Support and promote the interests and activities of the newly established Jeffersonville Public Art Program and work closely with the Program Administrator.
8. Work with the Public Art Program Administrator to issue a semi-annual presentation and annual Report to the Community on the activities, expenditures, and accomplishments of the Jeffersonville Public Art Program. During the presentation and reporting period, the City should confirm the Administrator is performing according to the RFP/contract.