



**REQUEST FOR QUALIFICATIONS**

To Provide

**Planning and Consulting Services**

For

**Updating Art in Public Places Strategic Plan, Policies and Guidelines**

February 9, 2022

Town of Vail  
Art in Public Places  
Department of Public Works and Transportation  
1309 Elkhorn Drive  
Vail, CO 81657

## **1. PURPOSE OF THE RFQ**

The Town of Vail's Art in Public Places (AIPP) Board is inviting qualified consulting firms or individuals with expertise in the visual arts, experience in public art program planning, and strategic planning to submit qualifications for the purpose of updating both the AIPP Strategic Plan along with the Program Policies and Guidelines as outlined in this document.

## **2. SCOPE OF WORK**

The existing AIPP Strategic Plan and Program Policies and Guidelines will be reviewed with the AIPP Board, public representatives, and Town staff to assist in determining what changes, modifications, additions and/or deletions need to be made to reflect the current and future culture of the Town, our guests, and our community. As the Town of Vail continues to grow as an international destination and year-round community, so will the diversity and breadth of the AIPP permanent art collection and programs.

The AIPP Program Policies and Guidelines will include the mission statement, vision, approval process of art donations, acquisition and deaccession of works, temporary installation policies, collection documentation and maintenance, as well as public art inclusion in capital projects and private developments and other elements as appropriate to define the program. It will also identify the requirements, qualifications, and responsibilities for future members appointed to the AIPP Board by the Town Council.

The Strategic Plan shall complement the AIPP Program Policies and Guidelines. It will address and prioritize both short and long-range goals and objectives over a 10-year period including implementation and funding options to achieve these goals and other elements as appropriate to a comprehensive Strategic Plan. The plan will provide the framework for the overall cultural goals and programming of the Ford Park Artist Residency Space slated for construction in 2023. This structure is in the design development process with Harry Teague Architects. It will provide a space for an artist studio, temporary gallery, community classes and workshops, lectures, and demonstrations. The visiting artist will be housed in an alternate location.

## **3. AIPP OVERVIEW**

### **3.1 Adoption and Documentation**

The Town of Vail's AIPP Program was officially adopted in 1992 to "promote and encourage the development and public awareness of fine arts." The ordinance adopting the AIPP Program and establishing an AIPP Board was based on the AIPP Program Policies and Guidelines adopted in July of 1989. The current documentation pertaining to AIPP is as follows:

1. Town of Vail Art in Public Places Program Policies and Guidelines adopted in July of 1989
2. Town of Vail Art in Public Places Strategic Plan adopted November of 2001
3. Town Code of Vail, Colorado; Title 3 Boards and Commissions; Chapter 3 Arts Board
4. Town Code of Vail, Colorado; Title 12 Zoning Regulations; Chapter 25 Public Art

5. <https://www.vailgov.com/government/boards-commissions-authority-district/art-in-public-places-aipp>
6. <https://www.vailgov.com/government/artinvail/>

### **3.2 Intention**

The AIPP program is one of many culturally oriented programs in the Vail area. The intention of the program is to assemble a collection of works of art in public places which is educational, engaging to residents and guests, and of an overall aesthetic quality equal to the excellent international reputation the town enjoys as a resort.

### **3.3 Program Objectives**

1. Establish a public art program that is unique to Vail and therefore has a primary responsibility to the community.
2. Enhance the beauty of the Vail community by placing quality visual art in highly accessible and visible public places for residents and guests to enjoy.
3. Develop a diverse, high quality public art collection. The overall program shall strive for diversity in style, scale, media and artists. Exploratory types of work as well as established art forms shall be encouraged.
4. Provide an effective process for selecting, purchasing, commissioning, placing, and maintaining public art projects that represent the best in aesthetic and technical quality.
5. Create a framework for a sustained effort to develop public art in the Vail community.
6. Develop a strong public education effort in order to stimulate discussion and understanding about the visual arts.
7. Provide a public art development process that encourages and is supportive to artists who wish to work in the public realm.
8. Encourage support for and inclusion of public art projects in private sector development.

### **3.4 Board**

The program is under the direction of a five-member board appointed by the Vail Town Council who meets monthly to discuss AIPP projects and direction. Members of the public are encouraged to attend the meetings which are held in the Vail Town Council Chambers on the first Monday of every month.

### **3.5 Art Collection**

The Town's public art collection includes over 60 works ranging from painting, sculptures, murals, playground components, to site-integrated art. More than half of the works are by Colorado artists. The

collection has seen substantial growth over the past decade both in style and mediums. It is anticipated that the collection will expand further with substantial promised donations of additional artwork.

The collection's diversity is represented from traditional bronze sculptures, modern and conceptual work, to emerging artists. Some of the artists in the permanent collection include works by: Claes Oldenburg and Coosje van Bruggen, Lawrence Weiner, Bryan Hunt, Gordon Huether, Andy Dufford/Chevo Studio, Jesús Morales, Carolyn Braaksma, Robert Tully, and Dennis Smith.

The temporary installations have included ice sculpture installations conceived by artists Lawrence Argent and Olive Moya to an environmental *Stickwork* installation by Patrick Dougherty. A mural program established in 2019 features seven new murals by Colorado artists with the intention to add a mural annually.

The collection may be accessed on an interactive map: <https://www.vailgov.com/government/art-in-vail/collection/art-in-vail-interactive-map>

### 3.6 Selected Press Links:

- [https://www.hautelivingsf.com/2021/09/04/artsy-slopes-this-ski-towns-art-museum-has-no-walls/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=artsy-slopes-this-ski-towns-art-museum-has-no-walls](https://www.hautelivingsf.com/2021/09/04/artsy-slopes-this-ski-towns-art-museum-has-no-walls/?utm_source=rss&utm_medium=rss&utm_campaign=artsy-slopes-this-ski-towns-art-museum-has-no-walls)
- <https://www.vaildaily.com/entertainment/town-of-vail-receives-generous-donation-to-public-art-collection/>
- <https://www.nytimes.com/2018/12/24/arts/design/here-it-is-two-artists-on-their-mind-stretching-art-book.amp.html>
- <http://www.traveller.com.au/art-and-about-in-vail-and-breckenridge-gtods0>
- <https://nymag.com/travel/weekends/vailnew/index2.html>
- <https://www.vailmag.com/arts-and-culture/2020/06/a-preview-of-two-new-outdoor-art-installations-coming-to-vail-village>
- <https://303magazine.com/2018/06/stickworks-vail-1/>
- <https://www.vaildaily.com/entertainment/art-walks-resume-in-vail-village/>
- <https://www.youtube.com/watch?v=v-tf16tdG24>

## 4. ABOUT VAIL

### 4.1 Vision Statement

To be the Premier International Mountain Resort Community!

## 4.2 Mission Statement

Grow a vibrant, diverse economy and community and preserve our surrounding natural environment, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

## 4.3 Location

The Town of Vail is located approximately 100 miles west of Denver, CO at the foot of the Gore Range in the Rocky Mountains. Vail is well known for its beautiful mountains, plentiful sunshine, and quaint pedestrian village. Surrounded by the White River National Forest, the Town of Vail totals 3,360 acres, is 10 miles long and at most 1 mile wide. The Town itself is at 8,150 feet in elevation, while the peak of Vail Mountain is 11,450 feet. Almost 1,000 acres within the town boundaries are designated open space, with the remaining approximately 1,860 acres for residential and commercial uses.

Gore Creek, the only major water body, runs through the entire length of the Town and into the Eagle River just west of Vail in Dowd Junction. Situated in the White River National Forest, Vail Ski Resort is adjacent to the town and is one of the largest ski resorts in North America with 5,317 acres of terrain.

## 4.4 Government

Vail was founded as a ski resort in 1962, incorporated as a town in 1966 and became a Home Rule Charter in 1972. Vail has a council-manager form of government and is led by a 7-member town council elected-at-large. The Mayor is selected amongst the Town Council members.

A \$60.8 million net revenue annual budget provides essential services such as police and fire protection, plus additional amenities such as one of the largest free transportation systems in the country. Tourism is the overarching driver of the local economy.

## 4.5 Community

The community, like most mountain resorts, is comprised of a mix of full-time and part-time residents, and full-time and seasonal workers. Vail is home to 5,305 permanent residents, plus another 5,000 part-time residents of vacation properties. Vail receives over two and a half million visitors annually.

Together, we share and value a lifestyle that combines one of the best alpine resorts in the world with a friendly, small-town feel. Not only do we enjoy our available bountiful recreational and cultural opportunities, we also take pride in a quality of life that provides alpine living at its best. AIPP is one of the many cultural programs alongside renowned programs like Bravo!, Vail Jazz, the Gerald R. Ford Amphitheater, Vail Dance Festival, and the Betty Ford Alpine Gardens to name a few.

Since its certification as Sustainable Destination in 2018 under the criteria set forth by the Global Sustainable Tourism Council (GSTC) in accordance with the United Nations Sustainable Development Goals, the Town has established itself as a leader in sustainability practices along with its six Memorandum of Understanding (MOU) partners (U.S. Forest Service, Vail Resorts, Eagle River Water and Sanitation

District, Vail Recreation District, Holy Cross Energy and Walking Mountains Science Center). This next phase of the Mountain IDEAL Standard provides a focus on how tourism affects the local community, leading to a strategic plan to protect Vail's natural attractions, resources and quality of life.

## **5. RFQ SELECTION TIMELINE\***

Request for qualifications issued February 9, 2022.

Deadline for qualifications 5:00 p.m. MDT on March 3, 2022.

Review of qualifications and finalists selection March 21, 2002.

Interviews (remote option) with finalists March 21 – 31, 2002.

Contract award with consultant April 4, 2002.

\*Dates subject to change.

## **6. PROJECT BUDGET**

\$25,000.00

## **7. SUBMITTAL REQUIREMENTS**

1. Cover Page: A cover page identifying the Consultant by company name and address; a signature, printed name and title of the authorized representative; and a contact person, with title, phone number, email and website addresses.
2. Project Understanding and Approach: Briefly describe your understanding of the project objectives and address your approach to the major elements outlined in the Purpose and Scope of Work.
3. Experience: Please list 3-5 recent projects you have completed that are most similar to these plans. Include project dates, completion times, key staff who worked on the projects, a list of deliverables and final costs. Also include references for the projects including a client contact person with an email address and a telephone number.
4. Team Qualifications: Identify your proposed project manager and the key staff members who would be assigned to this project. Provide brief resumes (one page) for these people as well as the tasks they would perform on this project.
5. Schedule: Based on previous experience completing similar work, provide a general project schedule with an estimated percentage of overall effort for each task required.
6. Additional Information: Provide any additional information or recommendations necessary to achieve the desired goals put forth in this document or the attachments.

## **8. SELECTION AND EVALUATION CRITERIA**

The ideal consultant will possess and demonstrate expertise in the following skills and abilities:

1. Similar projects.
2. Working with public art programs.
3. Organizational structure and analyzing existing conditions.
4. Board member, town staff and community engagement.
5. Municipal processes.
6. Providing innovative solutions and improved practices for a public art program.
7. Knowledge of funding mechanisms for public art.
8. Completed similar successful projects on time and within the budget.
9. Ability to conduct meetings with AIPP Board and staff in person.
10. Finalists will be invited to interview based on a review of their submitted criteria.

## **9. GENERAL INFORMATION**

### **9.1 Limitations and Award**

This RFQ does not commit the Town of Vail to award or contract, nor to pay any costs incurred, in the preparation and submission of proposals in anticipation of a contract. The Town of Vail reserves the right to reject all or any submittal received as a result of this request, to negotiate with all qualified sources, or to cancel all or part of the RFQ. After a priority listing of the final firms or teams is established, the Town of Vail will negotiate a contract with the first priority firm. If negotiations cannot be successfully completed with the first priority firm, negotiations will be formally terminated and will be initiated with the second most qualified firm and, likewise, with the remaining firms.

### **9.2 Selection**

Initial evaluation will be based upon the qualifications of the applicant. The Town of Vail reserves the right to waive interviews, and to make its final selection based solely upon the qualification statements and evaluation criteria.

### **9.3 Equal Employment Opportunity**

The selected consultant team will not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin.

#### 9.4 Contract Phasing

Proposed tasks within this RFQ may be eliminated or expanded by the Town of Vail at any time due to the progression and sequencing of the scope of work. The contract for professional services will be adjusted accordingly.

#### 10. CONTACT

Molly Eppard, Art in Public Places Coordinator

[meppard@vailgov.com](mailto:meppard@vailgov.com) / 970-479-2344

Applications for this RFQ shall be submitted electronically to: Molly Eppard [meppard@vailgov.com](mailto:meppard@vailgov.com)

Subject should read: **AIPP STRATEGIC PLAN**

File size should not exceed 25MB.

Zip files are not accepted.

Please direct all questions to Molly Eppard [meppard@vailgov.com](mailto:meppard@vailgov.com) or 970-479-2344 no later than 12:00 pm MDT, March 1, 2022.

If you do not receive an email confirmation of your application, please call 970-479-2344.

#### 11. USEFUL LINKS

1. [www.artinvail.com](http://www.artinvail.com)
2. [www.vailgov.com](http://www.vailgov.com)
3. [www.discovervail.com](http://www.discovervail.com)
4. <https://www.vailgov.com/government/artinvail/>
5. <https://www.vailgov.com/government/boards-commissions-authority-district/art-in-public-places-aipp>