



## Community Services *Staff Report*

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REPORT NO: CS-2024-13

TO: Council

SUBMITTED BY: Chris Catania, Director of Community Services

PREPARED BY: Chris Catania, Director of Community Services

REVIEWED BY: Sharon Chambers, Chief Administrative Officer

DATE: May 27, 2024

SUBJECT: Award of RFP 2024-03 Consulting Services for Arts and Culture Masterplan

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### RECOMMENDATION:

THAT Report CS-2024-13, Award of RFP 2024-03 Consulting Services for Arts and Culture Masterplan be received for information

### SUMMARY:

To provide Council information related to the consulting services for the Arts and Culture Masterplan and budget presented in this report.

### BACKGROUND:

The Township of Wilmot distinguishes itself as a premier destination for nationally recognized tourism as it owns and operates Castle Kilbride, a National Historic Museum. Castle Kilbride, constructed in 1877, was officially acquired by the Township in 1993. Following a significant conservation effort that restored its elaborate Renaissance Revival-style mural paintings, Castle Kilbride earned its official designation as a National Historic Site of Canada in 1994, subsequently opening its doors to the public for tours and events that same year.

Recognizing the substantial benefits of nurturing arts and culture for both the community and economy, the Township endorsed the creation of its inaugural Arts and Culture Master Plan in 2018. This plan provided the framework to guide cultural development within the township over a five-year span. As the township has successfully executed the majority of the 2018 recommendations, it remains focused on continually enriching its cultural landscape. This necessitates the redevelopment of the Arts and Culture Master Plan, underscoring the Township's dedication to integrating the multifarious dynamics of its growing communities.

While Castle Kilbride's meaningful contribution will undoubtedly play a vital role in shaping the Arts and Culture Master Plan, township staff have consistently received feedback indicating a growing interest to expand programming and explore additional township-owned locations to enhance accessibility to Arts and Culture initiatives within Wilmot. Adhering to the original objectives of the 2018 Arts and Culture Master Plan, the newest iteration must not only sustain but also expand existing events and programming to ensure creativity flourishes, community engagement deepens, and the cultural fabric of the township evolves.

Recognizing valuable opportunities to highlight further arts and culture resources available within the township, the Arts and Culture Master Plan will recommend new or reimagined programming for the continued development of arts and culture in Wilmot.

### **Pre-Budget Approval**

On July 24, 2023, Council approved report CS 2023-17, a 2024 capital budget in the total amount of \$150,000 to proceed with various masterplan updates for Community Services. Of the \$150,000 approved for the various studies, \$40,000 was approved specifically for the update to the Arts and Culture Masterplan.

### **REPORT:**

#### **Masterplan will Prioritize Arts and Cultural Opportunities for the Township**

The Community Services department plays a key role in building and maintaining a high quality of life standard through provision and management of parks, trails, facilities, recreation, arts, and culture programs and services. As well as working with the various community groups and stakeholders for this implementation, Community Services contributes significant physical, mental, social, and environmental benefits to those in the communities within the Township. As a community characterized by urban and rural settlements, diverse economic and cultural characteristics, the Township strives to ensure that its residents have appropriate access to arts and cultural opportunities through sound planning and decision making.

The 2024 Community Services Arts and Culture Masterplan will update and expand upon the 2018 Arts and Culture Masterplan by focusing on the following:

- Overview highlighting key elements of the Arts and Culture Masterplan.

- Background information identifying the purpose and scope of the Arts and Culture Masterplan.
- Feedback received during stakeholder engagement sessions identifying levels of community support, opposition, or indifference.
- Long-term vision for the arts and culture landscape within the township.
- Detailed account of the methods employed to collect public input, encompassing community feedback, recommendations, and the rationale employed to guide decision-making.
- Comprehensive outline of recommendations and strategies to be implemented within the next five-year span based on analysis, community input, and available resources.
- Overview of potential partnerships and/or collaborations as well as grant funding opportunities available to the township to implement the recommendations.
- Summary of the economic implications of each recommendation, highlighting opportunities to enhance employment and volunteerism within the township.
- Estimation of new or improved programs, services and infrastructure required to bolster specific arts and culture initiatives.
- Strategies for promoting cultural events, programs, and initiatives to the broader community ensuring community participation and awareness regarding the importance of arts and culture within the township.
- Potential challenges and mitigation strategies for risks associated with implementing the Arts and Culture Master Plan recommendations.
- Significance of fulfilling the recommendations of the Arts and Culture Master Plan recommendations within the timelines specified.

## **Competitive Procurement Process**

Request for Proposal RFP 2024-03, Consulting Services for the development of the Township of Wilmot's Arts and Culture Masterplan was released on March 21, 2024. A total of 12 firms responded and downloaded RFP documents. RFP 2024-03 was open for a period of 35 days, meeting public procurement industry standards and requirements. The RFP closed on April 25, 2024, with 4 firms submitting proposals.

Firms were weighed based on the following evaluation criteria: 1) Price, 2) Experience of the consulting team, 3) Experience of the Firm with past projects that are similar in size and scope of work and 4) Understanding of the project and methodology.

RFP documents were reviewed by an evaluation committee consisting of the Director of Community Services, Community Services Project Coordinator and Supervisor of Recreation Programming. The procurement and evaluation processes were monitored and adhered to by the Supervisor of Procurement & Payroll. Additionally, Township staff performed due diligence and checked references provided.

The consulting firm of STEPS Public Art (Sustainable Thinking and Expression on Public Space) received the highest combined technical and pricing score. Their project award of \$37,718 is within the \$40,000 Council approved budget.

## Recommended Firm has a History of Providing Arts and Cultural Engagement, Placemaking and Masterplans

Since 2011, STEPS is a cultural organization that inspires cities across Canada to create welcoming public spaces that reflect local culture. STEPS develop engagements, placemaking strategies, public art policies, and installations that foster vibrant communities.

STEPS has extensive experience developing engagement strategies and creating place making and culture plans for communities that help to outline and achieve their creative vision for the area. STEPS has led the development of the City of Stratford’s Municipal Cultural Plan, Downtown Stratford BIA’s Public Art Plan, St. James Town’s Cultural Plan, Downtown Brampton’s Public Art roadmap, The City of Oshawa’s Mural Art Evaluation Plan, and the City of Mississauga’s Identity Place keeping art animation and community building activities.

STEPS leads new research and consultation initiatives in the areas of placemaking and public art, in particular looking at how placemaking can foster increased accessibility, inclusivity, and the support of economic and social objectives. Projects in this area include “Inspired Art Impact: A Toolkit For Mainstreet Cultural Tourism”, which provides easy-to-use tools to assess the economic, social and cultural impacts of public art initiatives; “Shaping Space: Culturally Responsive Public Spaces”, which identifies priority areas for collective action to cultivate culturally responsive public spaces for more equitable access for all Canadians, with a special focus on equity-deserving communities; and “Accessible Art and Placemaking Toolkit”, a toolkit designed to provide BIAs and other stakeholders with practical guidance to support the presentation of accessible public art.

### Project Schedule

The project is expected to progress with the following scheduled milestones listed in Table A:

**Table A**

Function	Timeline
Initial Policy Review and Context Analysis	July 2024
Inventory Asset Mapping and Facility Analysis	August 2024
Stakeholder and Community Engagement	August 2024
Draft Interim Report	September 2024
Framework Development and Masterplan Draft	October 2024
Final Masterplan Report and Presentation	

	December 2024
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**Project Management Team will Lead the Arts and Culture Masterplan Update**

A specialized project management team consisting of Community Services staff including Castle Kilbride and Corporate Communications will work with the consulting team to lead and facilitate the Arts and Culture Masterplan update.

**Community Outreach, Stakeholder Consultation and Engagement will be included with the Arts and Culture Masterplan Update**

As an integral part of the Arts and Culture Masterplan update, the Consultant and Project Management Team are planning a comprehensive community outreach, stakeholder consultations and engaged public consultation process. This will include stakeholder meetings, online interviews and point of origin surveying seeking input into the project. Community Services staff will work with Corporate Communications to ensure the public is informed and engaged.

ALIGNMENT WITH THE TOWNSHIP OF WILMOT STRATEGIC PLAN:

- Quality of Life through Arts, Culture, Heritage
- Community Engagement through support for Belonging
- Responsible Governance through Service Reviews and Master Planning

FINANCIAL CONSIDERATIONS:

Funding for the Arts and Culture Masterplan will be a split of 80% contribution through development charges and 20% levy-funded. Revised Budget as indicated below: (All amounts listed are excluding taxes)

**Table B**

<b>2024 Capital Approved</b>	<b>\$40,000</b>
<b>RFP 2024-03 Arts and Culture Masterplan (Actual)</b>	<b>\$37,718</b>
<b>Total (Budget Remaining)</b>	<b>\$2,282</b>

ATTACHMENTS:

N/A