

Municipal Cultural Planning Incorporated ***Municipal Cultural Mapping Guidelines*** **Request for Proposal**

I. Company Overview

Municipal Cultural Planning Incorporated (MCPI) is seeking proposals to research and develop guidelines for baseline cultural mapping in Ontario municipalities. This Request for Proposals (RFP) presents an organizational background and scope of work, as well as describes the tasks to be accomplished by the consultant contracted. If you or your organization wishes to be considered, MCPI is requesting that a written proposal addressing the points detailed in this RFP be submitted no later than 5:00 ET on January 4, 2010.

II. Situational Analysis

MCPI is an incorporated not-for-profit organization dedicated to promoting municipal cultural planning across the province. We work with provincial government agencies, municipalities, cultural service organizations and post-secondary institutions across the province. MCPI believes that culture-led economic development positively impacts the prosperity of municipalities in Ontario. To advance the practice of municipal cultural planning, MCPI raises awareness and understanding of municipal cultural planning, identifies and promotes best practices, connects practitioners and undertakes research.

Municipal cultural planning is a process for leveraging a community's cultural resources to support economic development and the integration of culture across all facets of local planning and decision-making. MCPI defines municipal cultural planning as: "The strategic and integrated planning and use of cultural resources for economic and community development."

The following are defining features of municipal cultural planning:

- *Cultural resources* – rather than attempting to define culture, the focus of municipal cultural planning is on the concept of cultural resources. Cultural resources are both tangible (specific facilities, organizations, etc.) and intangible (the unique stories and identities of individual communities)
- *Cultural mapping* – cultural mapping is a systematic approach to identifying and recording a municipality's cultural resources usually using Geographic Information System (GIS) tools and analyzing local cultural systems
- *Municipal roles* – municipal cultural planning requires municipalities (under the direction of council) to integrate culture in plans and policies across all departments and to help build local capacity through collaboration among cultural groups
- *Cross-sectoral strategies* – municipal cultural planning relies on effective collaboration and partnerships between the municipality and its community and business partners
- *Networks and engagement* – municipal cultural planning depends on systematic approaches to networking and engagement across the community in planning and decision-making related to cultural resources

Cultural Mapping

Cultural mapping helps build the base of information and knowledge about local cultural resources that underpins municipal cultural planning. It is a systematic approach to identifying and classifying a community's cultural resources. There are two kinds of cultural mapping.

- Resource Mapping: Identifying and documenting tangible or physical cultural resources
- Community Identity Mapping: Identifying and exploring a community's intangible cultural

resources; the history, stories, images, qualities of place and other dimensions of a community's unique identity

Cultural mapping is an emerging methodology and set of practices in Ontario, but one that has gained considerable attention and legitimacy over several years. Among these developments:

- The Ontario Rural Council 2009 Report on Municipal Cultural Planning Forums
<http://www.torc.on.ca/index.shtml>

Recommendations made by forum participants include a request for new or modified tools and templates in areas such as: measuring economic impact, developing cultural tourism, capacity building, and cultural asset mapping and cultural product development.

- City of Toronto Creative City Planning Framework (CCPF)
<http://www.toronto.ca/culture/creativecity2008.htm>

In May 2008, Toronto City Council adopted CCPF as one of four pillars in The Prosperity Agenda, a new economic development strategy adopted by the City in 2008. CCPF explicitly cites cultural mapping and municipal cultural planning as key tools to realize the potential of creativity and culture in economic and broader community development goals. To this end, Placing Creativity was established. Placing Creativity is a Toronto-based partnership of the Martin Prosperity Institute, the City of Toronto and individuals from academic, government and community organizations committed to advancing thinking and practice in cultural mapping as a tool for increasing creativity in the places where we live. Placing Creativity Conference was held on June 9-11, 2009 and brought together leading thinkers and practitioners in cultural mapping.

Reference Material

1. Municipal Cultural Planning Incorporated
<http://www.ontariomcp.ca/>
2. Creative City Network of Canada Cultural Mapping Toolkit
http://creativecity.ca/index.php?option=com_content&task=view&id=206&Itemid=174
3. Placing Creativity
<http://placingcreativity.org/>

III. Scope of Work

MCPI is seeking a consultant with a proven track record in the research and development of planning and/or mapping guidelines. The consultant's overall goal will be to produce an easy-to-follow resource providing guidance and direction on the planning and implementation of municipal cultural mapping initiatives. This document will be tailored to municipal cultural planning stakeholders, elected municipal officials and senior municipal staff. This document will develop introductory guidelines for:

- a. The consolidation and maintenance of cultural resource data based on a defined cultural resource framework
- b. Strategies for connecting municipal policies and plans to cultural mapping in Ontario

This document should be no more than 20 pages in length. MCPI will be responsible for managing the design, printing and distribution of the document. The document will be professionally designed for print and digital circulation.

Core activities and the scope of work will include, but may not be limited to the following:

- Bibliography of pertinent resources on cultural mapping
- Research on leading practices in municipal cultural mapping and the identification of case studies
- Soliciting input and feedback from stakeholder working group established by MCPI on leading practices and case studies
- Soliciting input and feedback from stakeholder working group on detailed outline

- o of Municipal Cultural Mapping guidelines
- o Provide updates to the stakeholder working group, project management team and MCPI Board as needed
- o Considering and incorporating feedback from stakeholder working group, project management team and MCPI Board
- o Producing a 20-page (approximately) document on guidelines for the consolidation and maintenance of cultural resource data based on a defined cultural resource framework, and strategies for connecting municipal policies and plans to cultural mapping in Ontario
- o Participating in the launch of the Municipal Cultural Mapping Guidelines publication (i.e. media conference, workshop or other)

Project Timeline

Time	Milestones
December 2009	<ul style="list-style-type: none"> • Prepare detailed Request for Proposal • Distribute Request for Proposal
January 2010	<ul style="list-style-type: none"> • Tender project • Draft and approve Project Plan • Review leading practice research and case study investigation • Prepare Terms of Reference for Stakeholder Working Group
February 2010	<ul style="list-style-type: none"> • Establish Stakeholder Working Group
March 2010	<ul style="list-style-type: none"> • Convene Stakeholder Working Group (at Creative Cities Network of Canada/ Martin Prosperity Institute/ MCPI workshop) to review and discuss the leading practice research and case study investigation • Final outline of all Municipal Cultural Mapping Guidelines completed
April 2010	<ul style="list-style-type: none"> • 33% of Municipal Cultural Mapping Guidelines completed
May 2010	<ul style="list-style-type: none"> • 66% of Municipal Cultural Mapping Guidelines completed
June 2010	<ul style="list-style-type: none"> • A draft of Municipal Cultural Mapping Guidelines chapters completed
July 2010	<ul style="list-style-type: none"> • Review of Municipal Cultural Mapping Guidelines by Stakeholder Working Group • Stakeholder Working Group meeting to discuss Municipal Cultural Mapping Guidelines
August 2010	<ul style="list-style-type: none"> • Provide final Municipal Cultural Mapping Guidelines • MCPI to accept final Municipal Cultural Mapping Guidelines • Municipal Cultural Mapping Guidelines provided to graphic design team for production
October 2010	<ul style="list-style-type: none"> • Printed version and digital version distributed

The relationship should be collaborative; leveraging the respective strategic and tactical strengths and resources of the consultant and MCPI. Certain core functions should be mutually agreed to by both parties in advance. Other secondary functions (i.e. management of stakeholder working group, status reports to MCPI Board) will remain the primary oversight of MCPI. Prioritization of both core and secondary functions will be ongoing on a monthly basis at the discretion of MCPI.

IV. Agency Selection Criteria

This section allows the agency to better understand exactly what criteria will be of most importance during the RFP process.

- Knowledge of, and experience in, municipal cultural planning and mapping
- An excellent reputation and strong relationship with municipal cultural planning practitioners, including municipal staff and community organizations
- Knowledge of, and experience in, municipal policies affecting municipal cultural planning and mapping
- Strong writing skills that can be targeted to a specific audience

- Strong facilitation skills that can be used to solicit useful feedback
- Preference will be given to consultants based in Ontario.

V. Budget

The budget for this project is \$23,000.

VI. Process of Evaluation

Timeline for Consultant Search:

December 4: RFP document distributed to consultants

December 6-18: MCPI available for consultants to schedule inquiry calls (if desired)

January 4: Completed RFPs due to Emily Robson (emily.robson@ontariomcp.ca) by 5:00 ET

January 18: Notify consultants of final selection & contracts exchanged

January 20: Kick-off meeting and start date for consultant

VII. Request for Proposal

Consultant Overview

- Please provide a brief overview of your history
- Please provide a brief overview of your philosophy
- Please provide an in-depth list of your capabilities
- Describe what you consider to be your strongest competitive advantage
- What are you passionate about?

Client Related Questions

- Please list some clients you've had long-term relationships with and why the relationship has been successful
- Please give an example of a recent project and describe how that experience would inform your work on the Municipal Cultural Mapping Guidelines project

Team Related Questions

- Please provide brief bios for the team you would assign to our project
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Experience Related Questions

- Describe your familiarity with municipal cultural planning and municipal cultural mapping. What are some of your successes in this area?

Program Related Questions

- Describe how you would propose to address (1) Guidelines for the consolidation and maintenance of cultural resource data based on a defined cultural resource framework and (2) Guidelines and strategies for connecting municipal policies and plans to cultural mapping in Ontario
- Describe the strategies you would employ to implement the proposed Municipal Cultural Mapping Guidelines project
- Describe your success with creating resources for direct use by practitioners

Budget Related Questions

- Please provide a brief overview of your approach to project scope, project management and expenses
- Please provide hourly rates for the various team members you anticipate utilizing to support this project

Miscellaneous Questions

- Add any additional items you believe are relevant to the management and execution of this program
- What do you feel makes for a successful client/consultant relationship?