

Fundraising Feasibility Planning Study Performing & Visual Arts Centre in the City of Pickering

INVITATION

The Durham West Arts Centre Foundation Inc (the “Foundation”) invites proposals from qualified professionals to undertake and develop a Fundraising Feasibility Planning Study for a Performing & Visual Arts Centre to be located in the City of Pickering, Ontario, Canada. The proposed “Performing & Visual Arts Centre”, in its final iteration, is envisioned to include performing, media, visual arts and multi-purpose spaces serving local, and regional audiences and artists, and featuring local, regional, national and international talents.

The deadline for submissions is **Monday July 23, 2012 at 4:00 pm (local time)**.

INTRODUCTION AND BACKGROUND

Durham West Arts Centre Foundation Inc.

The Foundation is an Ontario corporation and a registered charity for tax purposes. Its mandate is to organize, plan, design, fund, contract for, and build a performing and visual arts centre in the western part of Durham Region, for the benefit of the citizens and arts community in the Region. Pursuant to a Resolution of the Board of the Foundation, the location of the new arts centre has been narrowed to the City of Pickering.

Foundation Goals:

- (a) to bring the Arts of the world to the people of Durham West and the Arts of Durham West to the world;
- (b) to support and encourage the local arts community to express its art to the highest possible level, by providing it with opportunities to communicate its art to the broader community, and by exposing the local arts community to excellence from inside and outside Durham Region;
- (c) to provide opportunities for cross-cultural exchanges and exhibitions of the arts, in recognition of the multicultural makeup and talents of the West Durham population;
- (d) to foster a sense of shared community amongst local citizens, in celebrating our shared core value of the Arts;
- (e) to create a record of the Arts of this community, for the education and benefit of the current and future generations;
- (f) to assist in educating young and older citizens of the worth and means of personal and group expression through the Arts; and
- (g) to create a tourist destination in Pickering.

The Foundation is affiliated with, but separate from, the Durham West Arts Centre, Inc. That corporation provides ongoing arts programming, in aid of furthering interest and audience in the Arts even before the new Performing & Visual Arts Centre comes into being.

Fundraising Feasibility Planning Study

Performing & Visual Arts Centre in the City of Pickering

There is currently no multi-use regional-scale performing or visual arts facilities located in west Durham Region to support and attract regular performances and exhibitions of national and international significance. With approximately 3.8 Million people residing within 50 kilometres of Pickering's downtown, the time to establish this type of facility is now.

The Region of Durham

The Region of Durham is the eastern-most Region within the Greater Toronto Area, consisting of 8 area municipalities. Durham's current population exceeds 600,000.



Durham is one of the fastest growing Regions in Canada, and expected to approach 1 Million residents by 2021. The Region's stated community vision is:

“Durham will be a united group of vibrant and diverse communities recognized for their leadership, community spirit, and exceptional quality of life.”

For further information respecting Durham Region, visit www.region.durham.on.ca.

The City of Pickering

The City of Pickering is the eastern gateway into the City of Toronto, and western gateway into Durham Region. With 95,000 residents and 31,000 jobs currently, Pickering is a prime location for new growth and prosperity in the Greater Toronto Area. Pickering is expected to grow to more than 150,000 residents over the next 20 years.

The Province of Ontario is encouraging intensification throughout the Greater Toronto Area through their award-winning “Places to Grow” planning legislation. Among other things, the Provincial Plan identifies “Urban Growth Centres” where the highest intensity of intensification and public investment is encouraged. Downtown Pickering is one of only two urban growth centres identified in Durham Region, intended to evolve into a central urban hub in West Durham for transportation, employment, urban living and public services.

Fundraising Feasibility Planning Study Performing & Visual Arts Centre in the City of Pickering

Pickering boasts average family incomes that exceed the national average, with a highly educated population that is becoming increasingly more diverse. For detailed demographics, statistics and information respecting the City of Pickering, please visit pickering.ca.

The City of Pickering has embarked on a Sustainable Pickering journey, with the goal of transforming Pickering from a suburban space to a sustainable place. Integral to reaching this goal is striving to achieve a balance between economic, social and environmental needs. The City views the expansion of local culture and arts assets and programs as a key contributor to achieving this balance and advancing the City's sustainability goals and objectives.

DWAC Foundation has commissioned and received a completed Feasibility and Business Case Assessment from Webb Management Services Company Inc. dated March 9, 2011. This report summarizes existing data and conditions for the development of an arts centre and considers them along with considerable input from community stakeholders as well as municipal and industry leaders to conclude that an arts centre is viable in the City of Pickering.

Preliminary Facility Considerations for the Proposed Performing & Visual Arts Centre:

Through the findings of the 2011 Feasibility and Business Case Assessment, the following are considerations for the proposed Performing and Visual Arts Centre identified by the Foundation:

- Performing and Visual Arts Centre of approximately 7,000 total gross square metres with an estimated capital budget of 39-59 million dollars located in Pickering's downtown core to include;
 - a mid-size hall with 800-1000 seats primarily for music but also for dance, touring product, film, drama, speakers and other cultural and entertainment programs with high quality acoustical environment, strong functionality and some level of flexibility in the house for technology in the arts; and
 - a visual, fibre, and media arts gallery that is secure, well-lit and climate controlled
 - large public space (ie. the lobby) that is able to accommodate public gatherings, private functions and rentals; and
 - Food service amenities including bar, prep area and small catering kitchen for large public space; and
 - a multipurpose space for classes, meetings and community events; and
 - technology throughout the building which might include recording and broad cast capability, projection equipment and internet/network access in the gallery, performance venue, rehearsal hall and public spaces; and
 - comprehensive backstage space with ample dressing rooms; and
 - programmable outdoor space for public art installations, free performances/concerts; and
 - archival storage space for significant artworks and local historic and public artifacts; and

Fundraising Feasibility Planning Study Performing & Visual Arts Centre in the City of Pickering

- highly accessible and visible location with proximate available parking; and
- an “iconic” building design that is adaptable, inviting, durable and convertible for a wide variety of performances, displays, banquets and uses; and
- a “green” facility incorporating the latest sustainable and environmental features and design leading to moderate upkeep costs.

SCOPE OF WORK

General

Considering the goal of raising 59 million dollars for the construction of a Performing and Visual Arts Centre, The Foundation requests that respondents address the following study requirements as part of their RFP response:

1. Determine if the Fundraising Campaign Goal of 59 million can be achieved and within what timeframe and if not, determine how much can be raised and within what timeframe.
2. Determine the sources of financial support, to what degree/amount, and who the largest contributors will be.
3. Identify the current fundraising climate and what the competition might be for this type of campaign.
4. Determine special designation, sponsorship opportunity, sponsorship program that would be integral to the fundraising campaign.
5. Develop a Fundraising Campaign strategy with timelines, staff/volunteer involvement and cost for campaign implementation.
6. Determine capacity for volunteer support in the Fundraising Campaign strategy.

Details

The Foundation requests that all responses to this RFP address/include the following:

1. A work schedule (including the identification of personnel, resources to complete the study, frequency of study updates/meetings with the Foundation and anticipated study completion date).
2. An outline of interviews and focus group sessions with appropriate community stakeholders or private funding sources that will be required in order to complete the fundraising feasibility planning study.
3. An outline of the content/deliverables (identifying sources of capital contributors as well as identifying the details of other revenue opportunities).
4. The final document to include a report of the review process and detailed findings.
5. Acknowledgment that a listing of all cultural/arts groups and associations, and interested parties uncovered through the study (including all contact information, with summary notes) be provided to the Foundation through the final study product.
6. Acknowledgement that all background and final reports (including interviews and focus group information) will be submitted, and become the property of, the Foundation.

**Fundraising Feasibility Planning Study
Performing & Visual Arts Centre in the City of Pickering**

INFORMATION TO BIDDERS

Delivery, Closing Date, Time and Location

1. One original and 6 (six) copies of the bidders submission shall be provided by the closing date and time, and each shall be **no more than ten letter size pages printed “double-sided”**.
2. Each submission shall be printed double-side, corner “stapled” or “clipped”. No other form of binding (cerlox, heated plastic spine, 3 ring binders or similar) to be used.
3. All submissions will be prepared at no cost to the Foundation and will become the property of the Foundation.
4. Submissions shall be sealed and clearly marked as follows:

RFP-01-12

**Consulting Services for Fundraising Feasibility Planning Study
Performing & Visual Arts Centre in the City of Pickering**

and shall be delivered **only** to:

DWAC Foundation

Attention: Pamela Edmonds, Administrator

Pickering Recreation Complex
1867 Valley Farm Road
Pickering, ON L1V 3Y7

no later than 4:00pm local time on or before Monday July 23, 2012

5. The bidder is responsible for delivering the proposal before the closing date and time and assumes the risk of and all means of delivery.
6. Submissions received at any other location or after the aforementioned date and time will be rejected and returned unopened, without exception.
7. Facsimile or electronic (email) transmissions **will not** be considered – and will be rejected.
8. Where an envelope does not bear the Consultant or company name and/or address and it is received late by the Foundation, then the Administrator may be required to open the envelope or carton only for the purpose of returning the submission.
9. Proposals submitted shall be considered final and may not be altered by subsequent offerings, discussions or commitments unless initiated and/or authorized by the Foundation.

Fundraising Feasibility Planning Study Performing & Visual Arts Centre in the City of Pickering

10. Submissions will be opened by the Foundation Administrator as soon as practicable following the closing date and time, which is not a public opening. Only the company names of submissions received by the closing date and time will be made available to enquiries. This is only a list of company names responding to the proposal and is not deemed to indicate compliance with submission requirements.
11. Proposals shall be irrevocable and valid for acceptance by the Foundation for a period of ninety (90) days from the proposal closing date.
12. If the Company is not a limited company, pursuant to the relevant Provincial or Federal legislation, include status of company within the proposal and if available include a copy of the most recent business or partnership registration form filed with the Ministry of Consumer and Commercial Relations.
13. The Foundation will not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any person or business prior or subsequent to, or by reason of the acceptance, or non-acceptance by the Foundation of any submission, or by reason of any delay in the acceptance of any submission.
14. In the receipt of proposals, no obligation is incurred by the Foundation to accept the lowest, highest or any proposal.
15. Should a dispute arise from the terms and conditions outlined herein, regarding meaning, intent or ambiguity, the decision of the Foundation shall be final.

ESSENTIAL SUBMISSION REQUIREMENTS

16. The submission of a proposal will be considered presumptive evidence that the bidder has carefully examined the Foundation's requirements, investigated and is fully informed of all conditions which may be encountered and may affect the delivery of the services, quality and volume of work to be performed as outlined within the Terms of Reference.
17. Proposals should include the following **essential** documentation and be organized and presented in the order outlined below, in an indexed format. Proposals which **do not include** essential documentation, are incomplete or assembled not in accordance with instructions will adversely affect its evaluation by way of scoring reductions and could include not considering the proposal at all.

A) Qualifications of Personnel

Résumé(s) for each of the personnel assigned to the project and a description of roles of each of the personnel in carrying out the scope of services required.

Note: detailed resumes are excluded from the page count referred to in Clause 1.

**Fundraising Feasibility Planning Study
Performing & Visual Arts Centre in the City of Pickering**

B) Work Program and Schedule

Work program and schedule including details of the study process, personnel assigned to each task, milestones, projected dates for Draft and Final deliverables, and timing for all meetings. All items outlined above in “Scope of Work, General and Details” sections of this document to also be included.

C) Letters of Recommendation

Provide up to three letters of recommendation from clients which include a description of the work performed and the outcomes.

Note: letters of recommendation are excluded from page count referred to in Clause 1.

D) Professional Fees

Per diem and hourly fees shall be stated for each person. Time for each person assigned, by individual task, within each stream of work, with fees totalled per task and stream of work. Rates and details of travel (mileage, accommodation) shall be stated as applicable. Rates and details of disbursements shall be stated, as applicable.

E) Company Experience

A description of company experience in undertaking projects having similar complexity, scope and importance, of similar value, and lessons learned from similar completed projects that will be applied to this one.

F) Insurance, Health & Safety, Addenda, Conflict of Interest

- a) Proof of insurance **or** letter from Insurance Agent/Broker confirming the bidder can be insured for Commercial General Liability Insurance Coverage, Automobile Liability Insurance Coverage, Property Damage and Professional Liability, each of not less than One Million Dollars (\$1,000,000).
- b) A copy of the current Clearance Certificate issued by Workplace Safety & Insurance Board.
- c) Statement to acknowledge Addenda received. If no Addenda has been issued by the Foundation and therefore, not received, a statement to that effect shall be included.
- d) Statement to confirm that there is no actual or potential conflicts of interest that would preclude involvement on this project, and that we will be notified in the event a specific task creates an actual or potential conflict of interest that may preclude involvement in a particular component of the project.

Note: (a) to (d) above are excluded from the page count referred to in Clause 1.

**Fundraising Feasibility Planning Study
Performing & Visual Arts Centre in the City of Pickering**

EVALUATION OF SUBMISSIONS

18. Submissions will be evaluated according to the following criteria:

	Relative Value/100
a. Overall completeness and quality of submission	10
b. Qualifications of personnel, work program and schedule, quality of recommendation letters	30
c. Professional Fees	15
d. Relevant company experience in undertaking projects of similar complexity, scope, importance and value and lessons learned to be applied to this project.	40
e. Insurance, health & safety, addenda, conflict of interest documentation	5

19. Submissions will be reviewed by an Evaluation Committee and evaluated according to the criteria described above. The Evaluation Committee will rank the submissions lowest to highest score to tabulate an average score per submission and develop a short-list of up to 2 highest scoring proposals for consideration. An interview may be requested of the 2 consultants by the Evaluation Committee to tabulate a combined average score (proposal and interview) to recommend the highest scoring consultant for consideration. The Evaluation Committee may recommend the highest scoring submission for consideration without undertaking the interview process. The score or ranking by the committee for any or all proposals/interview will not be disclosed on enquiry.

20. Unsatisfactory references known to a member of the Evaluation Committee or unsatisfactory previous work experience will result in the Consultant's proposal not being considered.

21. The Foundation reserves the right to:

- accept a proposal in whole or in part;
- expand the number of Consultants for consideration, as recommended by the Evaluation Committee;
- not consider, not accept or reject any or all submissions;
- waive omissions, notwithstanding essential items; and/or
- cancel or amend this call;

if in so doing the best interests of the Foundation will be served and no liability shall accrue to the Foundation from such undertakings and all decisions derived therefrom.

**Fundraising Feasibility Planning Study
Performing & Visual Arts Centre in the City of Pickering**

22. Professional fees must include all operating, overhead, and incidental costs and the Consultant must be satisfied as to the total requirements of this request for proposal. Pricing is subject to all applicable taxes.
23. Payments for the study, when awarded, may be invoiced as follows:
 - up to 25% after signing of formal agreement of acceptance;
 - up to 25% upon receipt by the Foundation of all study deliverables; and
 - the remaining payment balance upon review and final acceptance of deliverables outlined in the study contract.
24. Any representation or solicitation to the Foundation with respect to the proponent's submission will disqualify the submission. The Foundation will not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any proponent, prior or subsequent to, or by reason of the acceptance, or non-acceptance by the Foundation of any submission, or by reason of any delay in the acceptance of any submission.
25. To prevent the release of confidential information the proponent **must** state the information is submitted in confidence and indicate the nature of the confidential information and what harm would result from the release.

ENQUIRIES

26. All enquiries are to be made in either writing or email to the attention of the Administrator before **4:00 pm local time Monday July 9, 2012**. The email address to send enquiries to is pedmonds@dwacfoundation.ca. All questions and answers will be distributed to all known bidders within approximately 2 business days by way of written ADDENDUM without stating the source(s) of the enquiry. This ADDENDUM will be posted on the DWAC Foundation website at dwacfoundation.ca
27. Any changes to this request for proposal will be issued as an addendum.
28. An award is subject to the DWAC Foundation Inc. approval and confirmation of funding.

Fundraising Feasibility Planning Study Performing & Visual Arts Centre in the City of Pickering

APPENDICES

- A) Feasibility and Business Case Assessment, Durham West Arts Centre Foundation, March 9, 2011. Webb Management Services Incorporated. This document will be made available to prospective bidders upon request. Request must be made to the Administrator.

REFERENCES

The following publications are available upon request from the Administrator:

- A) Performing Arts Facilities Information Listing, dated April 2009.
- B) Economic Impact and Needs Analysis Study for a Performing Arts Centre in Ajax/Pickering Area, dated December 2005.
- C) City of Pickering Community Profile.

The following are some suggested websites for reference:

www.dwac.ca
www.pickering.ca
www.sustainablepickering.com
www.region.durham.on.ca
www.durhamtourism.ca
www.pineridgearts.org
www.dasnet.ning.com
www.uxbridgearts.ca
www.steinhausstudio.com/AjaxCreativeArts.html
www.oshawaartassociation.com
www.scarborougharts.com
www.scugogarts.ca