

# Agenda Report

August 4, 2003

**TO:** CITY COUNCIL

**FROM:** CITY MANAGER

**SUBJECT:** AUTHORIZATION TO ENTER INTO A CONTRACT WITH THE CULTURAL+PLANNING GROUP (CPG) IN AN AMOUNT NOT TO EXCEED \$97,500 TO CONDUCT A CULTURAL PLANNING PROCESS AND DRAFT A CITY-WIDE CULTURAL PLAN

**RECOMMENDATION:**

It is recommended that the City Council authorize the City Manager to enter into a contract in an amount not-to-exceed \$97,500 with the firm The Cultural+Planning Group to provide consulting services in conjunction with preparation of a city-wide cultural plan. Competitive bidding is not required pursuant to City Charter 1002(f) contracts for professional or unique services.

**BACKGROUND:**

The 1986 *Pasadena Renaissance* plan called for the establishment of a City office of cultural affairs, a public art program, expanded art education and creation of a Pasadena cultural festival. In 1988 the City's Private Development Public Art Program was established, and shortly thereafter a Cultural Affairs Office.

In 1992 City Council approved the City's first cultural plan. That plan included a facilities inventory and recommendations to strengthen art education in the schools and art for the underserved sectors of the community. Since that time the Private Development and CIP Public Art programs have provided the community many community-accessible public art projects, located primarily in the Central Business District.

Today, the city's cultural resources (facilities and organizations) are substantially different. The arts sector emerged from the recession of the 1990s, with a substantially different funding infrastructure. Changing demographics and a greater priority on art education and community outreach on the part of funders has altered the missions, programming and facility needs for many of the City's

cultural organizations. During the last few years master plans have been adopted by many of the city's cultural and educational institutions, calling for expanded campuses and programming.

In anticipation of continued private development and realization of major CIP projects as well as the aforementioned master planning on the part of the city's cultural and educational institutions, in October 2002, staff recommended to Arts Commission that the 1992 cultural plan be updated to respond to the anticipated growth.

A revised plan will include an updated cultural inventory, and will address capacity building, cultural equity, art education, facilities, cultural tourism and public art opportunities throughout the city.

The availability of the RFQ was posted on the City's web site and in the *Pasadena Journal*. Notification was sent to a list of 45 consultants compiled by City staff and Americans for the Arts, the national association for arts and culture agencies. Nine consulting agencies responded, all of national repute.

A set of review criteria was drafted based on the objectives established in the RFQ. Staff reviewed all applications and, based on the criteria, recommended three applicants to a review panel. The review panel consisted of department and division heads and program managers from Planning & Development, Information Services and Parks & Forestry, as well as an Arts Commissioner. Please see the attachment for scoring.

As noted on the attachment, The Cultural+Planning Group was selected. CPG, located in downtown Los Angeles, has a national reputation in arts and cultural consulting, most specifically in the areas of cultural and facilities planning, stabilization strategies and assessment. Current and past clients include National Arts Stabilization, National Endowment for the Arts, Hawaii Community Foundation and Los Angeles County Arts Commission. CPG partner and team lead to this project, David Plettner has degrees in law and dance. Prior to establishing CPG, he was Senior Management Consultant at ARTS, Inc., a service organization to non-profit arts organizations, and prior to that, a professional modern dancer.

The fee will be on a time basis, with a not-to-exceed contract price of \$97,500. The schedule proposed by CPG provides delivery of research and recommendations by March 2004.

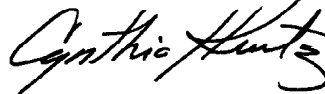
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**FISCAL IMPACT:**

The cost of services will be funded by the Cultural Trust Fund, account #801-682121.

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Respectfully submitted,



Cynthia J. Kurtz,  
City Manager

Prepared by:



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Approved by:



Richard J. Bruckner  
Director of Planning and Development

