

CITY OF NEW BRAUNFELS | RFP 25-008

# ART & CULTURE MASTER PLAN

February 13, 2025



# CONTENTS

## **TAB 1 – SOLICITATION & OFFER FORM**

SOLICITATION & OFFER FORM .....	4
---------------------------------	---

## **TAB 2 – ATTACHMENT A – COST PROPOSAL FORM**

ATTACHMENT A - COST PROPOSAL FORM .....	6
ESTIMATED COST SUMMARY .....	8

## **TAB 3 – ATTACHMENT B – COMPANY INFORMATION & CERTIFICATIONS**

ATTACHMENT B - COMPANY INFORMATION & CERTIFICATIONS .....	10
---	----

## **TAB 4 – COVER LETTER**

COVER LETTER .....	15
--------------------	----

## **TAB 5 – EXPERIENCE, QUALIFICATIONS, KEY PERSONNEL, & RESOURCES**

TEAM ORGANIZATION .....	17
DESIGNING LOCAL FIRM OVERVIEW .....	18
AMANDA GOLDEN .....	22
JASMINE METCALF .....	23
MEREDITH REED .....	24
GABRIELLE SMITH .....	25
MEGAN ADORNETTO .....	26
ANNA TALARICO .....	27

## **TAB 6 – PROJECT APPROACH**

METHODOLOGY .....	30
-------------------	----

## **TAB 7 – QUALITY CONTROL & ASSURANCE PLAN**

PROJECT ADMINISTRATION PLAN & PERFORMANCE .....	32
---	----

## **TAB 8 – PRELIMINARY WORK PLAN & SCHEDULE**

PROPOSED SCOPE OF WORK .....	34
ASSUMPTIONS .....	37
PROPOSED PROJECT SCHEDULE .....	40

## **TAB 9 – SIMILAR PROJECTS**

QUEEN CREEK ARTS & PLACEMAKING PLAN .....	43
SURPRISE ARTS & CULTURE MASTER PLAN .....	44
PEORIA ARTS & CULTURE PLAN .....	45
ARTS LAUNCH HENDERSON .....	46
FRANKFORT ARTS & CULTURE MASTER PLAN .....	47

## **TAB 10 – REFERENCES**

CLIENT REFERENCES .....	50
-------------------------	----

## **TAB 11 – PREFERRED INTERVIEW TIMES**

INTERVIEW AVAILABILITY .....	52
------------------------------	----

## **TAB 12 – ADDITIONAL SUPPORTING DOCUMENTATION**

CONFLICT OF INTEREST FORM .....	54
CERTIFICATE OF INTERESTED PARTIES – FORM 1295 .....	55
PROOF OF INSURANCE .....	56
WOMEN BUSINESS ENTERPRISE (WBE) CERTIFICATION LETTER .....	57
DISADVANTAGED BUSINESS ENTERPRISE (DBE) CERTIFICATION LETTER .....	58

## **TAB 13 – DEVIATIONS FROM REQUEST FOR PROPOSAL**

ATTACHMENT C - EXCEPTIONS & ALTERNATIVES FORM .....	61
---	----







An aerial photograph of a town square. In the center is a large, ornate church with a steeple. To the left is a red building with a sign that says "Burger King". To the right is a large, modern building with a glass facade. The square is surrounded by parking lots, trees, and other buildings. The text "TAB 1" is overlaid in the center.

# TAB 1

## **SOLICITATION & OFFER FORM**



	<b>SOLICITATION AND OFFER</b>	City of New Braunfels Purchasing 550 Landa Street New Braunfels, Texas 78130
<b>Solicitation Number: RFP 25-008 Arts and Culture Master Plan</b>	<input type="checkbox"/> Invitation for Bid (IFB)  <input type="checkbox"/> Request for Proposals (RFP)	Date Issued:  <b>January 16, 2025</b>
<b>SOLICITATION</b>		
Questions may be submitted until <b>JANUARY 30, 2025, 5:00 P.M. (Central Time)</b> Respondents must submit online <u>or</u> sealed responses containing one (1) signed original hardcopy and one (1) in electronic format (USB). Submissions will be received at the office of the City Secretary at the address shown above until: <b>3:00 P.M. (CST), FEBRUARY 13, 2025.</b> Submissions received after the time and date set for submission will be returned, unopened, upon request.		
For information regarding this solicitation, contact:		
(NO collect calls, Telegraphic, Email, On-Line or Fax offers accepted)	Barbara Coleman NIGP-CPP Purchasing Manager	Email: bcoleman@newbraunfels.gov
5% Proposal Bond Required: <input type="checkbox"/> YES <input type="checkbox"/> NO 100% Payment Bond Required: <input type="checkbox"/> YES <input type="checkbox"/> NO 100% Performance Bond Required: <input type="checkbox"/> YES <input type="checkbox"/> NO		
<b>OFFER</b>		
(This portion must be fully completed by Proposer.) RFP's must be submitted by persons authorized to commit the responding qualified respondent to a procurement contract or agreement. By submitting your written proposal, you represent and warrant that your submitted proposal does not contain information that will violate the rights of any third party. Respondent will comply with the General Terms and Conditions required by the City of New Braunfels. In compliance with the above, upon contract award the undersigned offers and agrees to furnish any or all items or services awarded for each item delivered at the designated point(s) and within the time specified herein. CONTRACT AWARD SHALL INCLUDE ALL ASSOCIATED SOLICITATION DOCUMENTS, ATTACHMENTS AND ADDENDA. SIGNATURE IS MANDATORY; ELECTRONIC OR MANUAL SIGNATURES WILL BE ACCEPTED. SIGNATURE SHOULD ALSO BE REFLECTED ON USB COPY OR ELECTRONIC SUBMISSION.		
Name <b>DESIGNING LOCAL, LTD</b>  And  Address                  20 E. Broad Street Columbus, OH 43215  of Respondent:	Name and Title of Person Authorized to Sign Offer: Amanda Golden, Managing Principal & Co-Founder E-Mail Address: amanda@designinglocal.com Phone Number: 706.346.5696 Fax Number: N/A	
Signature: 		Date: <b>2/13/2025</b>
Name, Address, email, and Telephone Number of Person authorized to conduct negotiations on behalf of Respondent. (Applies to Request for Proposal only)		Amanda Golden 20 E. Broad Street Columbus, OH 43215 amanda@designinglocal.com 706.346.5696



An aerial photograph showing a wide river flowing through a lush, green forested area. In the background, a bridge spans the river, and beyond that, a flat landscape with some buildings and distant hills is visible under a clear sky. The text 'TAB 2' is overlaid in large white letters.

# TAB 2

An aerial photograph showing a wide river flowing through a lush, green forested area. In the background, a bridge spans the river, and beyond that, a flat landscape with some buildings and distant hills is visible under a clear sky. The text 'ATTACHMENT A – COST PROPOSAL FORM' is overlaid in bold, dark green letters on a white rectangular background.

## ATTACHMENT A – COST PROPOSAL FORM



RFP 25-008

---

**ATTACHMENT A**  
**COST PROPOSAL FORM**

Proposal of: DESIGNING LOCAL, LTD (Proposer Company Name)

**Failure to complete this form may result in your Proposal being deemed non-responsive and rejected without any further evaluation.**

**OFFER TO: CITY OF NEW BRAUNFELS:**

The Undersigned hereby offers and agrees to furnish the services in compliance with all terms, scope of work, conditions, specifications, and addenda in the Request for Proposal. Having carefully examined all the specifications and requirements of this RFP and any attachments thereto, the undersigned proposes to furnish the required pursuant to the above-referenced Request for Proposal upon the terms below.

**ADDENDA:**

The undersigned hereby acknowledges receipt of the following addenda to the provisions and requirements of which addenda have been taken into consideration in the preparation of this Proposal.

Addendum No. 1 Dated 2/6/2025

Addendum No.                      Dated                     

**OBLIGATION:**

The undersigned, by submission of this Offer, hereby agrees to be obligated, if the Offer is accepted by the City of New Braunfels, to enter into a Contract to provide the stated goods and/or services for the term as stated herein in accordance with the Scope of Work, Specifications, and Terms and Conditions, together with any written Addenda as specified above and any negotiated terms. If this offer is accepted and signed by the City of New Braunfels, this RFP document, together with any written Addenda and any negotiated terms shall be (collectively) the contract.

**NON-COLLUSION:**

The undersigned, by submission of this Proposal Form and other required forms, hereby declares that this Proposal is made without collusion with any other business making any other Proposal, or which otherwise would make a Proposal.

**SUBMITTAL REQUIREMENTS:**

The undersigned certifies it has attached a complete response to each of the submittal requirements listed in the Evaluation Criteria and Submittal Requirements section of this RFP.



RFP 25-008

## PRICING DETAILS

This Cost Proposal Form must identify the fee necessary to perform the services identified in the scope of work.

- Provide a breakdown of personnel, hours, and fees for each item in the scope of work (i.e., 1.1, 1.2, 1.3, etc.) for the primary firm and any subcontractors.
- Include direct costs only and clearly distinguish between professional fees, contract fees, travel costs, necessary supplies/materials, production costs, and other estimated reimbursable expenses (if applicable, describe). (Separate sheet may be attached)
- Indirect rates or overhead costs will not be allowed under this contract.
- Refer to Section 5.1 Item 3 for additional information on the project budget
- Clearly identify the overall proposed “not to exceed” fee inclusive of all costs.

○ Total Project Not-To-Exceed: \$ 85,000

No proposal may be accepted which has not been signed in the appropriate space below:

## COST PROPOSAL FORM – SIGNATURE PAGE

I certify, under penalty of perjury, that I have the legal authorization to bind the Respondent/firm hereunder:

**DESIGNING LOCAL, LTD**

Company Name

2/6/2025

Date



Signature of Person Authorized to Sign

Managing Principal & Co-Founder

Title

Amanda Golden

Printed Name

Email: amanda@designinglocal.com



## ESTIMATED COST SUMMARY

The following task and fee worksheet is based on the preceding project scope of work. This includes three (3) in-person visits - one (1) for an initial site tour and two (2) public workshops - travel, expenses, and bi-weekly Client Group meetings. The Team anticipates refinement of the scope of work, and subsequently, the task and fee worksheet. Billing will be performed on monthly intervals.

BASE SCOPE OF WORK										
TASKS	TASK NAME	PROPOSED PERSONNEL							EST. TOTAL HOURS	EST. FEE
		A. GOLDEN	J. METCALF	M. REED	G. SMITH	M. ADORNETTO	A. TALARICO	SUPPORT		
<b>TASK 1</b>	<b>DISCOVERY</b>	<b>22</b>	<b>40</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>15</b>	<b>86</b>	<b>\$15,000</b>
1.01	Introduction & Overview	20	20	0	0	0	0	0	<b>40</b>	<b>\$10,000</b>
1.03	Cultural Asset Inventory	0	10	0	0	2	2	10	<b>24</b>	<b>\$3,000</b>
1.04	SWOT Analysis	2	5	5	0	0	0	0	<b>12</b>	<b>\$1,000</b>
1.05	Project Website	0	5	0	0	0	0	5	<b>10</b>	<b>\$1,000</b>
<b>TASK 2</b>	<b>OUTREACH &amp; ENGAGEMENT</b>	<b>10</b>	<b>60</b>	<b>20</b>	<b>50</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>200</b>	<b>\$25,000</b>
2.01	Stakeholder Engagement	0	20	20	10	0	0	20	<b>70</b>	<b>\$5,000</b>
2.02	Community Outreach & Engagement	10	40	0	40	0	0	40	<b>130</b>	<b>\$20,000</b>
<b>TASK 3</b>	<b>SYNTHESIS &amp; ANALYSIS</b>	<b>6</b>	<b>42</b>	<b>22</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>30</b>	<b>112</b>	<b>\$15,000</b>
3.01	Vision Statement	2	2	10	0	0	0	10	<b>24</b>	<b>\$2,000</b>
3.02	Needs Assessment	2	20	10	2	2	2	10	<b>48</b>	<b>\$10,000</b>
3.03	Implementation Framework	2	20	2	2	2	2	10	<b>40</b>	<b>\$3,000</b>
<b>TASK 4</b>	<b>INITIAL RECOMMENDATIONS</b>	<b>12</b>	<b>70</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>90</b>	<b>\$20,000</b>
4.01	Strategic Planning	2	20	2	0	2	2	0	<b>28</b>	<b>\$5,000</b>
4.02	Implementation Framework	2	10	0	0	0	2	0	<b>14</b>	<b>\$3,000</b>
4.03	Monitoring & Evaluation	2	5	0	0	0	0	0	<b>7</b>	<b>\$2,000</b>
4.04	Documentation & Reporting	2	5	0	0	0	0	0	<b>7</b>	<b>\$2,000</b>
4.05	Present Draft Plan	2	20	0	0	0	0	0	<b>22</b>	<b>\$5,000</b>
4.06	Launch Plan	2	10	0	0	0	0	0	<b>12</b>	<b>\$3,000</b>
<b>TASK 5</b>	<b>FINAL PLAN</b>	<b>4</b>	<b>55</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>20</b>	<b>85</b>	<b>\$10,000</b>
5.01	Final Plan	2	30	2	0	2	2	10	<b>48</b>	<b>\$4,000</b>
5.02	Outreach Materials	0	5	0	0	0	0	10	<b>15</b>	<b>\$1,000</b>
5.03	Public Presentation	2	20	0	0	0	0	0	<b>22</b>	<b>\$5,000</b>
<b>BASE SCOPE OF WORK TOTAL (NOT TO EXCEED)</b>									<b>573</b>	<b>\$85,000</b>





# TAB 3



## **ATTACHMENT B – COMPANY INFORMATION & CERTIFICATIONS**



**RFP 25-008 (Modified)**

---

**ATTACHMENT B**  
**COMPANY INFORMATION AND CERTIFICATIONS**

**1. Company Information:**

- Company name: DESIGNING LOCAL, LTD
- Company address: 20 E. Broad Street, Columbus, OH 43215
- Year established: 2014
- Number of years in business under present name: 11
- Form of ownership:    ☐ Proprietorship    ☐ Partnership    ☒ Corporation    ☐ Other (specify)
- Federal Employer Identification Number: 46-5172793
- Texas Comptroller's Taxpayer Number, if applicable: N/A
- DUNS NUMBER: N/A

**2. Subcontractor(s), if applicable:**

- ☒ Subcontractor(s) will not be used to complete this contract.
- ☐ Subcontractor(s) will be used to complete this contract. (*Attach a list if additional space is necessary.*)

Subcontractor Name: \_\_\_\_\_

Percentage (%) of Total Contract: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

**3. If awarded, Respondent's primary point of contact for City account is:**

Name: Amanda Golden

Title: Managing Principal & Co-Founder

Office Location: Columbus, OH

Mailing Address: 20 E. Broad Street Columbus, OH 43215

\* Telephone Number: 706.346.5696 Fax Number: N/A

Email Address: amanda@designinglocal.com

**RFP 25-008 (Modified)**

\*\* Emergency Contact Number for After-Hours Service: 614.607.1557

**\* A representative of the company must be available to answer phone calls from City Monday through Friday, 8:00 A.M. to 5:00 P.M. (Central Time).**

**4. If awarded, Respondent shall indicate preferred method for which City is to notify Awarded Contractor of purchase orders:**

Purchase Orders shall be communicated via: *(check all that apply)* \_\_\_ Phone \_\_\_ Fax X Email

Contact Person: Amanda Golden

Phone: 706.346.5696

Fax: N/A

Email Address: amanda@designinglocal.com

**VENDOR CERTIFICATIONS**

**DEBARMENT/SUSPENSION INFORMATION:**

1. Has the Respondent or any of its principals been debarred or suspended from contracting with any public entity or is Respondent listed on the federal government's terrorism watch list as described in Executive Order 13224. Entities ineligible for federal procurement are listed at <http://www.epls.gov?>

☐ Yes ☒ No

**If yes**, identify in an attachment the public entity and the name and current phone number of a representative of the public entity familiar with the debarment or suspension, or listed at epls.gov and state the reason for or circumstances surrounding the debarment, suspension or ineligible for federal procurement, including but not limited to the period of time for such debarment, suspension or ineligibility.

**CERTIFICATIONS:**

1. Contractor certifies that it has not engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the Contract. ☒ Yes ☐ No
- A. "corrupt practice" means the offering, giving, receiving, or soliciting of anything of value likely to influence the action of a public official in the solicitation process or in the Contract execution;
- B. "fraudulent practice" means an intentional misrepresentation of facts made
1. to influence the solicitation process or the execution of the Contract to the detriment of Owner,
  2. to establish Cost Proposal or Contract prices at artificial non-competitive levels, or
  3. to deprive Owner of the benefits of free and open competition.
- C. "collusive practice" means a scheme or arrangement between two or more Respondents, with or without the knowledge of Owner, a purpose of which is to establish Cost Proposals at artificial, non-competitive levels; and



**RFP 25-008 (Modified)**

- D. “coercive practice” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the solicitation process or affect the execution of the Contract.

**2. NON-COLLUSION CERTIFICATION:**

- A. Non-Collusion Certification: Do you certify that all of the following are true and correct concerning your company’s cost Proposal? ☒ **Yes** ☐ **No**
1. That you are fully informed of the contents of the solicitation and the circumstances of its preparation;
  2. That your cost Proposal is genuine and is not a collusive or sham Cost Proposal;
  3. That neither you nor anyone else acting on behalf of your company has agreed, colluded, or conspired in any manner with any other respondent, firm or person to submit a collusive or sham cost Proposal, or to refrain from responding, or sought by communication or conference with any other respondent, firm or person to fix the prices, overhead, profit, or any cost element in your cost Proposal or in any other cost Proposal, or to secure through any collusion, conspiracy, or agreement any advantage against the City of New Braunfels or any other respondent; and
  4. The prices quoted in your cost Proposal are fair and proper and are not affected by any collusion, conspiracy, connivance or unlawful agreement on the part of your company or anyone acting on its behalf.

**3. GOVERNMENT CODE TITLE 10 SUBTITLE F VERIFICATIONS:**

- A. Contractor shall verify that it’s named company, under the provisions of Subtitle F Title 10 Government Code Chapter 2270: ☒ **Yes** ☐ **No**
1. Does not boycott Israel currently; and
  2. Will not boycott Israel during the term of the contract.
- B. Pursuant to Sections 2270.001, 2270.002, 808.001, Texas Government Code:
1. “Boycott Israel” means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes; and
  2. “Company” means a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or any limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of those entities or business associations that exist to make a profit.
- C. Pursuant to subtitle F, Chapter 2252, Texas Government code, contractor shall not do business with Iran, Sudan or a foreign terrorist organization while providing products or services to the City of New Braunfels. ☒ **Yes**  
☐ **No**
- D. Pursuant to Section 2274 of the Texas Government Code and Texas Senate Bill 13 (2021), Contractor certifies that either (i) it does not boycott and will not boycott certain energy companies; and (2) will not boycott certain energy companies during the term of the contract resulting from this solicitation. Contractor shall state any facts that make it exempt from the boycott certification as an attachment to this agreement. ☒ **Yes**  
☐ **No**



**RFP 25-008 (Modified)**

---

- E. Pursuant to Section 2274 of the Texas Government Code and Texas Senate Bill 19 (2021), Contractor certifies that it: (a) does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and (b) will not discriminate during the term of the contract against a firearm entity or firearm trade association.

☐ No

☒ Yes

**ACKNOWLEDGEMENT**

I certify that I have read all of the specifications and general RFP requirements and do here by certify that all items submitted meet specifications. I certify that my responses and the information provided are true and correct to the best of my personal knowledge and belief and that I have made no willful misrepresentations in this Questionnaire, nor have I withheld any relevant information in my statements and answers to questions. I am aware that any information given by me in this questionnaire may be investigated and I hereby give my full permission for any such investigation, and I fully acknowledge that any misrepresentations or omissions in my responses and information may cause my response to this solicitation to be rejected.

**DESIGNING LOCAL, LTD**

**Company's Name**



**Signature, Authorized Representative of Respondent**

Managing Principal & Co-Founder

**Title**





# TAB 4

**COVER LETTER**





February 13, 2025

City of New Braunfels  
City Secretary's Office/Front Lobby  
ATTN: Purchasing  
550 Landa Street  
New Braunfels, TX 78130

**Re: Arts & Culture Master Plan**

Dear Members of the Selection Committee,

Comprehensive Arts & Culture Master Plans are a deeply meaningful opportunity to represent a community's goals and desires for its arts and culture landscape. Although a formal plan—featuring community feedback, funding strategies, short- and long-term goal setting, equity considerations, new processes and procedures, all based on collected input and data—is the final deliverable, the beautifully complex process of planning can be just as meaningful. Designing Local is honored to offer our qualifications to support the City of New Braunfels, the Arts Commission, and Heritage Commission in its pursuit of a new Arts & Culture Master Plan.

Designing Local, a Columbus, Ohio-based planning firm with national reach is the team with the most well suited experience and organizational infrastructure to guide the City of New Braunfels through this critical undertaking. Our team boasts unparalleled experience in crafting impactful master plans across diverse jurisdictional contexts. We are confident in our ability to deliver an Arts & Culture Master Plan that is not only actionable and impactful, but also serves as a catalyst for community investment and improved access to the arts for all residents.

Designing Local is a certified woman owned business with deep experience in cultural planning and implementation, historic preservation, placemaking, urban design, as well as place-based master plans. We have executed more than 50 public art and culture projects in over 25 states. We believe that with our experience and creativity, we will deliver a world-class plan that utilizes one-of-a-kind engagement opportunities to reveal the true spirit of New Braunfels. Designing Local is currently working with in Texas on Arts & Culture Plans for the City of Leander and Temple and creating a Public Art Plan for the City of Burleson, Texas.

After delivering dozens of arts and culture plans throughout the nation, it is our great pleasure to submit a proposal to do the same in New Braunfels. We confidently assert that the Designing Local is the team to successfully create a Arts & Culture Master Plan and help the LPACC move your community toward a more beautiful, inspiring, and prosperous future. Embarking on a planning process steeped in policy, culture, and community voice is where our team comes alive. Designing Local will comply with all applicable rules and regulations of Federal, State and Local governing entities.

We are excited to talk with you about next steps and are eager to begin this journey!

Sincerely,

**Amanda Golden**

Managing Principal & Co-Founder  
amanda@designinglocal.com  
706.346.5696  
(Primary Contact)

**DESIGNING LOCAL** 20 EAST BROAD STREET | COLUMBUS, OH 43215 | [www.designinglocal.com](http://www.designinglocal.com)







# TAB 5

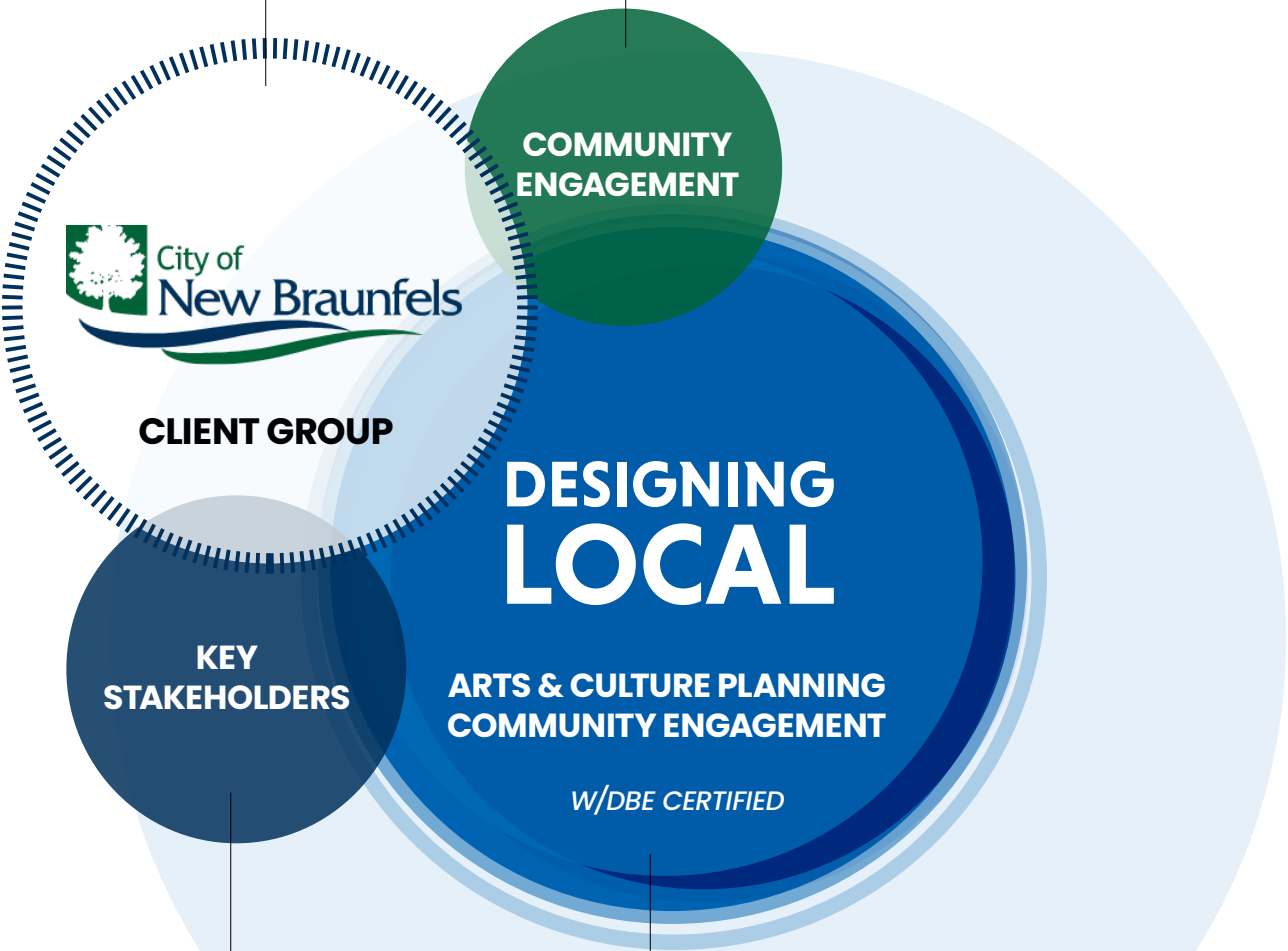
**EXPERIENCE, QUALIFICATIONS,  
KEY PERSONNEL, & RESOURCES**



# TEAM ORGANIZATION

**The Client Group** will consist of the City of New Braunfels designated project manager and City staff. This small group of critical people will be the primary entity that will provide support. A representative designated by the Client Group will directly coordinate with Designing Local for all logistical considerations.

Targeted **outreach series** to build relationships with arts professionals, arts communities, private companies, community representatives, interested parties, other cities, and governmental agencies, through meetings, public forums, panels, and other creative activities.



Series of **engagement** with a variety of stakeholders, including the Arts Commission and the Heritage Commission, and others to understand their specific needs and requirements for this Plan.

**Designing Local**, a woman-owned business enterprise based in Columbus, Ohio, will lead this project. This contract will be managed by Jasmine Metcalf who brings experience with arts and culture planning and management and has led numerous large scale arts and culture planning projects throughout the country that include complex coordination.



## DESIGNING LOCAL

ARTS & CULTURE PLANNING & COMMUNITY ENGAGEMENT



**Designing Local is an award-winning, nationally recognized firm that has helped more than 60 US communities create vibrant, culturally rich, fun places.**

### OVERVIEW

Designing Local is an Ohio-based certified woman-owned business dedicated to helping communities connect people to place through culture. Founded in 2014, our firm was born from the belief that design, art, culture, historic preservation, and other important unique attributes of communities are often overlooked in the planning process. We bring an authentic curiosity and passion to our work.

### EXPERTISE

For over a decade we have specialized in providing arts and culture planning, urban design, historic preservation, community engagement, and landscape architecture services to communities across the nation. Our clients typically consist of municipalities, institutions, private developers, and non-profit entities. Many of our projects blur the lines between all of these interrelated services and markets, creating a broad yet cohesive vision for our clients that sets the stage for collaborative implementation of the plan.

### APPROACH

Our process is straightforward and simple. Through robust and creative public engagement we help to extract the story of the place in which we are working. We take that story, as told by the community itself, and help translate that into a unique, interesting, and powerful built environment.

**FOUNDED**  
2014

**LOCATION**  
Columbus, Ohio

**EMPLOYEES**  
15

**CERTIFICATIONS**  
Women-owned Business Enterprise (WBE)  
State of Ohio  
Certified Disadvantaged Business Enterprise (DBE)  
Ohio Department of Transportation

**SERVICES**  
Public Art Planning  
Historic Preservation  
Arts & Culture Planning  
Landscape Architecture  
Urban Planning & Design  
Community Engagement

## ARTS & CULTURE PLANNING PORTFOLIO

**We work with communities across the nation to create policies, implementation plans, and review processes for public art and cultural facilities. We author plans which articulate a community's desire to implement a vision for public art and culture.**

**Akron Cultural Plan**  
Akron, Ohio

**Bainbridge Island Community Art Plan**  
Bainbridge Island, Washington

**Bismark Community Arts & Culture Plan**  
Bismark, North Dakota

**Chamblee Arts & Culture Plan**  
Chamblee, Georgia

**Clearwater Cultural Arts Strategic Plan**  
Clearwater, Florida

**Danville Arts & Culture Plan**  
Danville, Virginia

**Henderson Arts & Culture Master Plan**  
Henderson, Nevada

**Howard County Arts & Culture Plan**  
Howard County, Maryland

**Leander Arts & Culture Plan**  
Leander, Texas

**Louisville Arts & Culture Plan**  
Louisville, Kentucky

**Loudoun County Comprehensive Arts Plan**  
Loudoun County, Virginia

**North Central Indiana Regional Planning Council  
Arts & Culture Strategic Plan**  
Cass, Clinton, Fulton, Howard, Miami & Tipton  
Counties, Indiana

**Park City / Summit County Arts & Culture Plan**  
Park City, Utah

**Peoria Arts & Culture Master Plan**  
Peoria, Arizona

**Queen Creek Arts & Placemaking Plan**  
Queen Creek, Arizona

**Reimagining Columbus**  
Columbus, Ohio

**Rochester Arts & Culture Plan**  
Rochester, New York

**South Bend - Elkhart Regional Partnership Arts  
Plan**  
Elkhart, Marshall, & St. Joseph Counties, Indiana

**Suitland Cultural Arts Implementation Strategy**  
Suitland, Maryland

**Surprise Arts & Culture Master Plan**  
Surprise, Arizona

**Temple Arts & Culture Plan**  
Temple, Texas

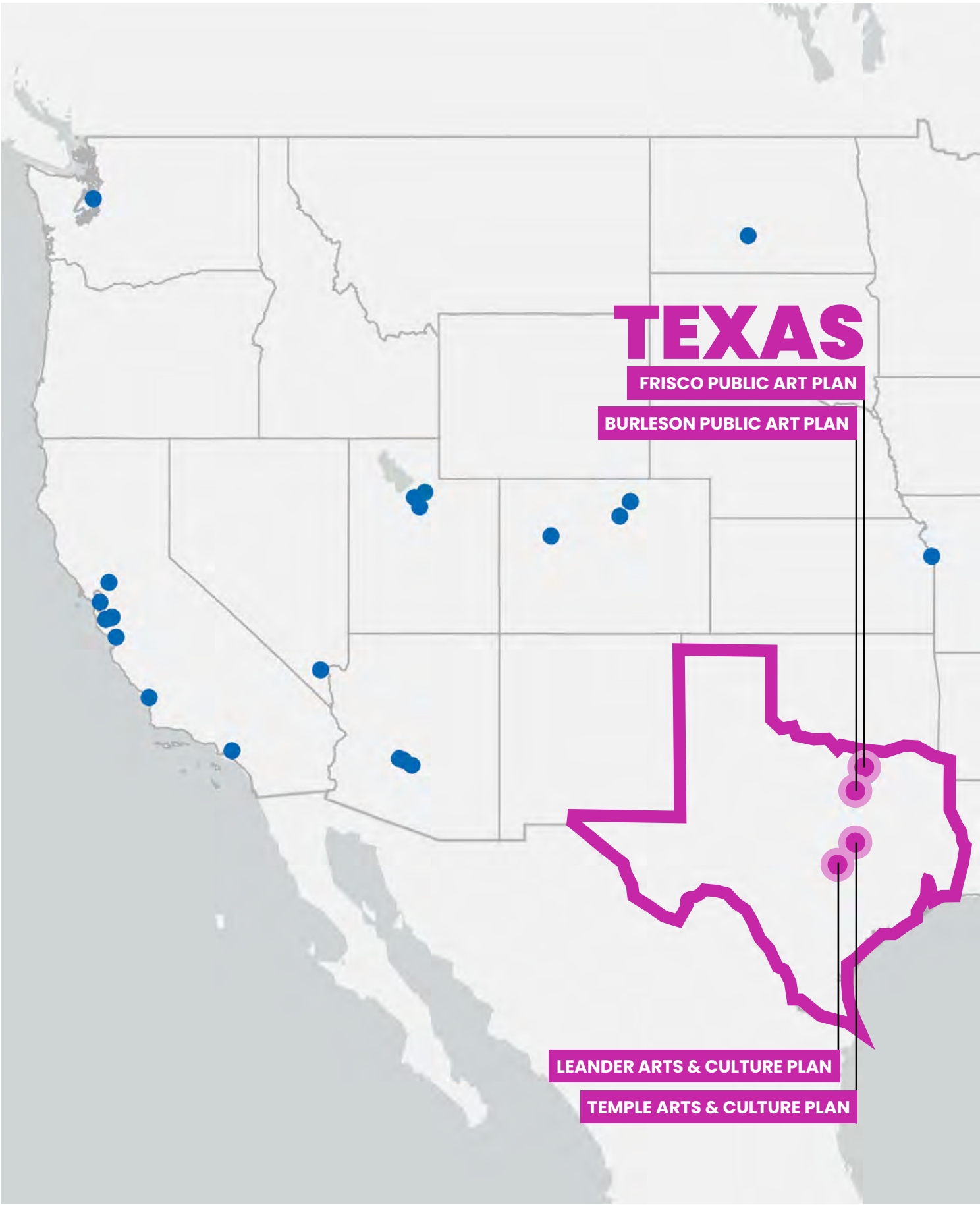
**Upper Arlington Arts & Culture Master Plan**  
Upper Arlington, Ohio

**University District Arts & Character Plan**  
Columbus, Ohio

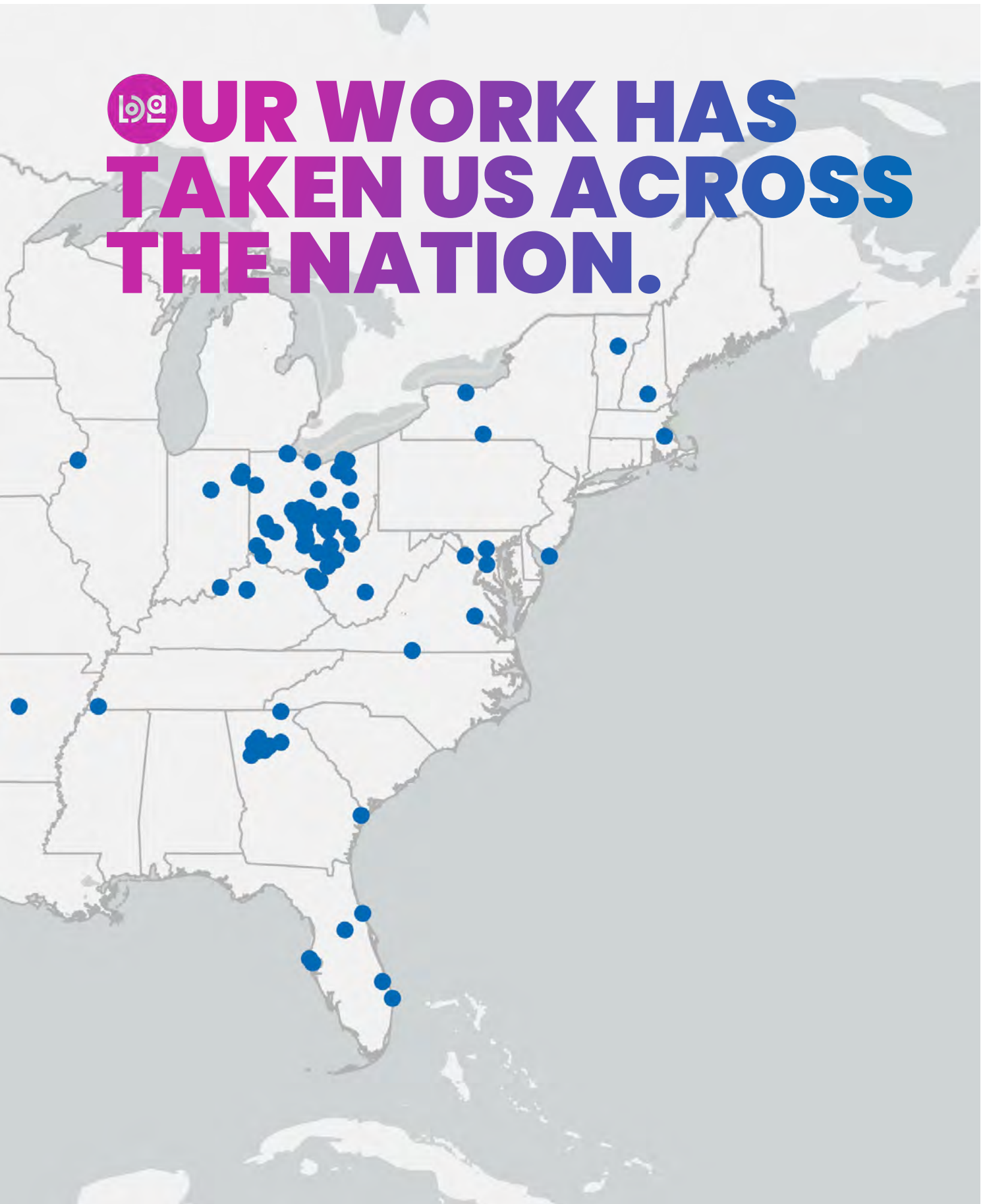
**Vacaville Arts & Culture Plan**  
Vacaville, California

View more of our plans online at [https://issuu.com/designing\\_local](https://issuu.com/designing_local)





 **OUR WORK HAS  
TAKEN US ACROSS  
THE NATION.**





## AMANDA GOLDEN

MANAGING PRINCIPAL & CO-FOUNDER | DESIGNING LOCAL

### PROJECT ROLE: PRINCIPAL IN CHARGE

Amanda is the Managing Principal and Co-Founder of Designing Local. She is an urban planner, arts administrator, curator, creative placemaker, historic preservationist, and has worked in the public art and cultural planning field since 2014. Driven by the belief that public art should reflect the community it's placed in, Amanda's favorite projects are those that have many voices working together to define what both the public artwork, cultural assets, and the program look like. At Designing Local, Amanda oversees the creation of public art master plans for a variety of cities across the US, develops cultural and arts master plans, and works with private developers to integrate public art within their developments. She has worked on over 30 public art master plans in 15 different states, has managed complex public art commissions, and has worked on multiple NEA Our Town Grant projects.

### RELEVANT EXPERIENCE

#### Temple Arts & Culture Plan

Temple, Texas | Principal in Charge

#### Leander Arts & Culture Plan

Leander, Texas | Principal in Charge

#### Burleson Public Art Plan

Burleson, Texas | Principal in Charge

#### Frisco Public Art Plan

Frisco, Texas | Project Manager

#### North Central Indiana Regional Planning Council Arts & Culture Strategic Plan

Cass, Clinton, Fulton, Howard, Miami and Tipton counties, Indiana | Principal in Charge

#### Louisville Arts & Culture Plan

Louisville, Kentucky | Principal in Charge

#### Reimagining Columbus

Columbus, Ohio | Project Manager

#### Loudoun County Comprehensive Arts Plan

Loudoun County, Virginia | Principal in Charge

#### Akron Cultural Plan

Akron, Ohio | Project Manager

#### Frankfort Arts Master Plan

Frankfort, Kentucky | Project Manager

#### Park City / Summit County Arts & Culture Plan

Park City, Utah | Principal in Charge

#### Howard County Arts & Culture Plan

Howard County, Maryland | Project Manager



### EDUCATION

Master of City & Regional Planning, The Ohio State University

Bachelor of Science in City & Regional Planning, The Ohio State University

### APPOINTMENTS

Central Ohio APA, Immediate Past Chair

State of Ohio APA, Former Board Member

Development Commissioner, City of Columbus, Ohio

### ROLE

Project Oversight

Arts & Culture Planning

Community Engagement Strategy

Quality Control



## JASMINE METCALF

URBAN PLANNER | DESIGNING LOCAL

### PROJECT ROLE: PROJECT MANAGER

Jasmine is an urban planner who has spent time in a variety of niche roles from Aviation Master Planning, to Community Development, and Real Estate & Hospitality Marketing. She has landed at Designing Local bringing skills in creative production, project management, graphic design, creative technologies, community building, and storytelling. She holds a Bachelors of Urban Planning and a Minor in Architectural Studies from the University of Cincinnati's School of Design, Architecture, Art, and Planning. She has a strong passion for creative strategic solutions that enhance our environments, particularly urban areas that prioritize the well-being of people while adding value and interest to communities.

### RELEVANT EXPERIENCE

#### **Burleson Public Art Plan**

Burleson, Texas | Project Manager

#### **Howard County Arts & Culture Plan**

Howard County, Maryland | Project Manager

#### **Park City / Summit County Arts & Culture Plan**

Park City, Utah | Project Manager

#### **Danville Arts Master Plan**

Danville, Virginia | Urban Planner & Graphic Designer

#### **Bainbridge Island Community Art Plan**

Bainbridge Island, Washington

#### **Bismark Community Arts & Culture Plan**

Bismark, North Dakota

#### **Queen Creek Arts & Placemaking Plan**

Queen Creek, Arizona | Urban Planner

#### **Lawrence Art in Parks Plan**

Lawrence, Kansas | Urban Planner

#### **Bainbridge Island Community Art Plan**

Bainbridge Island, Washington | Urban Planner

#### **Vacaville Arts & Culture Plan**

Vacaville, California | Urban Planner

#### **Fairfield Town Center Placemaking Plan**

Fairfield, Ohio | Project Manager & Graphic Designer

#### **Reimagining Columbus**

Columbus, Ohio | Urban Planner

#### **Suitland Cultural Arts Implementation Strategy**

Suitland, Maryland | Project Manager



### EDUCATION

Bachelors of Urban Planning, The University of Cincinnati School of Design, Architecture, Art, and Planning

### ROLE

Project Management  
Arts & Culture Planning  
Urban Planning & Design  
GIS Mapping  
3D Modeling  
Graphic Design  
Stakeholder Interviews  
Community Engagement





## MEREDITH REED

URBAN PLANNER | DESIGNING LOCAL

### PROJECT ROLE: ENGAGEMENT STRATEGIST

Meredith is an urban planner who loves talking to people about the places that are special to them. As a longtime alternative transportation advocate, Meredith believes there is no more joyful way to experience such places than by walking or biking them; she hopes her work creates more opportunities for people to explore and more to discover as they do. Meredith's primary areas of focus are parks and cultural plans, to which she brings insights from her experiences in grant writing, organization building, and nonprofit leadership. She is a natural storyteller who can always be counted on to listen deeply, isolate key narrative threads, and bring clarity to complexity. Her passion is drafting plans that faithfully honor the inspiring people and places she has the privilege to learn about through her work.

#### RELEVANT EXPERIENCE

##### **Temple Arts & Culture Plan**

Temple, Texas | Project Manager

##### **Leander Arts & Culture Plan**

Leander, Texas | Project Manager

##### **Rochester Arts & Culture Plan**

Rochester, New York | Project Manager

##### **Reimagining Columbus**

Columbus, Ohio | Research & Content Curator

##### **Brockton Publicly Accessible Public Art Plan**

Brockton, Massachusetts | Urban Planner

##### **Appalachia Community Grant Program Procured Planner**

Athens, Belmont, Gallia, Lawrence, Meigs, Monroe, Morgan, Muskingum, Noble, Perry, Tuscarawas, and Washington Counties | Planner: Project Planner and Community Outreach Lead

##### **City of Columbus Bike Hub Feasibility Project\***

Columbus, Ohio | Planner\*

##### **How We Roll for College Students (ODOT-funded)\***

The Ohio State University, University of Akron | Program Designer & Manager\*

##### **Pedal Instead Mode-Shift Campaign (Ohio EPA-funded)\***

Columbus, Ohio | Program Manager\*

##### **Ride Leader Trainings, Professional Development Rides (ODOT-funded)\***

Columbus, Ohio | Program Manager & Instructor\*

##### **How We Roll for State Employees (Ohio Department of Health-funded)\***

Columbus, Ohio | Program Manager & Instructor\*



#### EDUCATION

Master of City & Regional Planning, The Ohio State University

Bachelor of Arts in Philosophy, University of Pittsburgh

#### ROLE

Arts & Culture Planning

Stakeholder Interviews

Community Engagement

Research & Analysis

\* Projects completed with a previous employer

## GABRIELLE SMITH

URBAN PLANNER | DESIGNING LOCAL

### PROJECT ROLE: URBAN PLANNER

Gabrielle is a passionate urban planner dedicated to crafting vibrant communities that reflect the unique spirit of their residents and businesses. Believing that entertainment and creativity are essential to thriving neighborhoods, she designs spaces that enhance quality of life, economic prosperity, and overall well-being. With a Bachelor of Science in City and Regional Planning from The Ohio State University and minors in architecture, theater, and pop culture, Gabrielle brings a unique perspective to her work. Her ability to blend technical expertise with creative vision results in clear, compelling plans communicated through 3D models, GIS maps, and visually striking graphics.



### RELEVANT EXPERIENCE

#### **North Central Indiana Regional Planning Council Arts & Culture Strategic Plan**

Cass, Clinton, Fulton, Howard, Miami and Tipton counties, Indiana | Project Manager

#### **Loudoun County Comprehensive Arts Plan**

Loudoun County, Virginia | Urban Planner

#### **Louisville Arts & Culture Plan**

Louisville, Kentucky | Urban Planner

#### **Bainbridge Island Community Art Plan**

Bainbridge Island, Washington | Urban Planner

#### **Temple Arts & Culture Plan**

Temple, Texas | Urban Planner

#### **Leander Arts & Culture Plan**

Leander, Texas | Urban Planner

#### **Riviera Beach Public Art Master Plan**

Riviera Beach, Florida | Project Manager

#### **Ormond Beach Public Art Master Plan**

Ormond Beach, Florida | Project Manager

#### **Acworth Public Art Plan**

Acworth, Georgia | Urban Planner

#### **Burleson Public Art Plan**

Burleson, Texas | Urban Planner

#### **Tempe Public Art Plan**

Tempe, Arizona | Urban Planner

### EDUCATION

Bachelor of Science in City & Regional Planning, Minor in Architecture, Theatre and Pop Culture Studies, The Ohio State University

### ROLE

Arts & Culture Planning  
Urban Planning & Design  
GIS Mapping  
3D Modeling  
Graphic Design  
Stakeholder Interviews  
Community Engagement  
Project Coordination



## MEGAN ADORNETTO

HISTORIC PRESERVATIONIST | DESIGNING LOCAL

### PROJECT ROLE: HISTORIC PRESERVATIONIST

Megan is a skilled designer and historic preservationist with a passion for preserving and studying the evolution of cultural heritage. Megan's expertise includes Autodesk Revit, AutoCAD, SketchUP, and GIS. She has experience in laser scanning, building conditions assessments, and historic property research. Megan has also worked as a freelance designer, creating schematic design packages for clients, and as an intern at an architecture and construction company, where she worked on historic structure projects and created existing conditions models in Revit. With her strong background in design and preservation, Megan is dedicated to keeping tradition alive and ensuring the preservation of cultural heritage for future generations.

### RELEVANT EXPERIENCE

#### **Powell Historic District Survey**

Powell, Ohio | Project Manager & Historic Preservationist

#### **Sunrise Historic District Survey**

Greeley, Colorado | Project Manager & Historic Preservationist

#### **Somerset Historic District Building Assessment**

Somerset, Ohio | Project Manager & Historic Preservationist

#### **West Virginia Main Street Design Assistance**

State of West Virginia | Project Manager & Historic Preservationist

#### **Amherst Historic Design Guidelines**

Amherst, New Hampshire | Project Manager

#### **Old West End Design Guidelines**

Toledo, Ohio | Historic Preservationist & Researcher

#### **Historic Property Research for 122 Logan Street\***

Charleston, South Carolina | Historic Preservation Researcher

#### **Investigative Report on St. James Church in Goose Creek\***

Charleston, South Carolina | Historic Preservation Researcher

#### **Architectural Survey Report of the Old Village\***

Mount Pleasant, South Carolina | Historic Preservation Researcher

#### **Preliminary Information Form, Walnut Hill Schoolhouse\***

Johns Island, South Carolina | Historic Preservation Researcher

#### **Investigative Report on the Dirleton Plantation House\***

Georgetown, South Carolina | Historic Preservation Researcher

#### **Folly Beach ACA and Design Template\***

Folly Beach, South Carolina | Historic Preservation Researcher

#### **Building Pathology Report\***

Charleston, South Carolina | Historic Preservation Researcher

*\* Projects completed with a previous employer*



### EDUCATION

Master of Science in Historic Preservation, Clemson University

Graduate Certificate in Historic Preservation, Boston Architectural College

Bachelor of Arts in Interior Design, Kent State University

### AFFILIATIONS

Association for Preservation Technology, International

Society for Architectural Historians

### ROLE

Historic Preservation

GIS Mapping

Revit

AutoCAD

SketchUP

Historical Research



## ANNA TALARICO

CURATOR & ARTS ADMINISTRATOR | DESIGNING LOCAL

### PROJECT ROLE: PUBLIC ART COORDINATOR

Anna brings to Designing Local a nimble skillset in public art implementation and project management; public art procurement; and contemporary art curation; and collection management best practices. As a well-rounded public art and museum professional, Anna has held roles as a museum and exhibitions project manager, independent art curator, and art history educator. Bridging multiple industries, her unique background has shaped her into an inclusive, visionary, and growth-minded leader, who is adept at working independently or collaboratively with stakeholders, internal and external partners, and community members. Her deep knowledge of the contemporary art world and experience with public art commissions has calibrated my ability to translate artists' vision into project deliverables. She thrives in roles in which she is responsible for client and third-party relationships; assessing risk; and general project operations.

### RELEVANT EXPERIENCE

#### **South Bend - Elkhart Regional Partnership Arts Plan**

Elkhart, Marshall, & St. Joseph Counties, Indiana | Project Manager

#### **Vacaville Arts & Culture Plan**

Vacaville, California | Public Art Coordinator

#### **Reimagining Columbus**

Columbus, Ohio | Research & Content Curator

#### **Savannah Public Art Plan**

Savannah, California | Project Manager

#### **Milpitas Public Art Plan**

Milpitas, California | Project Manager

#### **Port St. Lucie Public Art Implementation Services**

Port St. Lucie, FL | Public Art Curator

#### **Anaheim Public Art Master Plan Implementation Services**

Anaheim, California | Public Art Curator

#### **Smyrna Public Art Consultant**

Smyrna, Georgia | Public Art Coordinator

#### **Acworth Public Art Plan**

Acworth, Georgia | Project Manager

#### **Riviera Beach Public Art Master Plan**

Riviera Beach, Florida | Project Manager

#### **Ormond Beach Public Art Master Plan**

Ormond Beach, Florida | Project Manager

#### **The Point Public Art Plan**

Salt Lake City, Utah | Public Art Coordinator



### EDUCATION

Master of Arts in Contemporary Art and Curatorial Practice, The Ohio State University

Bachelor of Arts in History of Art, Magna Cum Laude, The Ohio State University

Bachelor of Arts in French, Magna Cum Laude, The Ohio State University

### ROLE

Public Art Planning

Stakeholder Interviews

Community Engagement

Research & Analysis

Public Art Implementation

Public Art Procurement

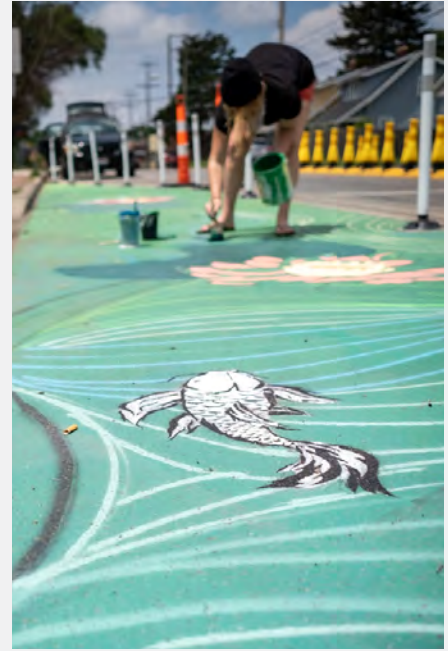
Contemporary Art Curation

Collection Management Best Practices





## WHY OUR TEAM?



**We will work with the City of New Braunfels to create a customized community engagement plan that will best support strong and honest dialogue and foster communication and collaboration between New Braunfels staff, stakeholders, local organizations, and the general public.**

We recognize that New Braunfels, like many communities, is increasingly diverse and that recognition of its multi-cultural, multi-lingual character will be essential to this project. We also recognize in any community planning endeavor, legacies of appropriation, exclusion and intolerance are often surfaced, in ways that are unique to each particular community. In our experience, the best solutions to being inclusive and addressing creative and cultural tensions can found by working with communities themselves, rather than by imposing outside ideas about appropriate processes.

The Designing Local team understands that we are not always representative of the communities we work in, and as such, we are clear that we don't know what we don't know about the expertise and lived experiences of the community members that are engaging with. Our strength is in knowing the conversations we are qualified to lead (for example, those about public art policy) and those we have a moral imperative to outsource to folks who are "credible storytellers" within the groups we seek to engage. We frequently hire and pay people to lead aspects of our projects that are outside our areas of expertise, and step aside to allow them to engage as they see fit. It is for this reason that we do not have a prescribed methodology to impose upon the communities in which we work — our project plans intentionally leave space for community collaboration and its (often-surprising) outcomes.

Our team will strive to deeply connect with area residents and community members in order to discover and enhance the culture and history of New Braunfels. We will accomplish this through a simple strategy; utilize every opportunity available to weave local storytelling and cultural narratives into the built environment. This is achieved through very direct methods, such as public art or interpretive signage, or through more subtle design methods like material selection and use of color, texture, and form. This storytelling approach is critical in generating value and buy-in amongst community members. We also believe this approach does not necessarily cost more money to implement; rather it requires a clear definition of goals from the beginning of the design process and an effective strategy for prioritization of resources.





# TAB 6

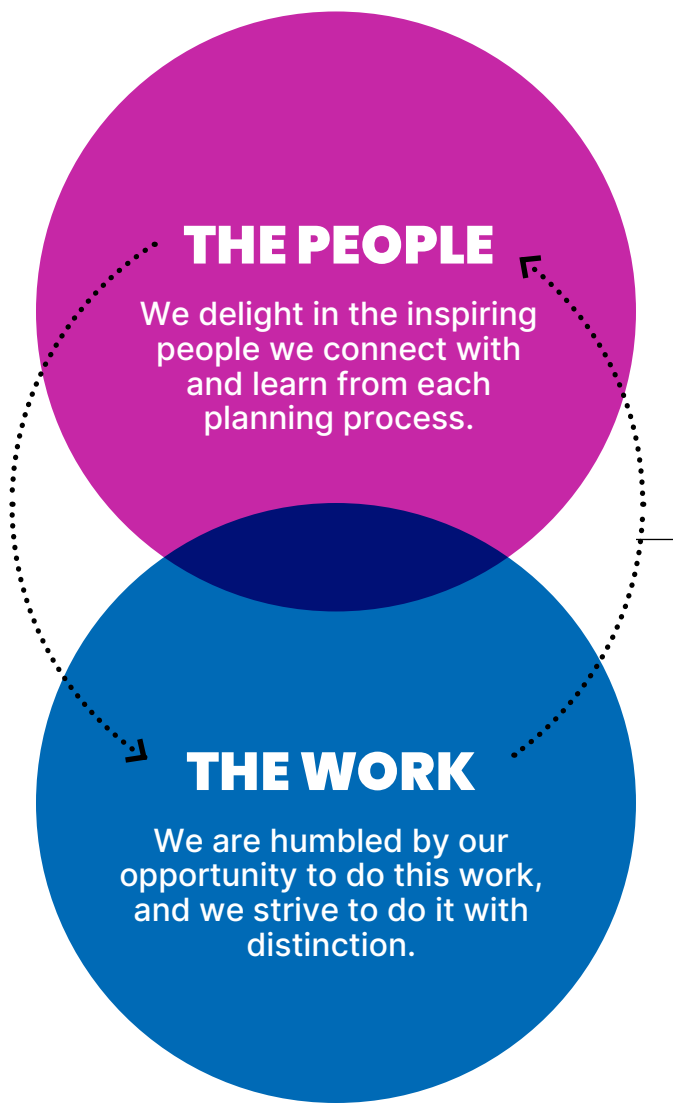
## PROJECT APPROACH



## METHODOLOGY

**We understand that the City of New Braunfels is looking for a comprehensive Arts & Culture Master Plan that delivers a clear vision for arts and culture and provides a feasible action plan to fully realize the City's artistic potential.**

Residents and visitors are drawn to distinct, interesting, culturally relevant places. Each community has a significant latent resource in the form of the creative energy of its residents. All of our projects are infused with energy focused toward building community pride, identity, and investment, and growing an environment that attracts all people. We don't want the engagement process to feel like work, so we work to create an atmosphere that is convenient, fun, and fosters open and inclusive dialogue. Through robust and creative public engagement we help to extract the story of the place in which we are working. We take that story, as told by the community itself, and help translate that into a unique, interesting, and powerful built environment that will bring people that visit New Braunfels to experience joy and well-being.



## THE EXPERIENCE

We strive to find and cultivate the wonder and beauty within our client communities on every project.

We understand that for the New Braunfels Public Arts Master Plan we will accomplish this by:

**Creating flexible and scalable short-, medium-, & long-term strategies** - Developing a comprehensive strategic plan for arts and culture that outlines actionable strategies, initiatives, and projects for the next decade.

**Recommending appropriate organizational, personnel, policy & financial strategies** - Supporting arts and culture efforts in New Braunfels utilizing its available financial resources, including the Hotel Occupancy Tax, Capital Improvement Programs, General Obligation Bond Funds and Economic Development Corporation sales tax.

**Establishing an implementation framework** - Identifying roles, responsibilities, timelines and prioritize resource allocation for executing the Plan.



An aerial photograph of a river winding through a lush green forest. Several groups of people are seen tubing down the river, with colorful inflatable rings visible. The shoreline is covered in dense trees and vegetation. A small building is visible in the bottom left corner.

# TAB 7

## **QUALITY CONTROL & ASSURANCE PLAN**



# PROJECT ADMINISTRATION PLAN & PERFORMANCE

At Designing Local we're a small team working hard and building together. Internally and externally we prize open, honest, and clear communication. Principal-level service is among the core values of our firm. We have a passion and curiosity for what we do and we bring the devotion we have for our community to each of those we work in. The success of this project will depend upon coordination and consensus building with both public and private stakeholders. This includes a variety of cultural groups, City staff, and community stakeholders. We value communication with the public and will utilize this input to drive the planning process.

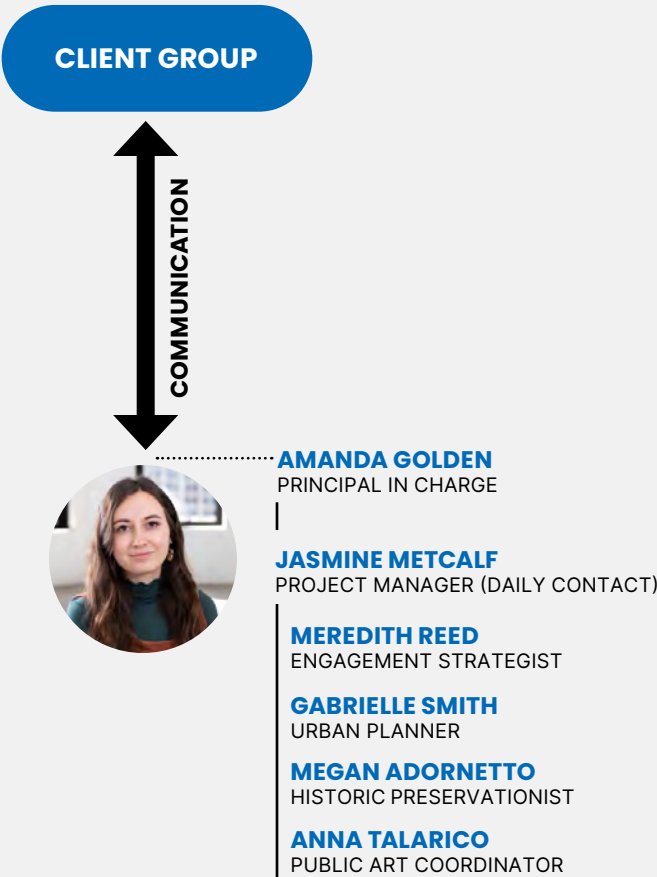
The New Braunfels Arts & Culture Master Plan will be managed by Jasmine Metcalf, an experienced arts and culture project manager and urban planner at Designing Local. Jasmine will be responsible for communicating to all members of the full consultant team and will assure their direct participation in meetings and other project activities as necessary. Jasmine will also coordinate and organize all materials for various submittals, presentations, and deliverables.

To maintain the highest quality deliverables and efficient process, as part of the first task on all our projects we will establish the following:

**Project Communication Plan** - Develop a plan with the Client Group that includes proposed meeting dates, information graphics, and methodologies for engaging internal/external stakeholders and other outside entities.

**The Client Group** - Establish a small group of critical people will be the primary entity that will provide direction and guidance to our team. A representative designated by the Client Group will be designated to directly coordinate with Designing Local for all logistical considerations. This representative will be our point of contact for public meetings and necessary facilities required for such activities.

**Client Group Meetings** - Facilitate regular, recurring, bi-weekly videoconferences to discuss progress and direction. These bi-weekly project coordination meetings will serve as our regular core team check-ins. These recurring meetings provide a dedicated time to follow-up on action items and to discuss to-do items to keep the overall project on schedule as they relate to the developed Project Work Plan (guiding document used as a real-time comprehensive project status report).



# TAB 8

## PRELIMINARY WORK PLAN SCHEDULE





## PROPOSED SCOPE OF WORK

The proposed scope for the City of New Braunfels Arts & Culture Master Plan (Plan) is below. The scope should be refined with input from staff. Please note that references to “Client Group” mean the City of New Braunfels designated project manager, City staff, and other designated personnel, and the “Team” refers to personnel from Designing Local.

### TASK 1: DISCOVERY

**1.01: Introduction & Overview.** The Team will meet with the staff for an intense orientation. This is anticipated to be a day long session and include a tour of the City, highlighting any existing arts, cultural, and historic destinations throughout the City. A Client Group representative will be expected to lead this tour. A meeting with the Client Group will also be scheduled to outline the Plan’s purpose, objectives, and significance for the city’s cultural development, and review the meeting schedule, public outreach plan, and expected deliverables. The Team will participate throughout the process in engaging, soliciting, and managing feedback that help achieve the Plan goals and outcomes.

**1.02: Cultural Asset Inventory.** The Team will work with the Client Group to conduct an inventory of existing cultural assets, including arts venues, galleries, museums, theaters, performance spaces, public art installations, heritage sites, festivals, and cultural organizations. The Team will determine what current cultural destinations and attributes are revered and valued. Understanding the existing supply of arts and cultural facilities and programs in New Braunfels will be key to identifying future opportunities for arts and culture in the community. The Team will be familiar with the following:

- Relevant previously prepared plans for the City, including the five-year Strategic Plan, existing city policies, permits and ordinances, other City plans currently being developed, and strategic plans of existing New Braunfels arts and cultural organizations;
- Geographic distribution of cultural attributes and assets;
- New Braunfels history;
- All Art and Culture work in New Braunfels in the last 5 years;
- National assessment of conditions and trends in Art and Culture Planning, paying special attention to municipalities of similar size and character both locally and nationally as benchmark counties.

**1.03: SWOT Analysis.** Based on the data and information collected, the Team will prepare an overview of New Braunfels current arts and cultural landscape, including strengths, weaknesses, opportunities, and threats (SWOT). This will be used to inform our approach to engaging with stakeholders and community members.

**1.04: Project Website/Webpage.** The Team will create a project website or provide content that will allow the public to be engaged and informed throughout the planning process. The website will include information on planned events, images from public engagement events, and any other relevant information to the planning process.

#### **Task 1 Deliverables**

- Project Work Plan;
- Stakeholder List with Contact Information;
- Cultural Asset Inventory Report;
- SWOT Analysis;
- Project Website/Webpage.

## PROPOSED SCOPE OF WORK, CONTINUED

### TASK 2: OUTREACH & ENGAGEMENT

**2.01: Stakeholder Engagement.** The Team will meet with key stakeholders to listen and learn about the City. Stakeholder meetings may take place in one-on-one or focus group sessions and may include local artists, cultural organizations, city officials, residents, business owners, and community leaders. During this series of meetings, the Team will determine an internal vision and will discuss the plan for fulfilling the vision. Up to 20 individual stakeholder meetings will take place.

**2.02: Community Outreach & Engagement.** The Team will work with the Client Group to design and facilitate a series of community engagement activities including surveys, interviews, focus groups, and public forums to gather input, insights, and feedback on the city's cultural needs, aspirations, and priorities. These events will be highly interactive and inclusive and yield essential insight to craft a narrative about New Braunfels and the values of the community. A minimum of two public meetings will be facilitated. One event will be to kick off the planning process and the second to solicit the community's big ideas for the future.

- **Create.** The Team will work with the Client Group to design the specific details for each workshop, including specific engagement activities, necessary background research, and essential products. In addition to the engagement workshops, the team will develop a survey for the community to participate in. The survey will be distributed online through social media channels, the City's website, and will be available in hard copy in City offices.
- **Market.** The Team will assist with promoting the workshops, including developing the design of all marketing materials. The team will utilize local schools, colleges, businesses, nonprofits, and cultural institutions, the arts community, neighborhood organizations, and the City to promote the workshops within their networks and amplify community involvement and support.
- **Facilitate.** The Team will lead and facilitate an informative and engaging program.
- **Report.** The Team will prepare a detailed report that interprets the data and identifies key values, priorities, vision and goals. All findings will be presented based on community feedback and support and will be evaluated through a national best practice lens.

#### Task 2 Deliverables

- Stakeholder Engagement report;
- Community Outreach Plan;
- Public Workshop Series and Materials, including Surveys;
- Public Engagement Summary Report.

### TASK 3: SYNTHESIS & ANALYSIS

**3.01: Vision Statement.** Based on the public workshops and stakeholder meetings, the Team will extract the story New Braunfels wants to tell to the outside world through its Plan. The vision statement will articulate the desired future state of arts and culture in the city and define specific goals and objectives aligned with the visions presented in the Strategic Plan for cultural equity, accessibility, diversity, creativity, economic impact, and community engagement.

**3.02: Needs Assessment.** The Team will identify and analyze the city's cultural needs and gaps, considering factors such as demographic trends, audience preferences, funding constraints, infrastructure requirements, and regulatory challenges. Explore opportunities to address underserved communities, marginalized groups, and emerging artistic practices.

**3.03: Implementation Framework.** The Team will develop clear goals and action steps that are separated into short (6-18 months), medium (18-36 months), and long (36+ months) terms. Each recommendation will be examined for connection to other planning projects throughout the City and include roles, responsibilities, timelines, and resource allocations, as well as potential funding sources, partnerships, grants, sponsorships, and revenue-generation strategies to support executing the Plan.

#### Task 3 Deliverables

- Vision Statement;
- Needs Assessment Report.



## PROPOSED SCOPE OF WORK, CONTINUED

### TASK 4: INITIAL RECOMMENDATIONS

**4.01: Strategic Planning.** Develop comprehensive strategic initiatives for arts and culture that outlines actionable strategies, initiatives, and projects for the next 10 years. Based on the vision and goals articulated in Task 3, the Team will identify strategies for New Braunfels to support the expansion and maintenance of arts and culture from a programmatic and organizational perspective, as well as recommended policies and programs for future capital investments and funding decisions. All recommended initiatives will be prioritized based on their impact, feasibility, timeline, and resource requirements. The Team will develop performance indicators and evaluation metrics that will the Client Group to track progress and measure success over time.

**4.02: Implementation Framework.** The Team will develop clear goals and action steps that are separated into short (6-18 months), medium (18-36 months), and long (36+ months) terms. Each recommendation will be examined for connection to other planning projects throughout the City and include roles, responsibilities, timelines, and resource allocations, as well as potential funding sources, partnerships, grants, sponsorships, and revenue-generation strategies to support executing the Plan.

**4.03: Monitoring & Evaluation.** The Team will establish mechanisms for the City to monitor progress, collect feedback, and evaluate the impact of the Plan on New Braunfels's cultural vitality. The Team will also develop a process for the City to conduct periodic reviews and assessments to assess the effectiveness of strategies, identify course corrections, and adapt to evolving needs and circumstances.

**4.04: Documentation & Reporting.** The Team will document the planning process findings, recommendations, and outcomes in a comprehensive report. This report will be shared with stakeholders, city officials, funding agencies, and the public to promote transparency, accountability, and outline the shared ownership and responsibilities needed to preserve and expand the City's cultural future.

**4.05: Present Draft Plan.** The Team will present the structure and components of the Plan, including design concepts and format to the Client Group. A list of proposed education and PR materials for public consumption will be included.

**4.06: Launch Plan.** The Team will work with the Client Group to determine the tools and information needed to create the basis for community-wide consensus building for the Plan.

#### Task 4 Deliverables

- Strategic planning recommendations;
- Implementation framework;
- Draft Plan;
- Presentation to community stakeholders and the Client Group.

### TASK 5: FINAL PLAN

**5.01: Final Plan.** The Team will finalize the plan based on feedback from the community stakeholders, staff, and elected officials.

**5.02: Outreach Materials.** The Team will develop education and PR materials that will communicate the process and outcomes of the Plan for consumption.

**5.03: Public Presentation.** The Team will present the final draft of the Plan at a City Council work session or meeting.

#### Task 5 Deliverables

- Final Plan;
- Presentation to community stakeholders and the Client Group.

## ASSUMPTIONS

Please note that references to the “Client Group” mean the City-designated project manager and personnel and the “Team” means Designing Local team members.

### ASSUMPTIONS OF THE CLIENT GROUP

- This approach will be converted to a detailed scope of work finalized in collaboration with the Client Group that will address coordination among City of New Braunfels staff.
- The Client Group will assist in obtaining any documents and data.
- The Client Group will act as a liaison with the appropriate legislative bodies.
- The Client Group will coordinate document review and supply edits or approvals in a timely manner.
- The Client Group will assist with securing locations for meetings, events, and workshops.
- The Client Group will assist in marketing public workshops to the public through community channels and other local opportunities.

### ASSUMPTIONS OF THE TEAM

- The Team will be prepared to have work sessions and project updates at minimum, bi-weekly with The Client Group.
- The Team will attend all meetings as needed and required and will prepare meeting summaries for The Client Group, including a monthly progress report as requested.
- The Team will prepare presentation materials in suitable formats for all public meetings.
- The Team will take the lead on facilitating all public meetings.
- The Team will respond in a timely manner to any and all questions from the public and The Client Group.
- The Team will serve as a liaison between the City, Departments, and community stakeholders.
- The Team will brief City leadership on plan recommendations, as requested.
- The Team will provide all tools for data collection including but not limited to questionnaires, surveys, etc.

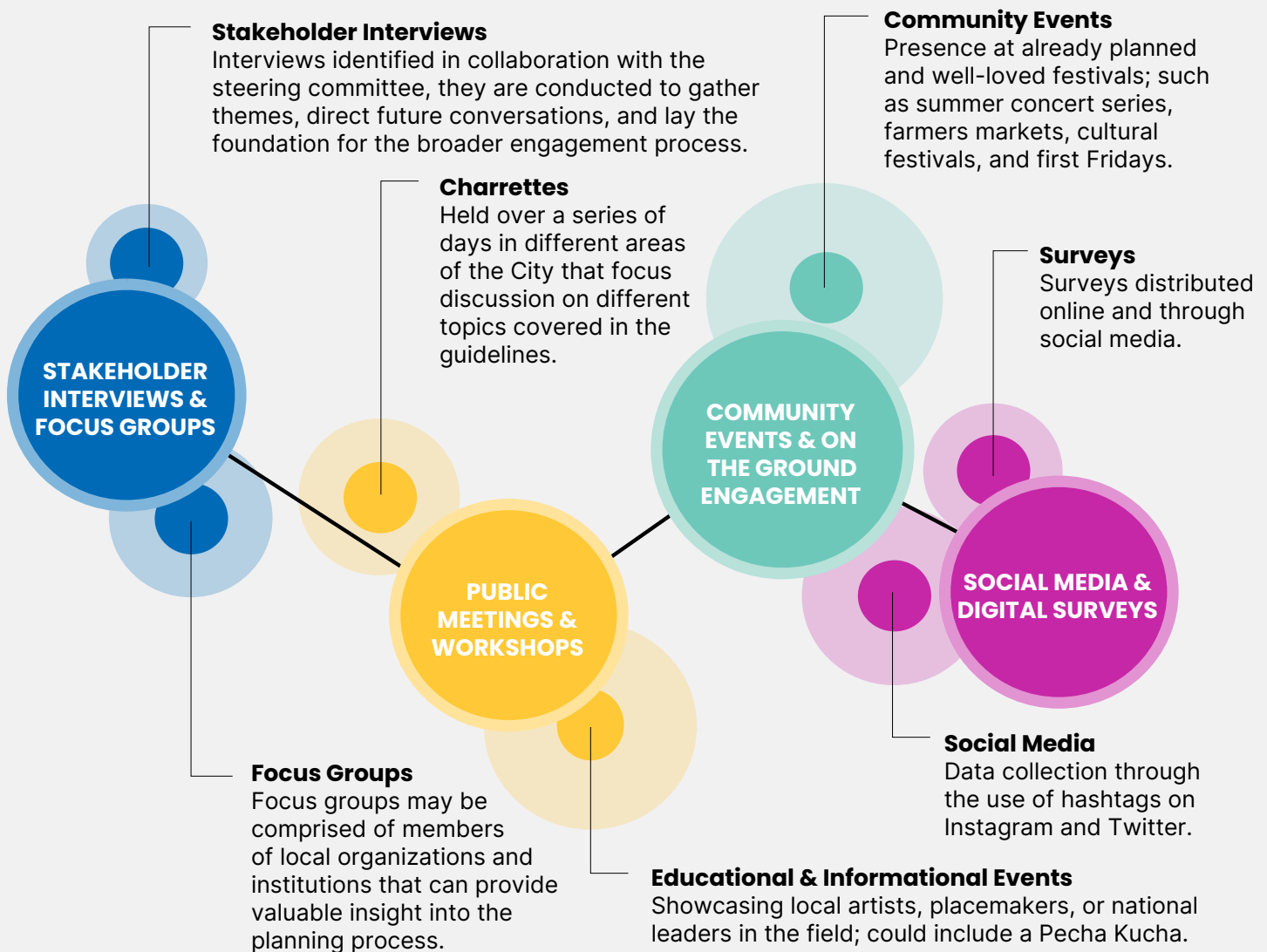


## COMMUNITY ENGAGEMENT STRATEGIES & TECHNIQUES

### We develop tailored strategies to effectively reach and engage hard-to-reach populations to inform, guide, and communicate the Plan.

Designing Local understands that our team is not always representative of the communities we work in, and as such, we are clear that we don't know what we don't know about the expertise and lived experiences of the community members that we are engaging with. Our strength is in knowing the conversations we are qualified to lead (for example, those about historic preservation) and those we have a moral imperative to outsource to folks who are "credible storytellers" within the groups we seek to engage. We frequently hire and compensate local people to lead aspects of our projects that are outside our areas of expertise, and step aside to allow them to engage as they see fit. It is for this reason that we do not have a prescribed methodology to impose upon the communities in which we work — our project plans intentionally leave space for community collaboration and its (often-surprising) outcomes.

We have a wide variety of creative public engagement practices that are often customized for the places we work. For this project we would work with you to determine the appropriate number and type of community engagement events and activities. Below are some featured techniques that we may use and have found successful on urban design projects. In our project timeline and cost proposal we have provided a more detailed timing for public engagement for New Braunfels.



## COMMUNITY ENGAGEMENT EXAMPLES



### CASE STUDY | DESIGNING LOCAL BROCKTON DOWNTOWN PUBLICLY ACCESSIBLE ART POLICY & PLAN

Designing Local is currently finalizing the Downtown Publicly Accessible Art Policy & Plan for Brockton, Massachusetts, which will advance public art in New England's first Black-majority city (and one home to a large number foreign-born residents as well). We have approached this project as a way to help make Brockton's built environment better reflect its growing, changing population. This project included other unique and custom community engagement strategies, including an artist-led community ArtSpeak & Sip educational event and a fun temporary art trail, the Legends of Brockton, that celebrated and promoted the cultural history of Brockton.



### CASE STUDY | DESIGNING LOCAL REIMAGINING COLUMBUS

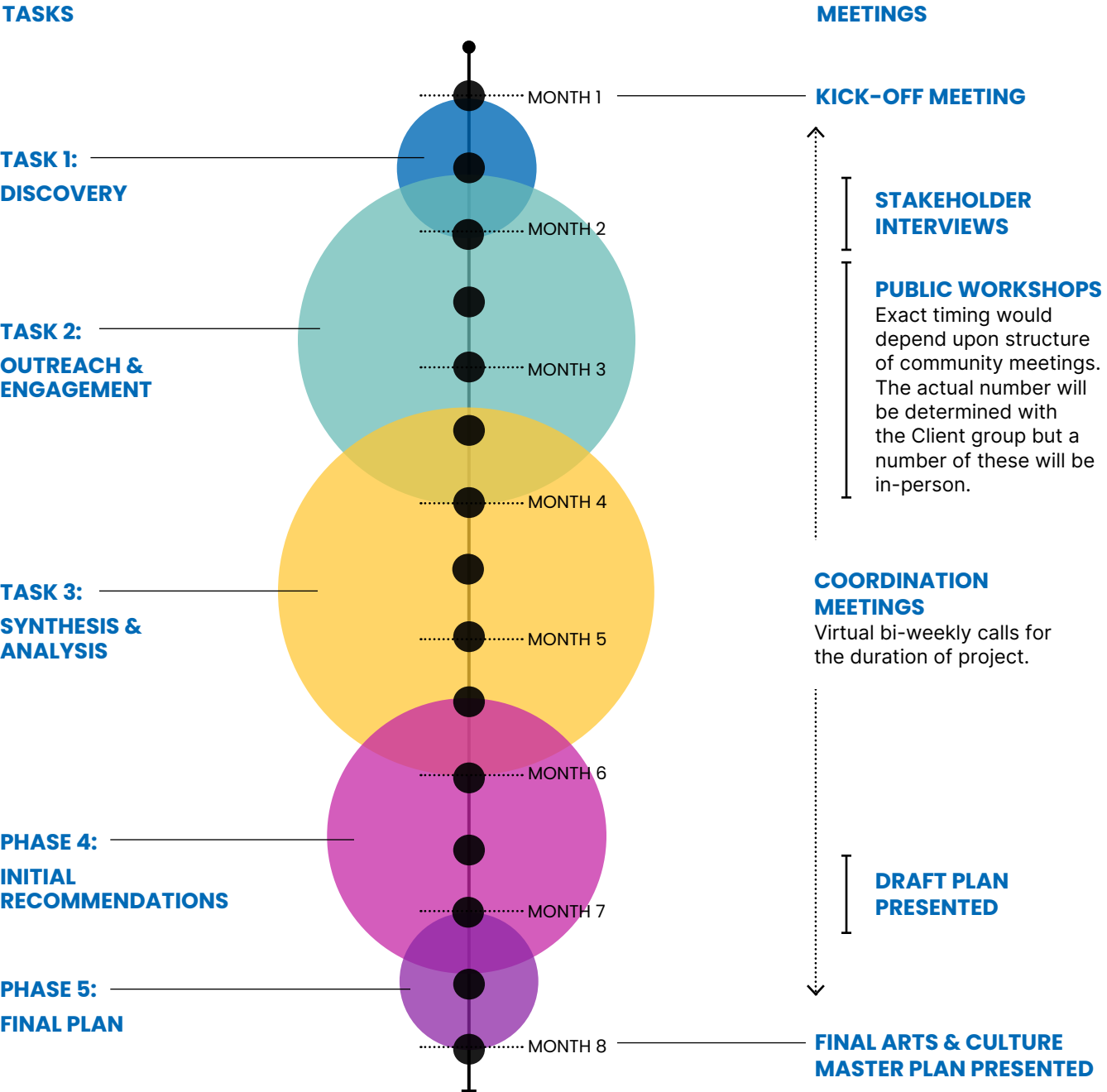
[CLICK HERE TO SEE THE PROJECT WEBSITE](#)

Designing Local is facilitating a 2-year "Reimagining Columbus" community conversation, funded by a \$2 million grant from the Mellon Foundation Monuments Project, to develop recommendations for the Christopher Columbus statue removed from City Hall's campus in 2020 upon ongoing protests. We are convening our Indigenous and Italian American neighbors, and many others representing the full scope of our community's cultural heritage, for education sessions and brave conversations about how our shared history and values should be reflected through public art, monuments, and symbols. Led by a team of historians, Indigenous architects and designers, and diversity and inclusion advisors we assembled, the project is using both conventional and restorative practices to support the sharing of personal narratives from Columbus residents to create places and symbols in which they see themselves.



# PROPOSED PROJECT SCHEDULE

Designing Local anticipates that this project will require approximately 8 months to complete. This will include 2 public engagement events and bi-weekly Project Management Team meetings. The process shown below is preliminary and we anticipate refinement of the schedule with input from the Client Group.



A low-angle photograph of a tall, cylindrical water tower against a clear blue sky. The tower has a white upper section with the word "GRUENE" in large, black, sans-serif capital letters. A small black star is positioned to the left of the text. Below the text, there is a metal walkway or platform with railings. The lower part of the tower is a lattice structure of metal beams and cables. The sky is a vibrant blue with some light, wispy clouds.

# TAB 9

**SIMILAR PROJECTS**





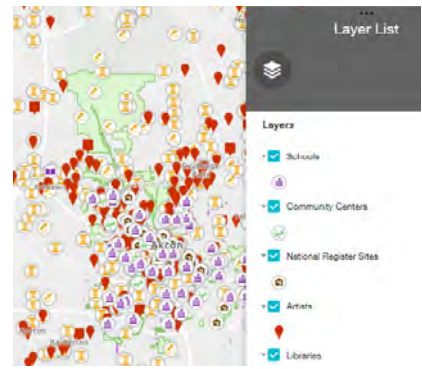
## AKRON CULTURAL PLAN

AKRON, OHIO

The Akron Cultural Plan is the culmination of over five years of work by the City of Akron, along with its partners ArtsNow, the GAR Foundation, and the John S. and James L. Knight Foundation. The plan seeks to build upon past studies of Akron's cultural landscape to help the community grow and prosper, with arts and culture at the center of the city's renaissance.

Work on the plan began in early 2019 and was completed in March 2020. Recommendations fell into 10 priority areas: Equity, Accessibility, Education, Talent, Engagement, Connections, Economic Impact, Resources, Placemaking, and Public Art. The planning team will continue to assist with ongoing implementation of the Akron Cultural Plan and the Akron Public Art Program. Extensive public and stakeholder engagement revealed arts and culture's need for access, equity, parity, and more. Initial recommendations focused on creating more inclusive creative leadership in Akron and creating access for all.

The resulting Cultural Plan provided well-defined next steps and processes designed to promote an equitable, world-class cultural environment, advance cultural diversity, increase opportunities to create culture, and provide vibrant experiences for all Akron residents and visitors. The Cultural Plan deliberately integrated art and culture into community revitalization efforts—placing the arts on equal footing with land use, transportation, economic development, education, housing, infrastructure, and public safety considerations.



CULTURAL ECOSYSTEM MAP



[CLICK HERE TO SEE THE FINAL PLAN](#)

**CLIENT**  
ArtsNow

**COMPLETED**  
2020

**SERVICES**  
Arts & Culture Planning  
Community Engagement

**TEAM**  
Josh Lapp  
Amanda Golden



## QUEEN CREEK ARTS & PLACEMAKING PLAN

QUEEN CREEK, ARIZONA

Queen Creek, located in the southeastern region of Arizona, has a rich and vibrant history that stretches back to its earliest inhabitants, the Hohokam people. The Downtown Queen Creek Art and Placemaking Plan aims to give the Town of Queen Creek the tools to transform the built environment of the Downtown area using public art and placemaking. Queen Creek is well known for its agricultural legacy that continues to the present day. Art and placemaking will continue to connect and celebrate that legacy, cementing the identity of the community in the eyes of residents and visitors.

Our vision is for public art and placemaking to transform Downtown Queen Creek into an interactive, unique, and vibrant community center. Art and placemaking features encourage residents and visitors to get out and explore the community on two feet or two wheels. These features create destinations and interest in the built environment. Queen Creek is well known for its agricultural legacy that continues to the present day. Art and placemaking could continue to connect and celebrate that legacy, cementing the identity of the community in the eyes of residents and visitors. The Arts and Placemaking Plan creates a vision for transforming Downtown Queen Creek into an interactive, unique, and vibrant community center. As many venues are outside of the Downtown Core, specific focus was on recommendations that contribute to Queen Creek's agritainment identity. Connect to and display our natural environment. As a community with a rich history but also a dynamic future, art and placemaking elements can build upon and deepen the story of Queen Creek for residents and visitors.

[CLICK HERE TO SEE THE FINAL PLAN](#)

### CLIENT

Town of Queen Creek,  
Arizona

**COMPLETED**  
2024

### SERVICES

Public Art Planning  
Community Engagement

### TEAM

Josh Lapp  
Jasmine Metcalf





## SURPRISE ARTS & CULTURE MASTER PLAN

SURPRISE, ARIZONA

Surprise, Arizona is a fast growing city in the West Valley of the Phoenix Metro Region. With 125,000 residents and a projected population of 500,000 by 2050, the City and its leaders are looking to arts and culture to help define the City within the vast and growing metro area. In addition to anticipated population growth, Surprise forecasts that 300 more square miles to land will be added to its existing 125 square feet of incorporated land. This provides an opportunity for the city to be proactive in ensure new development is interspersed with arts and culture that reflect the city and its people.

Because of the large scale of the population and land area, the team focused on ensuring that public engagement was accessible and diverse. From Baseball Spring Training to Public Art Bus Tours, the team provided interested engagement opportunities that met the needs of a community whose population includes large numbers of young families and retirees. Great care and attention was paid to integrating the results of other planning efforts to ensure that this plan can be easily implemented alongside others such as the Park and Recreation master plan as the city grows and develops.

The results of the Surprise Arts & Culture Master Plan cover a diverse array of topics, from recommendations on how to bring more publicly and privately supported public art to the city to encourage the development of large scale cultural venues.



PORTION OF CITY FUNDS: PUBLIC ART			alternative:
full	partial	none	
PORTION OF CITY FUNDS: CULTURAL FACILITIES AND AMENITIES			alternative:
full	partial	none	



[CLICK HERE TO SEE THE FINAL PLAN](#)

**CLIENT**  
City of Surprise, Arizona

**COMPLETED**  
2018

**SERVICES**  
Arts & Culture Planning  
Community Engagement

**TEAM**  
Josh Lapp  
Amanda Golden

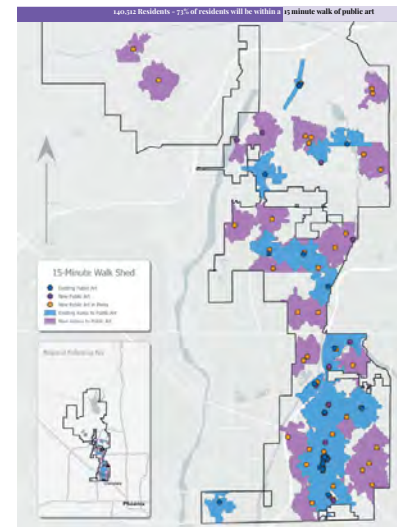


## PEORIA ARTS & CULTURE PLAN

PEORIA, ARIZONA

Peoria is a well-established but fast growing city in the West Valley of the Phoenix Metro Region. The city has long focused on providing public art and cultural amenities for its residents and has had many successes since the adoption of its 2009 Arts Master Plan. With most of the goals from the 2009 plan achieved and the new leadership in places, there was a key opportunity to re-evaluate the program and determine next steps.

The 2022 Peoria Arts & Culture Plan focuses on six key priorities that are bolstered by strategies and big ideas connected to the priorities to support transformational change. Extensive research and mapping supported the needs residents expressed in surveys and interviews: access to arts and culture needed to increase in areas where it is not easily accessible.



[CLICK HERE TO SEE THE FINAL PLAN](#)

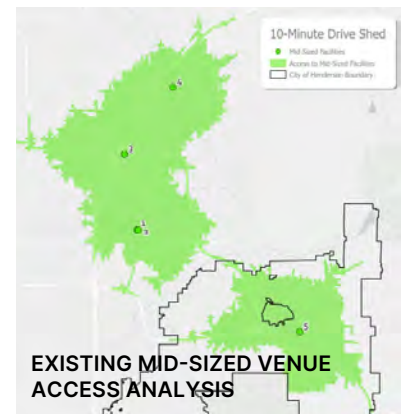
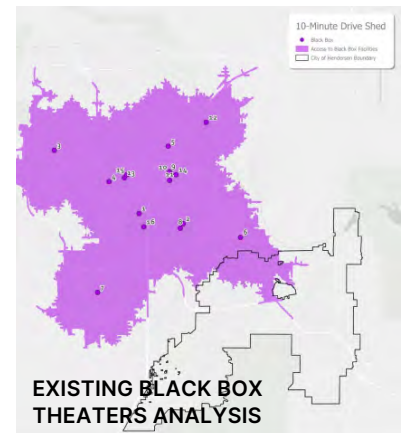
**CLIENT**  
City of Peoria, Arizona

**COMPLETED**  
2022

**SERVICES**  
Arts & Cultural Planning  
Urban Planning & Design  
Community Engagement

**TEAM**  
Josh Lapp  
Amanda Golden





## ARTS LAUNCH HENDERSON

HENDERSON, NEVADA

As a city with a longstanding upward trajectory, Henderson recently found itself poised to launch a large-scale arts and culture movement. Over the previous decades the City of Henderson along with its partners have undertaken numerous arts and culture efforts. This plan builds off these previous informal efforts and seeks to formalize an arts and culture program in order to take the city to the next level of success in the arts. The plan provides a blueprint by which Henderson can stake its claim as the foremost community for arts and culture in Southern Nevada. We began by establishing a vision for arts and culture in Henderson and detailing the projects, programs, facilities, and partnerships that can be capitalized upon to advance strategic objectives. We then outlined the details of how to operationalize and fund ambitious new initiatives through a formal Arts & Culture Henderson program — as well as how this program would function. Finally, we explored potential projects that could launch Henderson with a detailed action plan.

In addition to public engagement, this plan is built upon intention. From the beginning, the planning team and city staff determined that this plan should not only be visionary but should also be highly actionable. The plan also needed to be highly policy driven and one of the first outcomes of the planning process was the development of the Henderson Public Art Policy. The plan is also built upon the city's other planning efforts. The final plan aligned with goals from the Strategic Plan, the Parks and Recreation Master Plan and other planning efforts the City has undertaken.

[CLICK HERE TO SEE THE FINAL PLAN](#)

**CLIENT**  
City of Henderson, Nevada

**COMPLETED**  
2023

**SERVICES**  
Arts & Cultural Planning  
Community Engagement

**TEAM**  
Josh Lapp  
Amanda Golden





## FRANKFORT ARTS & CULTURE MASTER PLAN

FRANKFORT, KENTUCKY

[CLICK HERE TO SEE THE FINAL PLAN](#)

Frankfort has been a destination for Kentuckians since its establishment as the state's capital. With the growth of the region as a national destination—due to the bourbon industry, a desire to increase economic activity, and opportunity for the redevelopment of downtown—the City and its partners have endeavored to improve Frankfort's arts and culture presence, particularly in the downtown area. To that end, the City applied for and won an Our Town grant from the National Endowment for the Arts to express community values and vision through public art and to enhance cultural amenities throughout the city.

Like life around the world in 2020, the planning process was upended by the COVID-19 pandemic. What was initially envisioned as a series of large public meetings was retooled to accommodate our new reality. Online focus groups were held alongside and enhanced survey effort. An in-person socially distanced outdoor 'choose your own adventure' engagement opportunity was set up at a sculpture park that allowed for in person engagement safely.

The efforts yielded extensive input and greatly influenced the outcomes of the plan. The plan recognizes short, medium, and long term strategies to reach some broad and bold visions. By following the strategies outlined in this document, the City will be able to phase in the proposed projects and programs in an orderly way as the economy recovers.

### CLIENT

City of Frankfort, Kentucky

### COMPLETED

2021

### SERVICES

Arts & Culture Planning  
Community Engagement

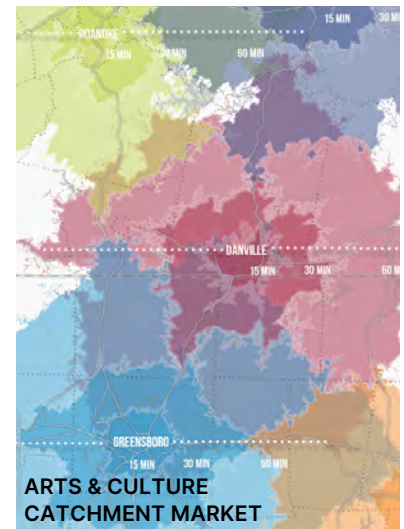
### TEAM

Josh Lapp  
Amanda Golden

### AWARDS

2021 APA Kentucky Special  
Merit Award for Outstanding  
Plan





## DANVILLE ARTS & CULTURE PLAN

DANVILLE, VIRGINIA

To build upon the creative energies in the City of Danville a 10-year strategic arts and culture plan to formalize and operationalize the people and organizations already doing arts and culture work in Danville. The plan includes a well-defined vision, analysis, and brand for publicly supported art of all kinds within the City of Danville. The plan is intentional in weaving more opportunities for residents and visitors to enjoy the arts and Danville's culture.

Thirty-five leaders in the sector were interviewed about their vision for the Cultural Arts Program. Stakeholders included arts organization leadership, elected officials, city department heads, and local arts business owners. Focus groups were also held with arts leaders from various organizations. Members of the public were engaged in a number of activities, including sharing their ideas for arts and culture and considering public art types and locations. The public was also given the opportunity to contribute directly to a survey, which received 181 responses.

While participants shared the overall quality of arts and culture in Danville was average, there was a hunger for more—specifically, live music and theater and community arts events and festivals and iconic public art. Through the implementation of the arts and cultural experiences outlined in the plan, Danville will have a roadmap for how to capitalize on their growing tourism market drawing visitors and artists from the region while supporting creatives and cultural organizers at the local level.

[CLICK HERE TO SEE THE FINAL PLAN](#)

**CLIENT**  
City of Danville, Virginia

**COMPLETED**  
2024

**SERVICES**  
Arts & Cultural Planning  
Urban Planning & Design  
Community Engagement

**TEAM**  
Josh Lapp  
Jasmine Metcalf





# TAB 10

## REFERENCES





## CLIENT REFERENCES

### MARYLOU STEPHENS

Arts, Culture, & Library Services Director  
City of Peoria, Arizona  
678.480.3801  
marylou.stephens@peoriaaz.gov  
Project: Peoria Arts & Culture Plan  
Time: 2021-2022

### JENNIFER LINDLEY

Downtown Development Manager  
Town of Queen Creek, Arizona  
480.358.3523  
jennifer.lindley@queencreekaz.gov  
Project: Queen Creek Arts & Placemaking Plan  
Time: 2022-2023

### PATRICK HAMMER

Director of Parks and Recreation  
Town of Erie, Colorado  
303.926.2540  
phammer@erieco.gov  
Project: Erie Public Art & Placemaking Plan  
Time: 2022-Present

### SHERESE FORTRIEDE, AICP

Planner & Public Art Manager  
City of Fort Wayne, Indiana  
260.427.5694  
sherese.fortriede@cityoffortwayne.org  
Project: Art For All | Fort Wayne Public Art Master Plan  
Time: 2019

### NICOLE MULLET

Executive Director  
ArtsNow  
Akron, Ohio  
330.203.1606  
nicole@artsnow.org  
Project: Akron Cultural Plan  
Time: 2019-2020

### PAUL GAMBILL

Executive Director  
Community Engagement Lab  
Montpelier, Vermont  
802.595.0087  
paul@communityengagemnetlab.org  
Project: Montpelier Public Art Master Plan  
Time: 2017-2018





# TAB 11

## **PREFERRED INTERVIEW TIMES**



## INTERVIEW AVAILABILITY

We understand that if the City decides to interview firms in-person or via Microsoft Teams on Monday, February 24, 2025. We have indicated whether representatives from our Team are “Available” or “Unavailable” for the times provided, but will remain flexible to accommodate the City’s procurement process.

1:00pm - **Available (Virtual)**

2:30pm - **Available (Virtual)**

4:00pm - **Available (Virtual)**



# TAB 12

**ADDITIONAL SUPPORTING  
DOCUMENTATION**



**CONFLICT OF INTEREST QUESTIONNAIRE****FORM CIQ****For vendor doing business with local governmental entity****This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.**

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

**OFFICE USE ONLY**

Date Received

**1 Name of vendor who has a business relationship with local governmental entity.****DESIGNING LOCAL, LTD**

**2** ☐ **Check this box if you are filing an update to a previously filed questionnaire.** (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

**3 Name of local government officer about whom the information is being disclosed.**

N/A - None

Name of Officer

**4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.**

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐

Yes

☐

No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐

Yes

☐

No

**5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.**

**6** ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

**7**
  
 Signature of vendor doing business with the governmental entity

2/13/2025


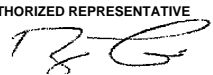
Date

Designing Local will provide a completed Certificate of Interested Parties upon award of contract.

### HOUSE BILL 1295 CERTIFICATE OF INTERESTED PARTIES

<b>CERTIFICATE OF INTERESTED PARTIES</b>			<b>FORM 1295</b>	
Complete Nos. 1 - 4 and 6 if there are interested parties. Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.			<div style="border: 2px solid black; padding: 5px;"> <b>OFFICE USE ONLY</b> </div>	
<b>1 Name of business entity filing form, and the city, state and country of the business entity's place of business.</b>				
<b>2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.</b>				
<b>3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract.</b>				
<b>4</b> <b>Name of Interested Party</b>	<b>City, State, Country</b> <b>(place of business)</b>	<b>Nature of Interest (check applicable)</b>		
		<input type="checkbox"/> <b>Controlling</b>	<input type="checkbox"/> <b>Intermediary</b>	
<b>5</b> Check only if there is <b>NO</b> Interested Party. <input type="checkbox"/>				
<b>6 UNSWORN DECLARATION</b> My name is _____, and my date of birth is _____. My address is _____ (street) _____ (city) _____ (state) _____ (zip code) _____ (country). I declare under penalty of perjury that the foregoing is true and correct. Executed in _____ County, State of _____, on the _____ day of _____, 20_____. <div style="text-align: right; margin-top: 10px;">             _____              Signature of authorized agent of contracting business entity              (Declarant)           </div>				
<b>ADD ADDITIONAL PAGES AS NECESSARY</b>				



	<b>DESIG-1</b> <b>CERTIFICATE OF LIABILITY INSURANCE</b>	<b>OP ID: KJ</b> DATE (MM/DD/YYYY) <b>09/23/2024</b>													
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.															
<b>IMPORTANT:</b> If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).															
<b>PRODUCER</b> Insurance Agency of Ohio 7100 N High St Ste 300 Worthington, OH 43085-2333 Dan R Guarasci	<b>614-848-3000</b> <b>CONTACT NAME:</b> Kelly Johnston <b>PHONE (A/C, No, Ext):</b> 614-848-3000 <b>FAX (A/C, No):</b> 614-848-7698 <b>E-MAIL ADDRESS:</b> Kelly@iaofohio.com														
<b>INSURED</b> Designing Local, LTD 20 East Broad St, Suite 1010 Columbus, OH 43215	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: left;">NAIC #</th> </tr> <tr> <td>INSURER A : Cincinnati Indemnity Co</td> <td>23280</td> </tr> <tr> <td>INSURER B : Cincinnati Spec Underwrtrs Ins</td> <td>13037</td> </tr> <tr> <td>INSURER C :</td> <td></td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Cincinnati Indemnity Co	23280	INSURER B : Cincinnati Spec Underwrtrs Ins	13037	INSURER C :		INSURER D :		INSURER E :		INSURER F :	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A : Cincinnati Indemnity Co	23280														
INSURER B : Cincinnati Spec Underwrtrs Ins	13037														
INSURER C :															
INSURER D :															
INSURER E :															
INSURER F :															
<b>COVERAGES</b> <span style="float: right;"><b>CERTIFICATE NUMBER:</b></span> <span style="float: right;"><b>REVISION NUMBER:</b></span>															
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.															
INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS									
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:		ENP 0279663	10/01/2024	10/01/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000									
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY		ENP 0279663	10/01/2024	10/01/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$									
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <input type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$		ENP 0279663	10/01/2024	10/01/2025	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000									
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in Nh) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N <input type="checkbox"/> N / A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$									
B	Professional		CSU0237780	08/31/2024	08/31/2025	Limit 2,000,000									
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)															
<b>CERTIFICATE HOLDER</b>  <b>SAMPLEC</b>  This is a sample certificate. To receive a certificate in your name, please give Insurance Agencies of Ohio a call				<b>CANCELLATION</b>  SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 											
ACORD 25 (2016/03)				© 1988-2015 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD											



**Department of  
Development**

**Mike DeWine**, Governor  
**Jon Husted**, Lt. Governor

**Lydia L. Mihalik**, Director

**Women Business Enterprise  
Certification Letter**

March 14, 2023

Amanda Golden, Managing Principal  
Designing Local LTD  
87 N 20th Street  
Columbus, OH 43203

CERTIFICATION NUMBER: WBE - 202302-2632  
Effective Dates: March 14, 2023-March 14, 2025

Dear Amanda Golden, Managing Principal:

The Ohio Department of Development (Development) has reviewed your application to obtain certification as a Women Business Enterprise (WBE) in Ohio. Having satisfied the requirements set forth in Section 123:2-14 of the Ohio Administrative Code (OAC) as required, we are pleased to inform you that Designing Local LTD is hereby certified by as a WBE.

This certification letter shall serve as the State's official certification to this effect.

As a certified WBE, Designing Local LTD must inform Development in writing (letter or email) within 30 days of any occurrence of material change(s). A material change is defined as any change in circumstances affecting the business or the at least 51 percent eligible owner(s), including but not limited to current contact information, changes in ownership, business structure, independence, managerial and/or operational control, or any change in the information provided in its application including changes in management responsibility among owner(s) of the certified business. Similar notification must be provided to Development of any changes to the company's name, business address, email address, telephone numbers, principal products/service, or other basic contact and commercial activity information. For additional information, please refer to OAC 123:2-14-01, 123:2-14-02, and 123:2-07. Failure to notify Development of any material change is cause for revocation of Designing Local LTD's WBE certification.

Re-certification may be done up to one month prior to the expiration date of this certification. At that time, Designing Local LTD must submit a completed Re-certification Application for Development's review relative to Designing Local LTD's eligibility for continued participation in the WBE program.

If you need any assistance or have questions about the WBE program, please contact Development's Minority Business Certification and Compliance Unit at 614-466-5700.

Congratulations on your certification as a WBE and thank you for choosing to do business in Ohio.

Sincerely,

Monica L. Womack  
Chief, Minority Business Development Division

77 South High Street  
Columbus, Ohio 43215 U.S.A.

614 | 466 3379  
800 | 848 1300  
[www.development.ohio.gov](http://www.development.ohio.gov)

The State of Ohio is an Equal Opportunity Employer and Provider of ADA Services





## UNIFIED CERTIFICATION PROGRAM

OhioUCP.org

## Ohio Department of Transportation

1980 West Broad Street, MS 3270

Columbus, Ohio 43223

(614) 466-2878

dot.sdbe@dot.ohio.gov

November 1, 2024

Joshua Lapp

Designing Local, LLC DBA Designing Local, Ltd.

20 E Broad Street

Columbus, OH 43215

Dear Mr. Lapp:

Having reviewed your Annual Declaration of Eligibility, we are pleased to inform you that Designing Local, LLC DBA Designing Local, Ltd. is eligible to remain certified as a Disadvantaged Business Enterprise (DBE) in Ohio, effective November 1, 2024. Designing Local, LLC DBA Designing Local, Ltd. is currently certified in the following NAICS codes and descriptors\*:

NAICS Codes:

**NAICS 541320: LANDSCAPE ARCHITECTURAL SERVICES**

**NAICS 541430: GRAPHIC DESIGN SERVICES**

Descriptors:

**OHDOT 541320: BICYCLE FACILITIES AND ENHANCEMENT DESIGN**

**OHDOT 541320: CITY/LAND USE/TOWN/URBAN PLANNING**

\*For certain types of work, in addition to applying the appropriate NAICS code, the Ohio UCP applies a descriptor from its own classification scheme. The Ohio UCP's descriptors table is available at [www.ohioucp.org](http://www.ohioucp.org) (click the 'Ohio UCP Descriptors' link).

Disadvantaged Business Enterprise (DBE) certification allows Designing Local, LLC DBA Designing Local, Ltd. to participate as a Disadvantaged Business Enterprise (DBE) on federally assisted transportation-related projects and/or contracts. All Ohio's Federal Highway Administration, Federal Transit Administration, and Federal Aviation Administration recipients and subrecipients will accept this DBE certification. Designing Local, LLC DBA Designing Local, Ltd. is subject to the requirements of the DBE regulations (49 CFR Part 23 and Part 26, as amended) and all laws of the State of Ohio applicable to the transaction of business. A Disadvantaged Business Enterprise (DBE) certificate for Designing Local, LLC DBA Designing Local, Ltd. may be viewed or printed from the Ohio Unified Certification Management System at <https://ohiodot.dbesystem.com/>. Log in to the system with your credentials and use the left navigation menu to select View >> My Certifications.

Designing Local, LLC DBA Designing Local, Ltd. is required to inform ODOT in writing of any change in circumstances affecting its ability to meet the size, disadvantaged status, ownership, or control requirements of the DBE regulations or any material change in the information provided in the firm's application form. The notice must take the form of a sworn affidavit or an unsworn declaration executed under penalty of perjury of the laws of the United States. The written notification, along with supporting documentation describing in detail the nature of the change(s), must be submitted within 30 days of the occurrence of the change(s). Failure to provide timely notification will result in ODOT's action to decertify Designing Local, LLC DBA Designing Local, Ltd. as a Disadvantaged Business Enterprise (DBE) in Ohio. To submit a Declaration of Change, go to <https://ohiodot.dbesystem.com/>, log-in with your credentials and click on **Renew / Apply for Certification** on the top right hand corner of the system dashboard.

As a Disadvantaged Business Enterprise (DBE), Designing Local, LLC DBA Designing Local, Ltd. is also required to submit an Annual Declaration of Eligibility attesting there have been no changes in circumstances affecting its ability to meet the size, disadvantaged status, ownership, or control requirements of the DBE regulations or any material changes in the information provided in its application form (except for the changes about which it has already notified ODOT, if any) along with its current Federal business tax return (and those of its affiliates, if any) each year on its anniversary date. Designing Local, LLC DBA Designing Local, Ltd.'s next Annual Declaration of Eligibility is due on **August 10, 2025**. To submit an Annual Declaration of Eligibility, go to <https://ohiodot.dbesystem.com/>, log-in with your credentials and click on **Renew / Apply for Certification** on the top right hand corner of the system dashboard.

DBE certifications do not have an expiration date; however, Designing Local, LLC DBA Designing Local, Ltd. must submit the Annual Declaration of Eligibility on or no more than 30 days before its anniversary date. Failure to provide the requested documents in a timely manner will result in ODOT's action to decertify Designing Local, LLC DBA Designing Local, Ltd. as a Disadvantaged Business Enterprise (DBE) in Ohio.

Please be advised that a firm is not eligible to retain NAICS codes in all or some areas of work grouped under the NAICS codes if that firm exceeds the size standard listed under the NAICS codes. If a firm exceeds the size standard in any of its approved NAICS codes, it is no longer certified as a DBE under that specific NAICS code. If a firm exceeds the size standard in all of its approved NAICS codes or if the firm's controlling owner(s) exceed the established Personal Net Worth standard, it is no longer eligible to participate as a DBE.

If Designing Local, LLC DBA Designing Local, Ltd. expands in its line of work or adds additional lines of work to its capabilities, one or more NAICS codes and/or descriptors may be needed. To request additional NAICS codes, please submit the NAICS Code/Descriptor Request Form at <https://ohiodot.dbesystem.com/>. Log-in with your credentials and click on **Renew / Apply for Certification** on the top right hand corner of the system dashboard.

We encourage you to contact the Office of Outreach to learn more about upcoming matchmaking events and contracting opportunities with ODOT and transit systems. To locate the Regional Outreach Manager in your area, please go to [www.transportation.ohio.gov/odi](http://www.transportation.ohio.gov/odi) and visit the Office of Outreach's webpage.

If you have any questions, please contact the Office of Business & Economic Opportunity at (614) 466 2878 or [DOT.SDBE@dot.ohio.gov](mailto:DOT.SDBE@dot.ohio.gov).

Respectfully,

Deborah M. Green

Administrator

Office of Business & Economic Opportunity

DG:js



**AMENDMENT OF SOLICITATION**

City of New Braunfels  
Purchasing  
551 Landa Street  
New Braunfels, Texas 78130

RFP 25-008 Arts and Culture Master Plan		2. Amendment No. 1	3. Effective Date of this Action Feb. 6, 2025
4. Name and Address of Offeror or Contractor <b>DESIGNING LOCAL, LTD</b> 20 E. Broad Street Columbus, Ohio 43215		5. For Information Call: (No collect calls or Fax offers accepted) Purchasing: <b>Barbara Coleman</b> Phone No.: <b>830-221-4389</b> Email:	6. Amount of Contract/Order is: Increased by: Decreased by: New Total: <input type="checkbox"/> <b>Unchanged</b>

**7. THIS BLOCK APPLIES TO AMENDMENTS OF SOLICITATIONS ONLY:**

The above numbered solicitation is amended as set forth in Block 8 below.

- ☐ The date and time specified for receipt of offers IS NOT extended.  
☐ THE DATE AND TIME SPECIFIED FOR RECEIPT OF OFFERS IS CHANGED TO:

Offerors must acknowledge receipt of this amendment prior to the date and time specified in the solicitation or as amended, by one of the following methods:

- (i) By completing Blocks 4 and 9.a,b,c and returning this Addendum in the number of copies specified for the solicitation;
- (ii) By acknowledging receipt of this Addendum on each copy of the bid submitted; or,
- (iii) By separate letter, telegram, or fax referencing the solicitation and addendum.

If by virtue of this Addendum offeror desires to change an offer already submitted, such change may be made by letter, telegram, or fax, provided each such notice makes reference to the solicitation AND this Addendum, and is received prior to the date and time specified.

**NOTICE: NON-RECEIPT OF YOUR OFFER AND THIS ADDENDUM AT THE DESIGNATED PLACE WITHIN THE DATE AND TIME SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER.**

**8. DESCRIPTION OF CHANGES -**

**a. This amendment provides answers to questions received during the discovery period. See attached questions and answers and an Attachment B (modified).**

Except as provided herein, all terms and conditions of the document referenced above remain unchanged and in full force and effect.

9a. SIGNATURE OF OFFEROR OR CONTRACTOR 		10. CITY OF NEW BRAUNFELS, TEXAS	
9b. PRINTED NAME AND TITLE Amanda Golden Managing Principal & Co-Founder	9c. DATE 2/13/25	Barbara Coleman Barbara Coleman Purchasing Manager	2/6/2025 Date



An aerial photograph of a town, likely in the South, showing a mix of residential and commercial buildings, green spaces, and a large industrial facility in the foreground. The industrial facility features several large, cylindrical storage tanks and a complex network of pipes and structural steel. The town in the background is densely packed with buildings, including a prominent church with a steeple and a large building with a red roof. The sky is blue with scattered white clouds.

# TAB 13

## **DEVIATIONS FROM REQUEST FOR PROPOSAL**



## ATTACHMENT C

### EXCEPTIONS AND ALTERNATIVES FORM

**Failure to complete this form may result in your Proposal being deemed non-responsive and rejected without any further evaluation.**

Proposers are to comply with all requirements of this solicitation, otherwise the proposal may be deemed non-responsive. Exceptions may be considered if they are presented with the proposal and if the City determines that the exception does not materially alter the intent of this solicitation or that it exceeds the requirements of this solicitation.

☒ No Exceptions Taken

☐ Exceptions Taken – \*See attached (Include in Tab 9)

*\*Note that if any exceptions are taken, all required information must be submitted as an attachment*

In the event the Proposer takes exception to any language in this solicitation, they may set forth alternatives by presenting each exception separately by stating:

- a) The specific item or clause for which an exception is requested (citing the page and item number).
- b) The suggested change to the exception, inclusive of proposed new language if applicable.
- c) An explanation as to how the proposed change would benefit the City and/or why the exception is necessary.

*Except as may be indicated above, Proposer is in complete agreement with this entire solicitation including any proposed terms, conditions and business arrangements described herein.*



(Authorized Signature)

2/13/2025

Date

Managing Principal & Co-Founder

(Title)