

Cultural Currents Request for Proposals

Exploring the artistic and
musical heritage of the
Red River Cultural District



**DOWN
AUSTIN TOWN
ALLIANCE**



INTRODUCTIONS

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Hannah Rangel, Vice President Built Environment, Downtown Austin Alliance



BACKGROUND

- Partnered project between Downtown Austin Alliance and the Red River Cultural District
- Strategic Alignment for both organizations



RED RIVER CULTURAL DISTRICT MISSION

The Red River Cultural District is a creative community providing authentic Austin experiences through diverse local music, art and food for every fan and guest.

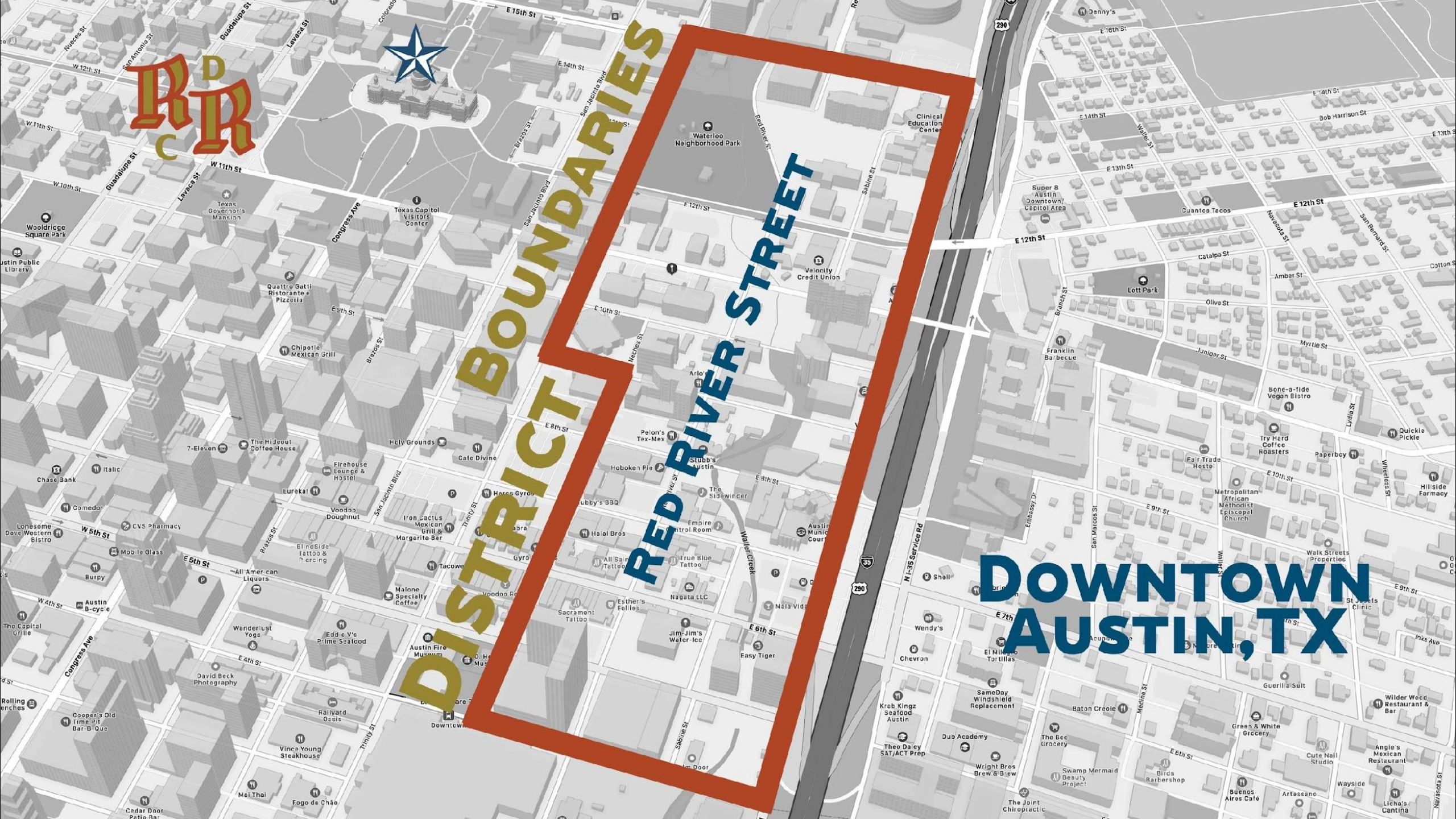
In an ever-changing ATX, our nonprofit seeks to preserve and grow Red River's creative, business, and music scene. As a community rooted in artists, musicians, performers, music venues, cultural institutions and small businesses, the District embodies the soul and heart of Austin.



DISTRICT BOUNDARIES

RED RIVER STREET

**DOWNTOWN
AUSTIN, TX**



**DOWNTOWN
AUSTIN
ALLIANCE
MISSION**

**Our mission is to create,
preserve and enhance the
vibe, vitality and value of
Downtown Austin *for
everyone.***

PROJECT GOALS

- Document and showcase the district's history, music, and artistic traditions and deliver assets to the Cultural District to:
 - Aid in marketing Red River as a Cultural Heritage tourist destination and attracting visitors locally, nationally, and internationally
 - Amplify the Red River Cultural District as destination for music, cultural and commerce past, present and future
 - Ensure the preservation of local stories, songs, and artistic expressions for future generations



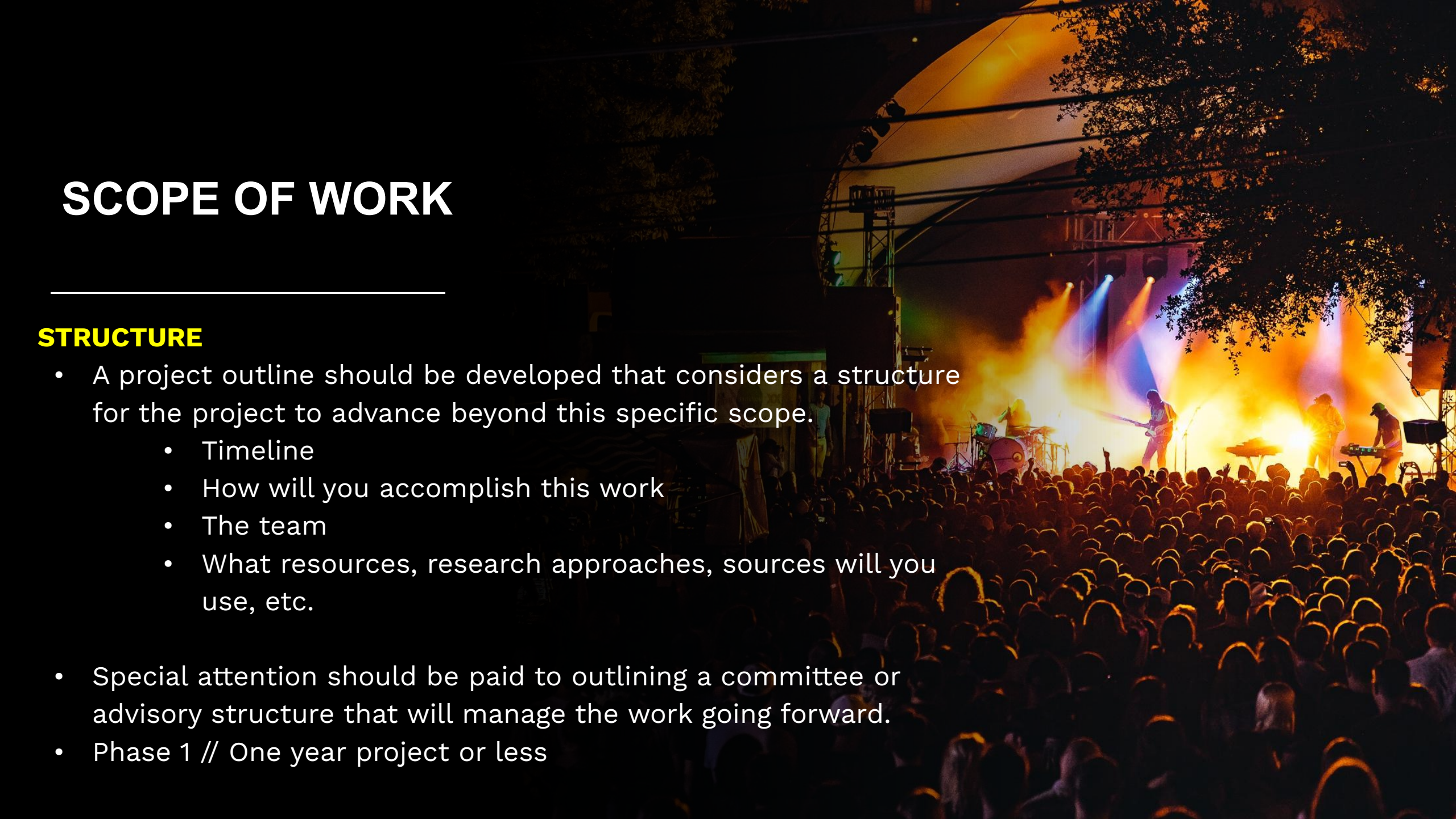
PROJECT GOALS

- Document and showcase the district's history, music, and artistic traditions and deliver assets to the Cultural District to:
 - Strengthen the district's sense of identity by curating and telling the stories of its artists, musicians, and historical figures
 - Highlight the contributions of diverse cultures, communities, and artists who shaped the district's identity
 - Leverage in attracting funding to support the RRCD's ongoing work



SCOPE OF WORK

STRUCTURE

- A project outline should be developed that considers a structure for the project to advance beyond this specific scope.
 - Timeline
 - How will you accomplish this work
 - The team
 - What resources, research approaches, sources will you use, etc.
 - Special attention should be paid to outlining a committee or advisory structure that will manage the work going forward.
 - Phase 1 // One year project or less
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SCOPE OF WORK

ENGAGEMENT

- Work should begin with 3-5 focus workshop sessions with identified stakeholders to guide the interpretive and research themes, sub-themes and overall direction of the project. Subsequent engagement should include one-on-one interviews with individuals identified for follow up to offer more in-depth information and research guidance.
- Summarized engagement findings should include identified themes and subthemes and how they relate to the Site Inventory deliverable.



SCOPE OF WORK

RESOURCE DEVELOPMENT

- **Resource Development:** An annotated site map should be prepared that documents the site name, address, description, and business history, with accompanying photographic, anecdotal, and written history that documents the cultural and musical history of the site.



SCOPE OF WORK

STORYTELLING + PLACE BASED ACTIVATION

- Storytelling and place-based activation: At least one place-based activation or storytelling deliverable should be completed based on the documented information. This could include an advocacy campaign, exhibition, walking tour, or performance in collaboration with partners in the Red River Cultural District; narrative content for each property applicable for website and print uses; or several short-form videos with interview footage, narration, photos or video imagery to be used for promotional and storytelling purposes for the Cultural District.



QUALIFICATIONS

- Five or more years of dedicated experience
- Cultural Tourism Plan or Project experience
- Stakeholder engagement and facilitation experience
- Trained, qualified and accredited Interpretive planners
- Consultant team must include at least one Austin-based individual with local knowledge, and professional experience as outlined above



SUBMITTAL REQUIREMENTS

- List / description of planning and implementation projects developed in the past 2 years
- Team qualifications
- Three references from recent projects
- Narrative approach to the stated scope of work
- Detailed draft budget
- Detailed draft timeline
- Any applicable terms and conditions



HOW TO SUBMIT

- Submissions should be sent to hello@downtownaustin.com by EXTENDED DEADLINE JANUARY 10, 2025 AT 5:00PM



QUESTIONS

To ensure fairness and equal access to this opportunity our team will not be meeting with interested parties or responding to questions outside of the information session.

What to do if you have questions:

- Information session
- Check the project websites
 - RRCD - <https://redriverculturaldistrict.org/workwithus/>
 - DAA - <https://downtownaustin.com/about-us/join-our-team/>
 -

Email them hello@downtownaustin.com

UPDATED WEEKLY



PROCESS OVERVIEW

- November 25, 2024: Request for Qualifications / Proposal launch
- 12/16 - Information and Q&A session
- EXTENDED DEADLINE January 10, 2025 - 5pm
- January: Review and Interviews with selected firms will be conducted.
- Anticipated project kick-off of February 1st, 2025
- Dates subject to change
- Collaborative proposals



AUDIENCE QUESTIONS

QUESTION: What is the maximum budget for this project?

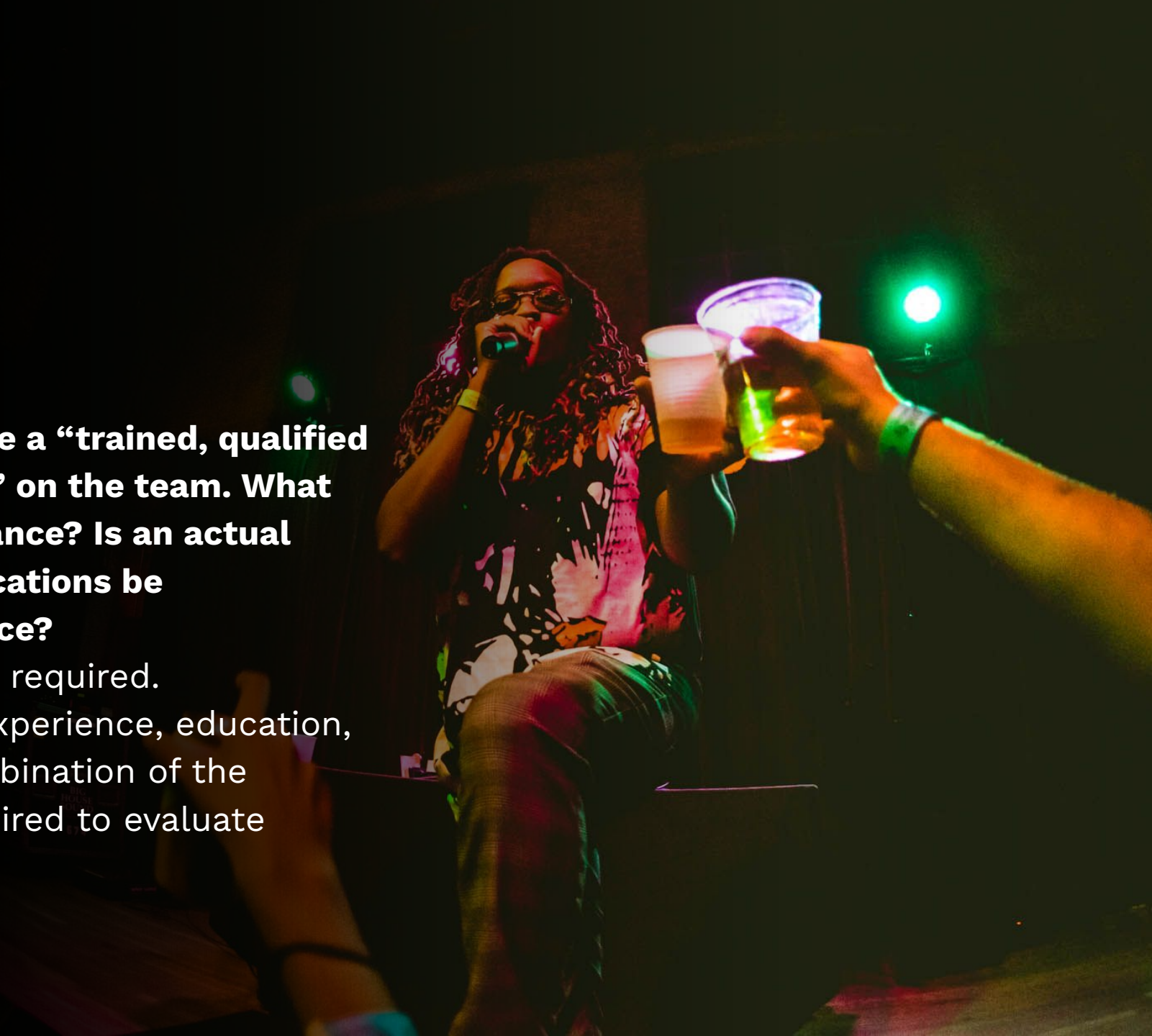
ANSWER: Budget range for this project is \$45,000-\$60,000



AUDIENCE QUESTIONS

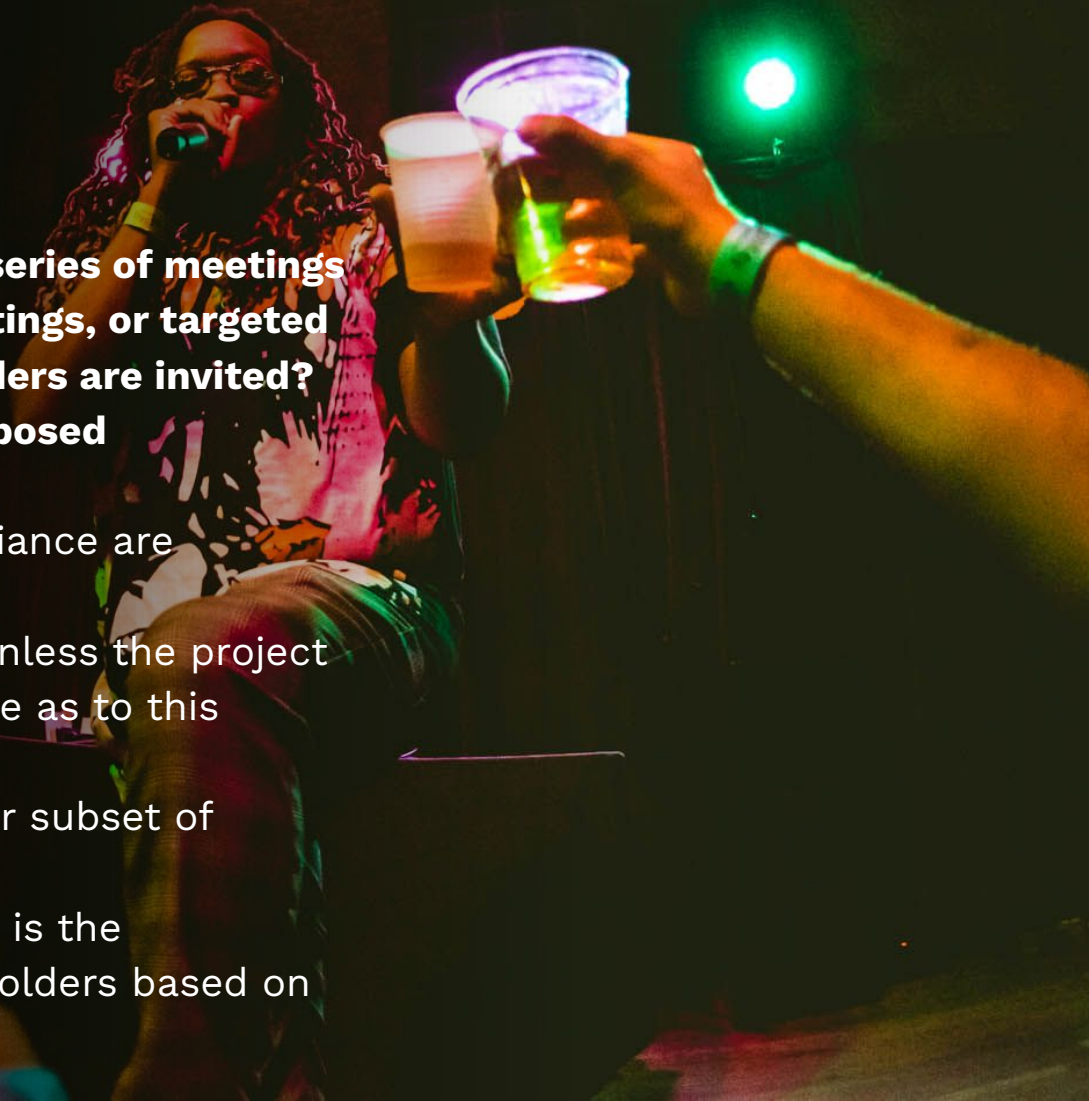
QUESTION: The qualifications require a “trained, qualified and accredited Interpretive planner” on the team. What does “accredited” mean in this instance? Is an actual certification required, or can qualifications be demonstrated from similar experience?

- An actual certification is not required. Demonstrated knowledge, experience, education, and or training and or a combination of the referenced, or others is required to evaluate qualifications.



AUDIENCE QUESTIONS

- **Item 2 in the scope asks for stakeholder engagement through a series of meetings or workshops. Does the DAA expect these to be fully public meetings, or targeted workshops to which a smaller subset of pre-identified stakeholders are invited? Related to that question, does the DAA already have a list of proposed stakeholders in mind?**
 - The Red River Cultural District and the Downtown Austin Alliance are partners in this project.
 - The meetings are not required to be fully public meetings, unless the project team has a justification based on expertise and best practice as to this approach.
 - RRCD and DAA envision that targeted workshops and smaller subset of individuals will be a key foundation to this work.
 - RRCD and DAA may have some contacts to contribute but it is the consultants responsibility to also produce suggested stakeholders based on the research done on this project.



QUESTIONS FROM AUDIENCE



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THANK YOU!



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