



**Cultural Currents: Request for Qualifications
Exploring the artistic and musical heritage of the Red River Cultural District**

PROJECT INTRODUCTION

The Red River Cultural District and The Downtown Austin Alliance request proposals from qualified consultants to document and showcase the Red River District’s history, music, and artistic traditions. The project should include due diligence on the early history of the area including cultural history inclusive of the German immigrant history and black entrepreneurship, with the focus and depth of the project dedicated to the years of history of Red River as a center for music.

This scope is considered a “year one” effort for a multi-year project aimed at capturing the narrative history of the district during a time of significant change. Deliverables from this effort will be leveraged in a variety of ways to ensure the preservation of the Cultural District’s assets and history.

This document will serve as a collection of questions received from interested parties specific to the scope of work, timeline, background, and more.

QUESTION: Will there be an information session to learn more about this project?

ANSWER: Yes, information session details are below -

WHEN: Monday December 16, 2024 at 9am-10am CST

WHERE: Virtual: <https://us06web.zoom.us/j/89489780490>

Join us to learn more about this opportunity to work with the Red River Cultural District in partnership with the Downtown Austin Alliance as we dive into an exciting project that will document and showcase the Red River District’s history, music, and artistic traditions. The session will include the following information:

- BACKGROUND

- PROJECT GOALS
- SCOPE OF WORK
- QUALIFICATIONS
- SUBMITTAL REQUIREMENTS
- HOW TO SUBMIT
- PROCESS OVERVIEW
- OPEN Q+A

Presenters:

Nicole Klepadlo, Executive Director Red River Cultural District // Red River Cultural District

Hannah Rangel, Vice President Built Environment // Downtown Austin Alliance

QUESTIONS AND RESPONSES AS OF 12/16/2024

QUESTION: What is the maximum budget for this project?

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

QUESTION: Will the DAA consider extending the deadline for proposals considering that the Q&A session occurs on December 16th, leaving less than two weeks overlapping the end of year holidays to complete proposals?

ANSWER: Deadline has been extended to Friday January 10, 2025 at 5:00pm

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?

ANSWER: 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.

QUESTION: Item 4 in the scope of work asks that at least one storytelling activation deliverable be included in the scope. Examples 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.” **Are the items separated by semi-colons all possible options to propose,**

exclusive of the others, or would the storytelling deliverable need to include some combination of those items? In other words, if respondents propose a performance as a storytelling deliverable, for instance, would said performance need to be accompanied by narrative content and short form videos to be used for storytelling purposes?

ANSWER: All items referenced are not required and do not demonstrate an exhaustive list. The storytelling activation direction should organically be developed in collaboration with RRCD and DAA and derived from the engagement, research and learnings of the project. This should not be a top down approach but rather created in collaboration with the project team and respective community.

QUESTION: 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?

ANSWER:

- 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.

QUESTION: Are there similar projects in other areas of the country that resemble this work?

ANSWER: Cultural tourism based projects inclusive of music heritage are an asset to reference for this work. A selection of examples are provided below that are both music heritage and other specific. These examples are not intended to be an exhaustive list of projects, and should not exclusively provide the direction for this work or your proposal responses. They rather should be used as a reference and we encourage you to do your own research for comparable projects.

- Motor Cities National Heritage Area
 - <https://motorcities.org/many-voices-one-story>
 - <https://motorcities.org/locations>

- Americana Music Triangle
 - <https://www.americanamusictriangle.com/history>
- Muscle Shoals Music Heritage
 - <https://msnha.una.edu/stories/music-heritage/>

QUESTION: Do you have specific marketing or fundraising goals to keep in mind for leveraging the assets developed?

ANSWER: Broad goals include the following. These goals may not reflect goals of the respective community involved.

Marketing Goals:

- Audience Engagement and Awareness
- Cultural Tourism and Visitor Attraction
- Development of historical narratives that can be shared through diverse, innovative platforms and creative expressions to preserve, honor, and inspire understanding of the district's unique heritage.
- Serve as an asset to the great Austin community and to promote visitorship and tourism

Fundraising Goals:

- Support future District programs geared at preservation, documentation and education
- Seek grants and partnerships to contribute to furthering this work
- Expand fundraising strategies for RRCD rooted in living history and performance initiatives

QUESTION: Since the scope is flexible, how would you like the budget formatted to help facilitate comparison of different scope proposals?

Answer: There is no specific formatting required for the budget. Provide as much detail as possible. It could also be possible to provide draft budget information on future phases if that helps explain or inform the current proposal.

QUESTION: Is the focus on the permanent tenants/stakeholders, or also temporary (SXSW)?

ANSWER: The focus is on the permanent tenants/stakeholders both current and historical, rooted in the addresses provided in the scope of work document. The focus of this project should not include temporary SXSW activations.

QUESTION: Are there historic preservation policies/codes/guidelines at the municipal/state level as we prepare the proposal?

ANSWER: This scope does not require the outcome of historic preservation policy, code, or guidelines as recommendations, nor does the work require this knowledge to be able to complete this project.

QUESTION: I have a question about the historical focus of the research. Music and music venues were mentioned and I am wondering if the desired outcomes are more focused on musical venues and/or larger histories, which may not always focus on musical venues?

ANSWER: The project should include due diligence on the early history of the area including cultural history inclusive of the German immigrant history and black entrepreneurship and others, with the focus and depth of the project dedicated to the years of history of Red River as a center for music including musicians, venues, and artists.

QUESTION: Do you have any specific goals for how this work ties into the Waller Creek vision plan implementation?

ANSWER: No additional or specific goals for this work have been identified that tie into the Waller Creek Vision Plan implementation. Areas of alignment can be referenced in the [Waller Creek Vision Plan, pg 16](#). Under “Waller Creek District and Creative Community”. This project will support the necessary evolution of the Cultural District.

QUESTION: Does the initial place-based activation need to fit within the initial budget?

ANSWER: Yes

QUESTION: How do you suggest budgeting for the activation piece of the project when we can't anticipate what the community may want until we go through the public engagement?

ANSWER: We would recommend allocating a budget range for the activation piece of the project. RRCD and DAA will work collectively with the consultant and community to direct an activation within the means of the scope.

QUESTION: Should the story of the district be at all forward thinking with all the development and changes swallowing up the area around it?

ANSWER: The current redevelopment, and development pressures and planned projects within the Cultural District should be acknowledged and do serve as impetus

for this project. The story of the District created through the historical research should demonstrate past, present and future.