



LOCAL CONSULTING ARTIST REQUEST FOR QUALIFICATIONS

6 December 2017:	Response Deadline
8 December 2017:	Selection Interviews
11 December 2017:	Selection Deadline
December 2017:	Contract Begins
November 2018:	Contract Complete

Project Summary

The Asheville Design Center (ADC) is working with the Center for Craft, UNC Asheville, a **local consulting artist**, a nationally-recognized creative placekeeping/placemaking expert, and key stakeholders to facilitate an **arts-based visioning process and implementation plan** for the city block defined by Broadway St., N. Lexington Ave, W. Walnut St., and Woodfin St. in downtown Asheville (herein, Study Area). Key stakeholders include Study Area property and business owners, cultural leaders, downtown advocacy groups, UNC Asheville, and the City of Asheville, all of whom will be represented on the project Advisory Team.

The project scope includes strategic planning and coordination with key stakeholders and the broader community to inform a long-term vision for the Study Area with the primary goal being the activation of Carolina Lane, Chicken Alley, and Broadway Street through the arts. The **local consulting artist** will work with the ADC team and stakeholders to identify opportunities for temporary installations to enliven the Study Area and suggest appropriate permanent uses on the site over time.

ADC will employ a multi-layered process that honors the unique history of the place, the underlying cultural systems, ecological opportunities, stakeholders' visions for the future, and applied learning opportunities for UNC Asheville students. The results of this process shall demonstrate thoughtful analysis of existing conditions and articulate imaginative and practical implementation strategies. The resulting design studies will serve as an effective communication tool to garner community support and attract future grant funds for implementation (local, regional, national).

ADC will work with the **local consulting artist**, a nationally-recognized creative placekeeping/placemaking consultant, local stakeholders, students, and the UNCA Steam Studio to produce a **creative placekeeping event in May 2018** that prototypes appropriate permanent uses to inform the implementation plan.

*The **Local Consulting Artist** will play a critical role in supporting the project manager and design team to ensure that all aspects of stakeholder and community engagement are grounded in the arts through an equity lens, and leverage creative methods and approaches whenever/wherever possible. ADC requests a 75-hour project commitment from the selected candidate.*

Overarching Responsibilities

- Support creative approaches to community engagement and participate in implementation of these strategies.
- Review project Scope of Work; advise on potential modifications to better achieve desired project outcomes.
- Serve as a subject area expert on the design team; attend volunteer design team meetings.
- Participate in the selection of a nationally-recognized creative placekeeping/placemaking consultant.



Responsibilities Within Project Scope of Work

TASK 2. Site Analysis & Synthesis

- Visit the site and explore possible creative uses of the arts for alleyway activation.
- Research similar projects that have used the arts to create gateway sites.

TASK 3. Stakeholder Engagement

- Participate in selection of nationally-recognized creative placekeeping/placemaking consultant.
- Task 3.A. Creative Placekeeping Best Practices: participate in the organization of a Study Area walking tour with the Advisory Team and creative placemaking consultant. Attend walking tour.
- Task 3.B. Stakeholder Visioning and Conceptual Design Workshops: co-design and facilitate stakeholder engagement strategies and implementation methods.
- Task 3.C. Creative Placekeeping Event: consult on the design and implementation of a creative placemaking event which will serve as a public engagement method to prototype and test placemaking concepts and installation in the Study Area; design and facilitate arts-based engagement activity(s) at creative placemaking event.

TASK 4. Final Visioning Documentation & Presentations

- Task 4.A. Draft Visioning Document & Implementation Plan: consult on draft implementation plan.
- Task 4.B. Final Visioning Document & Implementation Plan: consult on final implementation plan.

Compensation and Selection Criteria

- Commitment: 75-hours between December 2017 and November 2018
- Compensation: \$4,000
- Key Selection Criteria:
 - Demonstrated success with leading and facilitating arts-based community engagement projects and processes.
 - Locally-based: Permanent Asheville-resident for 3+ years.
 - Experience: 5+ years of practice-based experience in the arts.

Submission Instructions

Electronically submit responses to Chris Joyell (chris@mountaintrue.org) by December 6, 2017 at 11:59pm.

Acceptable responses will include:

- Business/Organization name (if applicable)
- Personal name
- Contact information (email, phone, mailing address)
- Cover letter including an outline of your approach to integrating the arts in community engagement processes generally, and how you would apply that to this project
- Portfolio of relevant experience (**maximum 5-pages**)
- 3 references, 2 of whom have direct experience with your community engagement work

The Center for Craft and the Asheville Design Center will conduct interviews on December 8, 2017 and select the consulting artist by December 11, 2017. The consulting artist will be expected to attend a kick off meeting with the Advisory Team during the week of December 11 (date TBD).

The Center for Craft commissioned the Broadway Cultural Gateway planning project as part of its property development initiative at 67 Broadway. The project is made possible through a grant from UNC Asheville supported by the Windgate Charitable Foundation.