

CREATIVE PLACEKEEPING EXPERT

Request for Qualifications

12 January 2018:	RFQ Published
26 January 2018:	Response Deadline
2 February 2018:	Selection Deadline
Late March/Early April 2018:	Public Lecture, Site Walk
5 May 2018:	Creative Placekeeping Event
Summer 2018:	Limited consultative services for development of implementation plan

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 community stakeholders to facilitate a creative placekeeping-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 are 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 of activating Carolina Lane, Chicken Alley, and Broadway Street through the arts.

ADC proposes 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 must serve as an effective communication tool to garner community support and attract future grant funds for implementation (local, regional, national).

ADC envisions working with a nationally-recognized **creative placekeeping/placemaking expert** to host a site walk of the subject Study Area with key stakeholders, and to produce a creative placekeeping educational speaking event in late March/Early April 2018. The speaking event will explore best practices and local opportunities on how art and design can be integrated into community planning and engagement processes to achieve increased quality of life and a more authentic sense of place.

The **creative placekeeping/placemaking expert** will consult on community engagement methods for the special event occurring in the Study Area on May 5, 2018 that will prototype practical applications of future scenarios and placekeeping methods including those presented in the public talk and explored on the site walk. The **creative placekeeping/placemaking expert** will also contribute to post-event analysis and consultation on the long-term creative placekeeping/placemaking implementation plan for the Study Area.

Broadway Cultural Gateway // Creative Placekeeping Project

Scope of Services

- Planning calls with core leadership team from Center for Craft and ADC throughout duration of project timeline.
- Late March/Early April 2018 Asheville, NC visit to include meetings with leadership team and key stakeholders, site walk with key community stakeholders, and community lecture.
- May 4-6, 2018 visit to Asheville, NC to facilitate creative community engagement methods at the May 5, 2018 community event.
- Light consultative services to synthesize event findings into implementation plan.

The **creative placekeeping/placemaking expert** will help plan and design this event alongside the Asheville Design Center and the local consulting artist.

The **creative placekeeping/placemaking expert** will provide a detailed analysis of the event and suggest recommendations for future implementation.

Compensation

The **creative placekeeping/placemaking expert** will receive maximum total compensation of \$15,000 (subject to negotiation) over the course of the project, with completion expected in summer 2018. Additional travel needs and expenses should be outlined in the RFQ response (subject to negotiation).

Submission Instructions

Interested candidates should submit their responses to chris@mountaintrue.org by January 26, 2018.

Responses should include:

- Business/Organization name
- Personal name
- Contact information
- Cover letter
- Examples of relevant experience
- Available dates to travel to Asheville in late March/early April 2018
- Confirmation of availability to travel to Asheville on May 5, 2018

The Center for Craft and the Asheville Design Center will select the **creative placekeeping expert** by February 2, 2018.

Questions may be submitted to chris@mountaintrue.org.