



Request for Proposals Town of Leonardtown Public Art Master Plan

Summary:

The Town of Leonardtown ("Town") is soliciting qualifications and proposals for the development of the Leonardtown Public Art Master Plan ("Master Plan").

Background:

The Town intends to develop a Master Plan for the Leonardtown Arts and Entertainment District to enhance the urban experience and provide an attractive environment for new development. In 2024 the Town was awarded a Technical Assistance Grant from the Department of Housing and Community Development to help procure a consultant to develop the Master Plan. The Town of Leonardtown has had success in implementing public art projects over the past few years however, recently, questions have arisen regarding appropriate projects and locations. A community developed public art plan would spark additional public interest; help the Town learn what additional kinds of public art citizens and visitors would like to see; prioritize opportunities; and create an inventory of what is on hand and what is planned. The plan will also identify possible sources of private sector investment and best practices for maintaining public art. A community developed and approved art plan, with associated goals and themes would help the Town in advising and approving projects. The Town desires to build upon what has already been accomplished, while ensuring projects are appropriate and consistent with the broader community vision.

Anticipated Scope of Work:

While the specific scope of work will be defined between the Town and selected consultant, the items below serve as a starting point. Please identify any anticipated changes, exclusions, or additions to this scope of work within your submission.

Project Management & Administration

- Consultant will manage the development of the master plan with support from the Town. This includes having regular meetings, communicating progress, and delivering a final project within the agreed to timeframe.

Existing Conditions & Plan Assessment

- Assess the existing conditions of the Arts and Entertainment District in Town. This includes reviewing existing documents such as the Downtown Strategic Plan, and relevant plans/documents from the County or local municipalities.
- Conduct an Asset Mapping process that identifies and communicates key assets throughout Town that may influence the final Master Plan.

Public / Stakeholder Engagement

- Conduct a robust engagement process that requests and incorporates feedback from a multitude of stakeholders including artists, arts nonprofits, businesses, community organizations/committees, residents, and visitors. The process will likely include a mix of interviews, surveys, focus groups, and open house meetings.
- Creative, unique, and thoughtful engagement strategies will be highly encouraged.

Research (connect to external plans, policy analysis, funding analysis)

- Identify opportunities for the Master Plan to connect to external plans and documents.
- Conduct a benchmark analysis of similar communities throughout the United States to identify potential precedence or inspiration that may inform the final Plan.
- Conduct an analysis of existing policies and funding mechanisms related to Arts & Culture in Town. Identify preliminary opportunities to address gaps.
- Review, engage with, and connect to related planning efforts that are running simultaneously and/or have been recently completed including but not limited to: Comprehensive Plan Update, Downtown Strategic Plan, Main Street District. The Town will coordinate access to relevant plans and data.

Gap Analysis & Opportunity Assessment

- Identify strengths and opportunities related to Arts & Culture in Town. Assess what strengths should continue to build and where additional resources need to be identified.
- Identify and assess public art themes and locations.

Define Priority Initiatives & Projects

- Define, prioritize, and communicate initiatives and projects that should be implemented within Town.
- Create an opportunity map that highlights key projects and opportunities for public art.

Develop Goals, Objectives, and Strategies

- Establish goals, objectives, and strategies that lay the roadmap for the Arts and Entertainment District in Leonardtown. These should include key metrics to measure success/progress and identified leaders/partners when appropriate.
- Goals, objectives, and strategies should, at a minimum, address plans for funding, locations, policies, governance structures, Arts and Entertainment sector support (artists, nonprofit organizations, creative businesses/makers), and public art.

Develop Plan

- Create the Public Art Master Plan document that is professionally designed for both digital and print viewing.
- Provide editable design files of the final plan to allow the Town to make future changes as needed.

Present Plan to Stakeholders and Gain Endorsement/Adoption/Resolution of Support

- A presentation to key stakeholders to gain endorsement, adoption, and/or Resolutions of Support of the plan. This presentation should be in-person.

Statement of Qualifications Requirements:

Interested applicants should submit a Statement of Qualifications (SOQs) with the following information. Incomplete SOQs will not be considered.

- **Letter of Interest:** Describe your firm or team's interest in this project and working with the Town community.
- **Firm Overview:** Describe your firm. Include details such as location, expertise, relevant past clients/projects, operating structure, and operating/planning philosophy.
- **Team Profile:** Outline key personnel who will be involved in this project. Include information about each key team member's background and anticipated role. Include resumes in this section or at the end of the SOQ document.
- **Similar Projects:** Provide up to 5 examples of similar projects this firm/team has successfully completed. Include an overview of each project along with client contact information for a reference we may contact about the project. When possible, include information about the implementation of the project and how it has been a success.
- **Project Understanding & Approach:** Describe your understanding of our needs and an overview of your anticipated approach. Given that this is an SOQ and not a proposal, this does not need to be in-depth but should communicate your overarching approach to this work and notes of any specific elements, processes, tools, or structures you anticipate using. Also note any concerns, exclusions, additions, or changes to items outlined in this RFQ such as timeline, scope of work, project goals, etc.
- **Community Engagement Approaches / Philosophy:** Describe your firm's approach to Community Engagement. Include the processes, facilitation tools, structures, etc. that

your team uses for this work. Also include information about how your team incorporates community feedback into the final plan.

- **Budget:** Describe the required budget and outline how your team anticipates using the requested budget based on the information available at this time.
- **Timeline:** Outline your anticipated timeline for the project based on the information available at this time. The Town has a grant deadline of 8 months but is open to alternative timelines. A final timeline will be agreed upon between the Town and the selected consultant.

Review Process:

- 🗓 RFQ released: May 12, 2025
- 🗓 Questions/Answer deadline: 4:00 pm May 28, 2025
- 🗓 SOQ due: By 4:00 pm May 30, 2025
- 🗓 Selection Committee reviews SOQs.
- 🗓 Interviews and/or Technical Proposals may be requested from finalists,
- 🗓 Selected Consultant and Town negotiate finalized scope of work, timeline, project terms, contract details.
- 🗓 Anticipated project kick-off: June 30, 2025

Selection Committee & Evaluation Criteria:

The selection committee will be made up of representatives from the Town Arts and Entertainment District committee. SOQs will be evaluated based on the following:

- 🗓 Team details and key personnel
- 🗓 Relevance and quality of experience
- 🗓 Community engagement approach
- 🗓 Project Understanding and Approach
- 🗓 Budget alignment
- 🗓 Anticipated timeline

Relevant Resources:

- ❖ [Downtown Strategic Plan](#)
- ❖ [Downtown Strategic Plan Phase 2](#)
- ❖ [Waterfront Development Plan](#)
- ❖ [Waterfront Development Plan Final Report](#)
- ❖ [2010 Comprehensive Plan](#)

Questions and Inquiries:

All questions and inquiries must be in writing and directed to Laschelle McKay
laschelle.mckay@leonardtownmd.gov.

Attachments:

- I. Leonardtown Arts and Entertainment District Boundary Map
- II. Leonardtown Arts & Entertainment District – Parcel Map
- III. Leonardtown Public Art Projects

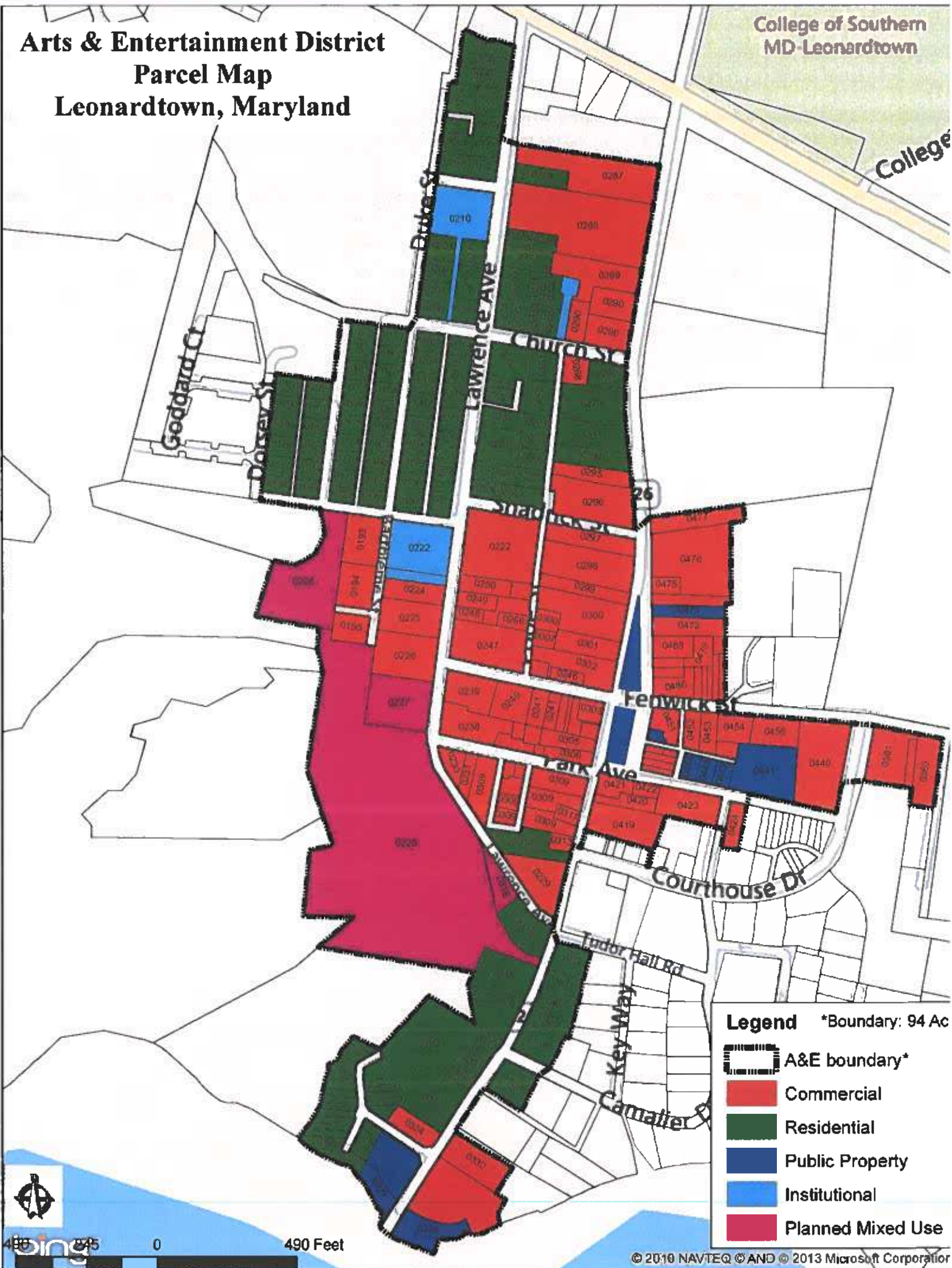
Proposed Arts & Entertainment District Leonardtown, Maryland

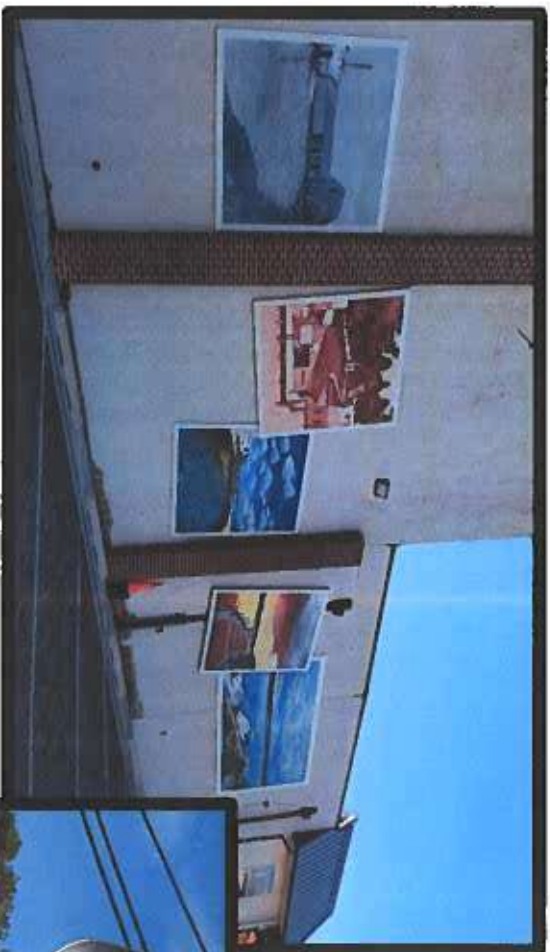


Arts & Entertainment District Parcel Map Leonardtown, Maryland

College of Southern
MD-Leonardtown

College

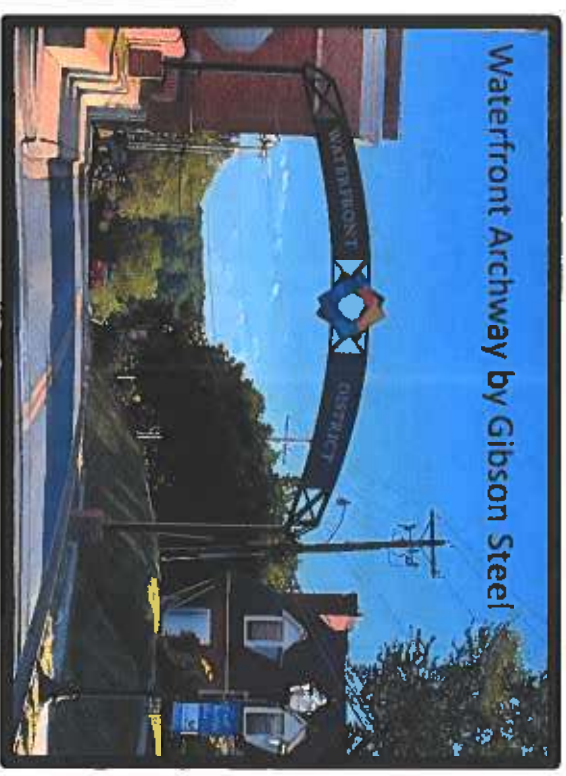




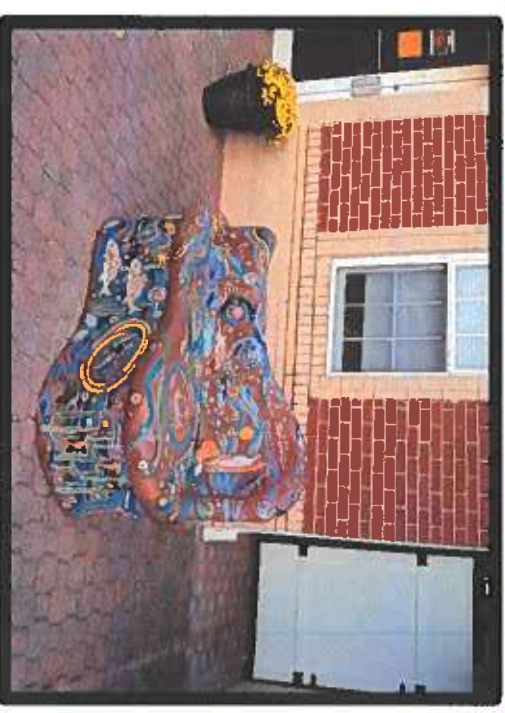
Wharf Then and Now
By Jamie Nalwai

Public Art Projects

Wind Cheer
By Steve Rands



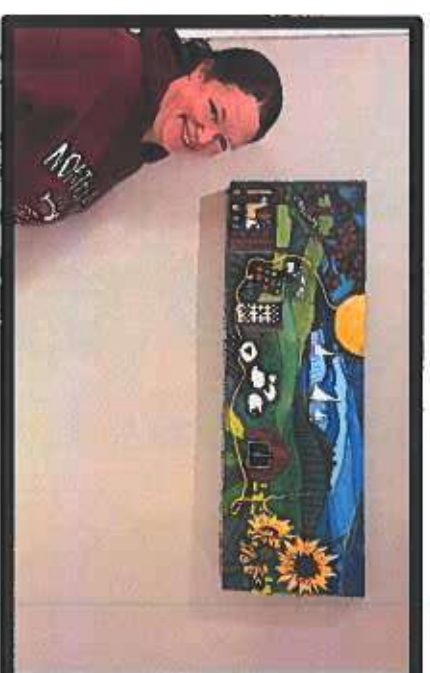
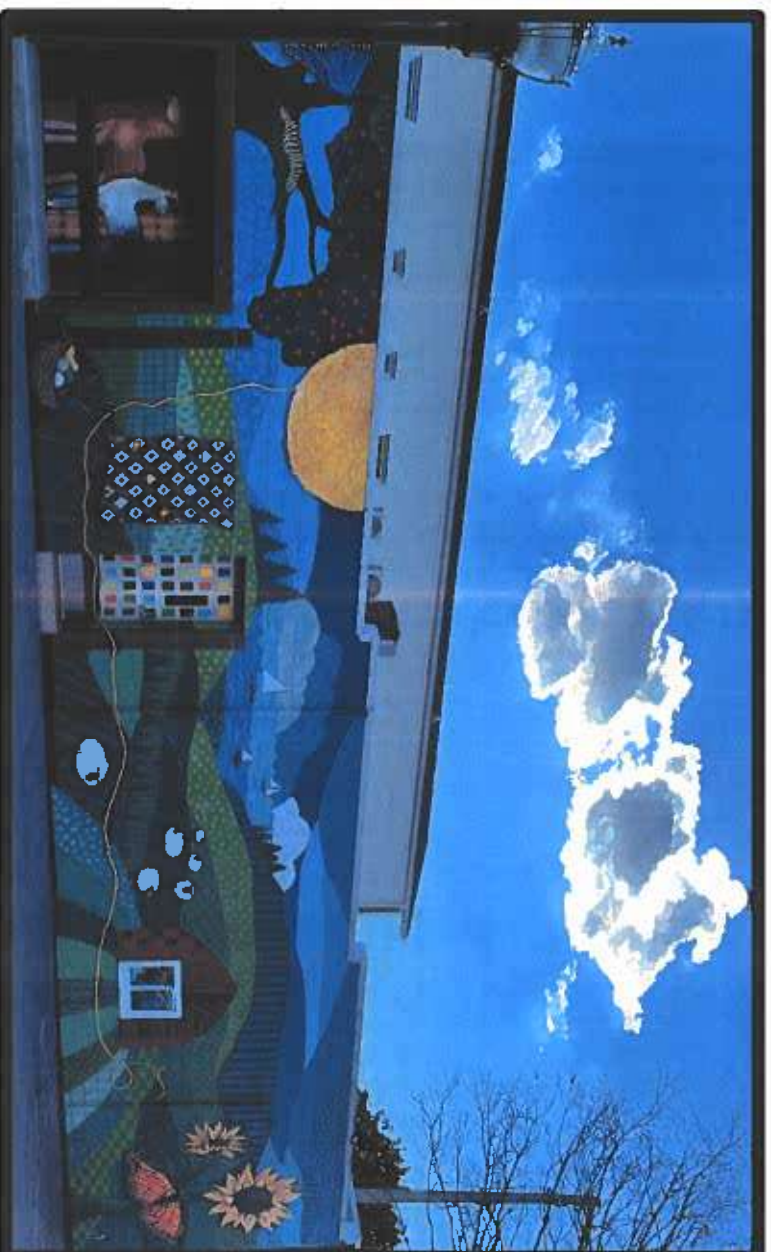
Waterfront Archway by Gibson Steel



The Naturalist Bench by Parran Colley

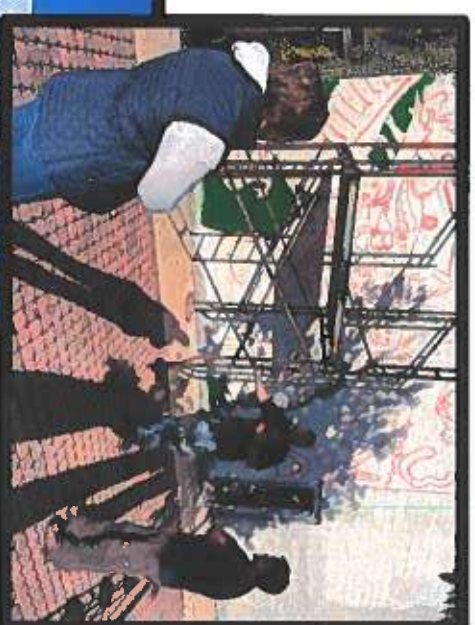
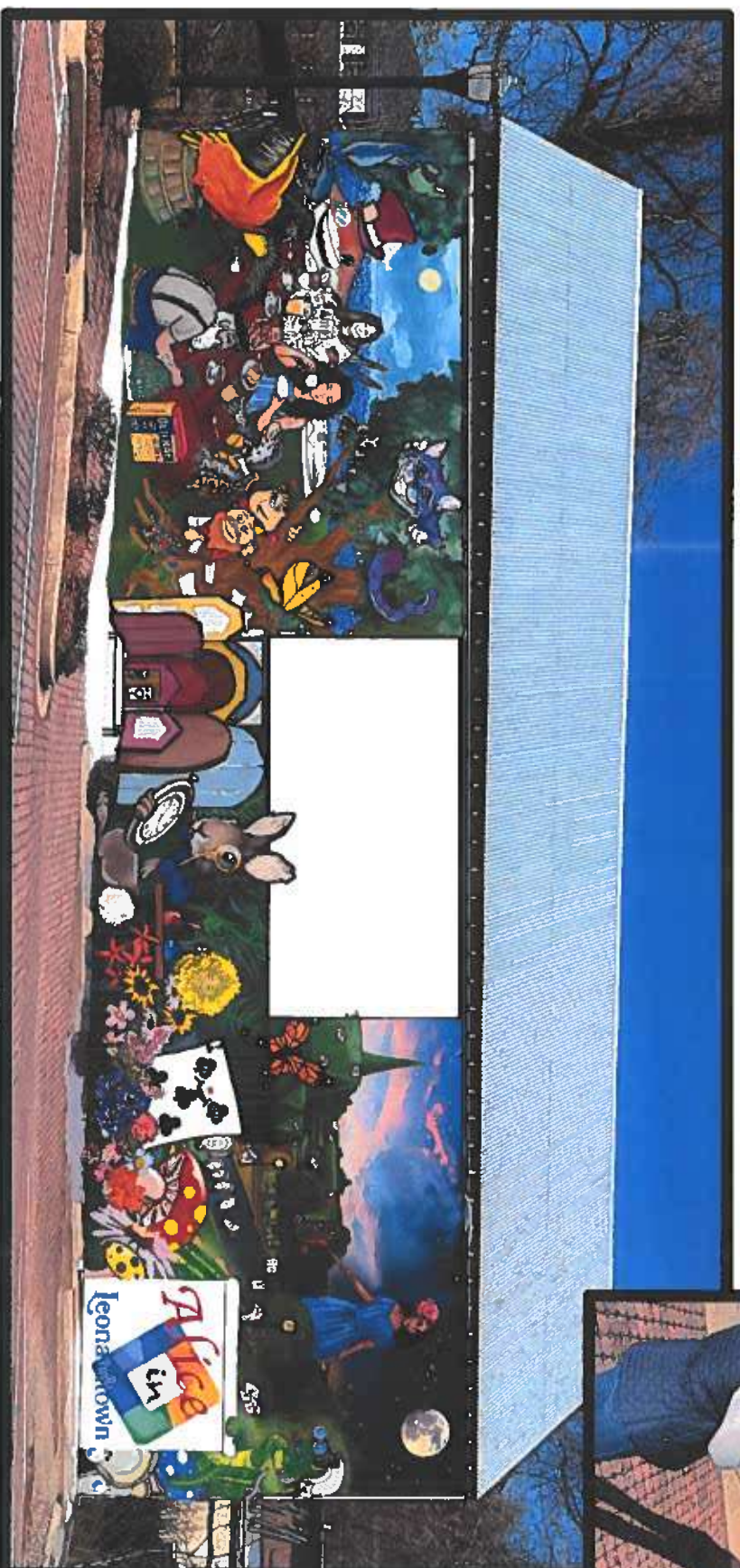
Where Art and Agriculture Meet

By: Jamie Naluai



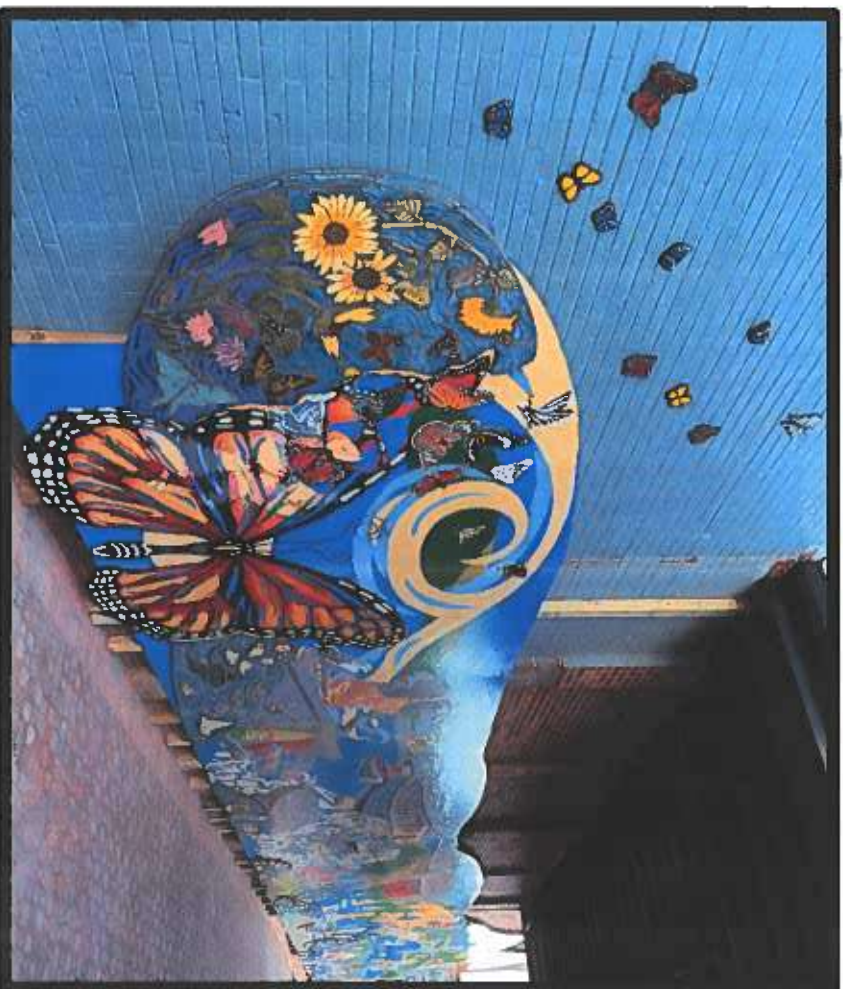
Alice in Leonardtown

By: Tom Rogers and Dan Ropp



Bay Life

By: Toni Wolfe, Sarah Houde, Parran Collery,
Denise Breitburg, Jeanne Norton Hammett,
Diana Manchak



Legends and Lore

By: Toni Wolfe, Sarah Houde, Parran Coltery, Denise Breitburg, Jeanne Norton
Hammett, Diana Manchak

