



REQUEST FOR QUALIFICATIONS CULTURAL HERITAGE & HISTORIC MARKER PROGRAM PLANNING CONSULTANT

Deadline: Sunday August 6, 2023

Info Session: Friday, July 21, 2023 | 12pm Central Time (US and Canada)

Zoom Meeting ID: 894 1224 2141

Zoom Passcode: 564969

SUMMARY

The Chicago Department of Cultural Affairs and Special Events (DCASE), in collaboration with the Department of Planning and Development (DPD), seeks individuals or teams of public art consultants, scholars, and professionals with urban design, public history, neighborhood planning, and cultural policy experience to establish the methodology and framework and oversee the initial design of a citywide Historical Markers Program. This scope includes the establishment of an advisory committee, community and stakeholder engagement, policy and procedures guidelines, design oversight, initial site identification, and production of related text. The Historical Markers Program will serve as a critical platform and adaptable model to uplift Chicago stories, achievements, places, and events that may have been previously overlooked or whose wider recognition would help celebrate the city's cultural heritage.

PROJECT BACKGROUND

Over the past two years, the City has engaged hundreds of residents and dozens of community partners to develop recommendations to improve conditions for how Chicagoans work, live, and play as part of the We Will Chicago citywide planning effort. Chicagoans articulated the critical importance of artists as contributors and creative leaders within the work of City Departments, along with the need to increase the visibility of and investment in local history, art, and culture, including through creative place-making and cultural preservation initiatives.

The Department of Cultural Affairs and Special Events (DCASE) has led, and is currently implementing, public art and cultural heritage projects, which include historical and present-day cultural asset mapping. Through processes like the Chicago Monuments Project, the department has also developed a model for how advisory committees can inform standards and processes for future programs, such as a historical markers program. The Chicago Monuments Project (CMP) was created to respond to the need for a larger reckoning with monuments that symbolize outdated values and do not tell the story—or the full story—of our history. The CMP was also charged with thinking about how we memorialize our history going forward, addressing questions such as: “Who has been left out of the stories we tell?” The work was guided by an advisory committee of community leaders, artists, architects, scholars, curators, and City officials. CMP began its work in Fall 2020, conducted outreach throughout 2021, and compiled analysis and recommendations in Spring 2022.



CMP agreed that its most important work was in the development of new works and the investment in programs that support ongoing public engagement and education, including historical markers that elevate underrepresented or untold stories of people, places, and events that have shaped communities and the city at large. The original “Chicago Tribute Markers” program was initiated in the 1990s. While that program was a success, in the 30 years since the “Chicago Tribute Markers” were installed the practice of historic interpretation has evolved with regard to subject matter, content, and the medium used to create such tributes. The time has come for an overhaul of that legacy program, and the establishment of transparent, equitable, and community-engaged policy and procedures.

Within the Department of Planning and Development, preservation of cultural heritage falls primarily under the auspices of the Commission on Chicago Landmarks, which is staffed by DPD’s Historic Preservation Division. The City’s local landmark program recognizes significant aspects of Chicago’s history through the identification of sites tied to important people, places and events, which are subsequently protected from substantial alteration or demolition through the legislative action of landmark designation. Tangible historic resources, such as an architect-designed building or landscape, are easily understood by members of the public because there is a static, physical object to view in concert with written and photographic interpretation of that property in landmark designation reports, web sites and historical markers.

A greater challenge is when the story being told is less about a singular building or site and more about capturing and disseminating the broader cultural contributions of a neighborhood and its residents to the wider public. UNESCO, in its description of intangible cultural heritage, includes aspects of culture passed on from one generation to the next through means such as “oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts”. Recent efforts by DPD to explore new means of historic interpretation and outlets for cultural heritage education include the Citywide Plan and the Black Chicago Heritage Initiative (BCHI). The Citywide Plan seeks to promote awareness and appreciation of Arts and Culture amongst city residents. and the BCHI program was envisioned with the goal of identifying aspects of cultural heritage unique to the Black experience in Chicago for preservation and interpretation.

As part of this new partnership with DCASE, DPD seeks to begin a process of developing guidelines for identifying cultural resources and considering potential effects of actions on the part of DPD, other City departments and sister agencies on those resources as part of their work. Currently, DPD wishes to expand upon existing planning processes to further interpret local cultural assets and cultural heritage with assistance from other departments, such as DCASE, whose staff have expertise in this area. The selected team will inform ongoing processes/programs for identifying cultural assets within Chicago communities that can be used to advance the goals and objectives of the Citywide Plan by promoting cultural heritage and



developing recommendations for how that information can inform future neighborhood and citywide planning initiatives.

SCOPE OF SERVICES

The selected Planning Consultant will work closely with DCASE, DPD, elected officials, artists, historians, designers, and other key stakeholders to develop the framework for a citywide Historical Markers Program. The scope will include:

- Establishing and overseeing an advisory group to establish citywide process for a historical markers program (guidelines, policy) and serve as review committee for pilot round of markers as well as advising on related opportunities for how to uncover, interpret, and mark tangible and intangible cultural assets.
- Establishing a localized, neighborhood-based engagement process for surfacing/identifying assets to be featured in an interpretation program (as markers, etc.).
- Building in opportunities for the collection of digitally photographed or scanned personal memorabilia contributed by residents of the neighborhood through public outreach events.
- Facilitating the selection of an artist/design team to design the marker templates, etc.
- Coordinating with artist/design team, Chicago Department of Transportation (CDOT), and other fabricators to get comprehensive cost estimate per marker.
- Socializing policy and procedures guidelines with relevant City departments (largely DCASE and DPD) as well as Alder people to ensure they are on board with a process that could be funded through a variety of local, state, and federal sources, including the Aldermanic Menu Program.
- Identification of the first 100 markers for design/ installation, plus approved text.
- Regular meetings with DCASE, DPD, and other City staff for updates, input, feedback.

The Consultant will manage the scope of services in four phases over approximately six months, dates to be confirmed:

Phase	Weeks	Active during:
1: Research	6	Months 1 and 2
2: Visioning & Engagement	8	Months 2 and 3
3: Process, Procedures, & Design	8	Months 4 and 5
4: Program Toolkit	8	Months 5 and 6

Phase 1: Research

- Review and create a summary of existing historical marker initiatives across public and private entities within Chicago (e.g. Chicago Tribute Markers)

- Review the members, missions and work of the CMP and BCHI advisory groups to determine if and how their work and members can be used as a base for an advisory group
- Assemble an Advisory Group of stakeholders, with an emphasis on historians and culture bearers with a focus on Chicago's architectural, cultural and social history – including members with knowledge of the identified pilot areas
- Research best practices and policy/procedures related to cultural heritage and historic interpretation methods from other cities. Particular attention should be paid to planning practices that incorporate cultural heritage surveys as due diligence to inform planning, development, preservation, and other initiatives.
- Create a summary report delivered to DCASE and DPD detailing research findings, along with a framework and proposed timeline for neighborhood-based community engagement.

Phase 2: Visioning & Engagement

- Conduct initial neighborhood engagement sessions to discuss ideas, assets and marker opportunity sites/people/events, along with potential locations. Project will likely focus on three pilot neighborhoods covering a breadth of the city.
- Conduct regular meetings with Advisory Group for input and feedback.
- Create a vision for the process of surveying and identifying historic and cultural resources within the selected pilot areas, with the goal that it may be replicated in other areas across the city.
- Solicit conceptual designs for markers via limited invitational, working closely with CDOT to conform to Right of Way and signage guidelines.
- Establish writers corps who will write language for markers; establish process by which this is vetted by community stakeholders.
- Solicit bids for fabrication and submit budget(s) proposal(s) to DCASE and DPD for review.

Phase 3: Process, Procedures & Design

- Synthesize findings from Phase 1 and Phase 2 into a document outlining policy and procedures which may serve as a guide for historic and cultural interpretation of Chicago neighborhoods and includes a reimagined Historic Markers Program.
- Present concept designs for markers to Advisory Group and City staff for final decision.
- Work with advisory group and relevant historians/writers to develop text for the first 100 markers and identify multi-media platforms for disseminating related information/history (online database, oral archives, photo documentation, etc.)

Phase 4: Program Toolkit

- Submit final designs
- Submit approved bid package/approved budget
- Submit Policy & Procedures Framework, including a summary of the pilot areas survey, mapping and interpretation concept analysis, next steps and recommendations for phased implementation across priority neighborhoods and citywide.

BUDGET

\$200,000 inclusive of professional fees, insurance, travel, materials & supplies.

ELIGIBILITY

This project is open to Chicago-based public art consultants, scholars, and professionals with urban design, public history, neighborhood planning and related policy experience. Teams with a diverse range of experience and expertise are highly encouraged to apply.

SELECTION

Applicants will be required to participate in a competitive selection process and will be reviewed and evaluated by a committee of stakeholders comprising DCASE and DPD staff, community representatives and arts professionals. Demonstration of qualifications, prior experience, approach to the scope, and ability to complete the desired tasks under budget will be the basis for selection. Applicants may meet the criteria outlined below through the combined skills and experiences of team members.

Finalists will be invited to interview based on a competitive review of the following:

- Professional merit and qualifications demonstrated in a portfolio of past work that includes community-based projects, public art and neighborhood planning and design, and/or historic preservation/research.
- A broad range of creative engagement and administrative skills applicable to the development and execution of the scope of work, including budget and timeline management
- A commitment to equity demonstrated through past work, leadership and team composition
- Knowledge of and access to diverse artists and creatives across Chicago who can be engaged to support the program
- Knowledge of and access to local historians and culture bearers, as well as scholars with expertise in Chicago history.
- A demonstrated ability to translate complex concepts in ways that are compelling and meaningful.

SELECTION TIMELINE

* All dates are approximate.

STAGE	START	END	WEEKS
RFQ released via CAFÉ	7/7/23	8/6/23	4
Information Session (online webinar)	July 21, 2023		1
Review of qualifications / finalist selection	8/7/23	8/18/23	2
Finalist interviews/presentations	8/21/23	8/31/23	1
Notification of final selection	Week of Sept 4, 2023		

HOW TO APPLY

Application is available via CaFÉ (www.callforentry.org) at:

https://artist.callforentry.org/festivals_unique_info.php?ID=10986

WHAT TO SUBMIT

Each team must submit an entirely digital application.

Incomplete applications will not be considered.

Applications should include:

1. A one- (1) page Letter of Interest: Please answer the following questions in your LOI.
 - a. What interests you and/or your team about this project?
 - b. How are you/your team particularly qualified for this project?
 - c. Please describe your (team's) experience leading large-scale community engagement programs. Include the types of engagement strategies that were employed, the goals and deliverables of the programs.
 - d. Please describe your (team's) approach to implementing this scope of services, including a proposed budget breakdown. Include your experience with and strategy for engaging an array of communities and including hard-to-reach segments of the population. Also identify which online platforms and tools you have experience utilizing to collect and analyze feedback.
2. Team CVs: Provide one CV each for all team members.
3. Team Bios: Provide one bio each for all team members.
 - a. Teams must identify a principal.
 - b. Please include a master list of all key team members and their roles/affiliations.
4. Work Samples:
 - a. Provide one to ten (1-10) images of completed projects by the team or the team's principal, with an emphasis on neighborhood and cultural planning, historic interpretation, or other relevant community-based projects.
 - b. One (1) video, edited to no more than two (2) minutes in length, may also be submitted but is not required.
 - c. Additional support materials in the form of web site links or other documentation may be submitted as a single PDF file but are not required.
5. Annotated Image List:

- a. Include the title, year completed, location (if site-specific), timeline, and client or commissioning entity for each corresponding image. Describe the context of each image and the community engagement approach used.
 - b. Where applicable, include media, dimensions, project budget, and stakeholders or partners.
 - c. If a video is submitted, please include two to three (2-3) sentences to describe its context.
 - d. If additional support materials are submitted, please include two to three (2-3) sentences to describe each one.
6. References:
- a. Please provide two (2) professional references from organizations or companies for which you have led relevant programs and/or projects.
 - b. Provide the reference's name, company or organizational affiliation, title and contact information.
 - c. Provide a description of the project and the consulting services you provided.

PARTNERS

Department of Cultural Affairs and Special Events (DCASE) supports artists and cultural organizations, invests in the creative economy, and expands access and participation in the arts throughout Chicago's 77 neighborhoods. As a collaborative cultural presenter, arts funder, and advocate for creative workers, DCASE programs and events serve Chicagoans and visitors of all ages and backgrounds, downtown and in diverse communities across the city—to strengthen and celebrate Chicago. DCASE produces some of the city's most iconic festivals, markets, events, and exhibitions at the Chicago Cultural Center, Millennium Park, and in communities across the city—serving a local and global audience of 25 million people. DCASE offers cultural grants and resources, supports TV and film production and other creative industries, permits special events, and manages the City's Public Art Collection, which includes more than 500 works of art exhibited in over 150 municipal facilities around the city, such as police stations, libraries, and parks. www.chicago.gov/dcase

Department of Planning and Development: As the principal planning agency for the City of Chicago, the Department of Planning and Development (DPD) promotes the comprehensive growth and sustainability of the City and its neighborhoods. The department also oversees the City's zoning and land use policies and, through its economic development and housing bureaus, employs a variety of resources to encourage business and real estate development, as well as a diverse and stable housing stock throughout the City. www.chicago.gov/dpd