

REQUEST FOR PROPOSALS (RFP)

Downtown Art Projects, Green Space Enhancements, and Downtown Art & Culture Plan City of Carroll, Iowa

1. Introduction

The City of Carroll, Iowa, is seeking proposals from qualified planning consultants, public art professionals, landscape architects, artists, or interdisciplinary teams to develop a **Downtown Art & Culture Plan** and conceptual designs for public art and green space enhancements within the downtown district.

Carroll serves as a regional hub for west-central Iowa and is home to a vibrant downtown, strong local businesses, civic institutions, and an engaged community. The City seeks to enhance downtown vitality, reflect community identity, and create welcoming public spaces through thoughtful integration of public art, placemaking, and green space improvements.

This project will result in a strategic plan and conceptual project recommendations that guide future public and private investment in downtown art and cultural initiatives.

2. Community Context

Carroll is a community of approximately 10,000 residents with a strong agricultural heritage, active civic organizations, quality schools, and a well-established historic downtown corridor.

The downtown serves as the commercial, cultural, and civic heart of the community.

Recent and ongoing efforts include downtown reinvestment, infrastructure improvements, and recreational enhancements such as trails and public spaces. This plan will align with existing city initiatives and reinforce Carroll's identity as a welcoming, vibrant regional center.

3. Project Purpose

The Downtown Art & Culture Plan will:

- Establish a shared vision for public art and cultural programming in downtown Carroll.
 - Identify opportunities for public art integration into streetscapes, parks, civic spaces, and infrastructure.
 - Strengthen downtown character and economic vitality.
 - Support tourism and community pride.
 - Provide a practical implementation strategy suitable for a mid-sized Iowa community.
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4. Project Goals

The City seeks to:

1. Enhance downtown character and sense of place.
2. Create engaging public spaces that encourage gathering and activity.
3. Integrate public art into infrastructure and green space improvements.
4. Support economic development and downtown business vitality.
5. Establish a sustainable framework for arts leadership, funding, and maintenance.
6. Reflect Carroll's authentic identity, history, and future aspirations.

5. Scope of Work

The selected consultant/team will complete the following:

A. Existing Conditions & Research

- Review relevant city plans and policies.
- Analyze downtown assets and opportunities.
- Identify constraints and infrastructure considerations.
- Assess existing green spaces and streetscape conditions.

B. Community Engagement

Engagement should be appropriate for a community of Carroll's size and include:

- Stakeholder interviews (business owners, artists, civic leaders, youth representatives).
- At least two public engagement opportunities (in-person preferred).
- Coordination with relevant boards or commissions.
- Documentation of engagement findings.
- Community survey to gain buy in and connection with the community

C. Downtown Art & Culture Plan

The final plan shall include:

- Vision and guiding principles.
- Recommended priority locations for public art and green space enhancements.
- Conceptual project types (e.g., murals, sculpture, interactive art, gateway features, green infrastructure integration).
- Policies and procedures for public art selection and approval.
- Framework defining the role of an arts committee or advisory group.
- Funding strategies (grants, partnerships, private sponsorships, etc.).
- Maintenance and lifecycle planning considerations.
- Phased implementation strategy (short-, mid-, and long-term actions).
- Estimated implementation costs

D. Conceptual Designs

Provide conceptual-level illustrations or renderings for selected priority locations. Construction documents are not required. Below is the designated Downtown area.



6. Deliverables

The consultant shall provide:

- Draft project work plan and schedule for review.
- Engagement summary documentation.
- Presentation to City Council and/or advisory group.
- Conceptual visual materials suitable for public communication.
- Final Downtown Art & Culture Plan (digital PDF format).

7. Project Area

The project area includes the downtown district of Carroll, Iowa.

8. Budget

Proposals shall include a detailed cost estimate for all project components, including engagement, planning, and conceptual design.

The City anticipates a planning-level project budget appropriate for a community of Carroll's size approximately \$20,000 to \$40,000. Proposals should clearly define scope relative to cost.

9. Proposal Requirements

Submissions shall include:

1. Cover letter.
2. Project understanding and approach.
3. Proposed scope of services.
4. Project timeline (6–9 months anticipated).
5. Conceptual approach to integrating art and green space.
6. Community engagement strategy.
7. Qualifications and relevant experience.
8. Examples of similar work, particularly in small or mid-sized communities.
9. References (minimum of three).
10. Detailed budget.

10. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of community scale and context.
- Quality and creativity of approach.
- Community engagement strategy.
- Experience with public art planning and placemaking.

11. Project Schedule

- RFP Issued: [February 24, 2026]
 - Questions Due: [April 1st]
 - Proposals Due: [April 3rd at 5:00]
 - Consultant Selection: [April 13th]
 - Project Completion: Within 6–9 months of contract execution.
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12. Submission Instructions

Proposals shall be submitted electronically in PDF format to:

Aaron Kooiker

City Manager

City of Carroll

Email: akooiker@cityofcarroll.com

Subject Line: Downtown Art & Culture Plan Proposal

13. General Conditions

- The City reserves the right to reject any or all proposals.
- The City may request interviews with shortlisted firms.
- The selected consultant will be required to enter into a professional services agreement with the City of Carroll.
- The final plan shall become the property of the City of Carroll.