



**Appendix O:
Arts, Culture and Heritage Strategy (ACHS)
Scope of Work and Consultant Background**

TABLE OF CONTENTS

- Scope of Work for City of Wilsonville Professional Services Agreement for Development of an “Arts, Culture and Heritage Strategy,” April 30, 2020 2
- Bill Flood Resume 5

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Scope of Work for City of Wilsonville Professional Services Agreement for Development of an “Arts, Culture and Heritage Strategy”

April 30, 2020

Consultant Activity	Timeframe	Consultant Hours
Research and Background Data Review		
<ul style="list-style-type: none"> • Review research, survey data and draft findings from 2018 initial arts, culture and heritage planning process. <ul style="list-style-type: none"> ○ Determine what, if any, additional local information may be needed and suggest potential ways to obtain the needed data; work with staff to obtain data if feasible. 	May – July 2020	10
<ul style="list-style-type: none"> • Develop a comprehensive inventory of existing arts, culture and heritage resources, programs and events in and close proximity to Wilsonville. <ul style="list-style-type: none"> ○ City staff to assist with compiling inventory (<i>e.g.</i>, public art inventory with map recently completed by City staff) 	May – July 2020	20
<ul style="list-style-type: none"> • Research and summarize in a consistent fashion how other jurisdictions in Oregon and Washington fund, organize, and operate major arts, culture, heritage programs and facilities; also noting major program results and challenges. <ul style="list-style-type: none"> ○ Prospective jurisdictions for review include Sherwood, Beaverton, Hillsboro, Tualatin, Tigard, Newberg, McMinnville, Vancouver, Gresham, Milwaukie, Lake Oswego, West Linn, Oregon City, and Hood River. 	May – July 2020	60
<ul style="list-style-type: none"> • Review, identify and provide citations to current and pending City of Wilsonville master plans, strategies and projects that address or support advancing art, culture and heritage in the community. <ul style="list-style-type: none"> ○ City staff to assist with compiling citations to current and pending master plans, strategies and projects. ○ Provide input/suggestions to staff for any master plan or project planned or underway that could be beneficial to advancing an Arts, Culture and Heritage Strategy. 	May – July 2020	10
Community and Stakeholder Engagement		
<ul style="list-style-type: none"> • Work with City staff to target and engage community members and arts-culture-heritage stakeholders: <ul style="list-style-type: none"> ○ Work with City staff to assemble steering committee/task force, including one or two youth to serve, to provide feedback to consultant and staff. 	May – August 2020	60

Consultant Activity	Timeframe	Consultant Hours
<ul style="list-style-type: none"> ○ Work with City staff to produce one monthly per month update during project for City Council and public distribution and other public-engagement functions as determined are necessary. ○ Conduct a minimum of three milestone meetings with project steering committee/task force <ul style="list-style-type: none"> - Start: At the commencement of project to discuss project, solicit suggestions for cultural inventory, etc. - Middle: Mid-Point check-in to discuss draft findings and recommendations, solicit feedback and suggestions, etc. - Completion: End of process to review draft final strategy findings, recommendations and proposed priorities, solicit feedback, etc. ○ Conduct interviews and/or group meetings with key cultural organizations and community stakeholders (Approximately 20 total interviews/meetings) 		
Strategy Composition: Writing, Editing and Revising		
<ul style="list-style-type: none"> ● Write the Arts, Culture and Heritage Strategy document: <ul style="list-style-type: none"> ○ Produce a draft version and, after public review, a final version of the strategy document that features findings and recommendations and priorities for implementation, and includes the following research components: <ul style="list-style-type: none"> - Comprehensive inventory of existing arts, culture and heritage resources, programs and events in and close proximity to Wilsonville. - Comparative summary of methods used by jurisdictions in Oregon and Washington to fund, organize, and operate major arts, culture, heritage programs and facilities. - Citations to current and pending City of Wilsonville master plans, strategies and projects that address or support advancing art, culture and heritage in the community. ● Specific strategy components to be considered for recommendation include but are not limited to: <ul style="list-style-type: none"> ○ Creating a City Council-appointed “Arts and Culture Commission” and a description of the goals, objectives and tasks for the commission. ○ Creating a City staff position with specific recommended tasks and duties to focus on work related to tourism and cultural affairs and to provide staff support to the Tourism Promotion Committee and “Arts and Culture Commission.” 	June – September 2020	30

Consultant Activity	Timeframe	Consultant Hours
<ul style="list-style-type: none"> ○ Developing a sustainable, long-term funding mechanism to support building organizational capacity-building for community organizations engaged in arts, cultural and heritage activities and advancing arts, culture and heritage in Wilsonville. <ul style="list-style-type: none"> - Potential consideration of a “community fund” that individuals, organizations and businesses could contribute financial and other forms of support. ○ Examining various existing City funding sources, such as the Community Enhancement Program, and/or proposing new funding sources that could provide financial support for implementing strategy. ○ Reviewing and suggesting how known existing federal, state, regional or local grant-funding mechanisms—such as the Oregon Cultural Trust, Oregon Arts Commission, Regional Arts & Culture Council and Clackamas County Tourism and Cultural Affairs—could be leveraged to support strategy objectives. 		
City Council Presentations		
<ul style="list-style-type: none"> ● Work with City staff to prepare staff report and presentation that accompany draft Arts, Culture and Heritage Strategy for discussion at City Council work session. <ul style="list-style-type: none"> ○ Prepare for potential modifications of strategy based on City Council feedback. ● Work with City staff to prepare staff report and presentation that accompany final Arts, Culture and Heritage Strategy for adoption at City Council meeting. 	August – October 2020	8
TOTAL Consultant Hours		198

Professional Services Agreement Fee for

198 Hours @ Consultant Hourly Rate of \$150.00	\$ 29,700
Graphic artist fee to design report	<u>\$ 1,000</u>
TOTAL Fee	<u>\$ 30,700</u>

Contingency of 20% (\$6,100), for a total cost to not exceed \$36,800.

BILL FLOOD RESUME

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Academic Background

- Master of Science, Community Systems Planning and Development, Pennsylvania State University, 1982
- Bachelor of Social Work, University of Missouri (Columbia), 1975

Awards

- J. William Fulbright Scholarship Board to research community cultural development and teach at the Fachhochschule (Applied Sciences University), Cultural Management Program, Potsdam, Germany (2008)
- U.S. Human Resources Administration in support of both the BS (1975) and MS (1982)

Work History

Bill Flood Community Development (1985-present)

I am a sole proprietor consultant dedicated to supporting public and private, non-profit organizations and tribes in the development and management of healthy, compassionate organizations and communities. My work is rooted in engaging people in programs and processes that build stronger communities. Primary elements of my community development practice are:

- facilitation and planning
- program development and management
- research and evaluation
- outreach and equity
- organizing, network and coalition development
- teaching and training.

Much of my work focuses on:

- supporting under-served people and communities
- producing place-based, site-specific studies, plans, projects, and events
- identifying and strengthening local culture toward community improvement. Culture is what we feel most strongly about, and recognition of this brings strength and vitality to communities and the processes I facilitate.

Please see my website <http://www.billflood.org> for examples of my work. The resume on my website also details my employment with public agencies prior to 1985. Positions include:

- University of Oregon Arts and Administration Program -- Faculty and Portland Coordinator
- Oregon Cultural Trust -- Coordinator of Community Cultural Participation Grants Program
- Oregon Arts Commission – Community Development Coordinator
- Portland State University School of Extended Studies – Coordinator of Community Development Training Programs