

**CITY OF TAMARAC**  
**INTEROFFICE MEMORANDUM (21-04-002M)**  
**COMMUNITY DEVELOPMENT**

**TO:** Michael C. Cernech,  
City Manager

**FROM:** Maxine Calloway,  
Director of Community Development

**DATE:** April 14, 2021

**RE: TR # 13598: Awarding of contract for RFP 21-15R, Public Art Program  
Administrator Services**

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**Recommendation:** The Director of Community Development recommends that the Mayor and City Commission approve the contract award for Public Art Program Administrator Services to Gadson & Ravitz, LLC at its April 28, 2021 meeting.

**Issue:** The public art program continues to require the administration by an art professional with distinct experience, capable of facilitating and directing the Public Art Committee and administering the goals and objectives of the overall program.

**Background:** The City has had a public art program since 2004 funded by and through a public art fee generated from construction value of improvements to real property in the City. Over the past several years, the public art program has proven to be a tremendous success and is responsible for significant art sculptures and art pieces displayed throughout the City.

On March 8<sup>th</sup>, 2015, the City issued a Request for Proposal (RFP #15-14R) to replace then Public Art Administrator, Glen Weiss who served the City in the capacity of Public Art Administrator since 2013. On May 27, 2015, the City Commission awarded RFP #15-14R to Gadson & Ravitz LLC to serve as the City's new Public Art Administrator for a term of two years with two additional terms as options to renew, which were both exercised with a Contract expiration date of May, 2021.

In anticipation of the contract expiration date, City staff developed a Request for Proposal (RFP) #21-15R that was formally advertised on the City's website and in the South Florida Sun Sentinel on March 21, 2021. The requirements in the RFP included, but were not limited to the following:

- Review the existing public art master plan and make recommendations as to additions and deletions to ensure a complete and updated Public Art Master Plan.
- Make recommendations for the maintenance and management of the City's public art pieces including but not limited to cataloguing, overseeing appraisals and ensuring proper conservation.
- Oversee and coordinate the installation of at least 3 public art projects from developing and advertising the initial Call to Artists to working with City staff and the artist(s) to the

installation of the artwork. The work must be done in keeping with the Policies and Guidelines of the Public Art Master Plan.

- Act as staff liaison to both the Public Art and Selection Committee. Duties to include but not limited to the following.
- Draft a five-year budget for the Public Art Program and present to the Public Art Committee for adoption. Fiscal dates to be provided by the Public Art Committee.

The City's efforts included making personal contact with individuals known to the City within the limited public art administrator market. Despite the City's efforts, only one Qualified response was received from Gadson & Ravitz, LLC, as the other individuals contacted had conflicting obligations. It was not necessary to assemble an Evaluation Committee, as the sole responder Gadson & Ravitz, LLC met the requirements of RFP #21-15R.

Gadson and Ravitz's selection in 2015 and staff's recommendation today are predicated on their vast experience in public art projects and programs. Both firm principles are artists in their own rights, with over fifty-five (55) years of combined experience in drafting public art ordinances, developing public art master plans, chairing public art committees and serving as consultants for several cities. In addition, Gadson and Ravitz have created over forty (40) public art projects while collaborating with engineers, architects, landscape architects and municipalities in the placement of these public art projects.

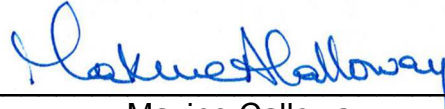
George Gadson himself served as the City's own Public Art Committee Chair for several years and has led the Public Art Committee in the selection and placement of many of the significant public art pieces throughout the City. Both Gadson and Ravitz are proud artists of their own individual sculptures that are located here in the City of Tamarac. In addition, George Gadson serves as a proud resident of the City of Tamarac. Collectively, they bring a team approach with the added profile and access to sub consultants to assist the City with program administration and public art project implementation.

**ANALYSIS:** The Agreement ("Agreement") is for a two-year term at a not to exceed cost of One Hundred Thousand (\$100,000) Dollars. In addition, Gadson and Ravitz will have access to reimbursable expenses for travel at a not to exceed budget of \$5000 to allow for no more than two trips annually, where necessary.

The Agreement and the supporting Resolution further provides for two subsequent two-year renewal options beyond the first term which may be permitted at the option of the City subject to mutual agreement and subject to successful performance by Consultant. Staff recommends that the City Manager be authorized to execute the subsequent renewal options for the periods commencing after the expiration of the first term.

**Fiscal Impact:** The Public Art Program is funded by and through a public art fee generated from the construction value of improvements to real property in the City. As such, funds are generated on a continuous basis, and will be available in the Public Art Program to cover all costs associated with the administration of the program.

This item supports the City's Strategic Plan, Goal #4 "Tamarac is Vibrant" by awarding the contract to Gadson and Ravitz to provide for continuous administration of the public art program to ensure the ongoing installation and display of significant art pieces throughout the City, solidifying our brand as a community for the "arts".



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Maxine Calloway,  
Community Development Director

Attachments:      Temporary Resolution No. 13598  
                         Exhibit "A" – Contract Public Art Program Administrator Agreement  
                         Exhibit "B" - Public Art Program Administrator /RFP 21-15R  
                         Exhibit "C" – Gadson & Ravitz LLC Proposal