

**PROPOSAL
FOR ARTS
& CULTURE
MASTER PLAN
- TRUMAN
WATERFRONT
PARK / CITY OF
KEY WEST
RFP #009-18**

Office GA

TABLE OF CONTENTS

03

Cover letter	04
Qualifications	06
Methodology and Approach	10
Budget and Timeline	22
Resume	24
Organization Chart	26
Client References	28
Workload and Capacity	32
Contract Documents	35

Authorized Representatives:

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Office GA is a Miami-based design, curatorial, and fabrication practice founded by Jonathan Gonzalez in 2010. Office GA is uniquely positioned within both the art and design worlds. Our studio is focused on the creation of original art, design, and curatorial content for gallery and institutional exhibition, including museum quality bespoke fabrication of objects, and institutional art consultancy.

Regularly involved in both private and public ventures, Office GA has worked nationwide toward the realization of monumentally scaled civic art installations, sculptures, exhibition designs and objects. As a trained architect, Gonzalez is capable of taking a project from master planning through management and fabrication, to completed installation. We deliver turn key solutions to major art initiatives; offering high-concept to real-world engagement, working seamlessly with local government, boards, and building departments.

Each of our projects is unique and demands customization, utilizing Office GA's varied core of experts, network of world class craftspersons, sub-vendors and consultants. In addition to his roles as designer, artist and curator, Gonzalez maintains an in-house team of eight project managers, designers, digital fabrication specialists and craftspersons.

For this project, Office GA proposes to work with Hello Gusto. A long-time collaborator specializing in branding, graphic design, art direction and web and marketing creation. Their experience working with major art institutions, artists, publishers, creative companies and large municipalities has uniquely positioned Hello Gusto to develop a cutting edge identity program for the Truman Waterfront Park art initiative.

Office GA is a leading voice in contemporary curatorial, exhibition and institutional art production. Raised in Key West and recently named to the “American Design” Hotlist, Jonathan Gonzalez has become nationally recognized as a significant young American designer. His work has been showcased in exhibitions in Paris, Design Miami, and the Institute of Contemporary Art, Miami. A selection of recent press can be found on the company webpage. Our upcoming projects will include consultation for the Perez Art Museum Miami, exhibition design and fabrication at the Bass Museum of Art as well as concept, set, and costume design for the Ballet Municipal de Asunción.

Working with both our in-house team of experts and collaborators, including some of the world’s premier collectors, art institutions, artists, curators, and galleries, Office GA has developed an impressive portfolio of realized works. The scope of the project presented in this proposal for the Truman Waterfront Park Arts and Culture Master Plan, would be predominantly handled in-house. While the partnership with Hello Gusto would focus entirely on identity development, branding and marketing of the Truman Waterfront Park arts program. Hello Gusto, directed by Augusto Mendoza is an industry-leading creative consultancy focused extensively on projects for major art museums, artists, municipal art commissions and art publications, that brings immediate market awareness.

Recent work of Office GA includes: the master planning, design development, fabrication and installation of monumental Sol Lewitt sculptures in the Miami Design District; design and fabrication for the collaborative artist duo Allora Calzadilla, as well as Thomas Bayrle, and John Miller, the Institute of Contemporary Art, Miami, Craig Robbins, and Dacra.

Recent Clients/Collaborators:

Institute of Contemporary Art, Miami
DACRA
The Estate of Sol Lewitt
Design Miami
ZARA
The Bass Museum of Art
Perez Art Museum Miami
Blackstone
Equity Office Group
Thomas Bayrle
GUCCIVUITTON
Alex Bag
Art Center South Florida

John Miller
Lynne Golob Gelfman
The Bakehouse Art Complex
Pan American Art Projects
Diverse Works
Balice Hertling Gallery
Bernice Steinbaum Gallery
Tile Blush Gallery
NUN
Miami Center for Architecture and Design
Locust Projects
Design Pub
Private Collectors Not Listed



GUCCIVUITTON, 2015, Miami
Museum exhibition design and fabrication



Thomas Bayrle, 2015, Miami
Museum exhibition design and fabrication
for German Artist

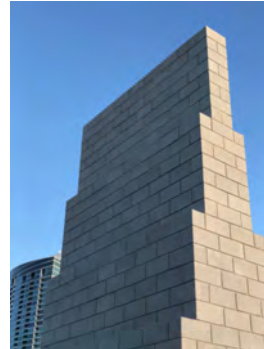


ALLORA CALZADILLA, 2017, Miami
Institutional sculpture design and fabrication for
international artist collective





SOL LEWITT MASTERPLAN, 2017, Miami



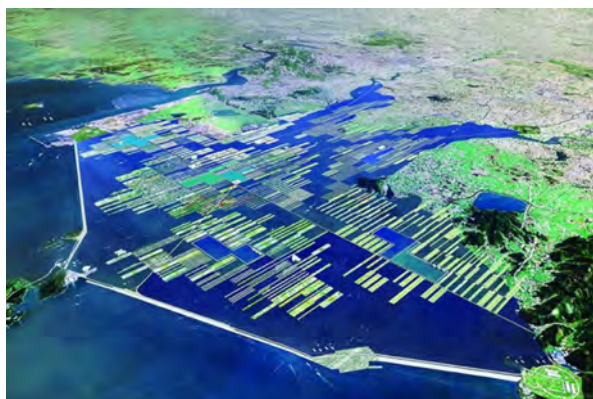
SOL LEWITT Sculptures 2017, Miami
Design and fabrication



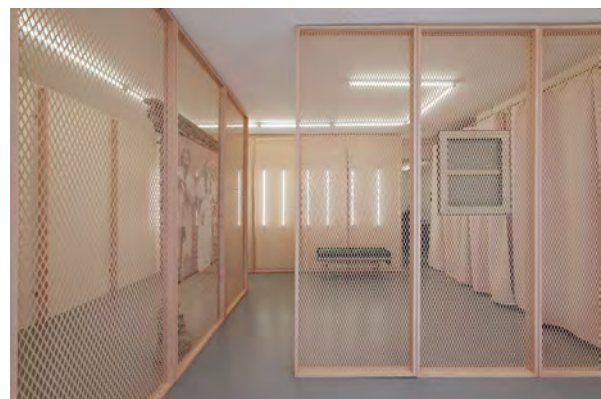
JOHN MILLER, 2016, Miami
Museum exhibition design and fabrication



DESIGN MIAMI, 2016, Miami
Global Design Exhibition



FILL THE LAKE, 2008, Saemangeum, Korea
Master plan in collaboration with Columbia
University.



BLUSH PANE, 2017, Paris
Urban Art Exhibition

COMMUNITY. Our approach to developing the Truman Waterfront Park Arts and Culture Master Plan is a strategic and robust community-based program of forums, practical engagement and outreach. Understanding the potential long term and seasonal activation of this park is vital to its relevance and ultimate success. Each contributing a unique set of concerns, filters, design and artistic expectations, the varied patrons/audience of Key West locals, regional guests and the significant transient community, are major stakeholders in this project and essential to the development of a Master Plan and selection of artists/works that speak to this diverse community.

The strategies developed here can serve as a framework for future arts and culture initiatives within the city. Allowing for adaptation based on the specific constraints of future sites.

Also taking into account the selection, procurement and installation of significant art works. With expert art consultation on behalf of the City of Key West, the National Endowment for The Arts [NEA], City of Key West Art in Public Places [AIPP], the final Master Plan and eventual art selections are fundamentally intended for the enjoyment of the community and enrichment of the city as a cultural asset, while maintaining consideration of the financial investment of the city of Key West and long-term value of these pieces. The sustainability of materials, production methodologies, and any potential environmental impact of the selected objects is also of paramount importance.

Office GA will look at methodology and approach through each of the core phases or tasks of this project. This step by step outline will allow for an initial insight into this process at each step of the way, while hopefully providing an understanding of our firm's global thinking and oversight in developing a major project of this scope. Our goals in this process match those of the city for "creative place-making to strengthen the community and connect Key West's Historic Old Town and waterfront park area as a community place to gather."

TASK A: PROJECT ADMINISTRATION

Office GA has extensive experience handling major art initiatives while coordinating with city governments, architects and engineers, as well as museums, their curators, directors and artists, providing deep insight into the necessary steps and strategies for managing diverse teams from industry experts to community participants.

Office GA will will conduct preliminary meetings and engage with each of the stakeholders in this process. This would include foremost the City's Public art administrator, Elizabeth Young, who's expertise and understanding of this process for the City of Key West will be invaluable. We would look to her office to help us facilitate this task by establishing a database of participants and coordinate the kick-off meeting with all present. It is necessary that this first event happens at the earliest possible date. We would look to have this initial kickoff meeting at a location relevant to the project, easily accessed and conducive to conversation and dialogue.

In an effort to streamline organization and accessibility, Office GA would implement the project management and team communication software [BASECAMP]. Maintaining constant contact with participants will be vital in order to issue project updates and adjustments, as well as alerts to upcoming events, forums and meetings, sharing real-time project schedules and timelines. Work progress, budgets, staff assignments, and the outlined need for technical oversight and quality control would all be folded into this management system. Office GA would work in collaboration with city staff to manage this software for the length of the proposed program.

In coordination with the AIPP, Office GA would concurrently implement the NEA Our Town grant. The first two weeks after the contract has been signed is vitally important in setting the tone and tempo of our project. We will commit to a largely on-site presence in the city throughout this initial phase of the project, and work closely with the city and staff in finalizing scope, and adjustment of budgets if and when necessary. In addition we plan to coordinate initial stakeholders meetings and set timelines for community outreach, eco-workshops and address detail oriented components not evident at this stage in the process. Remote coordination will always be a component, but direct involvement with the participants of this process and with the community at large, is indispensable to this endeavor. Having grown up in Key West, Jonathan would tap into that network to facilitate longer term engagement throughout

this project.

This first task calls for the development of a project website and social media presence. We propose the city contracting with Hello Gusto for this scope. Hello Gusto affords the city of Key West an association with cutting edge art strategies, branding, graphics, web and social media presence. Mendoza and his studio would immediately begin development of an identity package tailored to this project, upon successfully negotiating a separate budget and contract based on an agreed upon scope. As part of that package they would focus on brand identity and the development of a project specific web-page that would highlight the process of the Truman Waterfront Park arts initiative. Presenting the newly branded identity and a project overview to the community, highlighting major stakeholders from AIPP to NEA, from The Studios Key West, to the Bahama Village Music Program. The site would provided public access to timelines and information regarding upcoming forums and workshops, while ideally recording demographics, emails, and tracking the overall progress of the project with a web-based countdown clock and highlights of news/press and major milestones as they are reached along the way.

If agreed to and budgeted by the city, Hello Gusto would outline a relevant and curated social media presence including but not limited to FACEBOOK, INSTAGRAM, in coordination with Office GA. Allowing for easy online maintenance by the city and its staff. The outline of which could serve as a framework for future arts initiatives within the city of Key West.

Deliverables:

- Updated Scope of Work and Timeline
- Project Website and Identity Package
- First Progress Report

TASK B IMPLEMENT PUBLIC ENGAGEMENT AND NEEDS ASSESSMENT PROCESS

The program outlined below speaks to the core of Office GA's approach to this project. Community based input, sourcing local and tourist populations to assess community needs is tantamount to a successful Arts and Culture Master Plan toward a product that can be shared and enjoyed by these key constituent groups.

Following the outline of this RFP, Office GA would target a 95% project confidence level, with input from 400 residents and 200 tourists. The data collected in this process will be highly considered, reflected by our means for engagement and collection as well as the documents that report our findings.

Community engagement and input would be accomplished by looking at these constituent groups in three major segments. With the local Key West community at the top of that list. Each “Community” segment would necessitate unique ways of engagement to guarantee equal and appropriate representation in this process.

LOCAL COMMUNITY: Local community players would be identified as full-time and part time Key West Residents. Within these subsets Office GA will work with city staff in highlighting unique community groups as well as underrepresented populations. Office GA proposes a minimum of 2-4 public forums with the goal of 50+ local participants per event. The times and locations for these events would be established with the city, in order to present varied publicly accessible locations at a range of times to help accommodate unique work schedules and transportation constraints.

These forums would be adequately noticed utilizing a range of digital and print publications, coordinated by the city and not limited to the list below:

- KEY WEST CITIZEN**
- PARADISE**
- THE BLUE PAPER**
- PROJECT WEB PAGE**
- PROJECT FACEBOOK PAGE**
- PROJECT INSTAGRAM**
- PUBLIC DISTRIBUTED FLIERS /ADVERTISEMENTS**
- EMAIL LIST /EMAIL BLASTS**

In working with the city as outlined above Office GA would look to identify unique local geographic locations and communities for public forum. An initial list to be further developed with the city might include:

- OLD TOWN KEY WEST**
- NEW TOWN**
- BAHAMA VILLAGE**
- STOCK ISLAND**
- KEY HAVEN**

-NAS KEY WEST / COAST GUARD

In addition to the 200-300 people engaged by public forum Office GA would work with the city to develop digital questionnaires highlighting key questions and potential space for write-in concerns and comments. These digital forums would be best developed through the online platform FACEBOOK or the project specific Web Page and logged by city staff. Notification of these online questionnaires will utilize the aforementioned methods making access to the process democratic and easy. Helping to guarantee our goal of reaching upwards of 400 local participants.

REGIONAL COMMUNITY: For the purposes of this project Office GA would consider the regional community as a group comprised of Key's residents both full-time and part time in Monroe county. Utilizing similar means of communication as outlined in the preceding section, our team in collaboration with the city would work to identify key population subsets and strategic locations for their engagement. In addition to online/digital forums accessible to all, we would highlight at least two major Keys locations for public forum and engagement. While we would look to the city and its staff for vital input, Office GA would try to would be run by city staff with the help of our project partners. Possible locations for these meetings might include:

- SUGARLOAF MIDDLE SCHOOL**
- CRANE POINT MUSEUM AND NATURE CENTER**
- CORAL SHORES HIGH SCHOOL**

Notification for these events would follow the same combination of digital and print, as outlined in the preceding section.

TOURIST COMMUNITY: Office GA for this project would define the tourist community as the short term transient group integral to the success of Key West as a world class vacation destination. Targeting of this group will take slightly different strategies than those utilized for the previous community groups.

Understanding the limited time for engagement available to this group while in Key West, our team would look to develop creative solutions to gathering their vital input. Utilizing the digital platforms available to us we would propose a strategy of focused local advertisements. Utilizing newspapers and tourist publications would be a first move.

Strategic partnering with hotel, motel, timeshare and Bed and Breakfast properties could also bear significant results. Fliers and leave-behind

questionnaires could be disseminated at a number of hospitality properties representing an adequate cross section of Key's accommodations and the clientele they cater to managed by city staff.

Public forums will always be open to this constituent group should it align with their travel. However, the combination of community forums, physical questionnaires and digitally available resources will allow us to get to our statistically significant survey of 200 tourists. Our immediate strategy would look at 20 properties with the goal of 5-10 responses at each with the balance of our survey group coming from digital/online interactions.

As important as Community engagement is to this process the means and methodologists of cataloging and relaying this information back to the decision makers is of equal necessity. Office GA would work with the city first in incorporating those participants in this process as integral to the conversation and dialogue these community events foster; and secondly in delivering the findings through appropriate means to all involved. Public newsletters would be made available to the community as whole, while focused briefings, meeting minutes and outlines of major takeaways would be presented to the city and its staff through detail memorandums, the project management and team communication software and any other means deemed necessary by AIPP, the NEA and the city.

The goal of this process is not to just better understand the needs of the community both large and small, but to serve as a framework for future community engagement on projects concerned with public Arts and Culture.

Deliverables:

- Placemaking Public Engagement and Needs Assessment Process Report
- Statistically significant data gathered from this task
- Establishment of core Community Participants
- Framework for "Complete" community engagement through physical and digital/online forums

TASK C ECO-ART WORKSHOPS

Perhaps the most dynamic single event in this Master Plan proposal, The Eco-Art Workshop will give Office GA the opportunity to design and curate an event responding to the needs of the community with a direct focus on “art with a function and green infrastructure that is aesthetically pleasing.”

PART 1: SYMPOSIUM

The Eco-Art workshop would be designed as a multi-day, multi-participatory event. A brick and mortar gathering hosted by Office GA, on behalf of the city, could incorporate lectures, seminars, visual presentations and expert led panel discussions and open table conversations.

Office GA would look to the city in developing a shortlist of local officials, community leaders, architects/landscape architects, designers, artists and engaged citizens. In addition Office GA would curate a focused list of individuals from the design and art community with a unique perspective on current climate issues affecting the Keys that could present opportunities for the artists working on-site.

In addition to the local list of participants Office GA would tap into our deep network of colleagues, in the art, design, academic and scientific community. This outside perspective on the state of Art as it relates to the environment could offer valuable insight to the community of Key West and that decision makers on this project. Leading to perhaps unexpected selections down the road on the selected artworks that will be presented in Truman Waterfront Park.

Office GA would work with the city on all aspects of this event, but an initial shortlist of art and design experts might include:

- Alex Gartenfeld, Chief Curator, Institute of Contemporary Art**
- Mitchell Joachim, TERRA FORM, New York University**
- David Benjamin, The LIVING, Columbia University**
- Meg Daly, Founder and President, Friends of the Underline**
- Matthew Lewis, LAND**
- Natalia Zuluaga, Artistic Director, Art Center South Florida**
- Professor Rocco Ceo, UNDERLINE, University of Miami**

Office GA would select a location, along with the city, for this first event that would be simultaneously accessible while engaging as a location for public forum. Programmed throughout the two days to include large open public

forums as well as intimate discussions and seminars.

PART 2: FIELD TRIP

The second major component of the Eco-Art Workshop would be a 10-15 person field trip to South Florida to see first hand exemplary projects focused on ecological art, green infrastructure and innovative place making focused on community.

Details of the trip would be worked out in the early stages of this process, but Office GA would work with the city in establishing appropriate transportation, accommodations and trip itinerary. Again, Office GA would utilize its deep connection to the art and design world to offer access to unique sites with in-depth tours presented by the individuals associated with the specific projects.

A short list, to be developed, of potential locations and collaborators might include:

-Underline, Meg Daly, Founder and President

-Miami Beach Botanical Gardens, Sandy Shapiro, Executive Director

Office GA with the help of the city would work to make the information and visuals presented at this event available for the public through our social media and web outlets, while developing in-depth takeaways and reports for key constituents and decision makers. These would be achieved through curated print packages and comprehensive email outlines. The goal of these documents being a complete overview of participants comments and ideas, as well as active steps and strategies to be implemented in the final selections for the Truman Waterfront Park.

Deliverables:

- Summary of Eco-Art Workshop
- Participants' Review / Comments
- Visual Diary of Exemplary Work

TASK D TRUMAN WATERFRONT PARK ARTS AND CULTURE MASTER PLAN

The Truman Waterfront Park Arts and Culture Master Plan is the main deliverable component from Office GA. Of all aspects in this proposal, it is here that we find the most potential, as this process and our plan will be rooted in the ideas, interests and needs of this unique and vibrant community. This product will represent a culmination of ideas and stratagem extracted from the community

review and Eco-art exploration programs. In-line with the city's ambition for this project, Office GA will develop a plan that targets the concerns of the city as outlined in the RFP:

- New Capacity to Present Excellent Arts Programming and Serve New Audiences.**
- Public Art Pieces Installed at Truman Waterfront.**
- Increased Livability & Community Engagement.**
- Increased community understanding of Ecologically-Sustainable Design Integration while retaining Design Excellence**
- Connection among artists, design professionals and community members**
- Economic Benefits through Arts Integration in Disadvantaged Neighborhood.**

Office GA as steward of the community through design will develop a plan that integrates the needs of the community both local and transient, while offering engaging and unexpected cutting edge art curation and programming. Our goal is not simply to answer but exceed the needs of the community. Presenting an innovative plan that reflects issues of ecology and sustainability, providing lasting value for the city and its community through fresh models of engagement. As a world class vacation destination we would work to develop a plan that has global relevance within the art world, while maintaining a deep and conscientious understanding of place. Art, site planning and curation that is both spectacular and deeply respectful of the history and unique geographic location of Key West.

Practically, Office GA will craft the submitted Master Plan utilizing all the means at our studio's disposal. Fully developed master-plan site plans identifying strategic art locations and relationships to paths of travel. Opportunities for both passive and active art installations all in the service of providing a comprehensive visual understanding of the proposed plan.

Office GA through this process would make available our network of art professionals. Seeking consultation as necessary on curation, procurement, sustainable design issues, installation and upkeep.

Along with the list of local artist developed by the city in conjunction with our studio, Office GA would work to create a supplementary list of artists and projects that could bring unique opportunities to the city for global recognition.

Office GA would utilize our studio's cutting edge approach to Art Curation. We would work to develop in-house 3D renderings, animated walk-throughs, software based sun and environmental studies all to understand and present

a comprehensive, vetted plan that can be understood by professionals and citizens alike.

Office GA would also like to present to the city along with a full visual presentation a comprehensive book outlining the process and final master plan concept. The combination of original writings and images will serve as a concrete product of this in-depth process of planning, design and exploration.

In addition Office GA in conjunction with the city would develop a comprehensive press package complete with project overview, press images and necessary data for the promotion of this project in both local and national press.

It is our intention to also document the structure of this process. Detailing strategies, organizing principles, means of data collection, marketing aspects, and methodology for art selection, installation and maintenance, so that the framework could be implemented in future projects with the City or Key West, Art in Public Places and in collaboration with outside interested and stakeholders like the National Endowment for the Arts. The ability to learn from this process and create a replicable plan of attack on future work will be an invaluable take away.

Deliverables:

- Truman Waterfront Park Master Plan
- Comprehensive Project Book
- Press and Marketing Package/Materials
- Web and Social Media Content

TASK E PUBLIC ART AND PERFORMANCE DEMONSTRATION PROJECTS

Office GA would work closely with the city in the bidding and procurement of at least \$50,000 of AIPP funded art and cultural installations. Developing an allotment of funds that will produce the highest impact for the city and the park visitors.

In addition to physical sculptures, art installations and Eco-conscious objects Office GA would work with the city to recognize other opportunities for cultural exchange within the community. From local dance and theatrical productions to seminars and cultural forums. Office GA would work to develop that shortlist

and curate a schedule of potential future events. While this list would certainly be expounded upon, an initial set of participants might include:

- BAHAMA VILLAGE MUSIC PROGRAM**
- THE STUDIOS KEY WEST**
- KEYS COMMUNITY SCHOOL OF THE ARTS**
- KEY WEST CONTEMPORARY DANCE COMPANY**
- KEY WEST WRITERS GUILD**
- KEY WEST LITERARY SOCIETY**

The framework, cultural programming, exhibition line-up and art installations will leave the city with both an activated public venue in the near future and a system for developing future programming for the benefit of locals and tourists alike.

As part of the culmination of the project, Office GA and the city will work together to develop an appropriate public ceremony in commemoration its opening. As part of this event Office GA will curate a series of speeches by city officials, artists and active participants within this process. An official ribbon cutting will ring-in a new era of art and culture in Key West, establishing Truman Waterfront Park as a global destination for art and cultural programming. The day-long event will include a variety of cultural performances that both celebrate the opening of the park and set the stage for future cultural events for the City of Key West.

Deliverables:

- Public Art Installation
- Ribbon Cutting and cultural demonstration for public art and NEA grant completion

For the purposes of this proposal, Office GA has left the budgets as proposed by the City and the Grant intact. We believe there will be some negotiation within the permissible 10% line-items adjustments. Those adjustments if necessary would need to happen after our initial discussion with the city should we be selected at the Consultant and enter into contract with the city and Art in Public Places.

In addition to the services performed by Office GA, the identity, marketing, webpage and social media components would need to be analyzed and budgeted separately. The scope of these services are not defined in this RFP. As part of our scope, Office GA would oversee the work performed, and provide suggested firms with which to collaborate; with the expectation that the city contracts separately for these services based on their desired level, scope, and quality.

The timeline for this project follows the outline given by the City of Key West. Office GA has made a few minor adjustments based on date of the Award Recommendation. We based this on our current assumption that work would not commence until after the project has been assigned. With that said our office understands the necessity to track this project as close to the outlined completion date as possible we have included a one-month extension, based on the award assignment date, and an additional month to account for any unforeseen circumstances the project may encounter.

It would be our goal to match the original completion date, however we find it prudent to take into account the potential real world eventualities. As always we would work with the city to achieve all necessary target dates and timelines.

Provided by Grant, For Consultant:

Art & Culture Master Plan:	\$ 44,500 (Includes Process Document)
Park Arts Vision Team Stipends:	\$ 14,000 (\$1,400 stipends x 10 people)
Cultural Partners:	\$ 3,000 (\$1,500 stipends to 2 arts orgs.)
EcoArt Workshop:	\$ 10,000 (Includes participant travel)
Consultant Travel:	\$ 1,000
Grand Opening:	\$ 2,500
	\$ 75,000

Provided by City, For Grant Match

Public Art & Installation	\$ 50,000 (Minimum)
City Staff Time	\$ 17,000
AIPP Board Time	\$ 8,000
	\$ 75,000

Project Timeline:

RFP Advertised	May 12, 2018
Deadline for response	3pm, June 20, 2018
Selection Committee Ranking	TBA: Between June 25 - July 4, 2018
AIPP Recommendations	July 12, 2018
Award Recommendations	August 7th, 2018 (City Commission meeting)
Conduct community survey/plan	August - October 2018
Issue Request for Proposals / Select Art	November - January 2018
Install public artworks	January - February 2019
Ribbon-Cutting to complete NEA grant	March 15, 2019 - June 15, 2019

Education:

- | | |
|------|--|
| 2008 | M.Arch, Columbia University Graduate School of Architecture, Planning and Preservation, New York, New York |
| 2004 | B.S. Architecture, Georgia Institute of Technology, Atlanta, Georgia |

Work:

- | | |
|--------------|---|
| 2017-Present | Tile Blush Gallery, Design Curator |
| 2014-2017 | Partner, Noguchi Breton. [Little Haiti based contemporary art gallery.] Miami, Florida |
| 2010-Present | Founder, Office GA. [A mutli-disciplinary design and fabrication practice focused on the territory between architecture's typical boundaries.] Miami, Florida |
| 2010-Present | Co-Founder, Everything, Inc. [A curatorial collaboration with Jieun Yang intent on capturing and resituating fluctuations in architectural thinking.] New York, New York + Miami, Florida |
| 2008-Present | Design Director, Gonzalez Architects [An East Coast based firm practicing architecture, urbanism, and planning.] Miami, Florida |
| 2007-2008 | Della Valle Bernheimer, New York, New York |
| 2006 | Studio Daniel Libeskind, New York, New York |
| 2004-2005 | TVS Design |

Recent Solo Exhibitions:

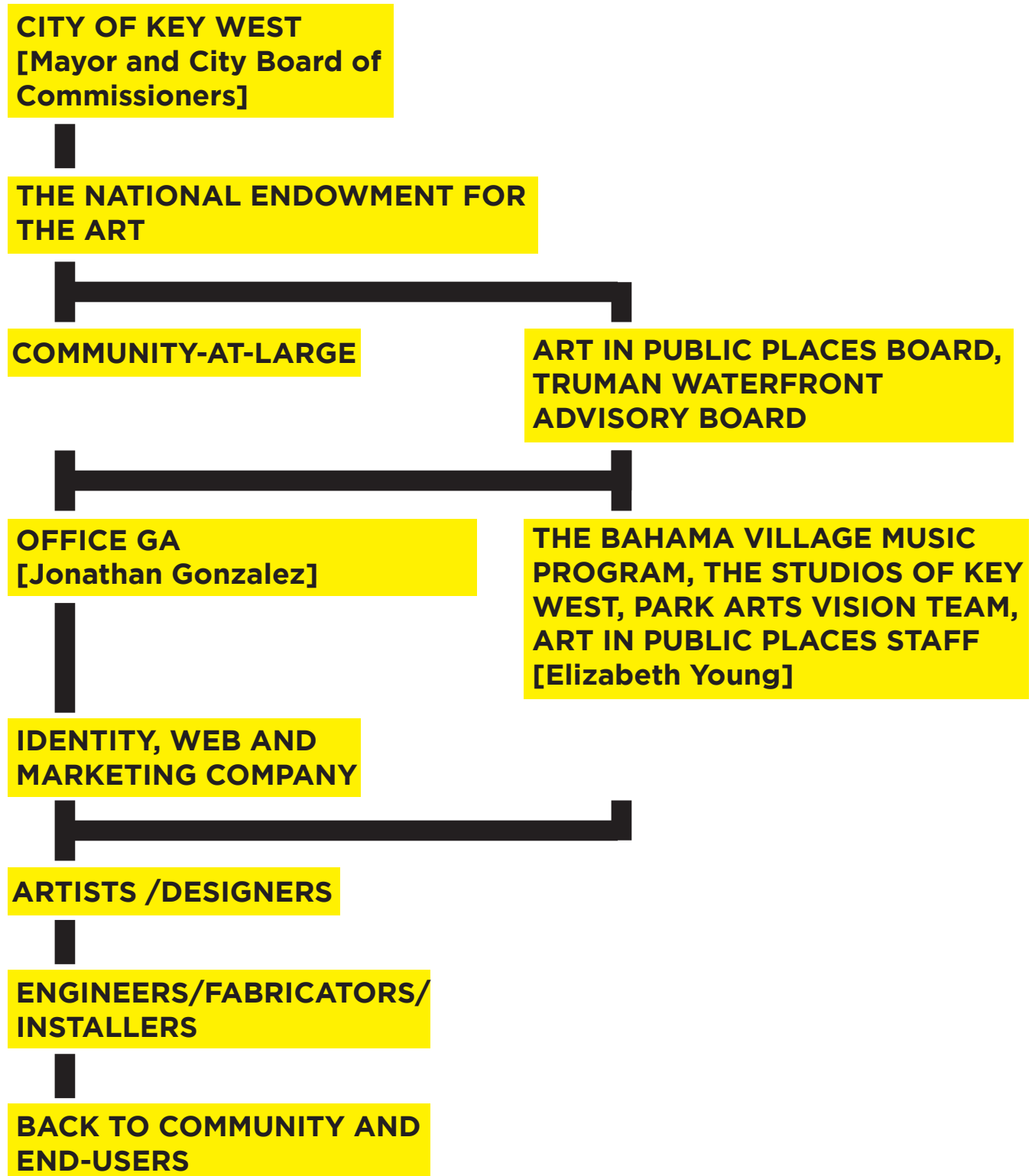
- | | |
|------|---|
| 2015 | Guccivuitton, Institute of Contemporary Art, Miami |
| 2015 | Intersections [After Lautreamont], CIFO, Miami |
| 2015 | StoreFront, Design Miami |
| 2016 | What Shall We Do Next, Diverse Works, Houston |
| 2016 | EGOT, Design Pub Maison et Objet |
| 2016 | Primitive Hut [Curator], Miami |
| 2016 | Tree House Coat Rack, Miami Center for Architecture and Design, Miami |
| 2016 | Faena Bazaar, Miami |
| 2016 | Under The Endless Sky, Design Miami |
| 2017 | Blush Pane, Belice Hertling, Paris |
| 2017 | Sight Unseen, NYC |
| 2017 | Model Room, Casacor, Miami |

*This list does not include any private commissions at clients' request.

Boards:

- | | |
|---------------|--|
| 2016-Present/ | Historic and Environment Preservation Board, City of Miami |
|---------------|--|

Office GA will perform as a steward of the public interest. Through our unique expertise and understanding of the art world, both at the institutional and civic levels, we hope to develop a Master Plan that is both responsive to the needs and expectations of the city and ultimately the greater community. It is also our goal to imbue unique creative energy and thought that will benefit and excite all that encounter this project in the years to come. The organization chart that follows renders Office GA an organizing agent of the concerns of City of Key West and its duty to look after this projects key stakeholders/partners, with the **COMMUNITY** on one side and park stewards on the other.



CLIENT REFERENCES

28

Further references available upon request.

June 12, 2018

Dear Members of the Board,

Please allow this letter to serve as my formal support for the application of Jonathan Gonzalez and Office GA to be the City of Key West Arts and Culture Master Plan Consultant for the Truman Waterfront Park.

I first came to know the work of Jonathan Gonzalez and Office GA when I was writing on visual art for the Miami Herald back in 2015. He had recently completed a major design, fabrication and curatorial effort at the Institute of Contemporary Art, Miami [ICA] that I wrote a significant feature on. The architecturally scaled custom installation was both monumental and captivating. Considerate of the over 200 works by varied artist his design accounted for, while occupying its own sculptural territory in this four-story conceptual gallery museum project.

Since that time, I have had the opportunity to know the work of Jonathan in both gallery and institutional settings. Following that show I had the opportunity to work with Jonathan in my role as Programs Coordinator for the Miami Center for Architecture and Design [MCAD]. Jonathan mounted a solo show of his own work for the center in which he was responsible for its design and fabrication. His civic and professional engagement with the arts has afforded me numerous other opportunities over the past years to understand the unique curatorial ethos of Jonathan and the art and design sensibilities and expertise he and his practice hold.

In my current role as Exhibitions Manager for the Miami Based not for profit art exhibition space Locust Projects, I continue to collaborate with Jonathan and Office GA, as I follow his practice; From consulting on major civic art installations to high tech fabrication and art installations, as well as staging unique gallery shows to leading internationally recognized art and design exhibitions, he provides a unique perspective that would be valuable to the Key West community.

It is this deep understanding of his practice as I have watched it become one of Miami's important art world drivers, that I give my full support to the bid of Jonathan Gonzalez and Office GA to lead this major art master planning effort.

Respectfully,

A handwritten signature in black ink, appearing to be 'Ricardo Mor', with a long, sweeping horizontal line extending to the right.

Ricardo Mor
Exhibitions Manager

Locust Projects
3852 North Miami Avenue,
Miami FL 33127

Institute of
Contemporary
Art, Miami

61 NE 41ST Street
Miami, FL 33137
305 901 5272

icamiami.org
hello@icamiami.org

June 18, 2018

Dear Members of the Selection Committee,

I write this letter in support of the application submitted by Mr. Jonathan Gonzalez for the City of Key West Arts and Culture Master Plan Consultant for the Truman Waterfront Park.

Jonathan and I have worked together extensively in my role as Artistic Director of the Institute of Contemporary Art, Miami (ICA Miami). We first met four years ago when he was chosen to design the museum exhibition "Guccivuitton" for the Miami-based artist collective of the same name. For this project, Jonathan ably transformed the museum's Atrium Gallery into a conceptual storefront for contemporary art, in order to highlight the tension between the art market and institutions. The installation itself was an apparatus for hanging work by over 50 other artists, and a conceptual monument. The scale of this installation introduced me to Jonathan's unique design sensitivity and his deft method of conceiving and managing complex, large-scale exhibitions.

Since that time, Jonathan and his design and fabrication firm, Office GA, have been involved in extensive installations at ICA Miami and institutions nationwide. We have employed his services both as a designer and fabricator of customized furniture and functional spaces, as well as a facilitator of large-scale art installations originally conceived by other artists. In that capacity Jonathan and Office GA have afforded the museum cutting edge digital design and fabrication resources. Jonathan has the unique ability to engage with world-class artists, and translate their ideas into new mediums and make forms possible. Together we have worked to realize monumental elevated screens to support a project by Alex Bag; and an immersive architectural labyrinth by John Miller. In 2016, we created a monumental translation of a small Thomas Bayrle drawing from the 1980s, turning it into an architecturally scaled sculpture. Jonathan and Office GA have recently worked closely with the museum on a suite of custom-designed furniture for the opening of our new museum building in the Miami Design District, and the fabrication of a major new commission by the artists Allora & Calzadilla.

In my role as co-curator of the recently-closed 2018 New Museum Triennial I am deeply engaged with the support of artists' visions; as well as to the critical reflection upon institutions and exhibition making. Further, I am experienced

in locating and nurturing emerging talent. In the field of architecture and design, and among his generational peers, Jonathan is attuned to the complexity and social engagement of contemporary art. I look forward to continuing this collaboration with Jonathan and his firm. Understanding his own work critically within the history of design allows Jonathan to play intelligently with new ideas while producing work that is thoughtful and intimately aware of the practice of making.

It is this critical understanding of design and spirit of challenging established thought that make Jonathan so precisely fit for this challenge. I have all the confidence in his ability to lead this art master planning effort and I and offer my full support to him and his team.

Respectfully,

A handwritten signature in black ink, appearing to read 'Alex Gartenfeld', with a stylized, flowing script.

Alex Gartenfeld
Artistic Director
Institute of Contemporary Art, Miami

Office GA maintains a full time staff of dedicated designers, curators, artists and craftspeople.. As Principal of the firm, Jonathan Gonzalez will personally oversee the project from contract signing to ribbon cutting. In addition Office GA will dedicate a specific project manager to the Truman Waterfront Park Master Plan.

This individual will handle day to day coordination of the project both with our in-house staff, as well as with city staff and project partners. Hello Gusto who Office GA will be collaborating with on the identity, web, social media and marketing components also maintains a dedicated project staff.

Office GA and all of its subcontractors have extensive experience in large scale institutional and a public sector arts projects and initiatives. This past experience leaves us ready to handle both the anticipated workload of this project, while still allowing us to innovate on behalf of the City of Key West and its greater community.

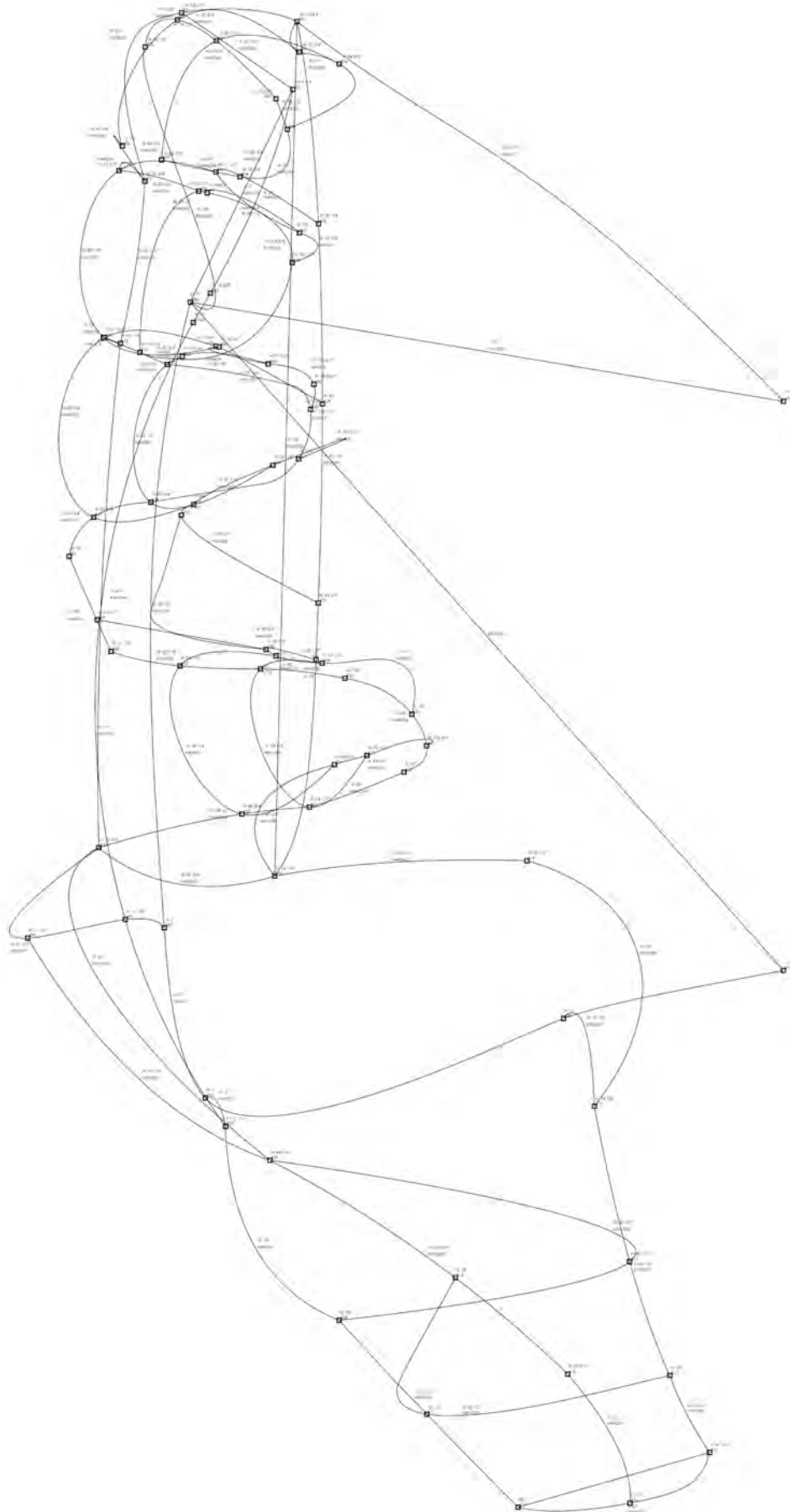
The timeline previously outlined will require of any finalist diligent attention to the project and its many details. Our use of digital project management tools will only better our ability to oversee, manage and perform at the necessary level this project will require.

It is with great anticipation that we submit this proposal to the City of Key West as we hope for the opportunity to utilize our unique industry leading expertise for the benefit of your vibrant community.

Respectfully,

Office GA

Jonathan A. Gonzalez
Principal



CONTRACT DOCUMENTS

THE FOLLOWING WILL BE SUBMITTED WITH THE PROPOSAL

List items to be performed by CONTRACTOR's own forces and the estimated total cost of these items.
(Use additional sheets if necessary.)

1. See proposal Items A-E	\$ 44,500
2. Eco-Art Workshop ADD. Coordination	\$ 2,500
3. Consultant Travel	\$ 1,000

SUBCONTRACTORS

The Proposer further proposes that the following subcontracting firms or businesses will be awarded subcontracts for the following portions of the work in the event that the Proposer is awarded the Contract:

Name

_____, _____, _____, _____ Street
City State Zip

Name

_____, _____, _____, _____
Street City State Zip

PROPOSER

The name of the Proposer submitting this Proposal is

Office GA, Jonathan Gonzalez, Owner

_____ doing business at

14 NE First Avenue, Ste. 507, Miami, FL, 33132
Street City State Zip

which is the address to which all communications concerned with this Proposal and with the Contract shall be sent.

The names of the principal officers of the corporation submitting this Proposal, or of the partnership, or of all persons interested in this Proposal as principals are as follows:

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his (its) hand this 19 day of JUNE 2018.

Signature of Proposer

Title

If Corporation

IN WITNESS WHEREOF the undersigned corporation has caused this instrument to be executed and its seal affixed by its duly authorized officers this _____ day of _____ 2018.

(SEAL)

Name of Corporation

By _____

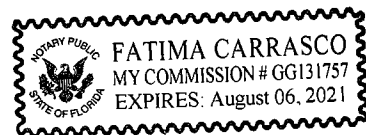
Title _____

Attest _____

Sworn and subscribed before this 19th day of June, 2018

NOTARY PUBLIC, State of Florida, at Large

My Commission Expires: Aug. 06, 2021



[illegible]

By:

~~Jonathan com 20162~~

19 days of March 19, 2021
 NOTARY PUBLIC
 FATIMA CARRASCO
 MY COMMISSION # GG131757
 EXPIRES: August 06, 2021
 STATE OF FLORIDA

My Commission Expires: Aug. 06, 2021

ANTI – KICKBACK AFFIDAVIT

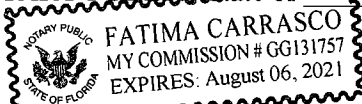
STATE OF KI)
) : SS
COUNTY OF MONROE)

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: [Signature]
Jonathan Gonzalez

Sworn and subscribed before me this 19 day of June, 2018.

NOTARY PUBLIC, State of Florida at Large



My Commission Expires: Aug. 06, 2021

(Signature)

(Date)

6-19-18

STATE OF FL

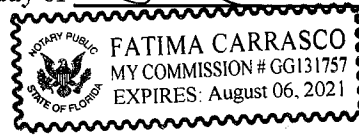
COUNTY OF MORRIS

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

Jonathan Gonzalez who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 19 day of June, 2018.

My commission expires: Aug. 06, 2021



NOTARY PUBLIC

SWORN STATEMENT UNDER SECTION 287.133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid or Proposal for _____
Truman Waterfront Arts and Culture Master Plan, RFP#009-18

2. This sworn statement is submitted by Office GA LLC
(Name of entity submitting sworn statement)

whose business address is _____
14 NE First Avenue, Ste 507, Miami, FL 33132

and (if applicable) its Federal Employer Identification Number (FEIN) is _____
46-5460534

(If the entity has no FEIN, include the Social Security Number of the individual
signing this sworn statement _____)

3. My name is Jonathan A Gonzalez
(Please print name of individual signing)

and my relationship to the entity named above is Owner

4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any bid or contract for goods or services to be provided to any public or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means

- a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).

☒ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

☐ There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted VENDOR list. (Please attach a copy of the final order.)

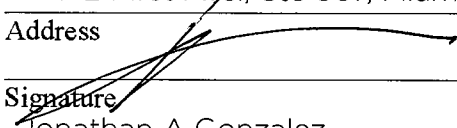
☐ The person or affiliate was placed on the convicted VENDOR list. There has been a subsequent proceeding before a hearing officer of the State of

Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted VENDOR list. (Please attach a copy of the final order.)

☐ The person or affiliate has not been put on the convicted VENDOR list. (Please describe any action taken by or pending with the Department of General Services.)

CITY OF KEY WEST INDEMNIFICATION FORM

To the fullest extent permitted by law, the VENDOR expressly agrees to indemnify and hold harmless the City of Key West, their officers, directors, agents and employees (herein called the "indemnitees") from any and all liability for damages, including, if allowed by law, reasonable attorney's fees and court costs, such legal expenses to include costs incurred in establishing the indemnification and other rights agreed to in this Paragraph, to persons or property, caused in whole or in part by any act, omission, or default by VENDOR or its subcontractors, material men, or agents of any tier or their employees, arising out of this agreement or its performance, including any such damages caused in whole or in part by any act, omission or default of any indemnitee, but specifically excluding any claims of, or damages against an indemnitee resulting from such indemnitee's gross negligence, or the willful, wanton or intentional misconduct of such indemnitee or for statutory violation or punitive damages except and to the extent the statutory violation or punitive damages are caused by or result from the acts or omissions of the VENDOR or its subcontractors, material men or agents of any tier or their respective employees.

VENDOR: Office GA LLC
14 NE First Ave., Ste 507, Miami, FL 33132
Address

Signature
Jonathan A Gonzalez
Print Name
Owner
Title

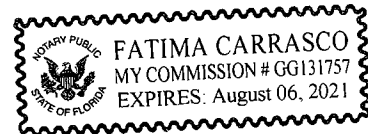
SEAL:

DATE: 6-19-18

Sworn and subscribed before this 19th day of June, 2018

NOTARY PUBLIC, State of Florida, at Large

My Commission Expires: Aug. 06, 2021



EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF PI)
 : SS
COUNTY OF MONROE)

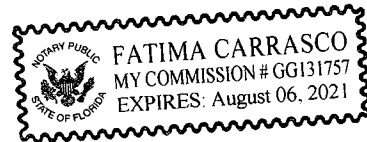
I, the undersigned hereby duly sworn, depose and say that the firm of Office GA LLC
provides benefits to domestic partners of its employees on the same basis as it provides benefits to
employees' spouses per City of Key West Ordinance Sec. 2-799.

By: _____

[Signature]
Jonathan Gonzalez

Sworn and subscribed before this 19th day of June, 2018

NOTARY PUBLIC, State of Florida, at Large
My Commission Expires: Aug. 06, 2021



CONE OF SILENCE AFFIDAVIT

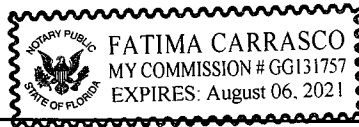
STATE OF FL)
)
 : SS
COUNTY OF Monroe)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of Office GA LLC have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

By: _____

Sworn and subscribed before me this

19th day of June 20 18.



NOTARY PUBLIC, State of Florida at Large

My Commission Expires: Aug. 06, 2021

Sec. 2-773. - Cone of silence.

- (a) *Definitions.* For purposes of this section, reference to one gender shall include the other, use of the plural shall include the singular, and use of the singular shall include the plural. The following definitions apply unless the context in which the word or phrase is used requires a different definition:
- (1) *Competitive solicitation* means a formal process by the City of Key West relating to the acquisition of goods or services, which process is intended to provide an equal and open opportunity to qualified persons and entities to be selected to provide the goods or services. Competitive solicitation shall include request for proposals ("RFP"), request for qualifications ("RFQ"), request for letters of interest ("RFLI"), invitation to bid ("ITB") or any other advertised solicitation.
 - (2) *Cone of silence* means a period of time during which there is a prohibition on communication regarding a particular competitive solicitation.
 - (3) *Evaluation or selection committee* means a group of persons appointed or designated by the city to evaluate, rank, select, or make a recommendation regarding a vendor or the vendor's response to the competitive solicitation. A member of such a committee shall be deemed a city official for the purposes of subsection (c) below.
 - (4) *Vendor* means a person or entity that has entered into or that desires to enter into a contract with the City of Key West or that seeks an award from the city to provide goods, perform a service, render an opinion or advice, or make a recommendation related to a competitive solicitation for compensation or other consideration.
 - (5) *Vendor's representative* means an owner, individual, employee, partner, officer, or member of the board of directors of a vendor, or a consultant, lobbyist, or actual or potential subcontractor or sub-consultant who acts at the behest of a vendor in communicating regarding a competitive solicitation.
- (b) *Prohibited communications.* A cone of silence shall be in effect during the course of a competitive solicitation and prohibit:
- (1) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the city's administrative staff including, but not limited to, the city manager and his or her staff;
 - (2) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the mayor, city commissioners, or their respective staff;
 - (3) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and any member of a city evaluation and/or selection committee therefore; and
 - (4) Any communication regarding a particular competitive solicitation between the mayor, city commissioners, or their respective staff, and a member of a city evaluation and/or selection committee therefore.
- (c) *Permitted communications.* Notwithstanding the foregoing, nothing contained herein shall prohibit:
- (1) Communication between members of the public who are not vendors or a vendor's representative and any city employee, official or member of the city commission;
 - (2) Communications in writing at any time with any city employee, official or member of the city commission, unless specifically prohibited by the applicable competitive solicitation.
 - (A) However, any written communication must be filed with the city clerk. Any city employee, official or member of the city commission receiving or making any written communication must immediately file it with the city clerk.
 - (B) The city clerk shall include all written communication as part of the agenda item when publishing information related to a particular competitive solicitation;
 - (3) Oral communications at duly noticed pre-bid conferences;
 - (4) Oral presentations before publicly noticed evaluation and/or selection committees;
 - (5) Contract discussions during any duly noticed public meeting;

- (6) Public presentations made to the city commission or advisory body thereof during any duly noticed public meeting;
 - (7) Contract negotiations with city staff following the award of a competitive solicitation by the city commission; or
 - (8) Purchases exempt from the competitive process pursuant to section 2-797 of these Code of Ordinances;
- (d) *Procedure.*
- (1) The cone of silence shall be imposed upon each competitive solicitation at the time of public notice of such solicitation as provided by section 2-826 of this Code. Public notice of the cone of silence shall be included in the notice of the competitive solicitation. The city manager shall issue a written notice of the release of each competitive solicitation to the affected departments, with a copy thereof to each commission member, and shall include in any public solicitation for goods and services a statement disclosing the requirements of this ordinance.
 - (2) The cone of silence shall terminate at the time the city commission or other authorized body makes final award or gives final approval of a contract, rejects all bids or responses to the competitive solicitation, or takes other action which ends the competitive solicitation.
 - (3) Any city employee, official or member of the city commission that is approached concerning a competitive solicitation while the cone of silence is in effect shall notify such individual of the prohibitions contained in this section. While the cone of silence is in effect, any city employee, official or member of the city commission who is the recipient of any oral communication by a potential vendor or vendor's representative in violation of this section shall create a written record of the event. The record shall indicate the date of such communication, the persons with whom such communication occurred, and a general summation of the communication.
- (e) *Violations/penalties and procedures.*
- (1) A sworn complaint alleging a violation of this ordinance may be filed with the city attorney's office. In each such instance, an initial investigation shall be performed to determine the existence of a violation. If a violation is found to exist, the penalties and process shall be as provided in section 1-15 of this Code.
 - (2) In addition to the penalties described herein and otherwise provided by law, a violation of this ordinance shall render the competitive solicitation void at the discretion of the city commission.
 - (3) Any person who violates a provision of this section shall be prohibited from serving on a City of Key West advisory board, evaluation and/or selection committee.
 - (4) In addition to any other penalty provided by law, violation of any provision of this ordinance by a City of Key West employee shall subject said employee to disciplinary action up to and including dismissal.
 - (5) If a vendor is determined to have violated the provisions of this section on two more occasions it shall constitute evidence under City Code section 2-834 that the vendor is not properly qualified to carry out the obligations or to complete the work contemplated by any new competitive solicitation. The city's purchasing agent shall also commence any available debarment from city work proceeding that may be available upon a finding of two or more violations by a vendor of this section.

(Ord. No. 13-11, § 1, 6-18-2013)

Attachment D

CERTIFICATIONS AND ASSURANCES

In performance of this Contract, Consultant provides the following certifications and assurances:

1. **Nondiscrimination Policies**
2. **Environmental and Preservation Policies**
3. **Debarment and Suspension**
4. **The Drug Free Workplace Act**
5. **Lobbying**
6. **Davis-Bacon and Related Acts (DBRA), as amended** – CONSTRUCTION ONLY
7. **Native American Graves Protection and Repatriation Act of 1990**
8. **U.S. Constitution Education Program**
9. **Prohibition on use of funds to ACORN or its subsidiaries**
10. **Conflicts of Interest and Criminal Disclosures**
11. **Unallowable Costs**
12. **Travel**
13. **Record Retention and Access**

1. NONDISCRIMINATION POLICIES

As a condition of this Federally funded project, you acknowledge and agree to perform work on the project as detailed in the Request for Proposals, and require any subcontractors, successors, transferees, and assignees to comply with applicable provisions of national laws and policies prohibiting discrimination, including but not limited to: Title VI of the Civil Rights Act of 1964 (as amended), Executive Order 13166 Improving Access to Services for Persons with Limited English Proficiency, Title IX of the Education Amendments of 1972 (as amended), The Age Discrimination Act of 1975 (as amended), The Americans with Disabilities Act of 1990 (ADA, as amended), Section 504 of the Rehabilitation Act of 1973 (as amended).

2. ENVIRONMENTAL AND PRESERVATION POLICIES

The undersigned Consultant acknowledges that the following policies apply to this project:

2.a The National Environmental Policy Act of 1969, as amended, applies to any Federal funds that would support an activity that may have environmental implications.

2.b The National Historic Preservation Act of 1966, as amended, applies to any Federal funds that support activities that have the potential to impact any structure eligible for or on the National Register of Historic Places, adjacent to a structure that is eligible for or on the National Register of Historic Places, or located in a historic district, in accordance with Section 106. This also applies to planning activities that may affect historic properties or districts.

3. DEBARMENT AND SUSPENSION

The undersigned Consultant certifies to the best of its knowledge and belief, that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by a Federal department or agency;
2. Have not within a three-year period preceding this Contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph A.2. of this certification; and/or
4. Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause of default.

If Consultant is unable to certify to any of the statements in this certification, Consultant shall attach an explanation to this Contract.

4. CERTIFICATION REGARDING DRUG-FREE WORKPLACE REQUIREMENTS

Pursuant to the Drug-Free Workplace Act of 1988, the undersigned attests and certifies that the Consultant (if not an individual) will provide a drug-free workplace by the following actions:

1. Publishing a statement notifying employees, including temporary personnel, that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.
2. Establishing an ongoing drug-free awareness program to inform employees concerning:
 - a. The dangers of drug abuse in the workplace.
 - b. The policy of maintaining a drug-free workplace.
 - c. Any available drug counseling, rehabilitation and employee assistance programs.
 - d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace.

3. Making it a requirement that each employee to be engaged in the performance of the Contract be given a copy of the statement required by paragraph 4.1. of this certification.
4. Notifying the employee in the statement required by paragraph 4.1. of this certification that, as a condition of employment under the Contract, the employee will:
 - a. Abide by the terms of the statement.
 - b. Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five (5) calendar days after such conviction.
5. Notifying the City in writing ten (10) calendar days after receiving notice under subparagraph 4.b. from an employee or otherwise receiving actual notice of such conviction. Provide such notice of convicted employees, including position title, to every Contract Manager on whose contract activity the convicted employee was working. The notice shall include the identification number(s) of each affected Contract or Grant.
6. Taking one of the following actions, within thirty (30) calendar days of receiving notice under subparagraph 4.4.b. herein, with respect to any employee who is so convicted:
 - a. Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973 as amended.
 - b. Requiring such employee to participate satisfactorily in drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State or local, health, law enforcement, or other appropriate agency.
7. Making a good faith effort to continue to maintain a drug-free workplace through implementation of this entire certification.

If the Consultant is an individual, the Consultant certifies that:

1. As a condition of the Contract, Consultant will not engage in the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in conducting any activity with the contract; and,
2. If convicted of a criminal drug offense resulting from a violation occurring during the conduct of any contract activity, Consultant will report the conviction, in writing, within 10 calendar days of the conviction, to the City when notice is made to such a central point, it shall include the identification number(s) of each affected contract.

5. CERTIFICATION REGARDING LOBBYING - Certification for Contracts, Grants, Loans and Cooperative Agreements.

The undersigned Consultant certifies, to the best of his or her knowledge and belief, that:

No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative

agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan or cooperative agreement.

If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employees of Congress, or employee of a Member of Congress in connection with a Federal contract, grant, loan, or cooperative agreement, the undersigned shall also complete and submit Standard Form - LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

The undersigned shall require that language of this certification be included in the documents for all subcontracts at all tiers (including subcontracts, sub-grants and contracts under grants, loans and cooperative agreements) and that all sub-recipients and consultants shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this Contract was made or entered into. Submission of this certification is a prerequisite for making or entering into this Contract imposed by 31 U.S.C. 1352. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

6. DAVIS-BACON AND RELATED ACTS (DBRA), AS AMENDED

Applicable to construction contracts only.

7. THE NATIVE AMERICAN GRAVES PROTECTION AND REPATRIATION ACT OF 1990

The undersigned Consultant acknowledges the Native American Graves Protection and Repatriation Act applies to any organization that controls or possesses Native American human remains and associated funerary objects and receives Federal funding, even for a purpose unrelated to the Act (25 USC 3001 et seq.).

8. U.S. CONSTITUTION EDUCATION PROGRAM

The undersigned Consultant acknowledges that Educational institutions (including but not limited to "local educational agencies" and "institutions of higher education") receiving Federal funds from any agency are required to provide an educational program on the U.S. Constitution on September 17 (P.L. 108-447, Division J, Sec. 111(b)). For more information on how to implement this requirement and suggested resources, see www2.ed.gov/policy/fund/guid/constitutionday and <http://thomas.loc.gov/teachers/constitution.html>.

9. PROHIBITION ON USE OF FUNDS TO ACORN OR ITS SUBSIDIARIES

The undersigned Consultant certifies that no Federal funds have been distributed to the Association of Community Organizations for Reform Now (ACORN) or its subsidiaries (P.L. 111-88 Sec. 427)

10. CONFLICTS OF INTEREST (2 CFR 200.112, 200.318) AND CRIMINAL DISCLOSURES (200.113)

The undersigned Consultant acknowledges the following apply to the City:

1. Written conflict of interest policies that ensure that all employees, board members, officers, or agents engaged in the selection, award, and administration of grants or contracts, avoid conflicts as described in §200.318.
2. Disclose to grantor any actual or potential conflicts, including but not limited to the following:
 - 2.a National Endowment for the Arts Panelist. No panelist can review an application from an organization with which he or she is affiliated. In addition, if a panelist later becomes associated with a project that he or she reviewed, then he or she cannot act as an authorizing official for that project. This prohibition is in effect throughout the entire period of performance.
 - 2.b National Council on the Arts member. Similarly, once an authorizing official for an organization that is an applicant or grantee is nominated to the National Council on the Arts, the authorizing official must recuse him/herself from acting in this capacity for applications and award actions, including payment requests.
3. Notify the grantor of any violations of Federal criminal law involving fraud, bribery, or gratuity violations that potentially affect the Federal award, as noted in §200.113. See 2 CFR 32.3254 for more information.

11. UNALLOWABLE COSTS

The undersigned Consultant certifies the National Endowment for the Arts' unallowable costs have been reviewed. Refer to National Endowment for the Arts General Terms & Conditions (December 2017 version), Section 12.2, page 7 which can be found in this RFP, Attachment A.

12. TRAVEL

The undersigned Consultant certifies the National Endowment for the Arts' travel information has been reviewed. Refer to National Endowment for the Arts General Terms & Conditions (December 2017 version), Section 13, page 9 which can be found in this RFP, Attachment A.

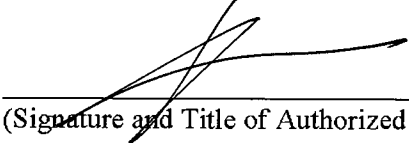
13. RECORD RETENTION AND ACCESS

The undersigned Consultant acknowledges the record retention period of three (3) years. Financial records, supporting documents, statistical records, and all other records pertinent to this project must be retained for a period of three (3) years from the date of submission of the City's final Federal Financial Report (FFR).

Exceptions include if litigation, claim, or audit is started before the expiration of the three-year period, or if the City provides notification in writing to extend the retention period.

If Consultant is unable to certify to any of the statements in this certification, Consultant shall attach an explanation to this Contract.

By signing below, Consultant certifies the representations outlined in parts 1 through 13 above are true and correct.

 *owner*

(Signature and Title of Authorized Representative)

Office GA LLC

Consultant Name

14 NE First Avenue, Ste 507,

Consultant Street Address

Miami, FL 33132

City, State, ZIP Code

ADDENDUM NO. 1

To All Proposers:

The following change is hereby made a part of RFP #009-18 as fully as completely as if the same were fully set forth therein:

The following is a list of addenda that shall govern all other contract documents to the extent specified.

Addendum No. 1

The following revision is hereby made a part of the Contract Documents as fully as completely as if the same were fully set forth therein:

1. Is the RFP confined to contractors from the region? If not, is there additional funding available for travel?

Answer: No, there are no geographic/local preferences. Only \$1,000 of travel money has to be claimed for grant purposes. Travel costs must adhere to the NEA's General Terms and Conditions (Attachment A in RFP). How much money is actually spent for travel is up to the consultant and comes from the milestone lump sum payouts.

2. I am a W/DBE. Is there specific paperwork I should be submitting?

Answer: There are no requirements for W/DBE paperwork at this time. However, please mention, at a minimum, the W/DBE status in your proposal.

3. The RFP is titled Arts and Cultural Master Plan for Truman Park to be replicable to other "arts and cultural projects", but the scope is outlining a Public Art Master Plan – please clarify which type of plan the City is seeking for this project.

Answer: We want the Plan to reflect the Community's input/requests for public art at the Park to include all of the arts; Performing, Visual and Literary. And the possibility of some "integrated" public art – even though the Park is nearly complete.

4. Regarding this statement....*"The format and documentation of this process is important, because although focused on the Truman Waterfront Park, needs to be replicable throughout the City of Key West for other arts and cultural projects"*.

- a. Please clarify what other projects are being referred to? To be replicable, the projects would need to be very similar – does this mean for other similar parks in Key West?

Answer: The process needs to be replicable for potential Public Art & Cultural projects in other public spaces on a smaller scale.

5. Can you provide the names of the artists selected for the Parks Vision Team?

Answer: The Parks Vision Team will have 10 people, 2 each appointed by the grant partners, but has not been formed yet. If the Team is complete before the RFP deadline we will release the names via Addendum.

6. There are two-line item summaries in the RFP – one on Page 8 and one on page 32 which do not align. Our questions regarding the budget are below.

- a. Please clarify which budget the City would like the consultant to refer to for a response.

Answer: Both. Page 8 refers to the lump sum that the consultant will receive for reaching each milestone. Page 32 refers to specific grant budget items that must be included across the scope of the whole grant, coordinated and paid for by the consultant.

- b. Regarding consultant travel, it seems the line item of \$1,000 will only accommodate a very local consultant or a very limited number of site visits. Is this correct? Or is the travel budget negotiable?

Answer: Only \$1,000 of travel money has to be claimed for grant purposes. How much money is actually spent for travel is up to the consultant and comes from the milestone lump sum payouts.

Page 8:

Project Administration \$ 10,000
Public Engagement \$ 20,000
EcoArt Workshop \$ 12,000
Arts & Culture Master Plan \$ 30,000
Public Art Performance \$ 3,000
TOTAL AWARD: \$ 75,000

Page 32:

Provided by Grant, For Consultant:

Art & Culture Master Plan: \$ 44,500 (Includes Process Document)
Park Arts Vision Team Stipends: \$ 14,000 (\$1,400 stipends x 10 people)
Cultural Partners: \$ 3,000 (\$1,500 stipends to 2 arts organizations)
EcoArt Workshop: \$ 10,000 (Includes participant travel)
Consultant Travel: \$ 1,000
Grand Opening: \$ 2,500
Total: \$ 75,000

7. If the City Commission award recommendations happen on August 7, 2018 as defined in the RFP, the timeline for the community engagement and surveying as listed in RFP (July-Sept) would need to be revised. Please advise on if the timeline can be revised.

Answer: The Community Engagement and Surveying should take ~3 months, so it is acceptable to revise the timeframe to (Aug-Oct).

8. Regarding Task B and this statement...*To be statistically significant at a 90% confidence level, requires input from at least 100 residents and 50 tourists; however, the for the purposes of this RFP, Consultant will target the 95% confidence level, obtaining input from 400 residents and 200 tourists.*

- a. In order to be statistically significant, the research would require a random sample household survey. Qualitative research (community meetings, intercept surveys, interviews, etc) cannot be statistically significant, nor can it be measured as above. A random household survey would be approximately \$20,000. Alternatively, an open online survey and qualitative community engagement can be conducted with a certain number of residents and tourists, but would not be statistically significant. Please clarify what is required for the project.

Answer: We do not desire a random sample household survey. We want qualitative research that obtains input from at least 400 residents and 200 tourists. Although it won't be statistically random, the sampling strategy should be varied enough to establish a reasonable level of validity.

9. The RFP calls for the consultant to design the EcoWorkshop and a trip to South Florida for 10-15 people to see concepts in real life. Has the itinerary and places been defined for the visit? Can you please provide information on how the budget was developed? – (participants, transportation, lodging, etc) and what the specific responsibility of tasks would be for the consultant?

Answer: Specifics have not been defined, but must work within the budget of \$10,000. The City's Sustainability Coordinator has many ideas and South Florida contacts in mind, but will wait until the Consultant is selected to work with them on specifics.

10. The plan includes a call for a marketing plan – are you seeking a full marketing plan (which would be an additional cost for deliverable) or just recommendations for marketing?

Answer: Recommendations for marketing.

11. **Regarding Task E Public Art & Performance Demonstration Projects...** *The Consultant shall advise the City's Public Art Administrator in the bidding and procurement of at least \$50,000 of AIPP funded art and cultural installations with deliverables of public art installations and Ribbon Cutting and cultural demonstration for public art and NEA grant completion.*

- a. The current timeline is extremely narrow for bidding, procurement, and installation of public art and typically this step would come after the Public Art Master Plan for Truman Park is developed and approved. Please provide additional information on expectations of this task.

Answer: Hurricane Irma and other staffing issues put this project behind. NEA has advised that a short time extension may be possible depending on project status, but the City wishes to get as close as we can to completing our tasks. At the time when bids are accepted, we will have a firmer timeline from which to operate from.

- b. Are the various references to Ribbon Cutting and Grand Opening referring to the same event?

Answer: Yes.

- c. The NEA grant has many restrictions on the dollars and in review, would not cover a ribbon cutting ceremony. Is this expected to be part of another budget? Why would it be the responsibility of the consultant to organize a City ribbon cutting? Or would the consultant just be advising with the City on the event?

Answer: The Consultant would be advising on the cultural content of the City's ribbon cutting. The AIPP Board and City Staff will coordinate and fund the event.

12. Can you please share the AIPP board's review and selection process for procurement of public art?

The City of Key West's Art in Public Places guidelines can be found here:

http://www.cityofkeywest-fl.gov/egov/documents/1523642732_05375.pdf

All Proposers shall acknowledge receipt and acceptance of this Addendum No.1 by acknowledging Addendum in their proposal or by submitting the addendum with the proposal package. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.

Signature



Office GA LLC
Name of Business

ADDENDUM NO. 2

To All Proposers:

The following change is hereby made a part of RFP #009-18 as fully as completely as if the same were fully set forth therein:

The following is a list of addenda that shall govern all other contract documents to the extent specified.

Addendum No. 2

The following revision is hereby made a part of the Contract Documents as fully as completely as if the same were fully set forth therein:

1. Is visual evidence of past master-planning, public art installations, fabrication, and/or art institution projects allowed within the proposal. And if so is there an appropriate location for these images/documents?

Answer: Yes, can be included as part of Qualifications but will be part of the 20 sheet limit.

2. Should this proposal include any initial site plan concept drawings for the final site?

Answer: No.

3. [Page 13] Proposal Submittal Requirements. What constitutes "all required attachments listed in Instructions to Proposer. Not counted towards 20 Sheet Limit."

Answer:

- Anti-Kickback Affidavit
- Sworn Statement under section 287.133(3)(a) Florida Statutes, on public entity crimes
- Indemnification Form
- Domestic Partnership Affidavit
- Cone of Silence Affidavit
- Non-Collusion Affidavit
- All requirements listed in Proposal Submittal Requirements (own forces/subcontractor form)
- Proof of Insurance

4. [Page 14] What constitutes contractors and how would pricing be established prior to finalizing scope? Web-page designer, art consultant or is this a question about fabricators and/or final installers of art and or art installations?

Answer: This should be "CONSULTANT's" own forces. Subconsultants to be used for the development of the master plan are to be listed as well. Art installation will be a separate RFP by the City to occur after the CONSULTANT is chosen. Pricing is to be included in the submitted proposal but changes to line item amounts may result from finalizing the scope. The total price submitted should not change.

5. [Page 14] Follow up question: Are there any requirements for architecture, landscape architecture or engineering professionals in this proposal?

Answer: No.

6. Task A-E. Is there any opportunity to review project budget based on scope changes based on community, city or stakeholder input or demands?

Answer: Yes, but only within line items.

7. Task D. The project area is further outlined in the Site Description [Page 31]. What access to architectural/park master plans, site plans, working drawings, engineering drawings are available to the the proposing parties? Additionally Is there a visual / pictorial / architectural requirement to the initial proposals of final master plans?

Answer: Many documents pertaining to the Truman Waterfront Park can be found at this City website: <http://www.cityofkeywest-fl.gov/egov/apps/document/center.egov?view=item;id=8812>
Proposers may obtain additional information about the Truman Waterfront Park through a public records request to the City Clerk's Office.

8. Subsequently, Architectural/Art Installation/Engineering Fabrication drawings would be in addition to the Master Plan outline/drawings in the outlined scope of this RFP?

Answer: Art installation will be a separate City issued RFP, based on the findings of the Art & Cultural Master Plan.

9. Task E. Is the \$50,000 minimum for public art subject to change based on final scope and stakeholder demands?

Answer: The \$50,000 is a minimum and will likely not change at this time.

All Proposers shall acknowledge receipt and acceptance of this Addendum No.2 by acknowledging Addendum in their proposal or by submitting the addendum with the proposal package. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.

Signature



Office GA LLC

Name of Business

ADDENDUM NO. 3 / LAST ADDENDUM

To All Proposers:

The following change is hereby made a part of RFP #009-18 as fully as completely as if the same were fully set forth therein:

The following is a list of addenda that shall govern all other contract documents to the extent specified. Because the deadline for proposals is 3 working days away, this will be the last Addendum. No other questions sent will be acknowledged nor answered.

Addendum No. 3

The following revision is hereby made a part of the Contract Documents as fully as completely as if the same were fully set forth therein:

1. Can you please clarify the requirements around business licenses for RFP #009-18 as the RFP has conflicting statements regarding this. In some places it says evidence must be provided within ten working days after receiving Notice of Award and in others, it says evidence must be provided in proposal. See below where yellow indicates info must be in proposal and where blue indicates information must be provided after award:

Page 5 – “The Proposer will be required to furnish documentation with his proposal showing that he is in compliance with any and all licensing requirements of the State. The Proposer shall furnish documentation showing that he is in compliance with licensing requirements of the provisions of Chapter 66 Section 87 of the Code of Ordinances of the City of Key West; within 10 days the following the Notice of Award and must demonstrate that he holds at a minimum, the following licenses & certificates...”

A. City of Key West Business Tax License Receipt

Page 6 – “As stated above at the time of the proposal submittal the Proposer must provide satisfactory documentation of State Licenses. The Proposer shall furnish documentation showing that he is in compliance with the licensing requirements of County, and City licenses as would be required within ten days of the award. The successful Proposer must also be able to satisfy the City Attorney as to such insurance coverage and legal requirements as may be demanded by the Proposal in question.”

Page 11 – “The successful Proposer shall, within ten (10) working days after receiving Notice of Award, sign and deliver to the CITY two (2) original Contracts in the form hereto attached, together with the insurance certificate example of the bonds as required in the Contract Documents and evidence of holding required licenses and certificates.”

Answer: The yellow applies to any required State licenses – these must be in order at time of application. The blue is for local City and County licenses that the Proposer will need to get later, if they receive Notice of Award.

All Proposers shall acknowledge receipt and acceptance of this Addendum No.3 by acknowledging Addendum in their proposal or by submitting the addendum with the proposal package. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.

Signature

Office GA LLC

Name of Business

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**OFFICE GA LLC
ARTS AND CULTURE MASTER
PLAN FOR TRUMAN WATER-
FRONT PARK. RFP#009-18**