

JOHN COOPER, MAYOR

DEPARTMENT OF FINANCE

**METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY**

6/17/2021 | 5:47 PM CDT

David Plettner-Saunders  
The Cultural Planning Group, LLC  
4769 Kensington Drive  
San Diego, CA 92116

**Re: RFQ # 104215, Consulting Services for Metro Arts**

Dear Mr. Plettner-Saunders:

The Metropolitan Government of Nashville and Davidson County (Metro) has completed the evaluation of submitted solicitation offer(s) to the above RFQ # 104215 for Consulting Services for Metro Arts. This letter hereby notifies you of Metro's intent to award to The Cultural Planning Group, LLC, contingent upon successful contract negotiations. Please provide a certificate of Insurance indicating all applicable coverages within 15 business days of the receipt of this letter.

If the Equal Business Opportunity (EBO) Program requirements were a part of this solicitation, the awardee must forward a signed copy of the "Letter of Intent to Perform as Subcontractor/Subconsultant/Supplier/Joint Venture" for any minority/women-owned business enterprises included in the response to the Business Assistance Office within two business days from this notification.

Additionally, the awardee will be required to submit evidence of participation of and contractor's payment to all Small, Minority, and Women Owned Businesses participation in any resultant contract. This evidence shall be submitted monthly and include copies of subcontracts or purchase orders, the Prime Contractor's Application for Payment, or invoices, and cancelled checks or other supporting payment documents. Should you have any questions concerning this requirement, please contact Cierra Rowe, BAO Representative, at (615) 862-6136 or at [cierra.rowe@nashville.gov](mailto:cierra.rowe@nashville.gov).

Depending on the file sizes, the responses to the procurement solicitation and supporting award documentation can be made available either by email, CD for pickup, or in person for inspection. If you desire to receive or review the documentation or have any questions, please contact Jonathan Meadows by email at [jonathan.meadows@nashville.gov](mailto:jonathan.meadows@nashville.gov) Monday through Friday between 8:30am and 3:30pm.

Thank you for participating in Metro's competitive procurement process.

Sincerely,

*Michelle A. Hernandez Lane*

Michelle A. Hernandez Lane  
Purchasing Agent

Cc: Solicitation File, Other Offerors

**Pursuant to M.C.L. 4.36.010 Authority to resolve protested solicitations and awards.**

**A. Right to Protest.** Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Purchasing Agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

Procurement Division

730 Second Avenue South, Suite 112  
P.O. Box 196300  
Nashville, Tennessee 37219-6300

[www.Nashville.gov](http://www.Nashville.gov)  
Phone: 615-862-6180  
Fax: 615-862-6179

RFQ 104215 Consulting Services for Metro Arts	
Evaluation Team/Review Board Score Sheet	
Offeror	The Cultural Planning Group, LLC
Methodology and Approach (30 Points)	27.00
Qualifications and Experience (40 Points)	34.00
Cost (30 Points)	30.00
<b>Total Evaluation Scores (100 Points)</b>	<b>91.00</b>

**Evaluation Comments**

The Cultural Planning Group, LLC	
<b>Strengths</b>	
<p>Proposal demonstrated strong experience at the firm level for performing similar scopes of service. Proposal's example projects demonstrated strong experience in work of similar scope, size, and complexity in cities similar to Nashville.</p>	
<b>Weaknesses</b>	
<p>Offeror failed to provide anticipated timeline or estimated time period for Components B, C, D. Proposal provided generalized information about Nashville's overall needs. Proposed approach to process control, including day-to-day problem management, was generalized and lacked detail. Proposal did not clearly define organizational structure at the firm level. Proposal lacked detail of offeror's ability to engage diverse audiences. Proposal lacked detail regarding multilingual resources on team.</p>	

Solicitation Title & Number	SBE/SDV Requirement	RFP Cost Points
Consulting Services for Metro Arts; RFQ 104215	8%	30
Offeror's Name	Total Bid Amount	RFP Cost Points
The Cultural Planning Group, LLC	\$165,000.00	30.00



# Statement of M/WBE Utilization

Proposer's/Firm's Name: <b>The Cultural Planning Group, LLC</b>	Proposer's Phone #: 267-992-3792
Solicitation Title: <b>Consulting Services for Metro Arts</b>	Proposer's Email Address: martin@culturalplanning.com
Solicitation #: <b>RFQ 104215</b>	Amount Self-performed : 63%
Proposer's/Firm's Ownership: <b>Non-M/WBE</b>	Total Bid Amount: \$165,000
<b>Proposed EBO Goal (%)</b> : 13 <b>MBE%</b> 24 <b>WBE%</b>	EBO Goal Met? (Y/N) <b>YES</b>

The following MWBE\* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

				Certificate						
MBE/WBE Firm Name		MBE/WBE Firm Address		Phone/E-Mail	Type (MBE or WBE)	* MBE/WBE Group Type *	Code # UNSPS/NAICS	Description of Work	MBE/WBE Dollars (\$)	Percent of Total Contract
1	Theater Craft, Inc.	2506 Timwood Drive, Nashville, TN 37214		615-874-8715 connect@theatercr	WBE	Select	80100	community engagement, logistics, artist management	39600	24
2	MOJO Marketing & PR	1100 10th Ave. N., Nashville, TN 37208		615-307-1438 mhjones@mojomkt	MBE	Select	541613	graphic design, multicultural community engagement	21450	13
3					Select	Select				
4					Select	Select				
5					Select	Select				
6					Select	Select				
7					Select	Select				

I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.

Authorized Representative (Printed Name/Title/Signature) <b>Martin Cohen, Partner</b>	Date <b>04/15/2021</b>
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\*Note: MWBE is defined as business enterprise maintaining a significant business presence in the Program Area & performing a commercial useful function that is owned by one or more of the following: (1) African Americans (2) Native Americans, (3) Hispanic Americans, (4) Asian Americans, and (5) Women.

Has Prime Complied with EBO Goal? <b>YES</b>	<b>For Internal Office Use ONLY</b>	BAO Only
	If No, Good Faith Efforts Met?	

BAO Representative: Cierra Rowe

Date: 05/21/21

Total MBE Subcontracting	13	%	§ 21,450
Total WBE Subcontracting	24	%	§ 39,600
Total MBE/WBE Participation:	37	%	§ 61,500

**BAO SBE Assessment Sheet**

**BAO Specialist:** Cierra Rowe

**Contract Specialist:** Jonathan Meadows

**Date:** 5/21/2021

**Department Name:** Arts Commission

**RFP/ITB Number:** 104215

**Project Name:** Consulting Services for Metro Arts

Primary Contractor	Bid Amount	SBE/SDV Requirement Acknowledged?	Total Proposed SBE (\$)	Comments
The Cultural Planning Group, LLC	\$165,000	Yes	\$13,200	Proposer acknowledged the 8% SBE/SDV participation expectations over the life of the project as required by the solicitation and consequences of misrepresentation.