

TOWN BOARD INFORMATION



COMMUNITY DEVELOPMENT DEPARTMENT

Meeting Date:	January 13, 2026
Agenda Title/Subject:	Public Art Master Plan RFP Bid Award
Type of Item:	Consent Agenda
Purpose:	Board approval to award Contract
Presented by:	Tawn Hillenbrand, Planning Manager

ATTACHMENTS:

- RFP issued by the Town
- NINE dot ARTS RFP response

BACKGROUND:

The Town Trustees prioritized public art in their 2025 goal-setting session with Administrator Kirk. After several discussions regarding different art programs and investigating industry best practices for public art, it was determined that establishing a formal art program would lead to long-term success for the Town. Establishing a shared vision and goals provide direction, aligning the community through a common lens and as a result, will ensure the effective implementation of art projects throughout the Town for years to come. The best approach to set Berthoud up for success was to release an RFP for a Public Art Master Plan without an projected budget. Any consultant team or person responding to the RFP was expected to provide a budget based upon their proposed services, community engagement methodology, and project approach.

Town staff received nine (9) bids to the Public Art Master Plan RFP issued by the Town in November. The bids were evaluated by Community Development staff members and of the nine bids, two were selected to advance to interview with staff. Following the interviews, the award direction was unanimous. NINE dot ARTS submitted a bid at \$57,925 and their RFP response aligned with the Town's expectations for the development of a Master Plan.

This project will utilize community outreach and engagement, including identifying potential art-based partnerships, such as with Wildfire Arts Center and BAHA, to establish a clear vision for public art within the Town including core values, guiding principles, specific goals and long-term objectives, and cultural identity. The deliverables will also include:

- An assessment and analysis of existing public art installations and cultural assets;
- A methodology to create a Public Art Review Committee;
- Standards for maintenance, upkeep, and replacement of public art;
- Development of policies for public-private partnerships, temporary artwork, and artist opportunities;
- Development of a funding strategy that includes public, private, and grant based funding opportunities; and
- An implementation plan that includes short-, mid-, and long-term projects.

FISCAL IMPACT AND FUND SOURCE:

A budget of \$150,000 from the general fund was set aside in 2025 with the intent of deploying three new art projects within the Town. Of the nine bid responses received, the highest proposed budget was \$176,000 and the lowest proposed budget was \$39,175. The selected firm, NINE dot ARTS, was one of two proposed budgets in the high \$50,000 range. The proposed budget of \$57,925 equates to approximately 38.5% of the total overall \$150,000 budget rolled over from 2025. Approximately \$92,000 would remain for three new art projects over the course of the remaining year.

UPDATE/NEXT STEPS:

Upon approval of the consultant selection, the contract will be executed and the consulting team with Staff will finalize the project schedule. Periodic reports will be provided to the Town Board of Trustees.

COMMUNITY TOUCHSTONES:

Establishing a clear vision for public artwork, as well as incorporating art into the community, supports the Town's goal to achieve a strong community identity.

RECOMMENDED ACTION(S):

Staff recommends approval of the award to NINE dot ARTS to perform the work described in the Town-issued RFP.



Request for Proposal Public Art Master Plan

Town of Berthoud, Colorado

807 Mountain Avenue

Berthoud, CO 80513

Issued:

October 28, 2025

Deadline for Proposals:

November 25, 2025

5:00 P.M. local time

General Project Description

The Town of Berthoud, Colorado is seeking proposals from qualified consultants with experience in public art planning for the purpose of developing the first Public Art Master Plan for the Town of Berthoud. The selected consultant will work with Town staff to gather and utilize broad public involvement in the creation of the Berthoud Public Art Master Plan.

The Town of Berthoud has a desire to implement public art in a cohesive, coordinated effort where the art honors the Town's unique agricultural history and traditions, while embracing our future, fostering creative expression, enhancing public spaces, and creating rich experiences for residents and visitors.

The Public Art Master Plan will provide direction to the Town on the planning and processes necessary to develop, administer and maintain a Public Art Program. Additionally, the Public Art Master Plan will guide the development, integration, and management of public art assets in the Town for the next 10 years, serving as a roadmap to enrich community identity, economic vitality, and cultural expression.

About the Town of Berthoud

Nestled in the foothills of the Rocky Mountains, Berthoud is known as the Garden Spot of Colorado and is within easy travel distance to three major universities, the Denver metropolitan area, and Estes Park. Since its early days in the 1800s as an agricultural center, Berthoud has grown and evolved while retaining the unique character and feel of a small, rural town surrounded by farms and open lands. For more information about the Town of Berthoud, please visit Berthoud.org.

Scope of Work

The scope of work is intended to guide the consultant but also allow for flexibility in terms of the project approach. The Town of Berthoud welcomes innovation and creativity from the consultant on any of the tasks.

- A. Assessment of Existing Public Art and Cultural Assets
 - 1. Analyze and assess existing public art installations and cultural assets.
 - 2. Analyze existing policies, local codes and become familiar with planned future developments.
- B. Community Outreach and Engagement
 - 1. Conduct inclusive outreach to stakeholders, including but not limited to residents, local businesses, non-profit leaders, artists, and Town Trustees and Town Planning Commission.
 - 2. Facilitate community meetings, workshops, surveys, and/or charrettes.
- C. Plan Development
 - 1. Establish a clear vision for public art within the Town including core values, guiding principles, specific goals and long-term objectives, and cultural identity.

2. Recommend locations, themes, types, and potential projects for public art.
3. Propose policies for public-private partnerships, temporary artworks, and artist opportunities.
4. Develop and recommend a methodology to create a Public Art Review Committee.
5. Establish standards for maintenance, upkeep and replacement of public art.
- D. Funding Strategy and Partnership Opportunities
 1. Develop a funding strategy that includes public, private, and grant based funding opportunities.
 2. Identify potential partnerships with local businesses, art organizations and other stakeholders to support the implementation of the Public Art Master Plan.
- E. Implementation Plan and Timeline
 1. Provide a phased implementation plan that includes short-term, medium-term, and long-term projects.
 2. Outline a realistic timeline, estimated costs, and key performance indicators to measure success.

Project Schedule and Deliverables

Project commencement is anticipated for February 2026. Final delivery of all work products will be completed by July 2026. The final product will be presented to the Town Planning Commission and Town Board of Trustees.

Deliverables will include the following:

1. Engagement with Staff and the local arts community
2. Draft Public Art Master Plan (with executive summary, maps, and visuals)
3. Final Public Art Master Plan (print-ready and accessible digital version)
4. Presentation to the Town Planning Commission and Town Board of Trustees – both at the draft and final plan stages

Proposal Requirements

The Town looks to the Consultant Team to present a high-quality scope of work and cost-effective fee proposal.

Each proposal shall include the following in order and not to exceed 15 pages total:

1. *Cover Letter*
 - This letter shall briefly introduce the consulting team and indicate interest in the project. The letter should be signed by an authorized company executive. Letters should be one page or less.
2. *Qualifications and Experience*
 - An overview of the firm or individual experience in public art planning, community engagement and art management.

- Resumes of key team members and their roles in the project.
- Examples of similar projects completed or ongoing in comparable towns.
- 3. *Services Offered*
 - A description of the range of services and list of products or deliverables to be provided. This should include a description of what work will be performed directly by the lead consultant and what work will be performed by sub-consultants or affiliated team members (if any).
- 4. *Work Plan and Project Timeline*
 - A timeline for the project, with phases clearly identified from planning to completion.
- 5. *Budget/Costs*
 - Costs for the project, including hourly rates and a not-to-exceed total budget. The proposed fees for the project should include the hourly rates and estimated hours of each member of the team assigned to the project; any fixed expenses, and any other fees or expenses anticipated. The Proposed Fee should represent the full cost of completing the Preservation Plan.
- 6. *References*
 - At least three (3) professional references from previous clients, preferably from other municipalities or other governmental agencies.

Project Management and Contact with Town of Berthoud

The project manager for the Town of Berthoud will be Tawn Hillenbrand, Planning Manager.

If the firm or individual is interested in responding to this proposal, please send an email to the address listed below containing contact information for the firm or individual. This is a non-binding statement, but this will form the list of parties who will receive notification of any questions pertaining to the RFP and its content and the answers.

All questions or requests for clarification should be made through the following email address:

Tawn Hillenbrand, Planning Manager
thillenbrand@berthoud.org

All questions must be submitted via email no later than 2:00 P.M. local time, Monday, November 10, 2025. Questions received after this deadline will not be answered.

Responses to any questions will be provided to those parties that provided an email containing contact information for the firm or individual by Thursday, November 13, 2025. If a more detailed response is required, you will be informed of a timeline in the initial response. The firm or individual that submits a question will not be identified in the public response.

Proposal Submission Requirements

To be considered for this RFP, an official Response submittal must be made by 5:00 PM on Tuesday, November 25, 2025; see submittal directions below. Late submissions will not be accepted.

Proposals shall be limited to a maximum of 15 pages (2-sided pages, excluding cover letter, front and back cover, and attachments).

Submit one electronic version (PDF file) via email to:

Tawn Hillenbrand, Planning Manager
thillenbrand@berthoud.org

All material submitted regarding this RFP shall become the property of the Town. The Town has the right to use any or all ideas presented in reply to this RFP, regardless of the consultant awarded; disqualification of any consultant does not eliminate this right. The Town reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information therein.

Anticipated Timeline and Selection Criteria

All time frames are expected targets, with the exception of Response due date of November 25, 2025. Unless notified in writing, no proposals will be accepted after this date.

- | | |
|---|--------------------------|
| • Release of Request for Proposal | October 28, 2025 |
| • Questions due | November 10, 2025 |
| • Question Response provided | November 13, 2025 |
| • Bid Responses Due by Electronic Delivery | November 25, 2025 |
| • Bid response review by Town Staff | December 2-4, 2025 |
| • Notification of any parties selected for further evaluation | December 9, 2025 |
| • Interviews of selected parties, if necessary | December 16-18, 2025 |
| • Staff recommendation and Board selection | January 2026 |

The Town reserves the right to withdraw or cancel this RFP at any time. The Town also reserves the right to select any consultant that it believes can perform the work, in its sole discretion, regardless of fee estimate. Any contract negotiated between Town staff and the selected firm is subject to Town Board approval.



Our Public Art Master Plan Proposal for The Town of
Berthoud, Colorado

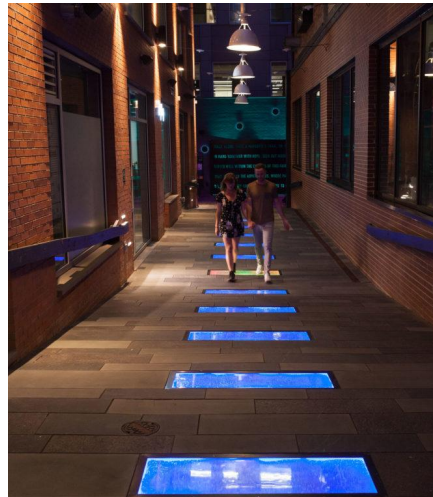


NINE  ARTS



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- Cover Letter
- Qualifications and Experience
 - Project Team
 - Project Experience with References
- Services Offered (i.e. Project Approach)
- Work Plan and Project Timeline
- Budget/Costs





To Ms. Hellenbrand and The Town of Berthoud,

NINE dot ARTS is delighted to submit our proposal to develop the inaugural Public Art Master Plan for the Town of Berthoud. We are inspired by Berthoud's commitment to honoring its agricultural heritage while embracing future growth, and we share your vision to enhance public spaces through meaningful, community-driven art experiences.

As a national leader in arts consulting, we have completed over 1,000 projects across 39 states and five countries, including public art master plans for municipalities and mixed-use districts. Many of these efforts, like Berthoud's, involved launching first-ever public art programs to build the foundations of policy, governance, funding, and long-term stewardship—all grounded in inclusive public engagement. We understand what it takes to establish a sustainable program that can grow alongside a community.

We also bring deep familiarity with northern Colorado's creative landscape through our work with Colorado State University (art master plan and implementation for CSU Spur and partnership with staff and students on multiple projects). This regional perspective will help us ensure Berthoud's public art program is contextually grounded, culturally resonant, and connected to the broader northern Colorado community.

We recognize that Berthoud does not yet have an existing inventory, formal policies, or a defined funding strategy for public art. Rather than working from a legacy system, this presents a unique opportunity to co-create a thoughtful, values-based framework from the ground up: one that reflects the Town's identity while supporting economic vitality, placemaking, and civic pride for years to come.

Enclosed you'll find details about our experience, approach, team, and cost-effective scope tailored to meet Berthoud's six-month project timeline. We would be honored to partner with you in shaping a public art program that celebrates the Garden Spot of Colorado and reflects the people, history, landscape, and future of Berthoud.

Sincerely,

Martha McGee
CEO Co-founder, NINE dot ARTS

Qualifications and Experience



About NINE dot ARTS

NINE dot ARTS is a nationally recognized, award-winning art consulting and creative placemaking firm that helps clients transform spaces into one-of-a-kind experiences through the power of art and culture. We've completed over 1,000 projects across 39 states and 5 countries, generating more than \$50 million for the creative economy. Through our partnership with ArtCloud, we connect with underrepresented and emerging artists worldwide, supporting their career development and helping them sell more work.



Experience and Collaborations

- hospitality and resort destinations
- historic renovations
- mixed-use developments
- commercial offices
- public spaces
- multifamily
- healthcare
- art master plans
- and more
- developers/designers/architects
- artists and cultural organizations
- government agencies
- communities
- municipalities
- cities
- and others



Arts & Cultural Master Planning

We develop public art master plans that combine research, community engagement, and policy development to establish sustainable public art programs. Our plans define program vision and goals; identify art locations and project priorities; outline policies for acquisition, donation, and deaccession; and recommend funding strategies, partnerships, and administrative structures.

Art Curation & Implementation

With 1,000+ art projects completed, we understand how to turn strategy into action. Our firsthand experience with artist contracting, fabrication, maintenance, and installation ensures recommendations are realistic, cost-effective, and built for long-term stewardship, especially for communities establishing their first formal program.

To the right are a sampling of projects for which NINE dot ARTS has completed art master plans and/or led public art implementation, some of which are described in this proposal.

- City of Aurora, CO
- Metro Center Master Planned Community, Aurora, CO
- Town of Avon, Eagle County, CO
- City and County of Broomfield, CO
- Colorado State University Spur Campus, Denver, CO
- Fox Park Master Planned Community, Denver, CO
- Denver International Airport, Denver, CO
- River Mile Metropolitan District, Denver, CO
- City of Longmont, CO
- Centerra Master Planned Community, Loveland, CO
- City of Milliken, CO
- City of Bozeman, MT
- City of Wichita, KS
- City of Redmond, WA
- City of Kirkland, WA
- City of Brisbane, CA
- 6th Street in Austin, TX
- City of Sunrise, FL
- River District, Charlotte, NC
- HUB RTP at Research Triangle Park, Charlotte, NC

Qualifications and Experience - Project Team



NOTE: To minimize page count, [team resumes are linked here](#).



Martha McGee, Principal

As CEO and Co-founder, Martha will provide executive oversight and strategic direction at key milestones, including visioning, community engagement, and plan adoption. With 20+ years of experience leading interdisciplinary teams across research, engagement, curation, and implementation, she specializes in public-private partnerships and helping communities establish long-term public art strategies and governance.



Erin Bowman, Lead Consultant

Erin will lead development of the Berthoud Public Art Master Plan, manage day-to-day operations, and serve as the primary point of contact. With nearly a decade of experience curating public and private art across community spaces and mixed-use developments, she will guide stakeholder engagement, facilitate decision-making, and ensure community values are integrated throughout the planning process.



Dominic Weilminster, Architect & Urban Design Consultant

Dominic will lead art location planning, including mapping, site analysis, and visualizing art typologies within a coordinated site plan. With award-winning expertise in large-scale master planning and place-based development across the Mountain West, he brings a strategic, context-driven approach to identifying meaningful and feasible art locations that support long-term program success.



Olivia Dahlquist, Senior Marketing Manager

Olivia will support proposal development and interviews, stakeholder presentations, community engagement, and Town approvals. She will also oversee the writing and design of the final public art master plan. With nearly a decade in marketing and arts-oriented communications, she will ensure the final plan is clear, compelling, and community-centered. She also leads storytelling and content strategy to support long-term success and visibility of the plan.



Caitlin Ibadulla, Registrar

Caitlin will lead the inventory and documentation of Berthoud's existing public art and cultural assets, creating a clear, organized database to support future planning, maintenance, and policy development. With 15+ years of experience in museum registration, including the Andy Warhol Museum, she brings deep expertise in cataloging, data systems, and collections management to ensure an accurate and actionable foundation for the Public Art Master Plan.



City and County of Broomfield, CO

Scope: Art master plan

- Created a new public art administration approach that leverages strategic partnerships and community participation, reducing reliance on staff capacity
- Expanded the impact of annual public art programs by increasing access for emerging and underrepresented artists and deepening community involvement
- Conducted an inventory and assessment of existing assets, programs, and cultural partners
- Updated processes, guidelines, and selection frameworks for both permanent and temporary artworks including timelines, typologies, and roles/responsibilities
- Facilitated stakeholder alignment on a new mission, vision, values, and guiding principles
- Established best practices for maintenance, donations, and deaccession, and introduced community voting mechanisms for select initiatives

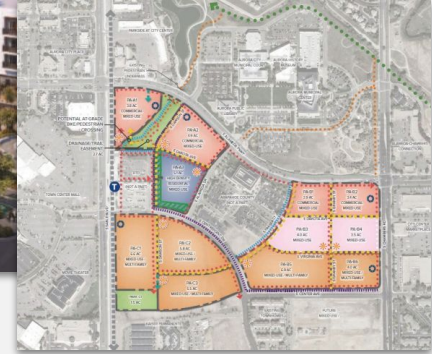
Qualifications and Experience - Project Experience with References



City of Aurora, CO

- ● ● **Industry:** City/Municipality
- ● ● **Client:** City of Aurora, CO
- ● ● **Location:** Aurora, CO
- Scope:** Various art planning/implementation projects
- Reference:** Roberta Bloom
Art in Public Places Coordinator
City of Aurora, CO
303-739-6747
rbloom@auroragov.org

- Long-standing partnership with Roberta Bloom, AIPP Coordinator, who frequently engages and refers our team for city-aligned public art needs
- Collaborated with the City to streamline and clarify artwork approval processes for private developers, improving efficiency, consistency, and alignment with city goals
- Developed the Art Master Plan for Metro Center and continue to curate installations across the redevelopment, including artwork for Legacy Partners' multifamily building
- Delivered a large-scale mural at Sprouts that activates the public realm and reflects surrounding community identity
- Commissioned a Michael Clapper installation at a local fire station, honoring civic service through site-responsive public art
- Curated exterior artwork at Parkside at City Center to enhance pedestrian experience and reinforce placemaking goals



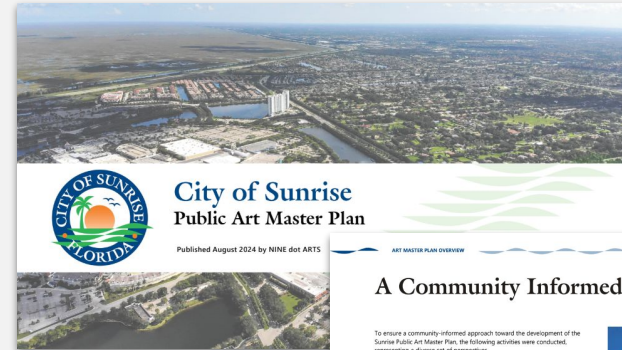
Qualifications and Experience - Project Experience with References



City of Sunrise, FL

- ● ● **Industry:** City/Municipality
- ● ● **Client:** City of Sunrise, FL
- ● ● **Location:** Sunrise, FL
- Scope:** Art master plan
- Reference:** Danielle Cohen Lima
Economic Development Director
City of Sunrise, FL
954-746-3430 (office)
954-298-7541 (cell)
dalima@sunrisefl.gov

- Art master plan unites multiple city districts and bridges historic areas with new development
- Conducted a city-wide digital survey to gather community input and hosted a creative activation to further engage residents
- Facilitated a visioning workshop with key city stakeholders
- Identified strategic locations and typologies to guide future art placement
- Established processes for integrating public art into public and private development
- Provided guidance to City staff, the Commission, and developers on long-term administration and program management



A Community Informed Plan

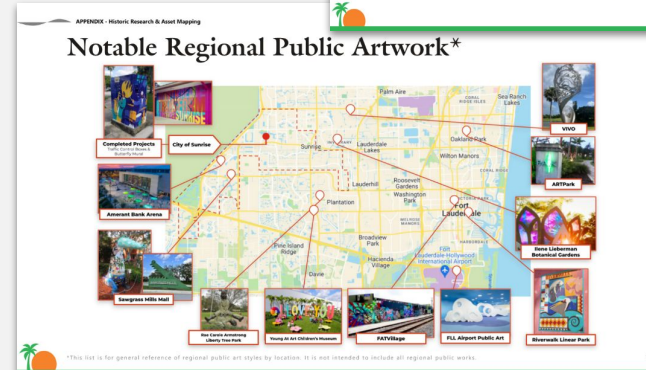
To ensure a community-informed approach toward the development of the Sunrise Public Art Master Plan, the following activities were conducted, representing a diverse set of perspectives.

City of Sunrise staff members were convened from various departments to participate in an interactive visioning exercise. Results from this workshop laid the foundation for the City's new public art mission and vision statements, as well as explored criteria against which future public art initiatives should be vetted.

A similar workshop was hosted with Sunrise community members, who engaged in various creative activities to share their perspectives on the most desirable locations for public art, what role art should play in the community, and other big-picture ideas for the City's public art program.

Lastly, a digital survey was administered throughout the city, collecting responses on similar questions regarding the role of public art in Sunrise, locations for artwork placement, and specific criteria to guide future artwork selection.

Results from these community input activities were synthesized into a detailed summary for City Commission review and approval, resulting in the redefined public art mission, vision, and selection criteria outlined in this plan. Additional community input was taken into consideration for recommendations in the plan regarding public art location planning and programming/partnership strategies.



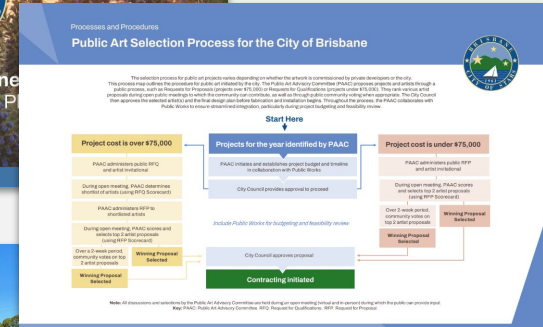
Qualifications and Experience - Project Experience with References



City of Brisbane, CA

- ● ● **Industry:** City/Municipality
- ● ● **Client:** City of Brisbane, CA
- ● ● **Location:** Brisbane, CA
- Scope:** Art master plan
- Reference:** Noreen Leek
Parks and Recreation Director
City of Brisbane, CA
414-508-2141
nleek@brisbaneca.org

- Developed long-term public art processes to support upcoming development and align with city goals for safety, community, sustainability, and economic growth
- Conducted broad public engagement through city-wide digital survey, in-person outreach at community events, and facilitated workshops with stakeholders and the Public Art Advisory Committee
- Collaborated with key departments to align priorities and translated community feedback into a new mission, vision, and selection criteria for public art
- Created process flowcharts guiding both city staff and private developers through art selection, approval, and implementation
- Identified strategic locations and outlined resources and partnerships to support rollout while uplifting existing assets



Qualifications and Experience - Project Experience with References



EXECUTIVE SUMMARY

A dynamic combination of Denver International Airport (DIA) and its extensive experience for passenger and cargo handling, it is clear, visual and tangible experiences, together with the airport's commitment to the community, are the key to the success of the airport's future. The airport's commitment to the community is the key to the success of the airport's future.

KEY ABILITY

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Throughout Colorado's history and its role in the world, the airport has been a key part of the state's and the nation's identity. The airport's commitment to the community is the key to the success of the airport's future.



DENVER INTERNATIONAL AIRPORT PUBLIC ART AND EXHIBITS MASTER PLAN



DENVER INTERNATIONAL AIRPORT

PREPARED BY
NELL AND ASSOCIATES



MISSION, VISION, & GOALS

This Master Plan serves to ensure that DIA maintains its world-leading reputation in the arts while enhancing the travel experience of millions of passengers using the airport each year. It provides a strategy for future art and exhibits planning for the airport that ensures that the airport's future is a place of growth and opportunity for the community while balancing the need for maintaining commercial opportunities within the airport's development.

MISSION

The mission of this master plan is to engage, enhance, and create the public experience of the airport's future. It is to ensure a place of growth and opportunity for the community while balancing the need for maintaining commercial opportunities within the airport's development.



Image credit: The Denver International Airport

VISION

- The airport's future is a place of growth and opportunity for the community while balancing the need for maintaining commercial opportunities within the airport's development.
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GOALS

- The airport's future is a place of growth and opportunity for the community while balancing the need for maintaining commercial opportunities within the airport's development.
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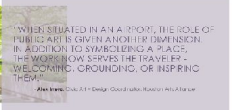


Image credit: The Denver International Airport

Industry: Airport, Public Venue

Client: Denver International Airport

Location: Denver, CO

Scope: Art master plan

Reference: Stacey Stegman
Senior Vice President

Denver International Airport

303-342-2276

stacey.stegman@flydenver.com

- Ranks top 5 among the world's best domestic airports
- 53 sq miles
- Performed in-depth stakeholder engagement and study of the passenger experience in airport travel
- Conducted comprehensive visioning and consensus building sessions with a range of stakeholders including a committee of 20+ airport staff with varying interests and objectives
- Provided arts and cultural assessments/reporting/updates, art location plans, and best practices

"I wanted to say thanks to you all for this. We now have a great plan. We're already talking about what our next call for artists will be and this will guide it all."

- Stacey Stegman, Senior Vice President,
Denver International Airport

Services Offered (i.e. Project Approach)



Phase 1: Assessment of Existing Public Art & Cultural Assets

- Conduct a full inventory of existing artworks, cultural amenities, civic spaces, and creative assets
- Map cultural and civic nodes, pedestrian corridors, gateways, and development zones as potential art locations
- Review relevant planning documents, codes, policies, zoning overlays, and future development plans
- Identify gaps, opportunities, and thematic anchors that can inform program identity and long-term priorities

Deliverable: Assessment Summary and Asset Map providing direction for future art placement and a framework for maintaining an art inventory

Phase 2: Community Outreach & Engagement

- Design and administer a town-wide digital survey to gather broad participation
- Conduct pop-up engagement at community events, libraries, and civic hubs to reach non-survey audiences
- Facilitate a visioning workshop with key stakeholders such as residents, youth, local artists, and business owners (work with Town Staff to identify participants and organize visioning sessions)
- As needed, host an arts-oriented engagement event in collaboration with local artist partners, allowing residents to engage in some kind of art-making activity that could be memorialized in the plan (examples from past projects include a pop-up mural wall, community paint days, and artist-hosted workshops that elevate local voices and create early project buy-in)

Deliverable: Community Engagement Summary with findings, visual documentation, and suggestions for the plan

Phase 3: Draft Plan Development

- Translate research and community engagement results into a clear mission, vision, values, guiding principles, and curatorial themes rooted in community identity
- Recommend priority art locations, typologies, scales, and materials compatible with local context and budget
- Develop policy frameworks for acquisitions, donations, temporary art, maintenance, and deaccession
- Outline an initial structure and responsibilities for a Public Art Review Committee, including workflows and decision-making protocols
- Provide templates, forms, checklists, and policy language ready for adoption

Deliverable: Draft Public Art Master Plan with maps, visuals, framework language, and policies

Phase 4: Implementation Plan & Timeline

- Establish phased rollout: near-term pilot projects, mid-term infrastructure, and long-term goals with estimated costs and suggested evaluation metrics assigned

Deliverable: Phased Implementation Plan & Timeline with milestones, sequencing, and measurable outcomes

Phase 5: Funding Strategy & Partnerships

- Identify public funding streams (capital budgets, allocations, municipal mechanisms)
- Recommend developer contributions, percent-for-art models, and private sector partnerships
- Suggest grant and philanthropy opportunities relevant to rural and regional arts
- Recommend staffing, administrative structure, and program resourcing

Deliverable: Funding Strategy Section incorporated into the plan

Phase 6: Final Presentation & Adoption

- Present to Town Staff, Planning Commission, and Board of Trustees at draft and final stages
- Incorporate revisions and prepare final document in print-ready and accessible digital formats
- Provide optional support for public unveiling or press messaging

Deliverable: Final Public Art Master Plan and formal presentations to support adoption

Work Plan and Timeline



The project will begin February 2026 and conclude July 2026, aligned with the Town's six-month requirement. While some activities may overlap, the timeline below reflects the primary pacing of work, with the most time dedicated to community engagement and plan development.

Phase	Deliverables	Timeline
Phase 1: Assessment of Existing Public Art & Cultural Assets	Assessment Summary & Asset Map providing direction for future placement + framework to maintain an art inventory	February 2026
Phase 2: Community Outreach & Engagement	Community Engagement Summary with findings, visuals, and recommendations	March and April 2026
Phase 3: Draft Plan Development	Draft Public Art Master Plan with maps, visuals, framework language, and policies	April and May 2026
Phase 4: Implementation Plan & Timeline	Phased Implementation Plan & Timeline with milestones and measurable outcomes	June 2026
Phase 5: Funding Strategy & Partnerships	Funding Strategy Section integrated into Draft Plan	June 2026
Phase 6: Final Presentation & Adoption	Final Public Art Master Plan + formal presentations for adoption	Project Complete July 2026

Budget/Costs



Total Professional Services: \$57,925, billed at a blended rate of \$175/hour, **not-to-exceed \$58,000** inclusive of professional fees and travel.
NOTE: Stipends for resident and/or local artist participation during community engagement would be the responsibility of the Town of Berthoud.

Phase	Martha McGee, Principal	Erin Bowman, Lead Consultant	Dominic Weilminster, Architect & Urban Planner	Olivia Dahlquist, Senior Marketing Manager	Caitlin Ibadulla, Registrar	Total Hours per Phase	Phase Cost
Phase 1: Assessment of Existing Public Art & Cultural Assets	3	24	20	8	26	81	\$14,000
Phase 2: Community Outreach & Engagement	6	36	4	32	8	86	\$15,750
Phase 3: Draft Plan Development	6	40	16	20	6	88	\$15,750
Phase 4: Implementation Plan & Timeline	2	10	0	12	0	24	\$4,375
Phase 5: Funding Strategy & Partnerships	3	8	0	9	0	20	\$3,500
Phase 6: Final Presentation & Adoption	4	10	4	10	4	32	\$4,550
TOTAL	24	128	44	91	44	331	\$57,925



Thank you!

Let's work together to create Berthoud's first Public Art Master Plan. Please email olivia@ninedotarts.com with questions.

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