

**Request for Proposals  
for the  
Guadalupe Cultural Arts Center  
Master Campus Plan**

**Guadalupe Cultural Arts Center  
723 S. Brazos St.  
San Antonio, TX 78207**

**Responses Due: November 4, 2022**

**PART I:  
General**

**1. Purpose:**

To produce a comprehensive vision and development of an implementation plan for the most efficacious and profitable use of all buildings and spaces on the Guadalupe Cultural Arts Center (GCAC) campus. This plan will facilitate GCAC decision making for future investment and planning related to campus development for program growth and expansion, increased tourism, engagement with the local Westside community, maintenance of the character and interests of the neighborhood, and support for the core of GCAC mission. The proposal will facilitate prioritization of the Guadalupe's objectives for the campus in terms of its overall infrastructure, spatial relations, and potential for growth, development, and revenue following any necessary renovations. This new vision and implementation plan will be congruent with the existing GCAC 2021 Strategic Plan for a vibrant campus and will expand upon the 2018 Facilities Report.

**2. Background:**

Founded in 1980, the Guadalupe Cultural Arts Center is located in the heart of San Antonio's Westside. One of the largest non-profit community-based and multi-disciplinary arts organizations in the U.S., GCAC serves an important role in San Antonio's arts ecosystem as the largest and most visible arts organization dedicated specifically to Latino/a artists and their audiences.

The GCAC campus meets diverse programmatic needs. The GCAC Academy offers programming in seven disciplines: Dance, Literature, Theatre Arts, Music, Media Arts, Visual Arts, and Folk and Traditional Arts. The year-round Guadalupe Academy is one of the prominent educational programs for traditional and contemporary Latino art forms in San Antonio. The GCAC is home to two professional performance companies in residence; the Guadalupe Dance Company, which has been performing traditional Mexican Folklorico and Spanish Flamenco for 30 years, and the music ensemble Mariachi Azteca de America. Since 1984, The Guadalupe Theater has been an epicenter for the creation and presentation of contemporary Teatro Chicano

and Latino Theatre including numerous world premieres, festivals, and local, regional, and national productions.

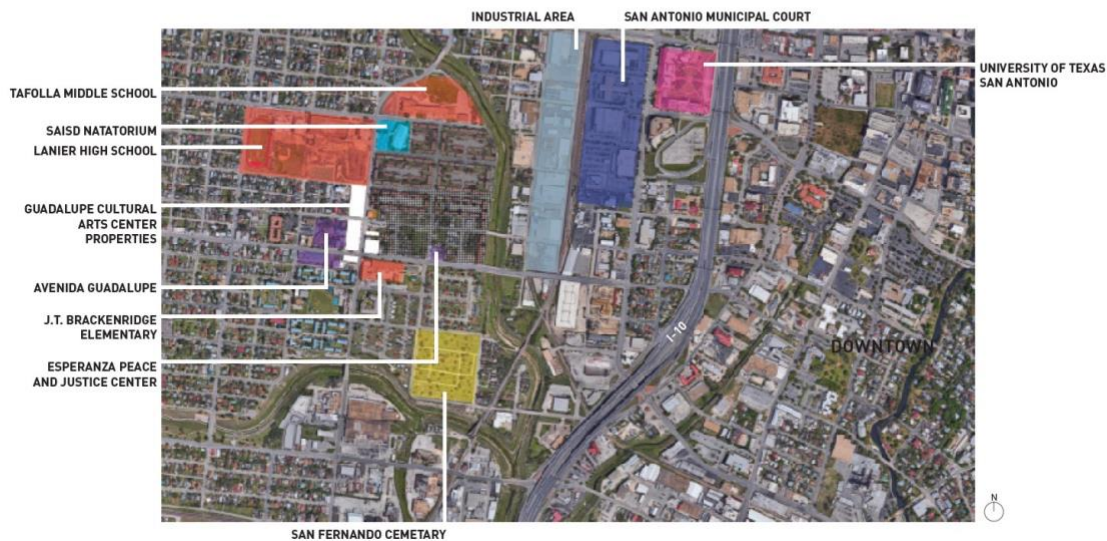
The GCAC produces free, community-based cultural events each month for First Fridays, including dance performances, a monthly outdoor artisan market Hecho a Mano, and special events like a Dia de los Muertos Celebration. The center produces two popular annual festivals: CineFestival, the longest running Latino Film Festival in the U.S., and the Tejano Conjunto Festival, the first, oldest and largest festival for this Texas-Mexican musical tradition, celebrating its 41st anniversary in 2023.

The GCAC owns and manages nine properties on the corners of Guadalupe and Brazos street at the core of the recently designated “El Mero Weso” Cultural District. The Westside is home to predominantly Mexican-American (Tejano) community. The majority of Westside residents have household incomes below the poverty line. The GCAC has an increasingly expanding audience from the low-income and economically disadvantaged population primarily residing in the 78207 zip-code. The GCAC directs its programs to audiences that no other arts organizations serves, reaching over 48,000 children, families, adults and senior citizens annually with a focus on local, working-class Mexican-Americans in San Antonio. Ticket prices are on a sliding scale to underscore accessibility to the arts. Slightly more than half of attendees at our programs are women, and many of our events (including free events) are directed toward the elderly. These individuals represent multiple communities and audiences with the cultural, ethnic and socio-economic make-up reflecting the demographics of San Antonio and South Texas.

The GCAC campus includes:

1. The Guadalupe Theater is a three hundred-seat theater that hosts numerous dance and theatre productions, concerts, and film screenings.
2. The 6,000 sq. Galería Guadalupe presents art exhibitions, discussions, and gallery tours free of charge, and houses two dance and one music studio for the Traditional Dance & Music Academy.
3. Adjacent to the Galería and Academy is a currently vacant 7,000-square-foot building (“the Annex”) the GCAC intends to convert that into a multi-use event space to host monthly conjunto dances, dance classes, presentations, and private events.
4. The former Guadalupanita Café & Patio (1,000 sq & 3,000 sq ft patio) is a property with a former breakfast taco restaurant and an outdoor performance space that hosts a monthly artisan market among other programs.
5. Empty Lot on Brazos Street
6. Casita Guadalupe, a historic row house used as artist guest housing.
7. The Chavez building operates as a maintenance and storage facility
8. Progreso Pharmacy Building has recently been renovated on the first floor, supported by city bond funding. Since its grand reopening in October 2021, the building has been is the site of the Progreso Community Gallery, Gift Shop and Guadalupe Latino Bookstore, the only such facility in the state. The Bookstore is the center of the GCAC literary and literacy initiative programs.
9. La Popular Bakery Building – purchased September 2022 – 5,005 square feet

# GCAC FACILITIES AREA MAP



# GCAC FACILITIES BUILDINGS



### 3. Goals:

The goal of this project is to develop a clear, actionable plan for the Guadalupe Cultural Arts Center to maximize the full use and revenue potential of all buildings and spaces on its campus in order to achieve the broad goals of its Strategic Plan and its overall mission. The successful proposal will facilitate the GCAC in re-imagining the use of the full campus for maximum and most well integrated, effective, and impactful use for thriving and fully staffed music, dance, theater, and literary programs.

The objectives include:

- 3.1 Expanding GCAC campus as a tourist destination for people from San Antonio, Texas, U.S., Mexico, and beyond
- 3.2 Developing opportunities for programmatic expansion in existing buildings including potential museum and archive spaces, including necessary renovation plans
- 3.3 Situating GCAC campus use to maximize potential for real estate earned income opportunities without sacrificing programmatic goals and needs
- 3.4. Evaluation, budgetary, and prioritization planning for necessary updates to campus facilities, offices, classrooms, and performance spaces to achieve the above
- 3.5 Comprehensive assessment to support planning for capital campaign
- 3.6 Achieving useful and welcoming physical spaces in and around all campus buildings and along S. Brazos and Guadalupe Streets
- 3.7 Creating accessible and safe, ADA-compliant spaces accessible to and usable by all ages including children and seniors
- 3.8 Maintaining and further developing historic character of the Campus, including buildings, murals, and other design features
- 3.9 Assessment of costs for each building renovation for specific programs, building upon the 2018 Facilities Report

## **PART II Specifications**

### **1. Project Start Up:**

- 1.1. Review the existing strategic plan to understand the organization's mission
- 1.2. Meet with GCAC stakeholders to receive feedback on the existing purposes and future plans for the campus.
- 1.3. Work with the GCAC Staff to develop the detailed work plan and timeline for the project.

### **2. Master Plan**

- 2.1 Prepare a Campus Master Plan reflecting the GCAC goals in part 1.3 above and designed to aid GCAC staff and Board in making detailed and coordinated efforts to carry forward the comprehensive plan recommendations.
- 2.2. Development of an annual potential maintenance budget to maintain an improved campus following above suggested guidelines.
- 2.3 Conceptualizing GCAC campus space branding, signage, and integration with El Mero Weso cultural arts district and with City of San Antonio
- 2.4 Explore and describe options for possible amenity development along S. Brazos and Guadalupe streets
- 2.5 Develop an annual work plan for development initiatives including revenue opportunities, funding opportunities, capital investments, art and beautification, and pedestrian improvements.

**3. Timeframe:** The anticipated timeframe for project completion is 6 to 9 months.

## **Part III Respondent Requirements**

### **1. Anticipated Tasks and Services:**

- 1.1 The selected consultant will be responsible for organizational outreach, research, development and production associated with a GCAC Campus Master Plan.
- 1.2. Creation of a GCAC Campus Master Plan and all supporting documentation;
- 1.3. Stakeholder meetings GCAC Staff, Board, and community members
- 1.4. Action plan for suggested implementation of the GCAC Campus Master Plan.
- 1.5. Production of plan materials in various media and interactive formats. prospectus to be used; powerpoint to present for awareness and fundraising
- 1.6. Products produced as part of the process including studies, images, diagrams, etc.

### **Terms of Solicitation:**

2. The opening of a solicitation shall not be construed as the GCAC's acceptance of such as qualified.
  - 2.1. Respondents shall be firms, corporations, individuals or partnerships normally engaged in the provision or service described herein practicing Architectural and Engineering Services in the State of Texas and possessing proper licensing and registration in accordance with Texas laws.
  - 2.2. GCAC shall contract for the services only with an experienced team member of the firm with direct expertise in the project type specified. GCAC shall require that only the agreed to and contracted team works with and interacts with GCAC staff.
  - 2.3 Respondents may be required to make an oral presentation to the selection team. These presentations will provide the Respondent the opportunity to clarify their qualifications and ensure a mutual understanding of the services to be provided and the approach to be used.

### **3. Agreement term:** The initial term of the resulting agreement shall be determined by the proposed and agreed upon project timeline.

- 3.1. If the Respondent fails to perform its duties in a reasonable and competent manner, the GCAC shall give written notice to the Respondent of the deficiencies and the respondent shall have thirty (30) days to correct such deficiencies. If the Respondent fails to correct the deficiencies within the thirty (30) days, the GCAC may terminate the agreement by giving the Respondent written notice of termination and the reason for the termination.
- 3.2. If the agreement is terminated, for any reason, the respondent shall turn over all records, to include but not be limited to the following: drawings, plans and estimates, to the GCAC within fifteen (15) working days after completion of duties contained in the agreement.

**4. Acceptance:** Acceptance inspection should not take more than thirty (30) working days. The successful Respondent will be notified within this time frame if the goods or services provided are not in full compliance with the specifications. If any agreement or purchase order is canceled for non-acceptance, the needed good or service may be purchased elsewhere and the successful Respondent may be charged full increase, if any, in cost and handling.

**5. Non-Appropriation:** The resulting Agreement is a commitment of the GCAC's current revenues only. It is understood and agreed the GCAC shall have the right to terminate the

Agreement at the end of any GCAC fiscal year if the GCAC Board does not appropriate funds, as determined by the GCAC's budget for the fiscal year in question. The GCAC may affect such termination by giving successful Respondent a written notice of termination at the end of its then current fiscal year.

**6. Costs Incurred:** Respondent shall acknowledge that the issuance of a solicitation shall in no way obligate the GCAC to award a contract or to pay any costs associated with the preparation of a response to said solicitation. The costs in developing and submitting proposals, preparing for and participating in oral presentations or any other similar expenses incurred by a Respondent are the sole responsibility of the Respondent and shall not be reimbursed by the GCAC.

#### **Part IV Schedule**

1. All questions regarding the solicitation shall be submitted via email to DanielM@guadalupeculturalarts.org by 5:00 PM on the due date noted above.
2. Signed responses are due no later than 5:00 PM, on the date noted above to DanielM@guadalupeculturalarts.org
3. Responses received after this time and date shall not be considered.

#### **Part V Response Requirements**

1. Consultants should submit qualifications and samples of work that meet the GCAC's requirements along with a fee proposal based upon the preliminary scope of work described above.
2. Responses shall not exceed twenty (20) pages in length (excluding title pages(s) and index/table of contents, attachments or dividers). Information in excess of those pages allowed will not be evaluated.
3. Electronic submission in PDF format is required.
4. A complete copy of the Response includes all documents and supplemental materials required.
5. Title Page (1 page) – Show the solicitation title and number, the name of firm, address, telephone number(s) name of contact person and date.
6. Letter of Transmittal (1 page) – Identify the services for which solicitation has been prepared. Briefly state your firm's understanding for the services to be performed and make a positive commitment to provide the services as specified.
7. Provide the name(s) of the person(s) authorized to make representations for your firm, their titles, address, telephone numbers and e-mail addresses.
8. The letter shall be signed by a corporate officer or other individual who has the authority to bind the firm. The name and title of the individuals(s) signing the solicitation shall be clearly shown immediately below the signature.
9. Table of Contents (1 page) – Clearly identify the materials by Page Number.
10. Previous Performance/Experience – Provide detailed information on firm and team experience with providing Services as described in the Scope of Work.
11. Respondent shall identify key project staff, task leaders and sub-consultants along

with their respective field and expected services for the Scope of Work on behalf of the firm. Information shall include education and professional registrations.

12. Resumes shall be included for each of the individuals and sub-consultants referenced which demonstrate their qualifications to satisfy all the critical and service requirement areas. Resumes do NOT count toward page limit.

13. Please provide information on size, resources and business history of the firm.

14. Please provide a representative list of similar completed projects in the past 3-4 years with a scale and complexity similar to the GCAC project.

15. Methodology – Respondent shall define the method and approach to be used.

16. Timeline – Respondent shall provide a timeline to complete the project as per the Scope of Work contained herein.

17. Work Samples – Respondent shall provide work samples of designs successfully completed for similar properties. Work samples can include but are not limited to preservation plans, drawings, renderings and photography.

18. Information in a submittal that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating "CONFIDENTIAL" on that section of the document.

19. References list may be included

Two question and answer sessions will be scheduled in late September and announced on the GCAC website – [www.guadalupeculturalarts.org](http://www.guadalupeculturalarts.org).