

**From:** Laura Gibbs  
Director, Community Services

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**Subject:** Consulting Services for the Cultural Strategic Plan, Museum Strategic Plan and Public Art Plan  
File: A-1440-001

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**Recommendation:**

1. That RFP2025-2 for Consulting Services for the Cultural Strategic Plan, Museum Strategic Plan and Public Art Plan submitted by Patricia Huntsman Culture + Communication in the amount of \$164,850.00 (net HST) or \$186,280.50 (HST included) be accepted;
  2. That the Director, Community Services be authorized to execute the Form of Agreement with the above mentioned consultant pursuant to Request for Proposal No. RFP2025-2;
  3. That the Director, Finance & Treasurer be authorized to finance the net project cost of \$167,752.00 to be funded from Property Taxes as approved in the 2025 Current Budget; and,
  4. That the appropriate officials of the City of Pickering be authorized to take the necessary actions as indicated in the report.
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**Executive Summary:** The purpose of this report is to award Request for Proposal No. RFP2025-2 for Consulting Services to develop the Cultural Strategic Plan (CSP), Museum Strategic Plan (MSP) and Public Art Plan (PAP). As per the Purchasing Policy PUR 010, the Manager may obtain consultant services above \$50,000.00 with additional approval of Council.

The purpose of the project is the development of a new CSP, an MSP, and a PAP. The CSP was completed by staff in 2014, the current MSP was developed by staff and the Pickering Museum Village (PMV) Advisory Committee in 2018 and the PAP was developed by staff in 2023. Collectively these plans will guide the next decade (2026-2036) of Pickering's arts, culture, museum and public art programs and services. The strategic documents will articulate a common vision and goals, provide recommendations, and action plans built on the understanding that arts, culture, heritage and public art is fundamental to quality of life, economic development, community vitality, and identity of place.

All pre-conditions of award requirements in accordance with the bid document have been reviewed and approved. The top-ranked proposal submitted by Patricia Huntsman Culture + Communication in the amount of \$164,850.00 (net HST) or \$186,280.25 (HST included) is recommended for approval.

**Relationship to the Pickering Strategic Plan:** The recommendations in this report respond to the Pickering Strategic Plan Priority of Advocate for an Inclusive, Welcoming, Safe & Healthy Community.

**Financial Implications:**

**1. RFP Amount**

RFP2025-2	\$164,850.00
HST (13%)	<u>21,430.50</u>
<b>Total Gross RFP Cost</b>	<b><u>\$186,280.50</u></b>

**2. Estimated Project Costing Summary**

RFPQ2025-2	\$164,850.00
HST (13%)	<u>21,430.50</u>
<b>Total Gross Project Costs</b>	<b><u>\$186,280.50</u></b>
HST Rebate (11.24%)	(18,529.00)
<b>Total Net Project Cost</b>	<b>\$167,752.00</b>

**3. Approved Source of Funds - Operating Budget**

Approved Code	Source of Funds	Approved Budget	Funds Required
502230.10200	Property Tax	\$180,000.00	\$167,752.00

<b>Under/(Over) Approved Funds</b>	<b><u>\$12,248.00</u></b>
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**Discussion:** The purpose of this report is to award Request for Proposal No. RFP2025-2 for Consulting Services to develop the CSP, MSP and PAP.

**1. The CSP, MSP and PAP will replace completed plans**

The CSP sets a vision for the place of arts, culture and heritage in the City and identifies strategic directions for policy, investment, partnerships and programs for 10 years, from 2014 to 2024. The MSP defines the Museum’s vision, mission, and values, and identifies recommended strategic goals to be accomplished by the end of 2023. The PAP identifies zones for future public art projects and proposed new public art initiatives from 2023 to 2026.

After the creation of these plans, the City introduced the first Corporate Strategic Plan, Equity Diversity & Inclusion Strategy, and Digital Strategy. With the conclusion of the CSP, the MSP

and the PAP, it is time to refresh this suite of cultural plans, taking strategic directions, current trends, and updated community engagement into account.

## **2. Pickering residents will be involved in shaping the next CSP, MSP and PAP plans**

The development of these new plans will collectively guide the next decade (2026-2036) of Pickering's arts, culture, museum and public art programs and services. The development process will include comprehensive community engagement including Open Houses, a community survey, interviews with cultural leaders, input from Advisory Committees, and engagement with residents and community organizations. When complete, the strategic documents will articulate a common vision and goals, provide recommendations, and action plans built on the understanding that arts, culture, heritage and public art are fundamental to quality of life, economic development, community vitality and identity of place.

## **3. A competitive procurement process was undertaken to select the Consultant**

RFP2025-2 was advertised on the City's bids&tenders portal on May 23, 2025 and closed on June 11, 2025. Nine companies submitted proposals for this project. In accordance with Item 2.5 Stage IV – Ranking and Contract Negotiations, all scores from Stage II and Stage III have been added together, the proponents have been ranked based on their total scores, and the top-ranked proponent, Patricia Huntsman Culture + Communication is the top-ranked proponent.

Patricia Huntsman Culture + Communication has been operating since 2009 and offers management, engagement, planning and communication services dedicated to building communities through culture. Qualifications and combined expertise include strategic planning for arts and culture, urban planning, research, public consultation and partnership, community engagement, municipal event management, accessibility analysis, creative placemaking, public art, programming, visitor experience, marketing and communications, tourism management and economic development, capital planning, recreation & leisure planning, cultural mapping, and policy development.

All pre-conditions of the award required in accordance with the bid document have been reviewed and approved. The top-ranked response submitted by Patricia Huntsman Culture + Communication in the amount of \$164,850.00 (net HST) or \$186,280.25 (HST included) is recommended for approval.

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**Attachment:** None.

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**Prepared By:**

Original Signed By

Krystal Roberts  
Manager, Cultural Services

**Approved/Endorsed By:**

Original Signed By

Laura Gibbs, MBA, MSc.  
Director, Community Services

**Prepared By:**

Original Signed By

Cathy Bazinet, CPPB, NIGP-CPP  
Manager, Procurement

**Approved/Endorsed By:**

Original Signed By

Stan Karwowski, MBA, CPA, CMA  
Director, Finance & Treasurer

LG:kr

Recommended for the consideration  
of Pickering City Council

Original Signed By

Marisa Carpino, M.A.  
Chief Administrative Officer