

September 13, 2017

Peggy Merriss  
City Manager, City of Decatur

## Re: Developing a response to the 1907 memorial to confederate soldiers

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Dear Peggy and Linda,

Thank you for the opportunity to submit this proposal to develop a process for the response to the 1907 memorial to confederate soldiers located in front of the Dekalb County Courthouse.

Based on our discussion, this would include a two-phase approach including phase 1, immediate development of interpretive panels in response to the memorial; and phase 2, an in-depth engagement process and implementation.

### PHASE 1

#### 1.1 Project Start-Up and Visioning (Early October)

This initial phase of the project will begin with a site visit and workshop in Decatur with the City and key stakeholders to discuss storyline development and potential look and feel for the interpretive panels. This workshop will be an important step in shaping the development of the content and design of the panels, enabling our team to move forward efficiently with the schedule. Participants in this workshop would include local officials, designated concerned citizens, and local/national expert/scholar(s) on the topic. *Please note that the LCR budget does not include any honoraria that may be necessary to engage scholars/experts. These cost are usually minimal and can be calculated to include travel and a small stipend for the day.*

#### 1.2 Storyline and Concept Report (Mid-End of October)

Based on the results of the workshop, we will produce a Storyline document that will outline the proposed themes and/or messages for the interpretive panels. This document will be the foundation for content development. The Concept Report will include design and graphic concepts as well as proposed materials and finishes.

#### 1.3 Content Development and Detail Design (November)

This phase includes the drafting, review and finalization of text for the panels and selection of any relevant imagery, as well as detail design, hardware and mounting specifications. This schedule assumes project review and feedback/approvals to meet the proposal deadline of January 15<sup>th</sup>.

## 1.4 Fabrication, Installation and Unveiling (December-January 15, 2018)

Includes fabrication and installation of the panels in advance of a proposed unveiling on Martin Luther King Jr. day, January 15, 2018.

### Phase 1 Costs

Proposed total budget for Phase 1: Interpretive Development, Graphic Design and Fabrication - \$65,000 including consultant expenses

## PHASE 2

The second and more in-depth phase of development includes the following;

### 2.1 Precedents Research and Presentation

Throughout the United States, cities are grappling with monuments to difficult history. Many cities have been spurred to action as a result of the events of Charlottesville this summer, as well as events in prior years. The team will research cities or locations that have, to date, successfully confronted these issues and develop a presentation to inspire thinking for Decatur's future action. This presentation will be the basis for the workshop series.

### 2.2 Facilitation and Documentation of Workshop Series (up to 4)

Working with you and any designated partners, such as the Better Together taskforce, the team will convene, facilitate and document a series of conversations. These workshops will include any combination of the following: a presentation and discussion of the precedents research; a talk (briefing) by a recognized local and/or national scholar; and facilitated dialogue with officials and residents regarding their desires for moving forward.

### 2.2 Recommended Actions Brief

The team will document the results of the workshop series with a highly visual report that will be suitable for distribution throughout the city, county and region. At this time, it is anticipated that one of the results of the Workshop series will be the recommendation for an artistic representation that may respond to the monument. This document will serve as both the basis for the implementation of the next steps *and* a testimony to the commitment of the City of Decatur to the power of dialogue followed by action.

### 2.3 Implementation: Call for Artists and Facilitation of Selection

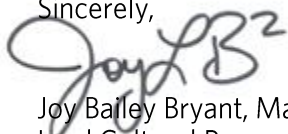
Using the Actions Brief as a foundation, the team will work with the Decatur Arts Alliance to develop a call for artists and a process for selection—for example, a paid competition with concepts or the selection of an artist then the development and approval of a concept selection. The consultants will shepherd the selection process from start to finish. Additionally, the team will work with the selected artist to facilitate any further public interaction necessary to produce the artwork.

### Phase 2 Costs

Proposed total budget for Phase 2: Workshop Series, Recommended Actions Brief and Implementation- \$40,000 including consultant expenses

*Please note that this does not include cost of artwork or any resultant artist fees.*

Sincerely,



Joy Bailey Bryant, Managing Director, U.S.  
Lord Cultural Resources