

Marketing for the Arts: Marketing & Communications Training Marketing Data Specialist Request for Proposal

Background & Goals

Lower Manhattan Cultural Council (LMCC), a 501(c)(3) nonprofit, has been a leading voice for arts and culture Downtown and throughout New York City for nearly 40 years, producing cultural events and promoting the arts through grants, services, advocacy, and cultural development programs. LMCC's Arts Services programs offer training and information to help artists and arts organizations build their capacity to contribute to their communities.

Marketing for the Arts is a pilot program that will provide intensive training in marketing and communications for small-to-midsized arts and cultural organizations based in Lower Manhattan. The program will provide support to senior management and executives of up to seven participating organizations working across disciplines (literary arts, visual arts, performing arts, historic collections) through a series of intensive workshops and individual consultations, accompanied by opportunities to engage relevant market research. The program will result in the development of strategic marketing & communications plans by each organization, to be supported by the Lower Manhattan Development Corporation (LMDC) and administered by LMCC.

Program goals:

- 1) To increase the capacity of Downtown cultural organizations to develop and implement strategic and sustainable marketing and communications plans.
- 2) To encourage collaboration between organizations to engage local market research and data to maximize resources and impact, and enable a network of mutual support.
- 3) To develop an effective, replicable program syllabus with the potential to serve a growing circle of organizations.

The Assignment

LMCC seeks a Marketing Data Specialist (the "Specialist") to support the Marketing for the Arts program over a 6-month period beginning in approximately November 2012, with a focus on data-specific components of group learning, participant assessment, and consultations to help small nonprofit arts organizations make use of external and internal data to maximize knowledge, connect with audiences and identify revenue streams.

LMCC activities outlined in this RFP are funded by the Lower Manhattan Development Corporation (LMDC), which programs are funded through a Community Development Block Grant (CDBG) from United States Department of Housing and Urban Development (HUD).

The Specialist should have a track record of practical excellence in marketing data analysis; an understanding of the arts, and the needs and challenges of small organizations; an awareness of opportunities for and benefits of local collaboration on data initiatives; and an ability to frame and convey relevant best practices in a professional learning environment.

The Specialist will work closely with the in-house Grants & Services team and a lead Program Development Consultant (the "Project Manager") to assess participants' market position, existing database systems and methods, and organizational capacity and offer recommendations and planning guidance; develop one or more units of group instruction focusing on best practices in data gathering and analysis; and conduct check-ins with program participants as they plan to update and improve their current research and data practices. In addition, the Specialist will identify ways to harness existing local data and market research to inform the curriculum and participant planning, and will work with LMCC's civic and corporate information partners and other relevant sources to identify and integrate existing

residential, tourism, and consumer data and demographics into the curriculum.

This project has a stated Minority- and Women-Owned Business Enterprise (M/WBE) goal of 20% participation (which both LMCC as the Subrecipient and all subcontractors will abide by when able and where applicable).

Details of Assignment

1. Participant Assessment and Program Design

1. Contribute to preliminary program plan for data-specific units, including timeline, content and materials, in consultation with the Project Manager and LMCC staff.
2. Work with Project Manager and information partners to identify, secure and integrate available market research and data into the program curriculum.
3. Meet with representatives of each participating organization to determine goals and assess capacity, systems and methods and make recommendations for improvement.
4. Finalize program curriculum and materials for any data-specific units of study and ensure they are responsive to participants' needs,

2. Program Delivery

1. Deliver one or more units of group instruction deemed applicable with the Project Manager as part of a three-month workshop series expected to begin in approximately April 2013.
2. Conduct one follow-up meeting with each participating organization to track progress and provide strategic guidance on data-related plans and practices.

For all elements of the scope of work, we are looking for a consultant that is flexible, responsive and committed to information-sharing and the development of sustainable professional practices.

Proposal Requirements

- Please provide a detailed budget estimate for fees and any other out-of-pocket costs. This estimate can be in the form of a monthly retainer or as a project fee (based upon the possible scope(s) of work indicated above); if you choose to provide a project fee, please break it out by deliverable.
- A statement of qualifications with examples of experience in market research, data analysis and management with relevance to the arts and cultural sector; and in the delivery of effective professional training in relevant areas.
- An outline of how you intend to work, who the team members would be (i.e. what is the structure of the team) should you be awarded this contract.
- A plan to meet or exceed a Minority- and Women-Owned Business Enterprise (M/WBE) goal of 20% participation in the project.
- Sample(s) of pertinent previous work.
- A resume/CV of experience.
- Three letters of reference from previous clients, including contact information.

Proposals must be received no later than **5:00PM, Friday, November 16, 2012.**

Please submit completed proposals to:

Haowen Wang
Program Manager, Grants & Services
Lower Manhattan Cultural Council
125 Maiden Lane, 2nd Floor
New York, NY 10038
RFP [at] lmcc.net

Terms Governing this RFP

LMCC will select the proposal, which, in its sole judgment, most successfully demonstrates the necessary qualities to undertake the project, offers most favorable financial terms, and best meets the other needs and goals of the program. LMCC reserves the full right to reject all proposals if it so chooses. LMCC will not pay any costs incurred in response to this request.

Let it be known by all person(s) who respond to this RFP that the work to be performed under contract with LMCC is for a project assisted under a program providing Federal financial assistance from the U.S. Department of Housing and Urban Development (HUD) and is subject to the requirements of Section 3 of the Housing and Urban Development Act of 1968, as amended (12 U.S.C. § 1701). *Please refer to our website for details.*

Important Contractual Provisions

This project has a stated M/WBE goal of 20% participation (which both LMCC as the Subrecipient and all subcontractors will abide by when able and where applicable).

According to Section X.D.2.c. of the Subrecipient Agreement, LMCC must include the following provisions in any private vendor subcontracts executed in the performance of the Subrecipient Agreement. Please be aware that this includes all agreements between consultants and their respective sub-consultants. See below for relevant provisions.

List of Required Terms

VII.A. General Compliance

VII.C. Hold Harmless

VII.D. Workers' Compensation

VII.E. Insurance and Bonding

VII.E.1 Commercial General Liability Insurance

VII.E.2 Automobile Liability and Property Damage Insurance

VII.E.3 Workers' Compensation

VII.E.4 Excess Liability Insurance

VII.E.5 Certificates of Insurance

VII.F. Grantor/Grantee Recognition

VII.H. Suspension or Termination

VIII.B.2. Records Retention

VIII.B.3. Personal Data

VIII.B.4. Disclosure

VIII.B.5. Property Records

VIII.B.6. Close-Outs

VIII.B.7 Audits and Inspections

IX. RELOCATION, REAL PROPERTY ACQUISITION AND ONE-FOR-ONE HOUSING REPLACEMENT

X. PERSONNEL AND PARTICIPANT CONDITIONS

X.A. Civil Rights

X.A.1. Compliance

X.A.2. Nondiscrimination

X.A.3. Land Covenants

X.A.4. Section 504

X.B. Affirmative Action

X.B.1. Compliance with E.O. 11246

X.B.2. M/WBE (Schedule C)

X.B.3. Access to Records

X.B.4. Notifications

X.B.5. EEO/AA Statement

X.B.6. Subcontract Provisions

- X.C. Employment Restrictions
 - X.C.1. Prohibited Activity
 - X.C.2. Labor Standards (Davis-Bacon Act)
 - X.C.3. "Section 3" Clause
 - X.C.3.a. Compliance
 - X.C.3.b. Notifications
 - X.C.3.c. Subcontracts
 - X.C.3.d. Reporting. (Quarterly reports - Exhibit A-7)
 - X.C.4. September 11, 2001 Recovery
 - X.C.4.a. Compliance
 - X.C.4.b. Reporting. (Quarterly reports - Exhibit A-8)
- X.D.3. Hatch Act
- X.D.4. Conflict of Interest
- X.D.5. Lobbying
- X.D.6. Copyright
- X.D.7. Religious Organization
- XI. ENVIRONMENTAL CONDITIONS
 - XI.A. Air and Water
 - XI.A.1 Clean Air Act, 42 U.S.C. § 7401, et seq.;
 - XI.A.2 Federal Water Pollution Control Act;
 - XI.A.3 Environmental Protection Agency ("EPA") regulations pursuant to 40 CFR Part 50, as amended.
 - XI.B. Flood Disaster Protection
 - XI.C. Lead-Based Paint
 - XI.D. Historic Preservation
 - XI.E. Environmental Performance Commitments

THANK YOU – We look forward to reviewing your proposal.