

REQUEST FOR PROPOSALS
“ARTIST AS ENTREPRENEUR” PROGRAM – CONSULTING SERVICES

New York City Economic Development Corporation

New York City Economic Development Corporation (“NYCEDC”) is seeking proposals for the development and implementation of an artist training program that equips selected New York City-based artists with business training and support (the “Services”), as more specifically set forth in Exhibit A.

A. PROJECT OVERVIEW.

NYCEDC is a not-for-profit corporation designed to protect and enhance New York City’s (the “City”) job and revenue base through the provision of comprehensive economic development services.

The City has a large and diverse arts and cultural (“Arts/Cultural”) sector that includes for-profit and non-profit organizations of virtually every size in every branch of the arts. Through both direct and indirect impacts on the City’s economy and neighborhoods, the positive contribution of the Arts/Cultural sector is enormous.

For the purposes of this RFP, the Arts/Cultural sector is defined as being comprised of the organizations involved in generating and exhibiting the visual and performing arts. This includes obvious venues for exhibition, such as theaters and museums, as well as less obvious venues such as historical houses, botanical gardens, and zoos.

Many successful visual and performance artists choose to live and work in the City. However, artists often struggle to gain recognition and build careers in the City for various reasons. The cost of living is high, studio space can be difficult to find, and artists may be unable to exhibit their work without relationships with established galleries and patrons. All these factors limit the ability of artists to gain visibility and a foothold in the art market. Increasingly, artists are successfully using social media, guerilla marketing, and other methods of personal promotion to market and manage their careers.

NYCEDC seeks a Consultant to develop and implement an intensive training program to help up to 50 artists build entrepreneurial skills. Conceptually, this “Artists as Entrepreneurs” program (the “Program” or “Artists as Entrepreneurs”) will be comprised of the following key elements:

1. Phase I: Boot Camp: Selected artists will attend an intensive 5-day “Boot Camp” to help artists determine the best way to promote and monetize their art work.
2. Phase II: Artist Studio Program: Upon graduation from Boot Camp, artists may apply to participate in the Artist Studio Program, which allows access to affordable studio space and a network of artists at the Brooklyn Army Terminal (“BAT”). The Artist Studio Program will be operated by a separately identified operator at BAT.

This RFP seeks a Consultant to provide Services in connection with Phase I: Boot Camp.

B. PROPOSAL STRUCTURE AND CONTENT.

Selection will be based on NYCEDC’s evaluation of the quality of the written proposals, the quality and relevant experience of the proposers, and a projected project budget. Your proposal should

emphasize your organization's relevant experience, with a statement describing your proposed approach to the project. Specifically, your proposal should include the following:

- A description of your organization's qualifications, including 3-5 references and descriptions of 3-5 similar projects undertaken by your organization (including relevant website addresses if applicable). References should include the names and telephone numbers of contact persons at the client organizations.
- A description of your organization's experience and expertise in all of the specific Services contemplated under this RFP, including training design and delivery, experience working with visual artists, budget implementation, and working knowledge of the Arts Sector in New York City.
- A statement of your approach to the structuring, marketing, and implementation of the Program, including the anticipated Program timeline and budget. This should clearly demonstrate your ability to coordinate and complete the project in a timely fashion and in a cost-efficient manner, acknowledging that the City will make some financial contributions to the success of the project.
- A description of your firm's history, if any, in contracting or doing business with the City and/or NYCEDC.
- A detailed breakdown of all project costs required to complete each of Task 1 through Task 4 described in Exhibit A. This breakdown, in Exhibit B, should include sources and uses of funding, including pay to staff and subcontractors.
- Staffing Schedule. All respondents must also submit a complete Staffing Schedule, which includes the names and resumes of all individuals in your firm who will be performing and/or supervising the Services.
- A general description of the qualifications of any subcontractor firms that will be performing the Services, if any, as well as the names and resumes of individuals who will be performing and/or supervising the work of any of your subcontractors. Note that the Consultant shall retain, directly supervise, and coordinate the activities of as few or as many sub-consultants as necessary. Notwithstanding anything to the contrary contained in the foregoing, the Consultant is encouraged to utilize in-house resources to minimize costs.
- Certificates of Insurance. All respondents must submit certificates of insurance for each policy required for compliance with this Contract, for itself, its Subcontractors, and selected artists participating in the Program substantially.
- Submission of a Doing Business Data Form which can be found at www.nycedc.com in the "Available Projects" section. If you cannot access or download these forms, the Corporation may, upon request, send you the required forms.

PLEASE NOTE THAT THE TERMS AND CONDITIONS OF THE ATTACHED DRAFT CONTRACT ARE NOT NEGOTIABLE.

C. QUESTIONS REGARDING PROPOSAL

Respondents may submit questions and/or request clarifications from NYCEDC no later than 4:00 p.m. on Monday, November 2, 2009.

Questions regarding the subject matter of this RFP should be directed to ArtistasEntrepreneur@nycedc.com.

Answers to all questions will be posted by Monday, November 9, 2009 to www.nycedc.com/RFP.

D. INTERVIEWS

Interviews may be held with any, none or all of the respondents after the receipt of proposals. Interviews with NYCEDC would be scheduled after its initial review of proposals.

D. SELECTION

NYCEDC will review each respondent's proposal in its totality. The selected respondent, if any, will be a responsible respondent whose proposal is responsive to this solicitation and, in NYCEDC's sole determination, provides the best quality, creativity, and effectiveness in execution of the project. NYCEDC reserves the right to decline to select a Consultant, or to select more than one Consultant. In the event of this occurrence, the selected Consultants may be required to modify their proposal to ensure coordinated delivery of the project. The selected respondent(s) shall be subject to clearance of NYCEDC's Internal Background Investigation Questionnaire and/or the City's Department of Investigation Vendex background investigation program.

E. SUBMISSION

Proposals are due on Monday, November 16, 2009 no later than 4 pm. Please submit five (5) sets of your proposal to the location listed below. Proposals can be submitted by hand or via regular mail, express mail, or another nationally known overnight courier. Proposals received after the indicated date and hour and/or at a different location may not be considered.

Maryann Catalano, Senior Vice President, Contracts
New York City Economic Development Corporation
110 William Street, 6th floor
New York, NY 10038

Exhibit A

SCOPE OF SERVICES

I. Introduction

In this RFP, NYCEDC seeks a Consultant to deliver Phase I of the Artists as Entrepreneurs program, which shall include, without limitation, the following tasks (“Services”):

- Task 1: Develop a Phase I Program proposal (concept through implementation);
- Task 2: Implement Phase I Program outreach, advertising and participant recruitment;
- Task 3: Implement Phase I Program management, coordination and implementation;
- Task 4: Prepare and finalize a report analyzing and evaluating the Program

NYCEDC will offset part of the cost associated with launching Phase I of the Program, which will be offered to artists free of charge. NYCEDC will also connect the Consultant with the operator at BAT in connection with Phase II of the Program, as well as assist with advertising and promoting the Program through its existing contacts in arts and cultural organizations. However, Phase I of the Program shall be a one-time occurrence during the Fall 2009/Winter 2010. Future Phase I services shall be at the discretion of the Consultant, without any additional funds provided by NYCEDC.

All deliverables will be submitted to NYCEDC in both written and electronic format in draft form after completion of each task.

II. Scope of Work

The Consultant shall provide a detailed cost estimate based on the following Services. The cost estimate shall include a breakdown of costs required to complete each of Task 1 through Task 4.

In consultation with NYCEDC, the Consultant shall provide the following Services which shall include, without limitation, the tasks more fully described below.

While developing the proposal for Phase I of the Program, the Consultant shall keep the following target audience in mind: New York-based visual and performance artists interested in developing marketing and management skills to accelerate their careers in the arts sector.

Although the Consultant is expected to adhere to the Tasks outlined below, the Consultant may suggest alternative approaches to the Program and additional tasks if these alternatives effectively achieve Program objectives. If NYCEDC accepts an alternative approach, the Services will be amended to reflect such changes.

Task 1: Develop Program Proposal for Phase I of Artists as Entrepreneurs

To enable artists to develop business and entrepreneurship skills, Task 1 includes an intensive training session, consisting without limitation of the following modules:

- a 5-day intensive boot camp to help artists promote, manage, and monetize their art;

- one-on-one assistance from experienced entrepreneurs who will help artists develop and review ideas, assignments, and business plans;
- presentations from successful entrepreneurs and artists who can share their experiences and insights on how to launch a successful business;
- wrap-up and feedback session to formally present final business plans.

Based on the above modules, Consultant shall develop:

- Task 1.1 A dynamic training program for Phase I of the Program including, without limitation:
- a schedule and listing of relevant instructional and lecture topics;
 - Program materials for participants;
 - case studies and identifying guest speakers;
 - researching business resources for artists;
 - admission criteria into the Program.
- Task 1.2 A budget (see Appendix B) and timeline from Contract Start Date to Final Completion, which shall include a breakdown of the planning and implementation costs of the proposed training program in Task 1.1.
- Task 1.3 A master contact list of qualifying partners related to training, instruction, lectures, and artist and business resources. This list may include, but not be limited to, 1) potential Program participants in the arts sector; and 2) potential Arts/Cultural organizations, businesses and artists, and any academic or professional institutions or affiliations expressing interest in providing mentorship or instruction related to the Program.
- Task 1.4 Clear and robust criteria for participant selection.
- Task 1.5 Evaluate and recommend the location and time to conduct the workshop.
- Task 1.6 Success metrics and methodology behind the analysis measuring the Program's success. Sample metrics may include: number of professional relationships resulting from the Program, and number of revised business plans.

Task I Deliverables: A detailed outline of the Consultant's Phase I Program proposal, which shall include the training program, budget, timeline, success metrics, and relevant assumptions.

Task 2: Phase I outreach/ advertising/ participant recruitment

- Task 2.1: Create a master contact list of arts organizations and artist associations that can help reach artists in the City.
- Task 2.2: Develop and implement a plan to market the program to: 1) artists; and 2) potential Arts/Cultural organizations and businesses.
- Task 2.3: Provide outreach services to advertise the Program to the list of potential participants named in Task 2.1.

Task 2 Deliverable: A master contact list of potential participant recruitment partners, a marketing plan to advertise the Program to aforementioned individuals and organizations, and outreach/recruitment services.

Task 3: Project Management/ Coordination/ Implementation

- Task 3.1 Manage, coordinate, and implement Phase I of the Program and Program budget, including without limitation:
- i. Manage Program costs and maintaining the proposed budget;
 - ii. Select and register participants in Phase I of the Program;
 - iii. Secure and schedule instructors and mentors;
 - iv. Secure location for the Program;
 - v. Manage and coordinate Program-related staff;
 - vi. Act as the primary point of contact with regard to general public and participant inquiries related to Phase I of the Program, with the exception of press inquiries, unless other directed by NYCEDC.

Task 3 Deliverable: Manage and implement the Phase I of the Program within proposed budget (as outlined in Appendix B).

Task 4: Final Report

- Task 4.1: Analyze the Program’s success by using metrics and methodology developed in Task 1.6 above.
- Task 4.2: Report of Findings
- i. Consultant will prepare a first draft report of findings (including an executive summary, which can be reproduced as a stand-alone document) for NYCEDC review.
 - ii. Following review and approval by NYCEDC and the incorporation of any required changes, Consultant will submit and present a final written report of findings on or before the Final Completion Date. This report must be submitted in hard copy and electronic format. All supporting documentation, including, without limitation, notes, interview transcripts, plans, and reference materials, shall be included in appropriate appendices.

Task 4 Deliverable: Final report of findings in PowerPoint format, electronic files, and printed, bound, color documents (15 copies).

III. Consultant Team

The Consultant shall retain, directly supervise, and coordinate the activities of as few or as many sub-consultants as necessary to provide all the Services described herein (the Consultant and sub-consultants shall be collectively referred to as the “Consultant”). The Consultant shall have expertise in the following disciplines at a minimum:

- Professional seminar/workshop development, budgeting, and implementation;
- Working knowledge of the Arts/Cultural sector in the City;
- Working knowledge of finance and budgets.

Notwithstanding anything to the contrary contained in the foregoing, the Consultant is encouraged to utilize in-house resources to minimize costs.

Exhibit B

FEE AND PAYMENT SCHEDULE

The maximum payment (“Maximum Payment”) for each portion of the Services (“Portion”) shall be the respective amounts set forth for in the following table:

SCHEDULE

List and provide title of anticipated staff within each Task, and subtotals for each Task listed below.

	Staff / Title	Maximum Payment
<u>Project Proposal</u>		Subtotal: \$
Task 1: Develop Artists as Entrepreneurs Phase I Program proposal		\$
Task 2: Program outreach/ advertising/ participant recruitment		\$
<u>Project Implementation</u>		Subtotal: \$
Task 3: Program management, coordination, and implementation		\$
<u>Project Summary</u>		Subtotal: \$
Task 4: Final report		\$
Project Allowable Additional Costs		\$

Total Program Cost: _____