



REQUEST FOR PROPOSALS (RFP)

MICD Arts and Culture Resources and Strategic Advisement

Application Timeline

RFP Announced: March 29, 2023

Submission Deadline: **April 18, 2023 11:59pm EDT**

Consultants Notified: April 25, 2023

Contract Period: May 2023 – December 2023

About the Mayors' Institute on City Design Program

The Mayors' Institute on City Design (MICD) is a leadership initiative of the National Endowment for the Arts (NEA) in partnership with the United States Conference of Mayors. Since 1986, MICD has helped transform communities through design by preparing mayors to be the chief urban designers of their cities. MICD offers a suite of programming including highly collaborative in-person sessions, fellowship programs, virtual learning, and ongoing technical assistance to mayors. MICD Institute Sessions bring mayors together with design professionals to examine a design challenge in their cities and receive tailored assistance from field leaders in urban planning, architecture, development, landscape design, transportation, arts and culture, and more. The MICD Just City Mayoral Fellowship (JCMF) is a collaboration between MICD and the Just City Lab at Harvard University whereby mayors participate in a semester-long program with weekly meetings featuring lectures and case study work aimed at tackling injustice in each of their cities. Virtual seminars and ongoing technical assistance are interactive learning and processing opportunities for mayors and often, their staff as well, to continue to examine how to ensure their cities are resilient, equitable, and thriving.

Request for Proposals

This request for proposals is to **solicit an individual or team** to build out a suite of arts and culture focused content and to support the program as technical assistance providers, strategic advisors, program developers, and possible facilitators. Through this solicitation, the MICD Partnership will identify qualified individual(s) or team(s) whose expertise will be matched with the outlined Scope of Work. **Individuals or teams with tactical skills and experience in the following areas are encouraged to apply:**

- Developing Arts Ecosystems in Communities
- Creative Placemaking
- Equitable Community Development
- Consulting or Technical Assistance Delivery
- Conducting Research
- Program Development and Training

The engagement will begin no earlier than May 1, 2023 and expire no later than December 31, 2023.

Scope of Work

Based on qualifications and experience, selected consultant(s) will provide **all, or a selection of**, the following services:

- **Research** (approximately 10% of total contract)
 - Conduct a field scan to determine best practices for how arts and culture programming are funded and supported in cities (i.e. percent for art programs, grants, public-private partnerships, local arts agencies, etc.)
- **Product Development** (approx. 50% of total contract)
 - Develop a library of case-making resources for mayors to launch or expand support for arts and culture in their cities. These resources may include any or all of the following:
 - Case studies
 - Talking points
 - Slide decks
 - Policy notes/language
 - Examples of funding models
 - In consultation with the program team, design an arts and culture learning module for use within the Just City Mayoral Fellowship program
 - Develop virtual content for MICD use in program promotion and as distance learning tools
- **Direct Technical Assistance** (approx. 15% of total contract)
 - Provide direct tailored technical assistance to mayors, and possibly other city staff, on specific questions related to arts, culture, and design in the public realm.
- **Planning and Strategic Advisement** (approx. 25% of total contact)
 - Compile an arts and culture resource portfolio to include:
 - Bios and contact information of arts and culture field leaders for potential consideration as Resource Team members
 - Index of creative placemaking assets in MICD Institute Sessions locations as potential site visit options
 - On demand ideas to embed arts and culture experiences into MICD suite of offerings
 - Participate in planning meetings with MICD and partners
 - Recommend topics for additional training, potential partnerships, and/or follow up programming for mayor and staff on arts, culture, design, and creative placemaking

Proposal Guidelines and Requirements

Please include the following in the proposal. Individuals or teams are encouraged to apply:

- A narrative that includes your expertise in arts and culture, civic practice, and the creative placemaking field and identifies the activities from the scope of work (above) that are best suited to your expertise. Describe your specific skills in working with civic leaders and public officials. (Limit 500 words)
- CV or Resume, and a short (<250 words) bio

- Fee proposal, not to exceed \$75,000, to accomplish the full scope outlined above. The quoted fee should take into account and be inclusive of all ancillary charges (e.g. equipment rentals, supplies, phone/computer usage if necessary). Consultants must submit bids with fees assigned per tranche of work described in the Scope of Work, above. If you are interested in only a portion of the work described in the Scope of Work, indicate \$0 under Proposed fee for items you elect not to include in your proposal. Bear in mind that \$75,000 is allocated to the complete Scope of Work, thus if you elect to propose to complete only a portion of the outlined Scope of Work, your proposal should reflect only a portion of the \$75,000 per the estimated percentage of contract noted above. Fees for each task or deliverable include preparation, research, participation in phone calls and meetings with MICD and other relevant parties, and other ancillary tasks/work necessary for the completion of the task or deliverable described in the Scope of Work, above. Please use the Fee Proposal Template to structure your budget.

Consultant Fee Proposal

Instructions:

Each deliverable must have a description and a fee attached. Each deliverable should include all associated expenses and time charged.

DO NOT INCLUDE any travel or meal expenses in this budget. If needed, MICD will cover travel expenses separately.

FEE PROPOSAL TEMPLATE:

	Hourly rate and description of task(s) and/or expected deliverables	Proposed Fee
Research		
Product Development		
Direct Technical Assistance		
Planning and Strategic Advisement		
TOTAL		

RFP Evaluation Criteria

Responses will be evaluated according to:

- Demonstrated expertise in arts and culture, civic practice, and the creative placemaking field
- Understanding of the role of mayor and city leadership
- Ability to deliver proposed products and content outlined in the Scope of Work
- Demonstration of cultural competencies

Additionally, proposals will be evaluated based on:

- Responsiveness of proposal to the specifications set forth in this RFP
- Value/Pricing structure and price levels

Contact information and deadline for submissions:

Please submit all information requested above to Trinity Simons Wagner (trinity@micd.org).

Submissions are due by 11:59pm EDT on April 18, 2023. Questions regarding this RFP should be directed to Trinity Simons Wagner.

MICD 2023 Schedule

5/1	Arts & Culture consultant(s) and/or team(s) begin
4/19-4/21	JCMF closing session (Cambridge, MA)
5/-	JCMF Technical Assistance (TA) begins
7-12-7-14	MICD National Session (Kansas City, MO)
*9/xx	Possible MICD Special Session
9/-	JCMF TA ends
10/11-10/13	MICD National Session (Boston, MA)
*10/xx	Planning for 2024 JCMF begins
*11/xx	Possible MICD Special Session
12/31	Arts & Culture consultant(s) and/or team(s) complete agreement

*Final date, location, and host organization of these events are TB