

## Request for Proposals

### GREATER HARTFORD ARTS LANDSCAPE STUDY

Hartford Foundation for Public Giving

10 Columbus Blvd., 8th Floor

Hartford, CT 06106

(860) 548-1888

[www.hfpg.org](http://www.hfpg.org)

#### I. Background:

The Hartford Foundation for Public Giving is the community foundation for the 29-town Greater Hartford, Connecticut region, dedicated to improving the quality of life for area residents. One of the oldest and largest community foundations in the country, the Hartford Foundation receives gifts from thousands of generous individuals, families and organizations, working with them to help them achieve their charitable goals. Since 1925, the Foundation has awarded grants of more than \$650 million and provided a host of other support and training services, to a broad range of area nonprofit organizations. Through its Nonprofit Support Program the Foundation also helps improve the capacity and performance of the region's nonprofit agencies.

In Connecticut, the state agency charged with fostering the health of the creative economy is the Office of the Arts, a 53 year old agency now housed in the Department of Economic and Community Development (DECD). The Office of the Arts develops and strengthens the arts in Connecticut and makes artistic experiences widely available to residents and visitors. Through our grant programs, the Office of the Arts invests in Connecticut artists and arts organizations and encourages the public's participation as creators, learners, supporters, and audience members. Through our programs and services, the Office of the Arts connects people to the arts and helps to build vital communities across the state.

The Greater Hartford Arts Council was formed in 1971 by the corporate community of Hartford, Connecticut to support the growing non-profit arts and cultural sector with operating support grants to the five largest community institutions: the museum, the ballet, the opera, the symphony and the theatre company. Since then, the Arts Council has grown significantly to support more than 150 arts, heritage and cultural organizations across a 34-town region in central Connecticut, providing grants, programs and services designed to leverage the arts to strengthen communities, drive the economy and improve the quality of life of 1.2 million residents.

The Foundation seeks consultant proposals to complete the below described arts study. The consultant will work with the Foundation to create the requested literature review and written analyses with spreadsheets.

#### II. The Project:

In partnership, the Connecticut Office of the Arts, the Hartford Foundation for Public Giving and the Greater Hartford Arts Council, propose to conduct a three-part arts study. The proposed study will:

- Inform the criteria used by the Hartford Foundation, Office of the Arts and Greater Hartford Arts Council for funding arts and culture and identify potential barriers to funding.
- Provide a summary of demographic and funding data on arts and cultural organizations that gives funders information to support funding decisions aligning with the areas of greatest community impact.

Due to the multi-part nature of the request, we welcome proposals involving organizations that work in partnership.

### **III. Anticipated Activities:**

1) Community impact review: The consultant will develop a literature review of current knowledge of broader community impact of the arts. The output from this will be a brief report, including a bibliography, to be completed **by June 30th 2018** as an interim deliverable for the project.

- a. Review current research on the non-fiscal impact that arts and cultural organizations have on community, including focus on:
  - i. Population measures of access to the arts (including gaps in access)
  - ii. Measures of the health of an arts and culture sector as a whole
- b. Identify areas of potential positive impact. The study should help identify areas that can be priorities for grantmaking based on the potential for impact and serving the needs of the local population.
- c. Identify strategies that have been proven effective by other communities to improve health of the sector.
- d. Identifies the types of investments that best engage/develop audiences
  - i. Example investments in: technology; participatory programs; target audience; involve visitors in program planning; new marketing strategy; new pricing; cultural experiences in unconventional places; arts education/programs with schools; etc.; breaking down barriers to access

2) Funding study: The consultant will identify arts organizations in the Hartford region and primary sources of support to reveal funding barriers. The output will be a written analysis and a spreadsheet with raw data to be completed **by October 31st 2018** as a final deliverable for the project.

- a. Identify the universe of arts and cultural service providers in the 29-town Greater Hartford region.
  - i. Define the field broadly and include nontraditional types of organizations.
  - ii. Data must include: Organization name, location, legal status; size – staffing and budget (where applicable); development resources; board demographics; arts discipline (dance, music, theatre, visual arts, media arts); arts education outreach

- iii. Should include: use of original works, contemporary/classical material; works sourced by female, POC, American or International; accessibility to disabled; diversity of offerings; target age interest
  - b. Pinpoint the funding channels for the organizations, both local and national, the percentage of funding via those channels and distinguish corporate funding from other sources.
- 3) Workforce study: The consultant will collect and analyze data on arts and culture workforce and career pathways. The output from this will be a separate written analysis and spreadsheet with raw data, also to be completed **by October 31<sup>st</sup> 2018** as final deliverable for the project. The report should:
- a. Provide a demographic breakdown of the Greater Hartford's arts and cultural sector in terms of employment, discipline, location and constituents served for all of the organizations
    - i. The scope of the survey should include as broad a cross-section of the organizations identified in the funding study described above.
    - ii. Must include: board, staff and audience diversity; staff tenure and turnover
  - b. Provide data on the types of creative economy jobs available and the demographics of employees in those positions. The analysis should go beyond the analysis of sector-level employment using Census data in the NEFA creative economy reports. The analysis should include data on job requirements, including credentials, compensation and on employee demographics for specific roles, including leadership roles and entry-level positions.

#### IV. **Proposal Content:**

1. Consultant's name, title, business address, phone and fax numbers, email address and web address.
2. Methodology – describe the process by which you propose to meet the requested activities and outcomes.
3. Budget and cost – provide hourly rates for the personnel assigned, estimated hours to be assigned, and an estimated fee for the entire project.
4. Summary of relevant experience – summarize your qualifications to this project and include relevant experience.
5. A copy of a report done for a similar project as this one, by the person(s) who will comprise your team for this project.
6. References – provide at least three current references for similar types of projects, as well as a brief description of the scope of your work for these references, the year completed, and a contact name and telephone number for each one.

**V. Anticipated Timeline:**

April 9                      Proposal deadline

April 20                     Final Selection Announced

**VI. Submission:**

Please submit your proposal to:

**Hartford Foundation Research and Evaluation Unit**

Email: [research@hfpg.org](mailto:research@hfpg.org)

Hartford Foundation for Public Giving

10 Columbus Blvd. 8<sup>th</sup> Floor

Hartford CT 06106