



REQUEST FOR PROPOSALS

Supporting organizational strategies on

Equity, Diversity, & Inclusion

WHO WE ARE

MISSION

ArtPride New Jersey advances, promotes, and advocates for the arts as essential to the quality of life of every citizen and to the economic vitality of our state.

VISION

Our vision is that New Jersey will be the most arts rich and creatively vibrant state in the Union.

ORGANIZATIONAL OVERVIEW

The ArtPride New Jersey Foundation, Inc. (ArtPride) is a 501(c)(3) nonprofit organization that proudly supports our state's creative community and is widely viewed by the field as the go-to source for research, innovative programs and services, and high-impact advocacy work.

ArtPride serves nearly 200 arts institutions, making us the largest arts service organization in the state. From large performing arts centers, to mid-sized theatres, to small neighborhood galleries, we represent the gamut of performing and visual arts groups, nonprofit and commercial, in every corner of New Jersey.

In partnership with the New Jersey State Council on the Arts, we reach nearly 50,000 patrons through our Jersey Arts Membership program, promoting events, producing content, and providing ticket deals via JerseyArts.com.

We also collaborate with cross-sector partners in tourism, education, healthcare, and community development, as well as legislators and leaders at every level of government, to ensure the arts are considered vital assets to the state's economy and quality of life.

OUR STORY

ArtPride was formed in March 1986 in response to the need for an independent organization to represent the arts community to the state legislature, reinforce the importance of the arts to the public at large, and present a unified voice on matters of importance to the arts community.

That mandate expanded in 1996 as we broadened our work beyond arts-related legislation to more fully promote the value of the arts to New Jersey's quality of life, education, and economic vitality.

In 2000, we partnered with the New Jersey State Council on the Arts to launch Discover Jersey Arts. What began as a public awareness campaign featuring native New Jerseyans Meryl Streep, Susan Sarandon, Avery Brooks, and Bebe Neuwirth (among others) has grown into a multifaceted audience development program.

When the New Jersey state budget proposed the elimination of arts funding in 2003, we played an instrumental role in advocating for a dedicated revenue source. The resulting NJ Hotel/Motel Occupancy Fee has provided stable funding to support arts, history, and tourism ever since.

In 2010, we partnered once again with the New Jersey State Council on the Arts to develop Art Matters, a program that promotes public value of the arts through research and videos that share stories of communities transformed and enlivened by the arts.

ArtPride introduced the Thrive Arts Conference in 2012 to help art workers confront evolving challenges and embrace new opportunities facing the field. This biennial event brings together hundreds of industry

professionals and has grown into the state's preeminent conference dedicated exclusively to New Jersey arts professionals.

In 2018 and 2019, we partnered with Americans for the Arts to help defeat President Trump's proposal to eliminate the National Endowment for the Arts and National Endowment for the Humanities, resulting in slight increases to both agencies, and that effort is ongoing.

Today, we continue our commitment to grassroots advocacy efforts and increasing arts funding at local, state, and national levels. Through our ongoing partnership with the State Arts Council, we are reenvisioning our audience development and public value programs, placing a greater emphasis on supporting arts journalism, content creation, data gathering, and research. We are also broadening our network of partners to remain a vital resource and broker between the arts industry and other public and private sectors.

WHAT WE ARE LOOKING FOR

BACKGROUND

In late 2017, ArtPride's Board of Trustees approved a strategic plan for fiscal years 2018 -2020. Included in this plan, as one of three primary goals, was a mandate to advance EDI efforts. Specifically, the following objectives were detailed in the plan:

- Increase diversity within ArtPride's staff, board, and membership in order to better reflect New Jersey's demographics.
- Determine how ArtPride can best support its members to address this priority, and begin pilot initiatives to advance this effort.
- Determine strategies in three arenas:
 - Improving the approach to diversity, equity, and inclusion in ArtPride's own board, staff, and membership.
 - Providing leadership and support to our member organizations that activates change within the field.
 - Incorporating ArtPride's commitment to diversity, equity, and inclusion in all of its management practices, products, and services.

Even before the FY18-20 Strategic Plan was approved, ArtPride Trustees had established a standing committee focused on EDI work. The EDI Committee was expanded, welcoming leaders from across the state including Trustees, members and other key stakeholders. The EDI Committee met four times in 2018, then organically divided into smaller subgroups with specific objectives.

By early 2019, ArtPride began experiencing difficulty in reconvening the large group. The statewide contingent, and busy schedules of the participants, caused several meetings to be scheduled and cancelled.

By summer 2019, ArtPride leadership, including the EDI Committee Co-Chairs and two senior staff members, decided that a smaller working group was necessary in order to gain momentum. This idea was presented to the full EDI Committee and about 10 people volunteered to participate. The EDI Working Group was formed. The team meets on a monthly basis, via conference calls, and each person is committed to full engagement in the work. The EDI Working Group is the entity charged with selecting the consultant, and will be working closely with the selected vendor.

NEED

ArtPride seeks an outside professional consultant with cross sector experience in equity, diversity and inclusion strategies as well as an understanding of arts service organizations.

The expected scope of work would include:

- A full day retreat for ArtPride Trustees, staff and EDI Working Group members
 - To establish a common foundation and shared language
- Working with Trustees, staff and working group to develop an EDI plan, including:
 - Statement of intent
 - Systematic changes to programs, practices and protocols
 - Tactics to diversify the Board of Trustees
 - A timeline for goal implementation
- Participating in conversations with ArtPride and other New Jersey arts service organizations regarding the collective responsibility to the field

The expectation is that this work would occur over a period of 12 to 18 months. The primary point of contact at ArtPride would be the President & CEO. The selected consultant will work directly with ArtPride Trustees and staff as well as the EDI Working Group.

CHALLENGES

There is a broad spectrum of knowledge within the membership of ArtPride. There is a variety of EDI focused work being done by our members, and even those organizations that are more advanced in this work are finding it challenging to “move the needle” forward among their staff and board. ArtPride staff and board also have a varying range of experience with EDI work and as a service organization we are challenged to identify first steps to best serve our members with these important issues. However, before we can serve members, ArtPride must feel confident that EDI policies and practices guide all facets of the organization’s governance and programs.

Many thanks to our friends and colleagues at the New Jersey Theatre Alliance for allowing ArtPride to “borrow” this eloquent description of the unique challenges that arts service organizations encounter in this work, as well as several other pieces of this RFP/Q, for the sake of expediency and collaboration.

PROPOSAL GUIDELINES

PROPOSAL CONTENT

Please include the following in your proposal:

- Name of facilitator(s), firm, and contact information
- Proposed design, engagement activities, and suggested outcomes for the consultancy
- Project Budget including expenses that are the responsibility of ArtPride
- Responsibilities of consultant(s) and ArtPride staff and board
- Please provide résumés for each facilitator who will work on the project and his/her specific responsibilities
- List of three references of clients with which you conducted similar work
- Response to Request for Qualifications detailed below

REQUEST FOR QUALIFICATIONS

Due to the unique nature of ArtPride, and the complexity of equity, diversity and inclusion work, it is essential that the selected vendor have extensive experience in each of these areas. Moreover, vendors with successful experience when working with highly resistant organizations will be given the highest consideration. ArtPride respectfully requests that each proposal include a detailed description of the company or organization's abilities to successfully deliver the needed services. While this may include a client testimonial, we kindly ask you to consider the skills that make your firm singularly capable to help ArtPride.

PROPOSAL SELECTION CRITERIA

Proposals will be reviewed by ArtPride's EDI Working Group and evaluated based on the following criteria:

- Clarity of proposed strategies and outcomes
- Proven success in delivering similar services to other clients
- Knowledge of, and experience working with, service organizations or trade associations
- Capability of establishing an effective working relationship with client
- Budget and costs

BUDGET

ArtPride has budgeted \$20,000 in fiscal year 2020 for services provided by the selected vendor.

PROPOSAL SUBMISSION

Proposals and questions can be addressed to:

Adam Perle, President & CEO
ArtPride New Jersey Foundation
432 High Street, First Floor
Burlington, NJ 08016
adam@artpridenj.org

Proposals need to be submitted no later than February 21, 2020. The target date for a final decision on the vendor selection is March 31, 2020.