

Project Overview

The Arts Council of Fayetteville/Cumberland County is building a ‘pool’ of experienced consultants to work with selected Cumberland County cultural arts nonprofits who receive an FY23 Technical Assistance Grant from the Arts Council (July 1, 2022 to May 31, 2023). Consultants will have expertise in at least one specific area identified in the RFP. This RFP seeks consultants to provide training and assistance related to **MARKETING AND SOCIAL MEDIA**.

Mission

The Arts Council of Fayetteville/Cumberland County supports individual creativity, cultural preservation, economic development, and lifelong learning through the arts. The Arts Council is the primary steward of public and private funding for arts, cultural, and historical activities in the Cape Fear Region. Affiliated programs exemplify the Arts Council's values:

EXCELLENCE - in artistry and content of programs and presentations.

ACCOUNTABILITY - through best practices as a non-profit organization.

TRANSPARENCY - in operations and decision-making.

COLLABORATION - with many partners to leverage financial resources and expertise, and to build community consensus around cultural activities.

INNOVATION - as leaders in creatively enhancing the reputation and vitality of our city and county with national and international audiences.

About the Arts Council of Fayetteville/Cumberland County

Since 1973, the Arts Council has served as a link between artists, arts and cultural organizations, and the greater community by administering programs in partnership with a variety of local agencies to help advance community and economic growth, stimulate tourism, reinforce child education through the arts, and enhance the cultural identity of the arts and entertainment district. The Arts Council is driven by four core competencies including: Arts Education, Grant Making, Community Outreach, and Capacity Building.

Grants, programs, and services of the Arts Council are funded in part by the City of Fayetteville, Cumberland County, the National Endowment for the Arts, and the N.C. Arts Council, a division of the Department of Natural & Cultural Resources. The Arts Council also receives support through individual contributions, community partners, & grants from philanthropic organizations.

Consultant Qualifications

The consultant **must have** experience providing marketing and social media services. These may include campaign development, brand awareness, social media strategy, storytelling, insights on analytics, *etc.* The consultant *should have* relevant experience working with nonprofit, public and/or private sector organizations to develop marketing and social media plans that respond effectively to internal, environmental, and fiscal realities. Ideally, the consultant will also have experience working in DEAI. Experience working with arts, culture, or history mission-driven nonprofit organizations is *preferred*, but not required.

Project Scope of Work

Overview

Technical Assistance Grants support Cumberland County cultural arts nonprofits with program planning and oversight to strengthen operations and help build capacity. Support may include but is not limited to the hiring of consultants to strengthen management, marketing, and program structure, help with organizational or board assessment and planning, or provide design assistance for cultural facilities or public design projects.

Approach

Cumberland County cultural arts nonprofits will submit an abbreviated application to the Arts Council addressing their technical assistance and capacity building needs. Organizations may identify their preferred consultant as part of the application or may work with a consultant from the Arts Council's pre-selected and vetted 'pool' of consultants.

An initial meeting between the consultant, cultural arts nonprofit, and Arts Council staff will assess the fit of the organization's request with the consultant's proposed services. The Arts Council, consultant, and cultural arts nonprofit will develop a mutually agreed upon Scope of Work for the cultural arts nonprofit's technical assistance and capacity building needs. Strategies and logistics utilized to meet these needs will be detailed in by the consultant in the Scope of Work. Consultant accountability for meeting minimum standards of performance will be maintained by both the Arts Council and the cultural arts nonprofit through joint, periodic meetings between consultants, Arts Council staff, and cultural arts nonprofit staff.

The Arts Council will **contract directly** with the consultant to perform the services for the cultural arts agency identified in the Scope of Work. Payment schedules and other timeline(s) for project deliverables will be developed jointly between the Arts Council, consultant, and the cultural arts nonprofit. All projects and deliverables must be completed by May 31, 2023.

Anticipated Outcomes/Evaluation

The Arts Council will work jointly with the consultant and cultural arts nonprofit to develop an appropriate evaluation of the cultural arts agency's capacity building and technical assistance activities. Outcomes and measures may include, but are not limited to, data collected from pre/post surveys, key informant interviews, and other metrics as defined by the cultural arts nonprofit's needs.

At a minimum, all FY23 Technical Assistance Grants will include an evaluation of the outcomes detailed below:

1. Technical Assistance Grantees will report an overall positive experience working with the selected consultant.
2. Technical Assistance Grantees will report a grant process that was collaborative and beneficial.
3. Technical Assistance Grantees create and execute an actionable plan to address the need(s) identified in the Technical Assistance Grant application.

Post-Contract and Follow-Up

At the conclusion of the contract period, the cultural arts nonprofit may engage the consultant for additional services **outside of the Technical Assistance Grant award**. These services are at the discretion of both parties. The cultural arts nonprofit will be 100% responsible for these additional services. Any fees, charges, etc. not detailed in the Scope of Work and incurred by consultants outside of the Technical Assistance Grant Award are also the responsibility of the cultural arts nonprofit unless otherwise agreed upon by the Arts Council, the cultural arts agency, and the consultant.

Technical Assistance Grant Timeline and Important Dates

Date(s)	Action Item
<i>June 1 to July 29, 2022</i>	Consultant proposals received by the Arts Council
<i>August 1 to August 30, 2022</i>	Consultant proposals reviewed by Arts Council staff and Board DEAI Committee
<i>August 15, 2022</i>	<u>First</u> Technical Assistance Grant Letter of Need Deadline for cultural arts nonprofits
<i>Monthly by the 15th</i>	Rolling Deadline for Technical Assistance Grant Letters of Need for cultural arts nonprofits
<i>March 15, 2023</i>	<u>Last</u> FY23 Technical Assistance Grant Letter of Need Deadline for cultural arts nonprofits
<i>June 30, 2023</i>	FY23 Technical Assistance Grant Program concludes

Request for Proposal Submissions

The Arts Council requests a proposal of no more than **five pages** in length from a qualified consultant in response to the RFP described above. The proposal should introduce the consultant and detail their experience providing MARKETING AND SOCIAL MEDIA services for similar organizations. In addition, the proposal will describe the process, methodology, and approach for providing MARKETING AND SOCIAL MEDIA services to Arts Council Technical Assistance Grant recipients. Resumes & other attachments may be included but **will count** toward the **five-page** proposal length limit.

Proposal Requirements

Proposals must include the following information:

- Detailed menu of MARKETING AND SOCIAL MEDIA consultation services available to Technical Assistance Grantees.
- Related experience providing similar consulting services to other nonprofit organizations.
- Qualifications of the consultant.
- Reasonable and competitive consultation rate/fee.

The proposal should also include in a separate PDF document the names and contact information for up to three references with whom the facilitator has recently provided similar consulting services (*within the past two years*).

Note: Budget and reference pages **DO NOT** count toward the five-page proposal limit.

Closing Date and Time: July 29, 2022 at 12:00PM/Noon

Submission: Proposals will be submitted electronically via email to:

Kennon Jackson, Jr., Executive Vice President
Arts Council of Fayetteville/Cumberland County
KennonJ@theartscouncil.com

Please reference: "TA MARKETING AND SOCIAL MEDIA Consultant" in the subject line. Proposals received after the deadline may not be considered.

Proposal Review and Facilitator Selection Process

- Arts Council staff will review all proposals received for completeness. Incomplete proposals may not be reviewed by the Board's DEAI Committee.
- Selected proposals will be reviewed by the DEAI Committee of the Arts Council's Board.
- DEAI Committee will follow up with staff regarding requests for clarification or additional information from consultants.
- Consultants selected for FY23 Technical Assistance Grant 'consultant pool' will be notified by Arts Council staff.
- Consultants will participate in an introductory meeting with Arts Council staff prior to any work conducted with Technical Assistance Grantees.

Request for Additional Information

If you have additional questions about the Technical Assistance Grant Program, please contact Michael Houck, Director of Grants and Allocations at MichaelH@TheArtsCouncil.com.

If you have additional questions about this RFP or consultant qualifications, please contact Kennon Jackson, Executive Vice President, at KennonJ@TheArtsCouncil.com.