

Project Overview

The Arts Council of Fayetteville/Cumberland County is recruiting a local firm to launch a dedicated marketing campaign for the agency's newly revised Mission and two-year strategic plan.

Mission

The Arts Council of Fayetteville/Cumberland County connects our communities, embraces diversity, promotes individual creativity, advances economic development, and fosters lifelong learning through the arts. 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: 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 United Way, 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, and grants from other philanthropic organizations.

Consultant Qualifications

The firm **must be** located and have a history of working in Fayetteville/Cumberland County. Firms **must have** expertise in marketing campaign development, brand awareness, social media strategies, storytelling, and insights on digital analytics. The consultant **must have** an up-to-date and expansive list of local and statewide media contacts. 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. Firms that use a diversity, equity, accessibility, and inclusion (DEAI) approach to their work while also meeting the minimum requirements above should also respond to this RFP. Experience working with arts, culture, or history mission-driven nonprofit organizations is *preferred*, but not required.

Project Scope of Work

Overview

After a year-long planning process that included the Board of Directors, staff, and the community – the Arts Council of Fayetteville/Cumberland County is ready to articulate its two-year, tactical Strategic Plan that includes a new Mission Statement about the agency. The Arts Council will hire an expert marketing firm to develop and deploy a marketing campaign that affirms the new Mission and Strategic Plan.

Goals

1. Saturate the local creative environment with information about the Arts Council’s revised Mission and Strategic Plan.
2. Inform and reconnect with existing Arts Council community partners using the Arts Council’s Strategic Plan.
3. Reach new patrons, advocates, and other community members with information about the Arts Council’s revised Mission and Strategic Plan.
4. Increase general brand awareness about the Arts Council’s programs and services.

Arts Council Target Audiences

- Grantees
- Voting Member Groups
- Individual Artists
- Arts, culture, and history nonprofits
- Elected officials
- Other local nonprofits
- Donors
- Public, private, and home schools
- Businesses
- Military and Military-connected communities

Proposed Scope of Services

- a. Contractor will develop a branded marketing campaign for the launch of the Arts Council’s two-year, tactical Strategic Plan with revised Mission Statement in collaboration with the Director of Marketing and Executive Vice President. The Campaign will promote the four Priorities and twelve Strategies identified in the Strategic Plan using the lens of the revised Mission Statement. Campaign elements will include but are not limited to:
 - Campaign title and tagline;
 - One to three hashtags to inspire virality across social platforms;
 - 120 social media posts referencing the campaign;
 - Graphic design tailored to the campaign that clearly identifies the Arts Council and is in keeping with the Arts Council’s style guide;
 - Community engagement demonstrating how the Strategic Plan is already at work;
 - Other creative engagement tactics relevant to the campaign;
 - Post-campaign recap including report on analytics, outcomes, success rates, etc.
- b. Contractor will ensure campaign encompasses accurate descriptions of the four strategic pillars identified in the Strategic Plan, Board-driven strategies, and staff-driven tactics.

- c. Contractor will ensure campaign highlights the following:
 - Promote public awareness of the Arts Council’s revised Mission Statement.
 - Promote public awareness of the Arts Council’s two-year, tactical Strategic Plan.
 - Promote role of the community in executing the Strategic Plan.
 - Promote Arts Council program and services.
- d. Contractor will conduct outreach around and promote the new Mission Statement and Strategic Plan through targeted social media ads using established Arts Council social media platforms.
- e. Contractor will develop an ongoing marketing and outreach calendar in coordination with the Director of Marketing and Executive Vice President to create a sustainable flow of information about the new Mission Statement and Strategic Plan beyond the contractor’s period of performance to be executed by Arts Council marketing staff.
- f. Contractor will compile information in coordination with the Director of Marketing and Executive Vice President to create and inform compelling storytelling about the Strategic Plan for sharing with the Arts Council’s broader target audiences including but not limited to those identified in this RFP.
- g. Contractor will support additional communications and marketing needs of the Arts Council’s Marketing Department as needed in the deployment of the campaign.

Revised Mission Statement and Strategic Plan Timeline and Important Dates

Date(s)	Action Item
<i>May 20 to June 2, 2023</i>	Consultant proposals received by the Arts Council.
<i>June 3 to June 6, 2023</i>	Consultant proposals reviewed by Arts Council staff.
<i>June 7 to June 12, 2023</i>	Consultant interviews at the Arts Council.
<i>June 13 to June 16, 2023</i>	Notifications to Consultants.
<i>June 19 to June 30, 2023</i>	Contract and refine Scope of Work.
<i>June 20, 2023 at 5:30PM</i>	<u>Mandatory</u> meeting with Arts Council Voting Member Groups to introduce new Marketing Contractor.

Request for Proposal Submissions

Proposals of **no more than five (5) pages** should include:

- Consultant/individual resume, background, and experience as applies to marketing campaign development and the proposed Scope of Services. Please address specific experience working with nonprofit and community organizations.
- Cost estimate and proposed payment schedule for all services associated with delivering on proposed Scope of Services. Costs are not to exceed **\$20,000**.

- Examples of past work products.
- Two client references.
- Any additional information relevant to the proposed Scope of Services.

Note: Cost Estimate/payment schedule and reference pages **DO NOT** count toward the five-page proposal limit.

Closing Date and Time: June 2, 2023 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: "Strategic Plan Marketing 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 considered.
- Selected proposals may be required to provide additional information to Arts Council staff.
- Finalists will be interviewed by Arts Council staff between June 7 and June 12, 2023 at the Arts Council in Downtown Fayetteville.
- Notifications will begin on June 13 and continue through June 16, 2023.
- Contracting will occur the later part of June with work to begin on July 1, 2023.
- Selected firm must be available to meet with Arts Council Voting Member Groups at the Arts Council Annual Meeting on Tuesday - June 20, 2023 at 5:30PM at the Arts Council.

Request for Additional Information

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