

**Guelph Arts Council
Community Engagement and Strategic Planning Project**

Request for Proposals



***Issue Date: Wednesday, October 7, 2015
Submission Deadline: 11:59 pm, Sunday, October 25, 2015
Request To: Arts and Not-for-Profit Consultants***

Request for Proposals

1) Overview

a. Statement of Purpose:

The purpose of this Request for Proposals (RFP) is to identify a qualified and experienced specialist to guide a community engagement and strategic planning process for the Guelph Arts Council (GAC). The outcome of the project will be a clear and comprehensive strategic plan for 2017 – 2019.

b. Background Information:

One of Ontario's first community arts councils, GAC was established in 1975 for the purpose of stimulating, encouraging and coordinating the development of arts activities in Guelph. Over the years GAC has supported the development of new arts organizations in Guelph, as well as the careers of artists. We believe that the arts create vibrant communities and, to that end, seek to be a voice for the arts. We also work to develop opportunities for artists and arts workers, and for personal inspiration for Guelph's residents and visitors. We do this through our communications channels, like our twice-monthly electronic newsletter and website, as well as our advisory services, public programs, awards, and professional development activities.

Our vision is "Championing Guelph's vibrant creative community", and our mission is "To advocate for and foster a collaborative creative community in Guelph".

We undertook a community needs assessment process in 2011, and followed up that project in 2012 with a planning process. The result of that process was a strategic plan for 2012 – 2016.

For 2016, GAC's Board of Directors has prioritized community engagement and strategic planning, with the goal of entering the 2017 – 2019 period with a clear roadmap that leverages our partnerships and strengths, and responds to the needs of our community.

The project is timely. Not only is GAC approaching the end of its planning cycle, it is also well situated to embrace new opportunities. In the last five years, GAC has experienced some Board and staff turnover. Now, with a renewed Board that represents key sectors and skill sets, active committee development and volunteer recruitment, and a small but dedicated staff, Guelph Arts Council is ready to fully engage with its community and create a decisive plan for the future.

2) Scope of Work

a. Scope of Work:

Our objectives for this project are: to seek input on our programs, services and priorities through a community engagement process, and to complete a clear and realistic three-year strategic plan.

The scope of work includes:

Establishing the context

- including document review, initial steering committee meeting, and key stakeholder interviews, and/or other recommended activities;

Community engagement

- engage the Guelph arts community and other stakeholders to seek input on our programs, services and priorities
- tools could include, for example, surveys, town hall meetings, and/or focus groups

Strategic Planning

- facilitate session(s) with Board and staff members, including review of community input, SWOT analysis, mission review, and identification of strategic directions, measurable goals, actions, required resources, accountabilities and timelines
- Delivery of draft and final strategic plan documents.

b. Roles and Responsibilities

Within a final agreement, the specialist can expect to be responsible for:

- i. Reviewing key background materials
- ii. Interviewing key stakeholders
- iii. Facilitating steering committee meetings, community engagement session(s), and strategic planning sessions
- iv. Documenting sessions
- v. Drafting and finalizing the strategic plan document.

Within a final agreement, Guelph Arts Council Board and staff members can expect to be responsible for:

- i. Reviewing and approving the final project approach and work plan
- ii. Providing key background materials
- iii. Participating in interviews, sessions, and meetings
- iv. Reviewing and providing feedback on drafts
- v. Approving the final report
- vi. Administering the project, including financial management, scheduling, and stakeholder communications.

c. Project Timeline

The selected proposal will be submitted to the Ontario Arts Council's Compass program's November 3 deadline. GAC will be notified of application results approximately three months after the deadline. If the application is successful, we expect the contract with the selected specialist to start in February 2016 and be completed by August 31, 2016.

3) RFP Procedures

a. Evaluation and Award Process

Proposals will be evaluated on value, approach, qualifications, past experience, and references.

b. Process Schedule

The selected specialist will be notified during the week of October 26, 2015.

c. Submission Details

Submissions must be delivered electronically to Patti Broughton, Executive Director at executivedirector@guelpharts.ca by 11:59 pm on Sunday, October 25, 2015.

4) Proposal Format

The proposal should include all of the following components.

a. Cover Letter

A brief cover letter that identifies the proposal as a response to this RFP, and provides contact information for the specialist.

b. Specialist Information

A description of the specialist's consulting focus.

c. Team Profile

Teams should include a brief description of each team member's qualifications and experience. Individual specialists should include a CV.

d. Understanding of Project Requirements and Approach

A comprehensive description of the specialist's: 1) understanding of the project, 2) recommended approach, 3) work plan, and 4) budget.

e. Experience

A description of at least two similar projects delivered by the specialist.

f. References

Three references related to the specialist's work as a consultant. Include: contact name, position, organization, telephone, e-mail, description of the professional relationship with the reference and duration of the relationship.

5) Budget and Payments:

Funding for this project is dependent on a successful application to the Ontario Arts Council's Compass program. The program maximum is \$500/day for specialists' fees. Expenses for out-of-town specialists can include transportation at \$0.40/kilometre, accommodation and per diem (maximum \$40/day). Typically, grants awarded by this program are in the \$5,000 - \$10,000 range.

A payment schedule, based on deliverables, will be negotiated with the successful specialist.

6) Limitations

As noted, funding for this project is dependent on a successful application to the Ontario Arts Council's Compass program.

All responses to this RFP will be kept in strict confidence.

Neither issuing this RFP nor receiving a response constitutes any form of contract or agreement with respect to the project. Guelph Arts Council retains the right to cancel, amend or alter this RFP, its contents or the selection process.

Guelph Arts Council's contract with the successful proponent will detail terms and conditions, including but not limited to: commencement and term of agreement, payments and penalties, payment schedule, confidentiality and termination of agreement.

7) Contact Information

Questions about this RFP can be directed to:

Patti Broughton, Executive Director
Guelph Arts Council
519-836-3280
executivedirector@guelpharts.ca

For more information about the Guelph Arts Council, please visit guelpharts.ca.