



Request for Proposal  
Community Outreach Plan

Children's Museum of the Arts, (CMA) a New York State registered charity, seeks proposals to provide programmatic planning services for the Community Outreach department.

Children's Museum of the Arts

Keats Myer, Executive Director  
Robin Parks, Assistant Director  
Rachel King, Director of Community Outreach

May 27<sup>th</sup>, 2008

Deadline for response: **June 23, 2008**

Questions must be submitted in writing to Rachel King, Director of Community Outreach, by e-mail, to [rking@cmay.org](mailto:rking@cmay.org)

## I. General Information

### Background and mission of the Children's Museum of the Arts

The Children's Museum of the Arts (CMA) is a 501 (c)(3) and is in its 20<sup>th</sup> year of operation and tenth year in its current location at 182 Lafayette Street on the eastern edge of Soho. CMA's mission, to celebrate the visual and performing artist in every child through teaching, creating, collecting and exhibiting children's art, is shared with over 35,000 children and their families annually.

CMA offers both short and long term outreach activities for schools and community associations. The outreach goal is to provide access to high-quality arts education to children in New York City. Through the Outreach program, CMA can extend its mission to all children, parents, and educators despite their location, race, socio-economic status, disabilities, or ethnicity. CMA's outreach programs send Teaching Artists in to schools and organizations to teach an art curriculum which not only gives children a creative art experience, but also models for the teachers and other professions ideas that they can use in their classrooms. Our off-site workshops are hands-on, creative sessions for children and families to discover new ways to express themselves. Each outreach session ranges from two weeks to an academic year and often culminates in an exhibition at the museum.

CMA is currently experiencing a period of intense and rapid growth; in the past two years CMA's admissions have tripled and earned income has more than doubled, rising from \$230,000 in 2003-04, to \$678,000 in 2007-08. This dramatic rise in visitorship is a direct expression of the need for a family-centered community hub: an engaging, lively community space for families to interact in meaningful and non-commercial ways. Additionally, CMA is entering into a capital campaign to move from a 4,000 square foot space to a 10,000 square foot facility in lower Manhattan by 2010. The new facility will have the capacity to house CMA's collection of children's art, host multiple exhibitions simultaneously, provide a stage for performing arts, offer our artists-in-residence state of the art studio spaces in which to teach New York City's children, and celebrate the arts through integrated architecture and art installations that will challenge, inspire, and captivate young artists.

In the midst of this growth, CMA's Outreach program has also expanded. This year we served 1,000 students in our off-site outreach programs, an enormous 250% growth from the 40 students we reached in 2004. Currently, CMA Outreach works with 30 schools, hospitals and social service agencies in the five boroughs of New York City.

## II. Scope of Services Requested and the Submission Process

CMA is seeking a consultant to assist in the evaluation and planning aspect of CMA's Community Outreach program. This project is funded by the LMDC Community

Enhancement Fund. The Director of Community Outreach has outlined the following goals:

- 1) Assess CMA's existing outreach programs by studying issues such as audience, mission, staffing, budgeting, evaluation process, and overall structure.
- 2) Assess similar programs in NYC and highlight CMA's point of differentiation. Additionally determine ways in which CMA can best utilize its unique identity in the NYC community.
- 3) Assess community needs and evaluate areas/audiences in which arts education would be valuable.
- 4) Make recommendations as to the future need of the communities CMA already/intend to serve:
  - a. Foster Care Community
  - b. Autism Community
  - c. Home-school Community
  - d. School Outreaches
- 5) Provide recommendations for future organization of the Community Outreach program and develop an evaluation framework for future assessment.
- 6) Provide a five year plan for Community Outreach programs.

CMA is now accepting proposals from strategic planning consultants. We seek a creative partner experienced in programmatic planning and who has an extensive knowledge of New York City to guide an energetic and dedicated board and staff.

The proposal should include your resume, experience with similar planning projects (please include references and contact information), your approach, methods, availability, anticipated timeline, and fee structure. Please describe your process and timeline for the completion of a successful plan. Firms or individuals interested in submitting proposals to provide such services are required to follow the recommended guidelines and instructions contained in this Request for Proposal ("RFP"). In the event it becomes necessary to revise any part of this RFP, revisions will be provided by addenda posted on CMA's website: [www.CMANY.org](http://www.CMANY.org)

Proposals should be submitted no later than 5:00 PM EST on June 23, 2008 deliver all proposals to:

Rachel King  
Director of Community Outreach  
Children's Museum of the Arts  
182 Lafayette Street  
New York, NY 10013  
Attn: OUTREACH RFP

CMA reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of CMA. CMA assumes no obligation, no responsibility and no liability for costs incurred by the responding firms prior to issuance of a contract.

The current schedule for this effort is as follows:

- May 27, 2008 – Original RFP posted
- June 23, 2008 – Response due

- July 14, 2008 – Firm selected

Subject to review and approval by the Board of Directors of CMA the selected firm will be retained for the duration of the project.

### **III. Submission requirements**

Interested firms are invited to submit proposals that contain the following information:

#### **A. Experience, Structure, and Personnel**

1. A history of the firm's experience providing business-planning services for not-for-profit and civic organizations. Consideration will be given to experience with museums.
2. A description of the firm's organizational structure, including resumes of the firm's principles and professional staff who would work directly with CMA.
3. Samples of up to three major projects that the firm has completed in the area of service requested. Include the client, the name of the contact person who is able to provide a reference, a description of the nature of the work, and the complexity of the project.
4. Any other information that you believe would make the firm's work on behalf of CMA superior to that of other firms.

#### **B. Methodological Approach**

1. A description of how the firm intends to approach the anticipated scope of services set forth in this RFP.

#### **C. Fee**

1. Total estimated firm fee for completion of the project and whether the firm would be willing to agree to a cap.
2. The normal hourly rate of each principle and staff member whose résumé is provided or whose job category may be required, and the rate used in the proposal.
3. A list of anticipated reimbursable expenses and the rate charged for each.
4. Any reduced fees offered to other municipalities, governmental entities, economic development or not-for-profit organizations.
5. Any other fees or charges.

#### **D. Contact information**

On a single cover sheet in your proposal please provide:

1. The firm or individual name
2. The firm's contact person
3. All contact information, including e-mail, address, telephone and fax
4. The year the firm or practice was established
5. The MBW/WBE status of the firm
6. The signature of the lead individual, and the date of the signature

#### **E. Conflict of Interest**

Submit a statement describing any potential conflict of interest or appearance of impropriety, relating to other clients of the firm, or officers, directors, and employees of CMA, that could be created by providing services to CMA.

1. Indicate what procedures will be followed to detect and notify CMA and to resolve any conflicts of interest.
2. Indicated any pending litigation and/or regulatory actions by any oversight body or entity that could have an adverse material impact on the firm's ability to serve CMA.
3. Indicate if the firm has ever had a prior contract with any governmental entity terminated for any reason, and provide an explanation.

#### F. Non-Discrimination Policy

1. Firms with 50 or more employees shall submit a copy of their nondiscrimination or affirmative action plan.
2. Firms with less than 50 employees shall submit a statement of their commitment to equal opportunity and affirmative action from their chief executive officer.

#### IV. Criteria for Selection

In evaluating proposals submitted pursuant to this request, CMA places high value on the following factors, not necessarily in order of importance:

- Approaches in methodology with respect to the anticipated scope of services that demonstrates maximum comprehension of and ability to provide such services to CMA.
- Experience of the firm and employees to be assigned to the project in general and in particular, providing business planning services to not-for-profit organizations, especially museums.
- Quality of work product as demonstrated in submitted work samples.
- Experience of firm with similar projects.
- Availability and anticipated timeline for project completion.
- Projected cost of services.

#### V. Contract Terms and Requirements

The contents of the proposal prepared by the successful firm, with any amendment approved by CMA, will become a part of the contract that is signed as a result of this RFP process.

The selected firms will be required to:

- Work with CMA staff and its consultants to provide strategic planning services to CMA on matters that may arise in connection with the project.
- Maintain accurate accounting records and other evidence pertaining to costs incurred in providing services, and on CMA request, to make such records available to CMA at all reasonable times during the contract period and for six (6) years after the date of the final payment to the firm under contract.

- Assume sole responsibility for the complete effort as required by this RFP, and be the sole point of contact with regard to contractual matters.
- Refrain from assigning, transferring, conveying, subletting or otherwise disposing of the contract or its rights, titles or interest therein or its power to execute such agreement to any other person, firm, partnership, company or corporation without the prior consent and approval in writing from CMA.
- Comply with applicable law governing projects initiated or supported by CMA's lead project funder, the Lower Manhattan Development Corporation, including all applicable HUD requirements and regulations.

CMA reserves the right to terminate any contract entered into as a result of this RFP at any time, provided that written notice has been given to the firm at least 30 days prior to such proposed terminating date.

#### **VI. Miscellaneous Conditions**

The issuance of this RFP, submission of a response by any firm, and the acceptance of such response by CMA do not obligate CMA in any manner. Legal obligations will only arise on the execution of a formal contract by CMA and the firm selected by CMA.

Response to this RFP will be prepared at the sole cost and expense of the proposing firms. No materials submitted in response to this RFP will be returned.