

## Mayor's Fund to Advance New York City Request for Proposals for a Diversity Initiative Consultant

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New York, New York 10007  
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Fax: 212.312.0930  
[www.nyc.gov/Fund](http://www.nyc.gov/Fund)

**Bill de Blasio**  
Mayor, City of New York

**Chirlane McCray**  
Chair, Board of Directors

**Rob Speyer**  
Chair, Board of Advisors

**Darren Bloch**  
Executive Director

The Mayor's Fund to Advance New York City (Mayor's Fund) received funding to support a diversity initiative targeting the not for profit cultural community in New York City.

The NYC Department of Cultural Affairs (DCLA) launched the Diversity Initiative in January 2015. The purpose of this major initiative is to promote diversity among the leadership, staffs, and audiences of cultural organizations in New York City. This includes a demographic survey of DCLA's nearly 1,000 grantee organizations that will examine race, ethnicity, gender, disability, age, and other factors.

The initiative was launched in early 2015 with support from representatives of over 400 cultural organizations working across the city. The project has been met with enthusiasm from these groups as well as from partners at major philanthropies, who are all eager to work together to address challenges and share best practices with regard to promoting diversity in NYC's cultural sector.

DCLA launched this effort in alignment with Mayor de Blasio's vision for a more equitable city and as an investment in the long-term viability of New York City's cultural field. Effectively engaging with our city's increasingly diverse population is critical as resident demographics continue to shift. DCLA and the Mayor's Fund believe that a workforce, leadership, and audience that reflect these changes will help to position cultural organizations to continue to meaningfully engage New Yorkers and will also strengthen the cultural sector as a whole.

DCLA and the Mayor's Fund also understand the obligation to ensure that career pathways in the arts are open to everyone. More than 100,000 people are employed by nonprofit cultural organizations in New York City, which represents a great opportunity to connect New Yorkers of all backgrounds with our vibrant cultural community.

The intent of the Diversity Initiative and its survey is to start a dialogue to support the continued cultivation of diversity across NYC's cultural organizations. Once the survey is complete, we will begin to develop recommendations for action to boost diversity throughout this important

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sector. The Mayor's Fund, with the assistance of DCLA, has formed a committee of representatives of the cultural sector to inform the selection of a consultant partner, the design of the survey, and the identification and dissemination of information about challenges and best practices related to this initiative.

The Mayor's Fund seeks a consultant to develop strategy and execution programming related to DCLA's Diversity Initiative, as further described below. The anticipated term of engagement is October 24, 2015 – December 31, 2016.

The budget for this initiative is \$93,000.

#### **SCOPE OF WORK:**

The consultant will contract with the Mayor's Fund and will work with the Mayor's Fund and DCLA's leadership team, other representatives of the Administration, and with members of NYC's cultural community to develop and execute a strategy to identify, share, adapt and apply successful diversity strategies throughout the cultural community. The consultant will be required to document the work, and to design and execute the evaluation of the impact of the survey and recommendations on NYC's cultural community.

#### **TO APPLY:**

Please send a proposal of no more than 15 pages in length to the Mayor's Fund to Advance New York City at [fund@cityhall.nyc.gov](mailto:fund@cityhall.nyc.gov) by September 25, 2015. The subject line of the submission should read: "Proposal for Diversity Initiative Consultant".

The proposal must include a cover letter and must include an overview of the applicant's experience with issues of diversity and cultural equity. The proposal must also detail the proposed approach to this project.

Specifically, the proposal should include:

- Proposed approach/methodology: Describe how to develop and execute a strategy for programming and communication to energize and enable NYC's cultural community to embrace the increase of diversity and equity.
- Experience of Proposer and Proposed Team Members: Provide an overview of relevant experience, including highlights of past projects as well as any relevant content expertise and skills.

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- Include an explanation of the goals of the project, the processes and approach employed to achieve the goals, as well as the impact previous projects had on the client and their constituents.
- Evidence of knowledge of content issues regarding cultural diversity and cultural equity.
- Evidence of experience developing and executing strategies to achieve diversity and equity.
- Evidence of experience developing and executing public programming.
- Evidence of knowledge of and familiarity with NYC's cultural and media community.
- Evidence of capacity to execute this project: Provide examples of work completed at a similar scale, and itemize the size of the proposed project team (include subcontractors, if relevant). Discuss any experience of managing a similar team, and include resumes of key members of the team.
- References: Provide a list of at least 3 past clients that the Mayor's Fund, with the assistance of DCLA, may contact regarding their experience.
- Price proposal: Include a breakdown of how the proposed price was reached.

### **SELECTION CRITERIA**

The proposals will be reviewed by a committee established by the Mayor's Fund, which will be comprised of representatives from the Mayor's Fund and DCLA. The consultant will be selected based upon the following criteria:

- Experience with content issues regarding cultural diversity and cultural equity.
- Experience developing and executing strategies to achieve diversity and equity. Established track record as a consultant, working independently but in close partnership with clients to meet client goals.
- Proposed approach/methodology.
- Capacity to execute this project on the timeline indicated in this RFP.