

SALT LAKE ARTS COUNCIL FOUNDATION

Asset Map and Gap Analysis Study

Scope of Work

MISSION STATEMENT:

To promote, present and support artists, arts organizations and arts activities in order to further the development of the arts community and to benefit the public by expanding awareness, access and participation.

OVERVIEW:

The Salt Lake City Arts Council was established by City ordinance and as the designated arts organization for Salt Lake City, the Arts Council provides access to arts opportunities in diverse disciplines, price points, locations, and depth of experience in order to promote public participation. In addition to providing accessible programming opportunities, the Arts Council creates connections between the arts and the public, cultivates future artists and arts organizations, gives voice to community arts needs, and provides resources for arts programming through grant funding. Through diverse arts offerings and financial support, the Arts Council reaches people of all ages, backgrounds, and abilities and is able to enhance the arts community at all levels from intimate neighborhood events to large festivals. The Arts Council believes that support of the arts contributes to the local economy, the community's quality of life, and to a positive and ongoing development of the community.

The Arts Council is a division within the Salt Lake City Department of Economic Development and the Arts Council also maintains a separate 501(c)(3) nonprofit status.

The Arts Council has a board, appointed by the Mayor of Salt Lake City and confirmed by the Salt Lake City Council. The 11-member Arts Council Board oversees the policies and budget of the organization's operations.

OBJECTIVE

Salt Lake City Arts Council is seeking an experienced data analyst to review and compile information from city master plans, studies and raw data sets to identify gaps in programs, resources, and other assets so as to inform a work plan being developed by the Salt Lake City Arts Council (a division of the Department of Economic Development), and the Salt Lake City Arts Council Foundation (a governmental non-profit corporation).

Results from gap analysis will help inform the Arts Council on direction for future programming and which model or structure is the best to execute work plan. The end goal will be to make the arts accessible to everyone with that accessibility ultimately resulting in a wider recognition of Salt Lake City as a national arts and culture destination.

Scope:

- Review regional arts master plans and studies identified by the City and compile all recommendations made in the master plan final reports related to arts and culture in Salt Lake City (including but not limited to: public art, arts and culture programming, cultural celebrations, inclusion of artists in design projects, etc.) into a comprehensive report.
- Work with the Utah Cultural Alliance to ensure the map for Salt Lake City is a comprehensive representation of all arts assets in the City.
- Analyze existing raw data collected as part of an arts asset mapping survey of over 120 arts and cultural organizations located within Salt Lake City, and prepare a report of significant findings and gaps in data that are needed for the development of a work plan that will achieve the Mayor's goals of accessibility and ultimately nationwide recognition for the arts.
- Combine Salt Lake City data with relevant national data, such as from American for the Arts, US Census, or other sources. Contractor shall be responsible for collecting supplemental information, with assistance from Salt Lake City staff as appropriate.
- Review the structure of existing local arts agencies within Utah as well as national models and outline the opportunities and challenges of each.
- Review the most recognized city rankings for the arts to inform gap analysis.
- Host stakeholder roundtables to gather feedback on the arts environment in SLC.

Deliverables:

- Provide Word document on biweekly basis that serves as a benchmark report and that provides brief updates, report progress, and summaries of insights. This document is to be provided to Arts Council staff every other Friday after the contract is signed until the final deliverable is complete.
- A database file that allows for easy reference of the studied materials.
- A written report of findings from the review of city master plans and studies. This should include:
 - A list of identified programming, service, support, etc. gaps within the Salt Lake arts community.
 - Assessment of diversity of current Salt Lake City arts offerings. This may include, but is not limited to diversity of audience, ethnicity, gender, price point, age, etc.
 - A written analysis of raw data collected as part of an arts asset mapping survey that highlights areas where further data collection/study is needed for a more complete asset assessment.
 - A list of local arts agency structures and challenges and benefits of the different structures.
 - A list of City arts assets represented as a visual report using the Utah Cultural Alliance's asset map: <https://www.utahculturalalliance.org/map>. A written list of assets will be included with this report which identifies those assets added through this research.
 - Recommendations on next steps.
 - Report should be professionally designed.

Timeline:

- August 28, 2018 – call is open
- September 7, 2018 – close bid process/call
- By September 14, 2018 – Candidate selected and begin contracting process
- Progress reports delivered every other Friday (9/28/18, 10/12/18, 10/26/18, 11/9/18, 11/23/18)
- Draft report to be submitted no later than December 7, 2018
- Final report delivered no later than December 28, 2018
- Salt Lake City will provide all documents digitally within 5 business days of contract execution.
- Deliverables should be produced in their final versions no later than December 28.

BUDGET & PAYMENT SCHEDULE:

Budget for this project not to exceed \$25,000.

Payment to selected applicant will be made fifty percent (50%) upon contract execution and fifty percent (50%) upon approval of final report.

SUBMISSION DETAILS

To be considered for this work, applicant must submit all of the required materials in the format identified below via email to Kelsey Ellis at kelsey.ellis@slcgov.com. CDs, flash drives, or paper copies will not be accepted.

Interested candidates must submit the following information by midnight on 9/7/18. Please label each file in the requested format. All documents must be .pdf files.

1. Letter of interest (name_letter.pdf): 1 page describing the applicant's interest in, qualifications for this project and a description of projects of similar scope/scale. Letter must include Applicant's name, email address, and phone number.
2. Summaries or examples of previous, comparable work. (name_examples.pdf). No more than five.
3. At least three professional references. (name_references.pdf)
4. Brief proposal (name_proposal.pdf). In no more than two pages, describe your proposed approach to the project.
5. Budget (name_budget.pdf): A budget proposal for the project including details on projected expenses.

REVIEW PROCESS:

Complete submissions will be reviewed by a small committee of representatives from the Arts Council staff, Arts Council board, the Salt Lake City Mayor's Office, and the Department of Economic Development.

CONTACT INFORMATION:

Kelsey Ellis, Assistant Director
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