



Americans for the Arts

Arts Impact Explorer Content Research & Update

Request for Proposal

Section A

Description

A. Introduction

Americans for the Arts seeks a consultant (or consulting team) to work with the Policy and Programs team to conduct national research and update the overall data on the Arts Impact Explorer.

First created in 2018, the Arts Impact Explorer provides examples, datapoints, links to research papers, and lists of active organizations to illustrate the impact of arts and culture in 29 areas of community life such as public health to transportation, safety, community cohesion, and innovation. The original Explorer has been used by more than 50,000 people across the country to advocate, inform policy, tell the story of the arts, and improve community life.

In 2022, Americans for the Arts introduced the Arts Impact Explorer 2.0, continuing its role as the most comprehensive clearinghouse highlighting example projects and research about the role of arts in community life available today. This new, expanded Explorer debuted at the 2022 Annual Convention in Washington, D.C. on May 19 following 18 months of community and field engagement, design, and development. The 2.0 edition of the Arts Impact Explorer incorporated an array of new features designed to improve the user experience and deepen the tool's impact.

In 2024, new usability tools were created on the Arts Impact Explorer Landing page. With the completion of the comprehensive communications toolkit incorporated on the landing page, the AIE supports local arts agencies and a variety of its users to focus on more multi-media formats of delivering knowledge and communicating impact. Currently, the 29 subject areas on the Arts Impact Explorer are: Aging, Agriculture & Food, Art, Civic Dialogue, Community Cohesion, Community Development, Economic Development, Environment, Equity & Diversity, Health & Wellness, History & Heritage, Housing, Immigration, Infrastructure, Innovation, Lifelong Learning, Livability, Military, Planning, Political Activation, Prisons & Rehabilitation, Public Welfare, Religion & spiritual wellbeing, Science, Technology, Tourism, Transportation, Workforce Development, and Youth Education.

Section B

Statement of Work

B. Project Specifications

Currently, the Arts Impact Explorer contains 29 arts + sectors, and each of the sectors contains data on relevant impact points, publications, projects and organizations.

The goal of this RFP project is in three parts: 1. Conduct research and gather data on arts organizations, projects, and publications within the last five years (2019~2024) on the 29 subject areas, 2. update the data on the Local Projects Database, Publication Database and the Arts Impact Explorer landing page, and 3. provide recommendations for updating the 27 National Factsheets (except two subject areas: Civic Dialogue and Political Activation).

The final product will include the following:

- **The research list:** of Local Arts Agencies, local projects and publications pertaining to the 29 subject areas not currently in our database. Must fall within the past 8 years.
- **Updated AIE database for the 29 subject areas:** update the list of organizations, local projects and publications *on the database*
- **Updated content on the Explorer Wheel for the 29 subject areas:** Update the content of the explorer wheel with at least 2 organizations, 2 impact points, 2 local projects, 1 publication for each of the 29 subject areas
- **Lists of recommendations for updating 27 National Factsheets:** from the research list, provide recommendations for updating the 29 National Factsheets with pertinent information on organizations, projects and publications (word doc);

General Guidelines for Research

- **Publications:** preferably published within the past 8 years, preferably peer-reviewed, from reputable publishers, papers from well-respected research institutes or think tanks; avoid graduate dissertations, predatory publications, Wikipedia, with an understanding seminal works from past decades remain appropriate.
- **Examples of Practice:** Local Arts Agencies or should be within the Local Arts Agency ecosystem (focus on local, not state or regional organizations)
- **Organizations:** Local Arts Agencies or could be national, international
- **Local Projects:** preferably completed at least once, with data or evaluation available
- **Impact points:** Data Storytelling from Publications
 - **Qualitative:** Code your qualitative data based on common themes, topics, or actions that run through all the answers.
 - **Quantitative:** Summarize your data to see what story it tells, and which data points are the most important to tell that story for your different audiences.

Section C

Deliverables

C. Delivery Schedule

Delivery schedule may be subject to revisions based on written agreement by both parties

Project kick-off meeting to review goals and objectives for deliverables	Kickoff meeting within 5 working days after the contract starts
Detailed timeline and work plan	Due within one week after the kickoff meeting
Communication: bimonthly check-in on the progress with the Arts Impact Explorer project manager.	Regular meeting schedule to be established at the kickoff meeting
Round 1: the research list (may go through 1 editing round)	September 15
Updated Local Project Database and Publication Database	October 15
Updated content on the Explorer wheel	November 15
Final list of content updates and factsheet recommendations	December 14 Midnight

Section D

Evaluation Factors and Timeline

RFP End date: A/O July 15

Start Date: A/O August 1

Contract End Date: December 15

Respondents are asked to submit an outline that includes:

- Research methodology to be used to find local projects & publications
- Draft detailed timeline and workplan
- Brief response about your experience with the following:
 - Work with an online resource, digital assets, research data
 - Work in the arts and culture sector

In addition to the above, please provide the following information:

1. Consultant's name, address, email, phone, and website (if applicable).
2. Total compensation requested with a breakdown of professional fees/rates.
3. Brief resume or bio of the project team (if applicable).

D.2 Project Budget (All inclusive)

Up to \$10,000

Applications will submit a budget appropriate to the project and estimate an hourly breakdown to accomplish the work or a breakdown per SOW. AFTA will evaluate the proposed prices to determine if the costs are fair and reasonable in relation to the services provided.

D.3 Other details

To become a contractor with Americans for the Arts, you will need to fill out a W-9 and create a free account with bill.com to receive payment.

Payment will be made in two installments, once the contract is signed and once when the final deliverables are received.

Questions regarding this solicitation should be submitted, in writing, to Gigi Ban, Program Manager at Americans for the Arts (dqiqiban@artsusa.org).