

contemporary craft

Request for Proposal

Project Name: **Contemporary Craft Strategic Marketing Project**

Company Name: Contemporary Craft (contemporarycraft.org)

Address: 2100 Smallman Street, Pittsburgh, PA 15222

Contact Person: Stephanie Sun

Telephone: 412-261-7003

Email: ssun@contemporarycraft.org

1. Background/Introduction

Contemporary Craft (CC) is a mid-sized, nonprofit arts organization with an annual budget of \$1 million. CC presents the best national and international contemporary art in craft media (clay, metal, fiber, wood, glass, paper and book arts, mixed media, and found materials), and showcases important techniques, concepts, and artists in the field. Through its mission of **engaging the public in creative experiences through contemporary craft**, CC encourages people to better understand themselves and the world through seeing, making, and learning about art, as well as empowering people to create meaningful connection and build communities using the transformative power of art.

Based on the fundamental idea that universal access to art can lead to more fulfilling individual lives, a healthier community, and a more engaged civic society, Contemporary Craft does not charge general admission and focuses on four core values: using art to build community, providing vital support for artists, filling critical gaps in public education, and sharing cross-cultural perspectives.

Every visitor has the opportunity to see, make, or buy art through:

Gallery exhibitions featuring work by culturally diverse, emerging, and renowned artists;

Hands-on Studio workshops led by artists onsite as well as in the community; and

A Retail Store that features high quality art objects handcrafted by artist across the US.

2. Project Goals and Scope of Services

After 32 years of operation in the historic Produce Terminal in Pittsburgh's Strip District, **CC will relocate to a permanent home in the Upper Lawrenceville neighborhood in early 2020. This transformational move will usher in a new phase in the 48-year-old organization's history and will create a fresh community space for creative expression, engagement, and making.**

CC seeks a full-service communications and marketing firm to develop a 24-month strategic marketing plan to publicize CC's move to its new location, ensuring a smooth transition during its relocation, and setting a firm foundation for CC to strengthen existing audience base and cultivate new audience such as the inclined non-visitors. The award(s) will be made to a responsive and responsible firm based on the best value and professional capability.

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Project Goals

With this relocation, CC has a unique opportunity to refresh its brand and increase its visibility and foot traffic. Market research conducted in late 2017/early 2018, providing valuable data and insights into CC's brand awareness/identity concerns, will be available for developing the strategic marketing plan.

Goals for this project:

- To establish CC as a cultural anchor in its new neighborhood and as an exciting cultural destination in the region
- To refresh and strengthen CC's brand, and raise overall brand awareness
- To redirect CC's current audience to its new location
- To broaden CC's audience base (visitors, workshop students, shoppers, event attendees) and attract new donors
- To deepen visitor engagement with CC and build customer loyalty/retention

Scope of Services

Tasks include, but may not be limited to the following criteria:

- 24-month strategic marketing plan
 - Define and identify target market, organization positioning, unique selling proposition, strategic marketing goals, promotion strategy, etc.
 - Performance evaluation/tracking metrics and guidelines
 - SWOT Analysis
 - Action plan

3. Timeline

The selection for the 24-month strategic marketing plan project will be made in April 2019. A separate RFP for a Relaunch/relocation campaign will be posted later in 2019. CC expects that the results of 24-month strategic marketing plan will inform the development of the Relaunch/relocation campaign. CC's move to the new location and grand opening exhibition, *Crafting our Future*, is scheduled for March 2020.

4. Anticipated Selection Schedule

Respondents to this RFP must submit their proposal for the 24-month strategic marketing plan project (printable and will be shared internally) no later than March 29, 2019. Responses should have the email subject line "Proposal-Strategic Marketing Plan" and be emailed to Janet McCall (jmccall@contemporarycraft.org) and Stephanie Sun (ssun@contemporarycraft.org) or mailed/delivered to:

Contemporary Craft
ATTN: Janet McCall/Stephanie Sun
2100 Smallman Street
Pittsburgh, PA 15222

5. Elements of Proposal

A submission must, at minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of the creative team, and number of full-time employees

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- A one-page narrative outlining the firm's strengths, distinguishing skills or capabilities as they relate to CC's needs/goals
- A representative selection of strategic marketing plans, marketing campaigns, and collateral created for current and past clients (samples of work for nonprofit arts organizations is a plus)
- 3 professional references for projects with a similar organization/company size and budget
- Estimated cost and timeline

6. Evaluation Criteria

The successful respondent will have:

- Knowledge of the arts industry and community in Pittsburgh, PA
- Experience working with a mid-sized nonprofit organization (11 FTE staff)
- Capacity to provide a comprehensive strategic marketing plan and/or utilize well-established partnerships to meet the needs of this project (should disclose in proposal)
- Competitive cost of services
- Availability and ability to meet the timeline above