

National accessArts Centre Request for Proposal – Capital Campaign Consultant

August 3, 2021

INTRODUCTION

The National accessArts Centre (NaAC), based in Calgary, is seeking proposals from certified fundraising professional(s) to design and execute a Capital Campaign of \$5-\$10-Million for a board approved construction of a necessary new facility. Any remaining funds may potentially be endowed or otherwise invested to support and/or ensure the sustainability of NaAC.

Architectural design has begun.

COMPANY BACKGROUND

Founded in 1975 as the In-Definite Arts Society, the National accessArts Centre (NaAC) is Canada's oldest and largest disability arts organization – and in 2020, became the country's first multidisciplinary disability arts organization. Today, the NaAC supports more than 300 artists living with developmental and/or physical disabilities through on-site studio supports and workshops, and an even broader community of Canadian artists with disabilities through immersive programs delivered online.

OUR VISION:

At the NaAC, we design, develop, promote & support activities and programs such that communities across Canada recognize, celebrate, and proactively include the talents and skills of artists with disabilities.

OUR MISSION:

Providing artistic training, creation, exhibition, and presenting opportunities for artists with disabilities, and sharing the power of their creativity through local and global partnerships and advocacy that opens doors for their inclusion in our arts and culture ecosystem.

For additional info, go to accessarts.ca

PROJECT OVERVIEW

PROJECT NAME:

NaAC Capital Campaign

PROJECT BACKGROUND:

Several years following the catastrophic collapse of their roof in Fairview, The City of Calgary has found a new location for NaAC and its 300+ artists. For over half a century this parcel of land straddling Memorial Drive and the neighborhood of West Hillhurst has been home to two notable community-driven service organizations: Girl Guides of Canada and Scouts Canada. Though the Guides remain an immediate neighbor to the west (in their own purpose-built facility), the east Guide-Scout Service Centre sits vacant, awaiting its second tenant in history: the NaAC.

The City of Calgary is managing and funding base building improvements to the Guide-Scout Centre to support the NaAC; however, the existing building is not large enough to host both NaAC's visual and performing arts arms of the organization, in addition to aspirational community spaces such as a café, gallery and retail shop. Enter the radical vision for a new, complementary building on the site.

The NaAC is pursuing a separate but parallel project to design, fund and ultimately build a state-of-the-art performing arts centre immediately next to the Guide-Scout Centre. This new facility will host dance and theatre rehearsal space, alongside a gallery, retail shop, café, multi-purpose community room and meeting space.

For the NaAC, and artists of all walks, this vision marks a step away from 'making due' with residual spaces in church basements and old community halls. A purpose-built space for artists of all abilities that supports creation, exhibition, training and sharing is a precedent setting course correction, decades in the making.

PROJECT IMPACT:

When complete, the new NaAC facility will be the first of its kind in North America: a multidisciplinary performance, training, and presentation venue that is purpose-built to support artists, creators, producers living with developmental and physical disabilities. This, in and of itself, will position the facility as a true cultural landmark for the City of Calgary - and a national beacon for accessibility.

The impact will extend far beyond that of our NaAC artist community which will now have a world-class arts facility that can support our artists' creative vision across any artistic discipline. Audiences can fully appreciate the creative contributions of artists with disabilities in a facility that is architecturally welcoming through both indoor and outdoor venues. Together, with increased artist participation and creation along with increased audience awareness, the NaAC's facility will be the foundation upon which a key pillar of our country's arts and culture sector will be strengthened: the disability arts.

In addition, the new facility will embed two social enterprise models - in the form of event rental space as well as a community cafe - that will ensure longer-term financial sustainability for the operations of this facility and the NaAC overall. The cafe in particular will be an exciting venture which will employ local residents with developmental and/or physical disabilities in key roles.

LOCATION:

2140 Brownsea Drive NW
Calgary, AB T2N 3G9

SCOPE OF WORK

We are seeking the guidance and support of a certified fundraising consultant to be the campaign lead, working with our Board, CEO and staff to design all necessary elements for a successful capital campaign of \$10-15M, ideally over a 12-18 month timeline.

1. FEASIBILITY STUDY:

NaAC is currently well-positioned along the development process. While we are calling this a feasibility study, it is perhaps better called stakeholder engagement. We ask the Consultant to assess and complete the following:

- 1.1. Audit and assessment of all pertinent fundraising materials.
- 1.2. Internal stakeholder interviews with NaAC Board and staff.
- 1.3. External stakeholder interviews with partners, donors, community leaders, and prospects.
- 1.4. A final report that summarizes learnings, including:
 - The strength of the case to be presented
 - Resources available to use in the campaign
 - Number of donors and prospects
 - Perception of the organization in the community
 - Potential leadership for the campaign
 - Potential sources for major leadership and major gifts
 - Feasibility of the financial goal suggested for the campaign.

2. CASE FOR SUPPORT:

- 2.1. Develop a case for support/case statement that articulates the “why” of this campaign to engender understanding of the project, appreciation for its value, and ultimately, financial support for the project from all elements of: the NaAC community; the broader community of Calgary, Alberta, and Canada; government; and the corporate and business communities.
- 2.2. Graphic design will be completed by NaAC’s preferred vendors and will be out of scope.

3. CAMPAIGN STRATEGY:

- 3.1. Development of overall campaign strategies, plans, tactics, timelines and benchmarks.
- 3.2. Development of a campaign gift chart.
- 3.3. Development of a comprehensive list of assets for naming rights.
- 3.4. Identifying potential candidates for a capital campaign leadership team and assisting in any required recruitment, building, and guidance of the same.
- 3.5. Identify and advise on necessary internal frameworks, processes, and resources required to manage, track and support all campaign activities.
- 3.6. Develop prospect lists and identify and prioritize key candidates for support (individual, corporate, government, foundation).
- 3.7. Coordinate and conduct meetings with prospects, community, business and government leaders as required, with a view to securing financial support.

- 3.8. Actively participate in ongoing meetings with the campaign counsel/campaign leadership team.

4. CAMPAIGN MATERIALS:

- 4.1. Content development, excluding graphic design, for all campaign collateral. These items may include (at the discretion of the Consultant and NaAC):
 - Case for Support (see #2).
 - List of assets and recognition/naming opportunities
 - Campaign brochure
 - Leadership or major gift prospectus
 - FAQ pamphlet/PDF
 - Pledge cards
 - Monthly or quarterly newsletter
 - Theme or slogan for the campaign
 - Volunteer guidebook

CHALLENGES TO OVERCOME

At present, NaAC has virtually no internal fund raising resources or systems in place. It is our intention to develop these resources immediately and while the Consultant is not required to be directly involved in this work, advice and counsel would be welcomed and appreciated.

The current economic environment, though potentially improving, remains challenging. Successfully executing on a capital campaign may require innovation and will require strong commitment to and belief in the value of our organization and our project plus the ability to convey that value to the community.

TARGET SCHEDULE

- Hinging on federal approval (Sept 2021), then:
- Schematic/RFP Fall 2021-Summer 2022
- Break ground Summer/Fall 2022
- Complete construction Winter 2023

EVALUATION METRICS

NaAC will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Samples and/or case studies from previous projects.
- Projected costs.
- Experience and technical expertise.
- Responsiveness and responses to content in the next section.

SUBMISSION REQUIREMENTS

Please include the following information in your submission package, with a maximum of 10 pages:

1. About You

- 1.1. COVER LETTER: Please include a cover letter indicating your interest in this project.
- 1.2. COMPANY INFORMATION: Please provide general information about your company, as well as what makes your company uniquely positioned to make this project a success.
- 1.3. PROJECT PRINCIPAL or TEAM: Please provide short bios for proposed member(s) of the project team, including the Principal Consultant and other key members that you propose for this project. Resume of CV preferred.
- 1.4. SUB-CONSULTANTS: Please list and provide experience information for any anticipated sub-consultants or specialists that will be a part of your consultant team.
- 1.5. PROJECT EXPERIENCE: Please provide at least three (3) examples of your firm's experience with projects of similar size, scope and purpose. As much as possible, examples should be relevant to key team members identified.
- 1.6. APPROACH AND METHODOLOGY: Please describe how the scope of work, outlined above, might be completed and how challenges might be overcome.
- 1.7. COLLABORATION: A clear outline of expected roles and responsibilities of the NaAC Board, CEO, staff, capital campaign team and the Fundraising Consultant.
- 1.8. REFERENCES: Please provide a minimum of three references, with current contract information, from previous clients for whom the consultant has performed similar work.

2. Fee Schedule

- 2.1. Please provide a fee schedule of the Scope of Work, including estimated sub-consultant fees, for the duration of the project. Outline any observed potential for deviations or additional fees.
- 2.2. Please indicate if you are proposing any discounted fees or donation of services due to the non-profit nature of NaAC and this project.

3. Project Schedule

- 3.1. Please outline your proposed process and provide an estimated schedule within the time frame outlined.
- 3.2. Please identify any critical milestones and agreed-upon benchmarks.

SUBMISSION INSTRUCTIONS

INQUIRIES:

We are happy to answer any questions you may have prior to August 20, 2021. Please contact:

JS Ryu
Chief Executive Officer
National accessArts Centre
js.ryu@accessarts.ca
403-404-3174

PROPOSAL SUBMISSION:

Please submit your proposal in PDF format, with the subject line “RFP - Campaign Consultant”, by 11:59 pm MST on August 31, 2021 to:

JS Ryu
Chief Executive Officer
National accessArts Centre
js.ryu@accessarts.ca
403-404-3174

and

Kate Price
Chair, Fundraising Committee
Board of Directors
National accessArts Centre
kateprice@gmail.com
403-688-2923

All proposals received after 5:00 p.m. MST on August 31, 2021 will not be opened. Interviews of short listed candidates only to follow.

Decision of the Board, with respect to hiring of the consultant, will be final.

ADDITIONAL INFORMATION

More information can found online at www.accessarts.ca/newhome.