

REQUEST FOR PROPOSALS

Fundraising and Capital Campaign Consultant Services Feasibility Study – Center for Creativity at the Rialto Westfield, New Jersey

- Purpose:** This Request for Proposals (RFP) is for the selection of a qualified consultant or consulting firm to provide a fundraising feasibility study and fundraising services related to the newly-created *Center for Creativity at the Rialto*, located in Westfield, New Jersey. The Center for Creativity at the Rialto is the operating name of the Westfield Arts Collective, Inc., a 501(c)(3) corporation founded in 2021. This RFP can be found on the Center for Creativity’s website at www.centerforcreativity.art
- Deadline:** Proposals will be received by the Center for Creativity until 5:00 p.m. EST, Friday, February 18, 2022. Proposals received after the time established for receiving proposals will not be considered.
- Delivery:** Completed proposals may be delivered via e-mail and should be sent to:

Beth Cassie, President, Board of Trustees

Westfield Arts Collective, Inc.

westfieldartscollective@gmail.com
- Description:** To provide professional fundraising and capital campaign services to include, but not be limited to, a feasibility study, prospective donor research and capital campaign strategic recommendations.

REQUEST FOR PROPOSALS
Fundraising and Capital Campaign Consultant Services
Feasibility Study – Center for Creativity at the Rialto
Westfield, New Jersey

Scope of Services

The Center for Creativity at the Rialto, a newly-formed, 501(c)(3) non-profit, seeks to create an inclusive and collaborative community space to inspire and showcase the visual and performing arts through creation, exhibition, and education. Our goal is to raise the level of creative energy in Westfield, New Jersey, and to enhance people’s lives through the arts.

We are seeking to hire a qualified individual or firm to determine the following:

- Community and potential donor perception of the Center for Creativity.
- Composition of the potential donor base, ability to give, and areas of philanthropic interest.
- Availability of strong campaign leadership and effective volunteers.
- Internal readiness and/or needs.
- External factors that could influence the outcome of our campaign.
- Suggested framework of a campaign, with consideration of potential fundraising partners.
- Suggested next steps, including a draft timeline, for development and roll-out of a high-quality, sustainable, long-term campaign.

Required Submission Information

Please provide the following information as part of the submitted proposal:

- Qualifications
 - Brief overview of the history and structure of the firm.
 - Statement of particular expertise and experience in performing fundraising and capital campaign advisory services, particularly as these relate to similar types of arts projects.
 - Brief description of 2-3 successful campaigns completed within the past three (3) years.

- Project Team
 - Listing of and resumes and/or bios for the project lead and any other individuals on the team that would support the completion of this project, with a summary of each team member’s area of responsibility, expertise, experience, and qualification for this work.
 - Indicate the number and scope of projects that will be managed by the lead person(s) during the same time as this project will be underway.

Project Approach

- Based on the information provided in this RFP and any specific knowledge you may have of Westfield, New Jersey, the region surrounding it, and the historic Rialto Theater, please provide a summary of how the firm would approach this project.
- Timeframe for completion of the scope of services outlined in this RFP.

- References
 - A minimum of three (3) references for related work completed. List contact name, address, phone number and e-mail address for each reference.
 - Example of completed work prepared for one of the listed clients.

- Proposed Costs
 - Provide total proposed project cost.
 - Provide itemized costs for individual components of the project as appropriate.

- Submission
 - Electronic submissions via e-mail, Dropbox or other similar format is preferred.

Evaluation Criteria

A screening committee will evaluate proposals based on the following factors:

- Qualifications and prior experience in performing similar work.
- Approach to and process to be used in performing work.
- Ability to communicate in writing as evidenced by information provided in this RFP response.
- Example of similar completed work.
- References.
- Proposed cost.

The screening committee reserves the right to solicit additional information from applicants should the committee deem such information necessary during the evaluation process.

Additionally, should the screening committee so decide, interviews with a limited number of preferred proposers will be scheduled with results of that process factored into the final selection criteria.

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Beth Cassie, Board President
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EXHIBIT A

Project and Partnership Overview

The Westfield Arts Collective, Inc., is a newly-formed, 501(c)(3) non-profit that has created the “Center for Creativity at the Rialto,” an inclusive space that builds community through the visual and performing arts in the historic Westfield, New Jersey Rialto Theater. Through exhibition, education, performance and community outreach, the Center for Creativity seeks to raise the level of creative energy in downtown Westfield, New Jersey, and its surrounding area, by providing a creative workspace where makers and artists of all ages and experience can connect, create, learn, and experience new things together.

To date, the Center for Creativity has formed its governing structure, completed certain demonstration content programming in order to engage the public in this newly-imagined space, secured key local governmental and philanthropic support, and has begun reimagining the roughly 17,000 square foot theater space to accomplish the Center’s mission. The fundraising feasibility study is an important next step toward evaluating the opportunity of realizing and implementing the Center’s vision.

The guiding principles of the Center for Creativity is to create a flexible and adaptive space, a “community living room,” where makers, artists, actors, writers, and musicians of all ages and experience levels can connect, create, learn from each other all while building community. The town in which the Center for Creativity is located, Westfield, New Jersey, is a town of artists, and preserving the iconic Rialto is the best way to ensure that the arts have a permanent place to thrive in our community.

To learn more about the project and the partners, please visit our website at www.centerforcreativity.art.