



## REQUEST FOR PROPOSALS

DETROIT CREATIVE PARTNERSHIP PROJECTS  
OCTOBER 31, 2018

The Downtown Detroit Partnership (DDP) is seeking qualified participants to submit applications for key creative economy initiatives in the City of Detroit for 2019.

### Background

The DDP is the Detroit fiduciary of the Creative Chamber grant from the Michigan Economic Development Corporation's Michigan Film and Digital Media Office (MFDMO). The purpose of the Creative Chamber is to be a talent attraction and retention initiative that bolsters economic development and the creative industries by engaging the local business and creative community. More information can be found at the MFDMO website [here](#).

The initiative began in 2017. Over the past year, the DDP has been engaging in focus groups and creating an asset map of resources available to the Detroit creative community. The DDP held over 7 focus groups with creative talent, creative advocacy organizations, and companies that hire creative talent. The pillars described in the next section were developed through the focus grouping and vetted by an Advisory Council that supports the initiative. Advisory Council members represent Detroit's Creative Sector and the clusters within it as defined by the MFDMO.

### Project Description

It is estimated that 3-5 projects ranging between \$20,000 to \$80,000 each will be awarded funding. Projects should be dedicated to creative sector talent attraction and retention in the City of Detroit. The Creative Sector is described by the Michigan Film and Digital Media Office as any talent that relates to the following clusters:

- 1) Advertising
- 2) Architecture
- 3) Arts Schools, Artists & Agents
- 4) Creative Technology
- 5) Culture & Heritage
- 6) Design
- 7) Fashion, Garment & Textile
- 8) Film, AV & Broadcasting
- 9) Literary, Publishing & Print
- 10) Music
- 11) Performing Arts
- 12) Visual Arts & Crafts

The projects must demonstrate alignment with the following key pillars that were identified as an outcome of the focus grouping done through the Creative Chamber process.

### *Key Pillars*

1. Enhancing collaboration within the creative sector ecosystem in Detroit with the purpose of remaining an attractive place for creatives to live and create
2. Education for all ages to increase awareness of creative sector jobs and provide education and training to support successful creative sector careers
3. Place-based creative work to leverage arts and culture to create “place” and serve as an asset for attraction and retention of creative talent
4. Creative talent pipeline support to build bridges between Detroit companies and creatives seeking employment on a full-time or part-time basis (employee or 1099)

Additionally, projects are sought that fit within the following categories (though proposals for other projects will not be disqualified):

1. Storytelling and narrative development around the Creative Industry in Detroit, especially that involve local artists
2. Technical assistance for creatives in Detroit
3. Business matchmaking events to connect creative industry buyers and sellers
4. Online portal or creative hub for matching creative talent to opportunity
5. Public art in public spaces

All projects should fit within a 6-8 month timeline with project completion date on or before September 30, 2019.

### **Requirements of Grantees**

- Branding and promotion of the Detroit Creative Partnership effort as defined by the MFDMO.
- Reporting twice after the receipt of funding with project deliverables complete by September 30, 2019 and a final report submitted by November 1, 2019.
- Lead grantee must be a Detroit-based nonprofit, governmental, or educational organization, but the formation of teams that forge partnerships between advocacy organizations, individuals, businesses and corporations is encouraged, especially if this grant will enable access to additional funding resources. Organizations with a proven track record for success in economic development work, programs, projects, or initiatives will be given priority. If an individual or business is involved on a team, there should be a nonprofit fiduciary as lead grantee.
- This project is funded entirely by the MEDC’s MFDMO Creative Chamber grant to DDP. Grantees must comply with all MFDMO Creative Chamber requirements (see below). Funding cannot support operational expenses on an existing project, but, rather, should be additive and able to demonstrate that the grant is helping to grow the initiative or

program so that it performs above and beyond already demonstrated success.

Requirements of the MFDMO include but are not limited to:

- Funding cannot be granted to support projects of individuals.
  - Funding cannot support research or planning studies or attendance at events.
  - Only Michigan-based organizations may receive funding; Detroit-based organizations are preferred.
  - Intellectual Property Rights: The MFDMO shall retain ownership to the entire right, title, and interest in any new inventions, improvements, or discoveries developed or produced under this Agreement, including, but not limited to, concepts know-how, software, materials, methods, and devices ("Inventions") and shall have the right to enter into license agreements with industry covering Inventions.
- Funding timelines are subject to change based on receipt of the funding from the MEDC.

## Proposal Format

Proposals should be 2-3 pages. If you so choose, some parts of your proposal may be submitted through this [Google Form](#). The proposals should answer the following prompts:

- Describe the project. (200 words or less)
- Explain how the project aligns with the key pillars set forth by the Downtown Creative Partnership. (100 words or less)
- List of organizations involved in execution. Identify the lead organization. (50 words or less)
- Provide up to 5, but no less than 3, examples of individual or organizational work that demonstrates competency and success in the realm of economic development for the creative industry. Identify key metrics for success and benchmarks that demonstrate this success. (300 words or less)
- How much funding is being requested? Will the funding add to existing funding or cover the entire cost of the project? Include a project budget that delineates existing and pending sources and uses of funds. (100 words or less)
- Describe the project schedule and deliverables. Include a Timeline for Execution that identifies milestones and external approvals or other factors that must be secured before the project moves forward. (100 words or less)
- Describe the 3 key metrics that will be used to report on the success of the project OR identify deliverables that are proposed to be created using grant funds. If the project is an existing initiative, please attach any relevant information about the program and its performance thus far, detailing the additive deliverables enabled by this grant. Also, please indicate how your project will address the metric categories below. If the project is a new initiative, please describe the metrics that you believe will **best demonstrate** that the project meets one or more of the categories below. (200 words or less)

## **Additional Information on Metric Development**

How will you measure the impact of the project? Metrics should be developed that address the core goals of the Creative Chamber initiative. The project should demonstrate one or more of the following to be considered for funding:

- 1) Attracts creative businesses and projects to Detroit
- 2) Enhances Detroit creative and cultural vibrancy
- 3) Attracts and retains Detroit creative talent

## **Proposal Evaluation and Timeline**

Proposals will be evaluated on the following criteria:

1. Overall quality of the idea
2. Alignment to the 4 pillars listed above
3. Degree to which the project is likely to be successfully completed given the tight timeline of the grant period
4. Qualifications and experience of the sub-grantee in economic development for the creative industry
5. Adherence to the MFDMO fiduciary grant agreement
6. Metrics that identify the project's impact relative to the core goals of the Creative Chamber initiative.

Questions can be submitted to [proposals@downtowndetroit.org](mailto:proposals@downtowndetroit.org) on or before Thursday, November 15, 2018 at 5 p.m. All questions and answers will be posted at [www.downtowndetroit.org/do-business/request-for-proposals/](http://www.downtowndetroit.org/do-business/request-for-proposals/) the following day. DDP staff will not respond to phone calls or other communications directed to individuals regarding this proposal.

Proposals are due in PDF form no later than Wednesday, November 21, 2018 by 5 p.m. to [proposals@downtowndetroit.org](mailto:proposals@downtowndetroit.org).

Grant recipients will be notified from the Downtown Detroit Partnership if they have been awarded the grant in late 2018 or January 2019.

Awards can be expected to be received by March 1, 2019. Due to the short timeline of the grant period, only projects that will be complete by September 30, 2019 will be considered. Award disbursement will be negotiated on a project-by-project basis.

## **DDP Rights**

This is a "Request for Proposals." DDP shall be the sole judge of whether a proposal conforms to the requirements of this RFP and of the merits and acceptability of the individual proposals. Notwithstanding anything to the contrary contained herein, DDP reserves the right to take any of the following actions in connection with this RFP: amend, modify or withdraw this RFP; waive any requirements of this RFP; require supplemental statements and information from any respondents to this RFP; award a contract to as many or as few or none of the respondents as DDP may select; to award a contract to entities who have not responded to this RFP; accept or reject any or all proposals received in response to this RFP; extend the deadline for submission of proposals; negotiate or hold discussions with one or more of the respondents; permit the correction of deficient proposals that do not completely conform with this RFP; waive any conditions or modify any provisions of this RFP with respect to one or more respondents; reject any or all proposals and cancel this RFP, in whole or in part, for any reason or no reason, in DDP's sole discretion. DDP may exercise any such rights at any time, without notice to any respondent or other parties and without liability to any respondent or other parties for their costs, expenses or other obligations incurred in the preparation of a proposal or otherwise. All proposals become the property of DDP.

## **Insurance and Indemnification**

Insurance required on the behalf of any proposals and the projects therein will be the sole responsibility of the grantee or a constituent member of the grantee-assembled teams.