



www.iheartartpdx.com
[Email: connect@iheartartpdx.com](mailto:connect@iheartartpdx.com)
Facebook/Twitter: iheartartpdx

Request for Proposal

I Heart Art: Portland - Workshop Proposal

I. PURPOSE:

This Request For Proposal (RFP) is designed to solicit responses from consultants and from members of our creative community capable of designing and delivering a two-hour, interactive, business-development workshop. The workshop should be a current topic of interest to indie artisans and makers, and might offer additional information, building upon our 2010 and 2011 workshop series. The workshop should serve to allow us to most effectively reach, recruit and engage makers of all types throughout the community, and sustain the mission of I Heart Art: Portland.

II. BACKGROUND:

I Heart Art: Portland is a pilot project representing the collaborative relationship between Etsy, Pacific Northwest College of Art, Museum of Contemporary Craft, and the Portland Etsy Team. Our mission is to support and advocate for Portland's vibrant community of makers by fostering dialogue, inspiring activity, and offering access to resources that are otherwise difficult to find. Aspiring to be a catalyst for engagement, we serve artists, artisans, students and museum guild members through outreach and education, encouraging participation and collaboration with each other and the greater community as a whole. We are fueled by our love for the arts and our desire for public programming, artist success and professional development.

I Heart Art: Portland successfully grew its base and offerings in 2011. In addition to the core curriculum of business development workshops, the group introduced a second Mixer Matcher for fine arts in the spring and led the local efforts of the fall Hello Etsy conference. In 2012 I Heart Art: Portland aims to continue to offer high-caliber programs that will empower our audience to succeed at making a living doing what they love.

III. PROJECT NEED:

All workshops need to appeal to a broad base of makers such as; metalsmiths, textile arts, ceramicists, painters, jewelers and photographers, to name a few. Focusing on unique and fresh themes will help develop the interest and demand for this format of professional development, and build enthusiasm for I Heart Art: Portland's new and future projects. Most important is to incorporate topics that are beneficial to the creative community of Portland and advance the skills and know-how of those creative entrepreneurs. Preference may be given to workshops developed to appeal to advanced-level business development skills; ie. Bookkeeping, accounting and taxes, inventory tracking, etc.

IV. SCOPE OF WORK:

We require a self-sufficient workshop structure. Location, seating and minimal staffing are provided by I Heart Art: Portland committee members and volunteers. All instruction is the responsibility of the Consultant. Need for audio-visual equipment should be detailed in the proposal and will be considered as part of the overall proposal review. Consultants are compensated \$150 with terms, detailed in the Service Agreement upon acceptance of a workshop proposal.

Deliverables:

- 1) Develop effective two hour, business-development workshop that can be successfully integrated into the I Heart Art: Portland 2012 workshop series. (Schedule to accommodate a 30-minute break, as determined by the instructor, for a total workshop time of 2.5 hours). Workshop should be scaled to a maximum attendance of 45 participants.
- 2) Develop a short description of workshop that can be shared with community members throughout the series
- 3) Work closely with I Heart Art: Portland to develop short post-workshop survey
- 4) Participation in real-time filming of workshop for online use by I Heart Art: Portland**

RFP: Heart Art: Portland - Workshop Proposal, cont.

V. PROPOSAL CONTENTS

The response to the proposal should include the following elements:

1) Description of their proposed Scope of Work for this project in no more than three pages. It shall include, but not be limited to, the following:

- a) Detailed description of the specific workshop proposed. This should include sufficient detail for the proposal reviewers to develop a thorough understanding of what the consultant proposes to do, what the workshop schedule will be, and what specific content is to be expected.
- b) Contact information (name, email, website, mailing address, phone number). Make sure this matches online form info.
- c) Proposed date (including alternates) for the deliverable workshop
- d) Description of any audio visual needs and participant takeaways (handouts, etc.)

2) Addendums

- a) Consultant background/profile (please include qualifications & references).
- b) Examples of previous work that aligns with the Scope of Work identified in this RFP.
- c) Specialized knowledge of, or experience working with art organizations and business development programs
- d) Argument for Consideration (in 100 words or less, tell us why this would benefit our community and what stands your proposal apart)

VI. TIMETABLE

Release of RFP: February 7, 2012

Review of proposals begin: February 28th, 2012

Confirmation of Engagement with I Heart Art: Portland: March 2, 2012 (Specific dates of workshop may be confirmed at a later date, dependent upon Consultant availability)

VII. MORE INFORMATION

Please address questions to:

Shannon Conrad

[Email: Shannon@IHeartArtPDX.com](mailto:Shannon@IHeartArtPDX.com)