



Summary

Prepared by: Joel Hall Dancers & Center (JHDC), a 501(c)3 incorporated in Illinois

RFP Due Date: April 30, 2024

Budget: \$5,000

Ideal Time Frame (TBD): May - August 2024

Statement of Need

JHDC requests proposals from qualified and experienced data analysts to support the research and analysis of JHDC marketing practices and audience needs. This project aims to understand how the students and audiences of JHDC learn about studio classes and performances. It will additionally provide feedback on changes in audience behaviors and preferences since the onset of the COVID-19 pandemic. The end product should give JHDC insights into smart media and advertising purchases and create stronger program plans and schedules.

The overall goal is to strengthen connections between JHDC and legacy audiences and build relationships with new audience members.

We seek partnership in the following areas:

1. Project and methodology design and implementation;
2. Data collection and analysis;
3. Staff and volunteer management (as appropriate and as needed); and,
4. Preparation and delivery of final materials (report, rubric, etc.).

Other assistance or duties may be discovered and needed; therefore, we welcome dynamic and flexible partners in this project.

Commitment to Diversity, Equity, Inclusion, and Anti-Racism

JHDC makes inclusion central to its identity as a company. We, therefore, seek to use this opportunity to provide opportunities for professional advancement to members of the BIPOC, LGBTQAI+, veterans, women professionals, people with accessibility needs, and other underrepresented communities.

- JHDC requires all proposals to include your statement on diversity, equity, inclusion, and anti-racism.

- We request that any selected vendor use every best effort to assign members of the BIPOC, LGBTQAI+, veteran, women professionals, people with accessibility needs, or other under-represented communities to service our account.

Overview of the Joel Hall Dancers & Center

Unapologetically diverse and inclusive since its founding in 1974, Joel Hall Dancers & Center highlights and spotlights the Black experience through dance. Joel Hall and Joseph Ehrenberg founded the company to provide opportunities for gay Black and Brown dancers and choreographers to gain visibility. From that work grew a multi-ethnic and inclusive dance company which inspired the creation of Urban Jazz, a unique Jazz dance vocabulary developed by Hall here in Chicago and recognized internationally for its blend of Classic technique with House, Street, and Club influences.

Our professional-level studio classes welcome all abilities and identities to enhance our collective culture and improve the world around us. While holding the highest standards of excellence, Joel Hall Dancers & Center uses dance to dismantle oppressive systems, amplify BIPOC and LGBTQIA+ voices, and cultivate a better world for all.

The Project

Since 1974, Joel Hall Dancers & Center (JHDC) has built an unapologetically inclusive and diverse community centered around dance. As we emerge from the pandemic, we seek to renew our outreach to our community. Specifically, we wish to reconnect with legacy students and patrons whose contact information may not be captured in our current database and files.

Beyond establishing contact, we seek a data analyst to design and implement audience surveying and analysis to help JHDC better understand how its community receives information and updates, how their leisure and professional habits may have changed as a result of the COVID-19 pandemic, and how JHDC can better meet their needs through radically accessible programming delivered throughout the City of Chicago.

Budget

A nonprofit organization, we prioritize our outreach, artistry, and programming. We seek cost-sensitive bids that provide top-tier support for our unique facility and services. \$5,000 [Five Thousand Dollars] has been allocated to the work of the data analyst for the conceptualization, design, implementation and community outreach needed to meet our goals for this project. JHDC has additional funds to support marketing and other elements of this project, including limited staff support.

Updated Timeline (as of 3/20/2024)

We anticipate the following timeline for work (subject to change, as needed and appropriate):

Week of	Task
February 26, 2024	Confirm data entry volunteers and assistants
March 18, 2024	Begin data entry
May 13, 2024	Confirm Data Analyst
May 20, 2024	Analyst begins design of project
May 27, 2024	Complete data entry
June 3, 2024	Approve of Data Analyst project design
June 10, 2024	Data Analyst implementation begins
TBD: August 2024	Implementation wraps
TBD: August 2024	Initial Findings shared with JHDC
TBD: September 2024	Final report shared with JHDC
TBD: November 2024	Launch of pilot projects, based on findings

Key Personnel

Founded by Joel Hall and Joseph Ehrenberg in 1974, JHDC has thrived and transformed over the course of the past fifty years. Today's key staff include:

- Interim Artistic Director William Gill
- Interim Executive Director Joseph Pindelski
- Jamie Greco, Administrative Assistant

Mr. Hall remains active in the life of the company as its artistic director emeritus.

Evaluation Criteria

Proposals will be evaluated in four key areas:

1. **Thought leadership:** Evaluating the needs of JHDC and providing appropriate solutions;

2. **Diversity, Equity, Inclusion, Anti-Racism:** included statements reflect the work and practice of the responder;
3. **Cost:** competitive bids to provide robust support with cost sensitivity; and,
4. **Experience:** past experience with nonprofit or performing arts organizations.

Response Content

Responses to this request for proposals must include the following elements:

1. Overview and company history - including where headquartered;
2. Statement of diversity, equity, inclusion, and anti-racism policies and work;
3. Previous work (if any) with arts organizations, listing organizations by name;
4. Proposed scope of work;
5. Clear billing rates and cost breakdowns;
6. Description of staffing and approach to this project;
7. Any professional certifications; and,
8. Minimum of THREE (3) references.

Points of Contact for Responses

Please direct all responses to this request for proposal to:

Joseph Pindelski, Interim Executive Director
Joel Hall Dancers & Center
joseph.pindelski@joelhall.org

We ask that responses please be submitted by **Noon on April 30, 2024.**