



AMERICAN SHAKESPEARE FESTIVAL THEATRE

Stratford, Connecticut

Consultant RFQ

Town of Stratford RFQ #2010-024 Request for Qualifications for American Shakespeare Festival & Arts Programming Consultant

The Town of Stratford, Connecticut is currently accepting answers to its Request for Qualifications for artistic project coordination and consultant services to revive and refurbish the American Shakespeare Theatre in Stratford, Connecticut.

It is the intent of the Town to revitalize the once flourishing 1500 seat theater and the accompanying river side grounds to become a renewed public arts, theater, and entertainment, educational and recreational venue. The Town seeks the right arts and theater industry based consultant to advise the Town, its staff, leaders, other hired architects and engineers and a future facility Board of Trustees as to the best artistic and economic use and redevelopment direction for the facility and its grounds.

A qualified consultant will have a minimum of 10 years experience working with professional nonprofit theatres or the equivalent professional experience in arts programming, economic and budgetary decision making as it relates to the arts, and arts or theater project management. The consultant should also have specialized experiences in redevelopment and reuse efforts focused in the arts and theater industry.

In addition to these stated qualifications, the Town seeks a consultant capable of managing end to end revitalization efforts with strong communication and interpersonal skills which will serve to build internal and external relationships between the Town, the potential Board of Trustees and other theater supporters, donors and corporate sponsors.

Attached is a complete consultant description.

AMERICAN SHAKESPEARE THEATER REUSE CONSULTANT RFQ

- A proven successful track record of nonprofit arts program management leadership
- Proven ability to build strong ties, communication channels and internal and external relationships with Town staff, leaders, other architects, engineers and consultants, a future Board of Directors, and any future donors or corporate sponsors
- Ability to work with the Town, the Town's designees, community volunteers and other theatre professionals to develop and advance the mission of the organization and work with a future appointed Board of Trustees to develop the financial and strategic resources needed to maintain artistic, financial and institutional integrity
- Ability to effectively and fluently work with Town leaders, administrative officers and financial officer and in partnership with other Town designees to provide executive leadership for any newly created theater organization and its related framework
- Experience with developing and overseeing the financial, personnel, marketing, development, front of house, and sales functions of an arts institution or a theater a strong plus
- Experience leading and guiding regular or annual meetings a strong plus
- Willing to contribute arts industry point of view to strategic and fiscal long term goals and related discussions.
- Experience recruiting and working with a Board of Directors and coordinating with such a governing entity is preferred.
- Significant collaborative skills and strategic planning experiences in the arts and theatre industry
- Professional experience in the visioning, planning and implementing an artistic facility reuse and development model or pathway.
- Ability to work with internal and external entities to develop a viable strategic, operating and fiscal plan for use of the facility and for theater or related arts operations
- Proven experience working with building contractors, funders, developers and Town officials to insure the safe and viable development of the complex
- Ability to cultivate project developers and financiers and has a keen sense for funding sources and the fiscal issues facing the arts and theater industry

- Hands-on experience strategizing fundraising campaigns, motivating Board members & hiring and supervising development staff, participating in patron cultivation and solicitation and maximizing contributed income.
- Would be able to advise the Town or leaders regarding savvy audience development and marketing related to theater reuse and redevelopment and the ability to successfully develop and implement such plans
- Clear understanding of professional theatre or arts center operations and the related negotiations, union and financial issues of managing a complex artistic or theater facility
- Knowledge of and appreciation for professional theatre, theatre artists and craftspeople, audiences, community members & arts donors
- An appreciation of theatre for youth and educational programs
- A strong sense of perspective and an optimism
- Organized approach to the day-to-day operations of a theatre
- Well-developed social and interpersonal skills and the ability to represent the organization in multiple social, educational and business contexts
- A calm demeanor, an assertively respectful organizational style and the ability to work well under pressure
- A collaborative nature and willingness to share credit with others
- Experience with the Actors' Equity Association (AEA), Society of Stage Directors and Choreographers (SSD&C), United Scenic Artists (USA) and the International Alliance of Theatrical Stage Employees (IATSE) is a plus
- Direct experience in performing arts management, marketing and/or fundraising required and knowledge and experience with professional theatre unions and service organizations desired.

Required Respondent Documentation:

Respondents must submit: a cover letter detailing qualifications and experiences, qualifications, training and similar consulting projects completed and a portfolio or similar representations/work samples illustrating experience.

Request for Respondent References

Consultants must submit 4-6 references related to their experience and qualifications to successfully consult regarding the American Shakespeare Theater reuse effort.

A walk through, in and around the complex, 1850 Elm Street, Stratford, Ct. is scheduled for all RFQ respondents on May 26 at 10:00am.

All respondents and accompanying proposals and qualifying documents will be reviewed by a mayoral appointed committee, short-listed for on-site interviews, interviewed and scored by a value score system by the committee. The committee recommendation will be forwarded to the Town's legislative decision-making body.

Proposals will be received until 11:00 am June 11, 2010 in the Office of the Purchasing Agent, Room 202, Town Hall, 2725 Main Street, Stratford, CT 06615.

Any proposal may be withdrawn prior to the above-scheduled time for receiving proposals or authorized postponement thereof. Any proposals received after the date and time specified shall NOT be considered.

Proposals are to be submitted **(FIVE COPIES)** in a sealed envelope and clearly marked with the proposal number and description on the outside of the envelope, including all outer packaging (DHL, FedEx, UPS, etc).

Proposals must be delivered to:

Purchasing Department
Stratford Town Hall – Rm 202
2725 Main Street
Stratford, CT 06615

Michael Bonnar
Purchasing Agent
Town of Stratford
203-385-4044