



## **REQUEST FOR PROPOSALS**

**To Develop a Strategic Plan for Calpulli Mexican Dance Company**

**ISSUE DATE: October 2022**



**OBJECTIVE:** To Develop a Strategic Plan for CALPULLI MEXICAN DANCE COMPANY

This request for Proposal (RFP) is soliciting written proposals from professionally-qualified contractors to provide services to Calpulli Mexican Dance Company for the development of a three to five-year strategic plan. All proposals should clearly define how contractors will work with Calpulli Mexican Dance Company to assist in a comprehensive, participatory planning process.

**RFP Issue Date:** October 14th, 2022

**Funding Status:** Confirmed

**Review of proposals:** begins October 19th, 2022

**Proposal Deadline:** January 16th, 2022

**Interviews:** Begin January 2023

**Selection:** 1Q2023

**Project Initiation:** 2023

**Submission:** 1 electronic copy to-

Juan Castaño, Executive Director  
Calpulli Mexican Dance Company  
25-12 77th Street, East Elmhurst NY 11367  
[castano@calpullidance.org](mailto:castano@calpullidance.org)  
Mobile: 917-693-8265

&

Julio Urbina, Chair, Strategic Planning Committee  
[board@calpullidance.org](mailto:board@calpullidance.org)

#### Background

Mission & Vision - Calpulli Mexican Dance Company's mission is to celebrate the rich diversity of Mexican and Mexican-American cultural heritage through dance-based programming including live music. To this end, the organization produces the following:

- Professional Performances via its touring company
- Arts-in-Education and cultural enrichment programming
- Community outreach activities that are free or low-cost and target underserved Mexican and Mexican-American communities

Founded in 2003, Calpulli celebrates the rich dance and music traditions of Mexico's diverse cultural history interpreted through its unique artistic vision. The fresh, vital repertoire honors Mexico's past and Mexican-American cultural expression in the United States.



Calpulli Mexican Dance Company's vision is to reach audiences globally with high quality artistic works and captivating stories and cultural narratives and productions. It also seeks to be a premier educational resource for teachers and students excelling in cultural enrichment through the performing arts. Lastly, Calpulli aims to serve our community with accessible, high-quality community programming and performing arts training.

### Goals and Objectives

Calpulli Mexican Dance Company seeks to continue the growth of the organization that supports a unique artistic vision, arts-in-education content rooted in the artistry of the company, and community programming that provides access to the artistic and educational content to a broad audience and the targeted Mexican immigrant community.

### Purpose of the Project

With nearly 20 years of experience in touring, artistic creation, educating children and adults, and community engagement, Calpulli Mexican Dance Company is approaching a critical juncture in its organizational growth as one of our co-founders steps down from a key leadership role, while demand for our services continues to grow, and the company continues a process of growing into a stable and sustainable institution dedicated to Mexican *folklorico*. To manage this transition, the organization seeks a consultant who will guide its leadership team, comprised of members or the executive team, administrative and artistic staff, and board of directors through a strategic planning process designed to elucidate the company's vision for the future, identify key priorities and opportunities, and provide focus for the activities and decisions for the next three to five years.

### Scope of Service

Working with Calpulli Mexican Dance Company, the contractor will, at minimum, accomplish the following in performance of this contract:

1. **Guide Calpulli's leadership team in a comprehensive strategic planning process**
2. **Develop a three- to five-year strategic plan towards a more sustainable future for the organization**
3. **Provide recommendations with phased implementation strategies for execution of the plan**

The proposal should include a description of the proposed methods and activities the contractor has used successfully in the past to deliver outcomes such as those listed above.

### Compensation for Services

Calpulli Mexican Dance Company will expend appropriate funds for completion of a high-quality planning process, data and plan. Each contractor's bid should include all fees, expenses, supplies, printing, travel, per diem, overhead and profit, insurance, taxes, and any other expenses attributed to the planning process.

### Submission Requirements

Applicants shall submit one electronic copy of the full proposal. The following content and structure is suggested:



1. Title Page should include the Request for Proposal subject, name of firm or lead contractor, address, telephone and fax numbers, email, contact person and date of submissions.
2. Table of Contents must state the proposal's materials by section and page number. Any attachments should be numbered and listed in the table of contents.
3. Profile of the Contractor must include:
  - a. Detailed biography, resume, and curriculum vitae for lead contractor
  - b. If applicable, a list of the names and titles of the members, partners, officers, management and staff of the contractor's firm. Include an illustration of the firm's organizational structure and the number of years the firm has operated. A description of any personnel, including staff and/or subcontractors that contractor will rely on to execute the project. Please include names and titles of key personnel, an explanation of the organizational structure in place, and how that has been effective in the past.
  - c. A minimum of three references for which the contractor has provided comparable contractual services to those specified in the RFP along with the subcontractors and contacts where applicable.
  - d. A summary and samples of the contractor's work on similar projects.
  - e. Evidence of experience working with issues relating to diverse populations.
  - f. Resumes of key individuals associated with this proposed project.
4. A Work Plan that incorporates the scope of services outlined. The work plan should generally identify the expected duration of each task and reflect associated personnel and other resources required for all tasks to be performed. This should include a schedule for all deliverables. On-site and off-site time should be separately stated. There should be a clear delineation of contractor's and Calpulli Mexican Dance Company's task responsibilities.
5. Project Fees must include a line item project expense budget indicating all costs for carrying out the proposed work, including personnel, travel, lodging, meals, supplies, materials, overhead and all other necessary expenses.

In outlining your proposed approach to creating a strategic plan for Calpulli Mexican Dance Company, please consider the following:

- Your experience in working with an organization like Calpulli Mexican Dance Company to create a strategic plan, and based on your understanding of our organization, explain the particular challenges and opportunities to address in a strategic plan in this community.
- Your experience with planning for arts education organizations. What were the particular challenges and how were they managed?
- Your role in the process relative to that of Calpulli Mexican Dance Company.
- Your unique capabilities/experiences that you/your firm would bring to the process.

#### Selection Process (November 2022 - January 2023)

Calpulli Mexican Dance Company's Strategic Planning Committee will review and examine all proposals received. Selected individuals/ firms will be invited to a virtual interview with the committee members and broader board. A limited number of contractors will be invited for on-site presentations.