

## Corporate Giving to NYC Dance – Request for Proposals

Dance/NYC is inviting proposals for researchers to produce a study on corporate giving to dance companies headquartered in the five boroughs of New York City.

The proposed study will build on a corporate giving snapshot released by Dance/NYC and prepared by Fractured Atlas in 2013, which is based on Cultural Data Project (CDP) information on legally recognized 501(c)(3) dance groups with budgets of more than \$25,000.

The attached Scope of Work for which Dance/NYC is requesting proposals includes: first, detailed requirements for core analyses (Section I: Core Analyses), based on CDP information and established benchmarks; and second, opportunities for additional activity (Section II: Additional Opportunities). Dance/NYC is committed to contracting for the Core Analyses only, but would consider Additional Opportunities. In preparing your proposal, please also refer to prior Dance/NYC research studies available at [dancenyc.org/research](http://dancenyc.org/research).

The project's primary goals and objectives are to strengthen advocacy and dance field management in the five boroughs of New York City. The researcher will be encouraged to make data-driven, action-oriented recommendations for policy, public/private partnerships, corporate funding, and fundraising strategy for dance groups. The project will offer the contracted researcher a powerful platform for field leadership and media attention.

Applicants should be familiar with the Cultural Data Project and the corporate giving landscape, and have a demonstrated track record of successful research. Access to additional data sources that may complement the Cultural Data Project is of interest but not required.

The researcher will report directly to Executive Director Lane Harwell. **Applicants should submit proposals to Mr. Harwell ([lhawell@dancenyc.org](mailto:lhawell@dancenyc.org)) no later than Monday, March 3.**

**These should include: relevant background, a schedule of deliverables, planning methodologies and tools based on the *draft* scope of work prepared below, and inclusive of all areas of inquiry suggested in Section I: Core Analyses. Should the researcher propose Additional Opportunities (not required), h/she should propose a fee and payment schedule with separate costs for the additional opportunities.** The cost of the Core Analyses should not exceed \$10,000 and Dance/NYC welcomes pro bono contributions by the researcher.

Dance/NYC plans to contract with a consultant no later April 1. Its goal is to have a final draft of the report by June 2013.

Please direct any questions you may have to Lane Harwell at (212) 966-4452.

## **CORPORATE GIVING TO NYC DANCE SCOPE OF WORK**

### **OUTPUTS (BASED ON SECTION I: CORE ANALYSES)**

- A. App. 20 page full report (appendix not included), including:
  - i. A detailed methodology statement
  - ii. Introductions provided by Dance/NYC
  - iii. 1-2 page executive summary
  - iv. 1-2 page recommendations for policy, funding, and management
  - v. Substantive text and graphic content organized by area of inquiry
- B. Participation in at least one event (likely release of content)

### **PROCESS WORK (BASED ON SECTION I: CORE ANALYSES)**

- A. Setting agenda with leadership and sign off from Dance/NYC
- B. Identifying data samples
- C. Interpreting data
- D. Producing the report
- E. Managing the collaboration with the CDP as dictated by projected license agreement and other data providers
- F. Gathering feedback as appropriate from key stakeholders and other interested parties

## **SECTION I. CORE ANALYSES BASED ON CULTURAL DATA PROJECT**

For the core analyses, the researcher will use Cultural Data Project information on New York City-based groups self-identifying as dance that have a “review complete” profile. The researcher will develop a two-tiered sample for segmented snapshot and trend analyses.

### **Two-Tiered Sample**

#### **Tier One: Snapshot sample**

- A. Either 2012 profiles **or** the most recent available profile (including 2013 and 2011)
- B. Segmentations (same apply for trend analyses):
  - i. Organizational type, specifically:
    - Dance-making, i.e., groups focused on creation and/or performance
    - Presenting
    - Educational
    - Service organization
  - ii. Budget size, specifically:
    - Under \$25K (if a sufficient sample is available)
    - \$25,000-99,999
    - \$100,000-499,000
    - \$500,000-999,999
    - \$1M-\$4,999,999
    - \$5M+
  - iii. Geography, by borough
  - iv. Corporate structure

Note: Dance/NYC expects the source to provide a statistically significant sample of only legally registered 501(c)(3) organizations.

#### **Tier Two: Trend sample**

- A. Groups in CDP for which there are data over two years, likely 2010 and 2012
- B. Segmented as above

## Areas of Inquiry

Areas of inquiry for snapshot and trend analyses may be broadened and rearticulated, but should include the following based on Dance/NYC's prior Cultural Data Project research:

### Sample Overview

- A. Aggregate expenditures (full Tier One: Snapshot sample);
- B. Geography (headquarters by borough for full Tier One: Snapshot sample);
- C. Aggregate performance activity (specifically: total performances in NYC and on tour, and premieres, for dance makers in Tier One: Snapshot sample only);
- D. Aggregate paid live attendance (for dance makers in Tier One sample only);
- E. Aggregate and average revenue over expenditures (for full Tier One sample);
- F. Total functional expenditures breakdown (program, general, fundraising, for full Tier One sample)
- G. Workforce breakdown (full-time, part-time, independent contractor, volunteer, for full Tier One sample).

### Corporate Giving Snapshot

- A. Highlights for full Tier One: Snapshot sample:
  - i. Aggregate corporate contributions for full sample
  - ii. Average total corporate contributions per organization
  - iii. Corporate giving as percentage of total private contributions for full sample
  - iv. Average number of corporate funders per organization
- B. Aggregate corporate giving in context, by budget size:
  - i. Organizational count (# of groups in each category)
  - ii. Corporate giving, total dollar figures and percentage share of total giving
  - iii. Other private support, total dollar figures and percentage share of total giving
  - iv. Public support, total dollar figures and percentage share of total giving
  - v. Earned revenue, total dollar figures and percentage share of total giving
  - vi. (Include TOTALS including for all categories)
- C. Corporate giving by organizational budget size:
  - i. Organizational count (# of groups in each category)
  - ii. Total corporate contributions, aggregate and average
  - iii. Percent of private and total contributions, aggregate and average
  - iv. Average number of corporate funders
  - v. (Include TOTALS including for all categories)
- D. Corporate giving by organizational type:
  - i. Organizational count (# of groups in each category)
  - ii. Total corporate contributions, aggregate and average
  - iii. Percent of private and total contributions, aggregate and average
  - iv. Average number of corporate funders
  - v. (Include TOTALS including for all categories)

Note: Dance/NYC predicts the service organization category to be problematic.
- E. Corporate giving by borough:
  - i. Organizational count (# of groups in each category)
  - ii. Total corporate contributions, aggregate and average
  - iii. Percent of private and total contributions, aggregate and average
  - iv. Average number of corporate funders
  - v. (Include TOTALS including for all categories)

## **Corporate Giving Trends**

- A. Corporate support detail by i. budget size, ii. organizational type, and iii. geography, including organizational count, and aggregate and average dollar figures for each year, and percent change (Note: prior year dollars could be adjusted down for inflation)
- B. Changes in corporate giving as percentage of (total and private) revenues by budget size, organizational type, and geography
- C. Changes in aggregate revenue Sources (corporate, total private, government, earned) by budget size, organizational type, and geography

## **SECTION II. ADDITIONAL OPPORTUNITIES**

Dance/NYC invites researchers to submit proposals for expanding the core analyses and acting on additional opportunities, which may include but are not limited to:

- A. The examination of Sponsorship, Special Events, and In-kind fields in the CDP to identify additional corporate giving streams
- B. The integration of additional data sources, especially those provided by corporations
- C. Roundtable or other field convening to gather qualitative information
- D. The inclusion of case study material for successful business partnerships, from the perspective of the dance community and/or corporate funders

## **TIMELINE (BASED ON SECTION 1: CORE ANALYSES)**

The project will proceed over a period of four months, beginning no later than April 1, 2013.

### **Month One**

- Consultant generates request for Dance/NYC license of CDP data
- Consultant develops research agenda in collaboration with Dance/NYC
- Consultant requests any additional data as may be necessary

### **Month Two**

- Consultant receives data
  - Consultant prepares relevant data samples for review by Dance/NYC and key stakeholders
  - Consultant finalizes universe sample and prepares data for analysis
- (Note: establishing the universe and appropriate segments is time-intensive)

### **Month Three**

- Consultant analyzes data
- Consultant shares initial findings with Dance/NYC
- Consultant completes report draft (by June 2014)
- Consultant shares draft of report with Dance/NYC and other stakeholders
- Design consultant engaged as necessary

### **Month Four**

- Consultant incorporates Dance/NYC and stakeholder recommendations into report draft
- Consultant finalizes report
- Consultant finalizes executive summary
- Final data set and all collateral sent to Dance/NYC

### **Future in 2014 (Release of Completed Report)**

- Possible town hall event to launch report
- Report published on Dance/NYC website
- Dance/NYC generates and distributes press release