

State of NYC Dance and Workforce Demographics Report – Call for Proposals

Dance/NYC is inviting proposals for researchers to produce its next comprehensive study on the field, *State of NYC Dance 2016*, over a six-month period, beginning January 1, 2016.

With this study, Dance/NYC continues regular reporting on the activity, audiences, economics, and workforce of nonprofit and fiscally sponsored dance makers in the metropolitan area and, critically, for the first time offers a snapshot of workforce demographics. In undertaking this work, Dance/NYC acts on its core values of equity and inclusion and commitment to providing research, publications, and policy positions that are relevant and culturally competent.

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 Cultural Data Project (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. When preparing your proposal, please also refer to prior Dance/NYC research studies available at <http://www.dancenyc.nyc/advocacy-and-research/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, funding, and management. The project will offer the contracted researcher a powerful platform for field leadership and media attention.

The work of the consultant will include development of a research agenda for this report, with leadership from Dance/NYC; the request, segmenting, and analysis of data (Dance/NYC will be the official licensor); the generation of the report and related materials such as presentation slides; and participation relevant convening. Dance/NYC will separately engage a designer.

Applicants should be familiar with the CDP and demographic data collection and analyses, and have a demonstrated track record of successful research on dance or other creative disciplines. Access to additional data sources that may complement the CDP is of interest but not required. Dance/NYC will consider engaging one or more researchers.

The researcher(s) will report directly to Executive Director Lane Harwell and coordinate activity with Equity and Inclusion Coordinator Michele Kumi Baer. **Applicants should submit proposals to Mr. Harwell (lharwell@dancenyc.org) no later than 5pm EST on Tuesday, November 17th. These should include (required): 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), s/he should propose a fee and payment schedule with separate costs for the additional opportunities.** The cost of the Core Analyses should not exceed \$25,000 and Dance/NYC welcomes pro bono contributions by the researcher.

Dance/NYC plans to contract with a consultant as of January 1, 2016. Its goal is to have a final draft of the report by June 2016.

Please direct any questions you may have to Michele Kumi Baer at (212) 966-4452 ext. 0.

State of NYC Dance and Workforce Demographics Report 2016 Scope of Work

The primary deliverable for the project is a report on the state of dance in the New York City metropolitan area, using data from the Cultural Data Project (CDP), and other sources as possible. The new report should provide both a snapshot and, when relevant and possible, trends since 2008 for CDP groups.

OUTPUTS (BASED ON SECTION I: CORE ANALYSES)

- A. App. 40 page full report (appendix not included), including:
 - i. A detailed methodology statement
 - ii. Introductions provided by Dance/NYC
 - iii. 1-2 page executive summary of general findings, including a top 10 list of trends to watch
 - iv. 1-2 page executive summary of demographic specific findings
 - v. 1-2 page literature review to situate analysis in the context of related local and national research
 - vi. 1-2 page general recommendations for policy, funding, and management (as may be directed to policy maker, funder, and dance maker)
 - vii. 1-2 page specific recommendations for addressing inequities in the field
 - viii. 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

Either 2015 profiles or the most recent available profile (including 2014 and 2013)

Segmentations (same apply for trend analyses):

- A. Organizational type, specifically:
 - i. Dance-making, i.e., groups focused on creation and/or performance
 - ii. Presenting, i.e., presenting institutions and festivals
 - iii. Educational, i.e., groups whose primary activity is educational
 - iv. Service organization, i.e., groups that offer resources to dance community

Note: These sub-categories are not delineated in the CDP and must be assigned by the researcher, with review by Dance/NYC staff.

- B. Budget size, specifically:
 - i. Under \$25K (if a sufficient sample is available)
 - ii. \$25,000-99,999
 - iii. \$100,000-499,000
 - iv. \$500,000-999,999

- v. \$1M-\$4,999,999
 - vi. \$5M+
 - C. Geography, by borough
 - D. Corporate structure (501(c)(3) or fiscally sponsored project)
- Note: Dance/NYC expects the CDP 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 time from 2008 or an alternate year
- 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 and goals for reporting on the demographics of the dance workforce:

Snapshot and Trends Overview

- A. Location by organizational type, budget size, and corporate structure (headquarters by New York City Council district and borough for Tier One and Tier Two samples)
- B. Aggregate performance activity by budget size and corporate structure (specifically: total performances in NYC and on tour, and premieres, for dance makers only for Tier One and Tier two samples)
- C. Aggregate attendance by budget size and corporate structure (paid physical, free physical, and paid virtual attendance for dance makers only in Tier One and Tier Two samples);
- D. Aggregate expenditures by organizational type, budget size, and corporate structure (Tier One and Tier Two samples)
- E. Aggregate and average revenue over expenditures by organizational type, budget size, location, and corporate structure (for Tier One and Tier Two samples);
- F. Aggregate functional expenditures breakdown by organizational type, budget size, location, and corporate structure (program, general, fundraising, for Tier One and Tier Two samples)
- G. Aggregate income breakdown by organizational type, budget size, location, and corporate structure (government (City, State, Federal); private (board, individual, corporate, foundation, fundraising events); and earned (ticket sales, touring, contracted performances/services, tuition and workshops, other earned revenue, total investments and interest) for Tier One and Tier Two samples)
- H. Aggregate workforce breakdown by organizational type, budget size, location, and corporate structure (full-time, part-time, independent contractor, volunteer, for full Tier One sample);

Workforce Demographics Spotlight (Snapshot only)

While Dance/NYC understands only a snapshot will be possible from CDP data, it is interested in establishing benchmarks to track trends in regular reporting.

- A. Aggregate demographics of the dance workforce, organized by identity category:
 - i. Heritage and ethnicity, aggregate count and percentage by ethnic type
 - ii. Disability status, aggregate count and percentage by broad type (disabled person, nondisabled person, and decline to state), as well as breakdown aggregate count and percentage by specific type of disability
 - iii. Age, aggregate count and percentage of workforce by decade

- iv. Gender, aggregate count and percentage by gender type
 - v. Sexual identity, aggregate count and percentage by identity type
 - vi. Geography, aggregate count, and percentage by zip code
- Note: Ethnicity and disability are priority categories for Dance/NYC.
- B. Demographics in context, all identity categories (heritage and ethnicity, disability status, age, and gender) by organizational role:
 - i. Board member
 - ii. Staff member
 - iii. Senior staff member
 - iv. Volunteer
 - v. Independent contractor
 - C. Demographics in context, all identity categories by those who identify as artists
 - D. Demographics in context, aggregate count, and percentage of identity category by:
 - i. Organizational type
 - ii. Budget size
 - iii. Corporate structure
 - iv. Borough

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 integration of additional data sources that include demographic information, especially fiscally sponsored artist data as may be available from Fractured Atlas; and data from Guidestar, IRS, and/or the U.S. Census Bureau
- B. The integration of additional identity categories, e.g., sexuality
- C. Additional financial analyses, especially liquidity metrics established by the Nonprofit Finance Fund: operating margin, monthly unrestricted liquid net assets, and monthly unrestricted cash (see *Emergency Preparedness and Response* Appendix II for more detail on these calculations).
- D. Roundtable(s) or other field convening to produce hypotheses, interpret findings, and/or gather qualitative information to support demographic analyses

TIMELINE (BASED ON SECTION I: CORE ANALYSES)

The project will proceed over a period of six months, from January 2016.

Month One

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

Month Two

- Consultant receives data
- Consultant prepares relevant data samples for review by Dance/NYC and key stakeholders before finalizing (including assignments of Organizational type: Dance-making, Presenting, Educational, Service Organization)
- Consultant finalizes universe and prepares data for analysis

Note: Establishing the universe and appropriate segments is time-intensive

Month Three and Four

- Consultant analyzes data

- Consultant shares initial findings with Dance/NYC

Month Five

- Consultant completes report draft
- Consultant shares draft of report with Dance/NYC and other stakeholders
- Design consultant engaged as necessary

Month Six

- Consultant incorporates Dance/NYC recommendations into report draft
- Consultant makes recommendation for future Dance/NYC research
- Consultant finalizes report
- Consultant finalizes executive summary
- Final data set and all collateral sent to Dance/NYC

Future in 2016

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