

# RFP: REQUEST FOR PROPOSAL



**THE WRIGHT**

## The Charles H. Wright Museum of African American History – African World Festival

The Charles H. Wright Museum's mission is to open minds and change lives through the exploration and celebration of African American history and culture. This mission really fuels a larger vision that we can create a world in which the adversity and achievement of African American history moves each of us toward greater understanding, acceptance, and unity.

The Wright was founded in 1965 by Dr. Charles H. Wright, an obstetrician and gynecologist who founded the institution as Detroit's International Afro-American Museum. Inspired by his own travels Dr. Wright envisioned using the power of African American culture to instill respect, wonder and a sense of self-knowledge amongst children and youth. Initially operating out of a converted residence, and then through exhibitions in a mobile home, the museum experienced decades of growth and now lives in an iconic 122,000 square foot facility in the heart of the Midtown Cultural District.

Over half a century since Dr. Wright first opened the International Afro-American Museum in January of 1966, The Wright has expanded significantly in size and in ambition.

The state-of-the-art, 125,000 square-foot facility that the museum currently occupies in Detroit's thriving Midtown serves as a cultural beacon for the City of Detroit, and for the United States, championing the stories of African Americans and offering a space for rigorous contemplation for visitors of all backgrounds.

Each year we seek to honor the legacy of Dr. Wright through the efforts of our auxiliary committees, special initiatives, and through our activities and programming. His contributions live on and impact the cultural landscape of Detroit and beyond. The Charles H. Wright Museum of African American History (The Wright) is a museum and cultural institution with powerful exhibits and collections, dynamic public programs, and ripple effects that impacts a robust audience of approximately 100,000 visitors, members, and key stakeholders both within our doors, and through our digital imprint each year.

The Wright is grounded in five institutional goals that will guide us over the coming years. We work daily on many moving parts and activities, but keep these priorities centered on our path toward progress and improvement.

1. Center Detroit – Place Detroit at the forefront of a national (and international) dialogue regarding the profound influence of African American history and culture.

### INTRODUCTION

### STATEMENT OF PURPOSE

2. Be a Leader in the Field – Lead in the creation, distribution, and exhibition of world-class programs characterized by aesthetic excellence, technological innovation, and relevancy to current events.
3. Mentor Museum Professionals - Train and mentor people of color for careers in the curation, administration, and financial management of first voice institutions around the world.
4. Preserve Institutional Vitality - Ensure the long-term financial sustainability of The Wright.
5. Embrace Sustainable Practices - Embrace environmentally sustainable systems and practices in all aspects of The Wright's institutional programs and culture.

In keeping with these strategic goals, The Wright is requesting proposals to produce one of our signature and iconic events: The African World Festival (AWF) for 2025

July 18th through the 20<sup>th</sup> of 2025, The Charles H. Wright Museum of African American History will celebrate the 42nd Annual African World Festival (AWF). This event will be held at Hart Plaza, Detroit, Michigan. This 3-day celebration highlights the beauty, strength, and spirit of the African Diaspora. We expect over 20,000 people to enjoy the performances, vendors, food, clothing, health products, visual arts, live demonstrations, community resources and information, and much more.

After hosting AWF at the museum for 13 years, the festival returned to Hart Plaza as it is designed to host large festivals and helps the museum welcome as many participants as possible without worrying about the management and impact of large crowds. We have crowds that exceed 20,000 for the last three years.

Our online ticket price points for AWF 2024 were as follows:

\$15 — Adult non-member

\$10 — Non-member senior citizens aged 65 and older

\$10 — Non-member student over age 13

\$35 — Weekend Pass: Adult non-member

\$20 — Weekend Pass: Non-member senior citizens age 65 and older

\$20 — Weekend Pass: Non-member student over age 13

Our purchase-at-festival price points for AWF 2024 were as follows:

\$20 — Adult non-member

\$15 — Non-member senior citizens aged 65 and older

\$15 — Non-member student over age 13

\$45 — Weekend Pass: Adult non-member

\$25 — Weekend Pass: Non-member senior citizens aged 65 and older

\$25 — Weekend Pass: Non-member student over 13

The festival ran from Friday 3:00 PM; Saturday from 11:00 AM through 11:00 PM; and Sunday 11:00 AM through 9:00 PM

## BACKGROUND INFORMATION

Please click on this link for the festival map for AWF 2024.

<https://www.thewright.org/sites/default/files/AWF-Map-2024.pdf>

Due to construction, there were major portions of Hart Plaza that were not available. This will not be the case for 2025, and the festival map will be extended to the new available spaces. This map details the stages, breadth of vendors for dry goods as well as food and beverage vendors.

The AWF 2024 programming was as follows:

**The 2024 AWF Featured Headliners:**

**Third World:** *Performing a style described as "reggae-fusion" that combines elements of R&B, funk, pop, rock, dancehall, and rap, Third World is one of Jamaica's most popular crossover acts and has performed on six continents.*

**Rapsody** *is an American rapper known for her intricate rhyme patterns, metaphors, and wordplay. She is often hailed as one of the best living lyricists in the hip-hop genre. Rapsody cites Jay-Z, Mos Def, Lauryn Hill, and MC Lyte as the biggest influences on her music.*

**Thandiswa Mazwai** *has been one of the most influential post-Apartheid singers in South Africa. After six award-winning albums with Bongo Maffin she ventured onto an award-winning solo career that has seen her perform all over the world.*

**Dumpstaphunk** *stands out amongst New Orleans' best, cementing themselves as one of the funkier bands to ever arise from the Crescent City. Born on the Jazz & Heritage Festival stage, and descended from Neville and Meters family bloodlines, these soldiers of funk ignite a deep, gritty groove that dares listeners not to move. Our gathering this year will highlight and represent our community and our shared past, present, and future. We look forward to exchanging stories and honoring where we've been and where we're going.*

**Additional acts:**

- **Fyütch** *is a GRAMMY-nominated music and social justice artist who performs a high-energy dance show for kids about self-love and empowerment.*
- **Mokoomba**, *an explosively talented six-man crew from the Victoria Fall, has been hailed as one of the most exciting bands from Africa in the 21st century!*
- **Charity's** *music paints the kind of picture you'd see hanging on a loved one's wall. It's sacred, strong, and let's face it - Black.*
- **Larry Lee**, *former NFL player, NFL executive and professional musician who started the band in the early 2000s.*
- **Vox Sambou** *is an MC, poet, and multilingual performer, fluent in Haitian, French, English, Spanish, and Portuguese.*
- **Drey Skonie** *and The kLOUDs Band a.k.a. "Skonie and The kLOUDs" emphasis on the loud.*
- *Named Best-Managed Nonprofit by Crain's Detroit Business in 2006, **Mosaic Youth Theatre of Detroit** is an internationally acclaimed youth development program whose mission is to empower young people to maximize their potential through*

*professional performing arts training and the creation of theatrical and musical art that engages, transforms and inspires.*

- **Allen Dennard** is a professional trumpeter, composer, recording artist, bandleader and an activist born and raised in the city of Detroit.
- **TeMaTe Institute for Black Dance and Culture** exists as a dance justice and cultural equity organization.

The festival also partners with community groups to provide health and well-being booths/activities and includes programming for children in our Wototo Village.

**DUTIES:** Scope of work follows:

As **AWF Producer** for the 2025 African World Festival (AWF), Contractor will provide services from pre- production through production and post-production of the full event. These services include:

1. **AWF Producer** on behalf of Charles H. Wright Museum from **January 20, 2025 – August 15, 2025**
2. Participate in planning meetings as agreed; Other reasonable duties as required and agreed for completion of service and in support of AWF goals as directed by SUPERVISOR from time to time.

### **Festival Producer**

As the Festival Producer for the 2025 AWF, Contractor (and any subcontractors hired) will provide services associated from pre-production through post-production to execute the full event. The AWF Festival Producer guides "the festival" from ideation through planning to successful implementation. The fundamental role of the AWF Festival Producer is to ensure the event envisioned by the museum leadership is a safe and secure environment for festival staff, volunteers and performers. Additionally, the AWF Festival Producer manages a large team of stakeholders (museum leadership, AWF Festival staff, City of Detroit divisions, Sponsors, and Community members and city of Detroit agents) to ensure the AWF customer experience meets with the museum brand and that guest artists produce performances that enhance everyone's experience.

Manage the recruitment of temporary festival staff and supervise AWF contracted production department heads. The Producer will determine the method, details and means of performing all services listed, including the determination of the need for and hiring temporary staff. The Charles H. Wright Museum will require all materials as outlined by policies

## SCOPE OF WORK

including an independent contractor agreement, W9's, and all other forms as determined to ensure hires are independent contractors. Provide leadership in executing the planning process. Create planning and production timelines, and manage budgets assigned to contracted department heads. Ensure all physical infrastructure crucial to festival operations is adequately resourced.

Create and manage contracts with festival vendors, performers, and service providers. Payment of all subcontractors.

### **Management Areas**

The Festival Producer's portfolio includes the following areas:

- Programmatic Content
- Talent Management
- Food and Beverage Management
- Physical Infrastructure/Design and management of event site
- Financial Systems and adherence to process
- Production/Operations
- Volunteer Roles and number necessary to carry out festival activities
- Vendor Management
- Administrative Systems
- Marketing in collaboration with Museum marketing staff

### **Specific Tasks**

The Festival Producer reports directly to the Vice President of Learning & Engagement and other members of the Executive Leadership Team President & CEO, EVP & COO, Senior Vice President of Institutional Advancement, Vice President of Organizational Development, Chief Financial Officer, Chief of Staff.

### **Programming Content**

In conjunction with the VP of Learning & Engagement, implement Museum's curatorial vision to program 3 days of cultural/artistic programs. Work with AWF programming designee to identify and contract, appropriate content providers/artists. Facilitate work visas or other document requirements for artists, travel and lodging logistics. Support the museum's Institutional Advancement team in implementing marketing strategies.

### **Financial Systems**

Work with the museum's Finance Dept. to create sales reports, financial policies, and cash flow reports.

Ticketing- Supervise pre-sale and on-site ticketing processes,

Approve and submit invoices /pay requests for payments to service providers, contracted artists and festival staff

Submit contracts for approval and signature, including all contracts binding museum resources. (Leadership signatures can include: EVP & COO, CFO, VP of Organizational Development. Work with the museum's Institutional Advancement team to ensure sponsorship agreement fulfillment.

**Physical Infrastructure**

Supervise AWF temporary staff and department heads in the safe construction, installation and removal of temporary structures.

**Risk Management**

Work with Museum staff to ensure all legal and risk management policies are in place and documents including applications, insurance, licenses and site policies are adhered to.

**Goals for 2025**

- Attendance – 20,000+
- Financial – Break-even budget
- Programming – Strong headliners to draw high attendance
- Partnerships: Concert of Colors is procuring Friday evening's entertainment. There will be no charge for Friday evening.
- Sponsorships – Secure sponsors for items such as water for attendees and other cost-saving items.

**Special Considerations**

- Friday evening has been booked by Concert of Colors, so Friday is free
- We have contractors for IT, Artistic Programming, and Audio that we have used for past festivals that are available.
- Museum staff areas of responsibility
  - Revenue/Sponsorships
  - Volunteer recruitment and placement
  - Programming
    - Wototo Village – children's programming
  - Liability Insurance – Museum coverage
  - Licenses and permits specific to the Museum

<b>TECHNICAL REQUIREMENTS</b>	The vendor will work with The Museum's internal Production and Contracted Information Technology providers as designated.
<b>TARGET AUDIENCE</b>	The membership of The Wright; City of Detroit residents; regional and national visitors enjoy music and activities of the African Diaspora; Seniors, Adults, and children
<b>BUDGET</b>	The total budget for this RFP will be zero-based/break-even. Income through ticket, vendor sales, and sponsorships. Budget should project the costs in each of the management areas identified in the Scope of Work.



PROJECT SCHEDULE	Please include activities for the following timelines: Q1 2025 Q2 2025 July 2025 August 2025
CONTRACT TERMS AND CONDITIONS	1. The terms of this contract will be in effect from 1/20/2025 through 8/15/2025
RFP TIMELINE AND REVIEW PROCESS	<b>Deadline for RFP Submission: 1/13/2024, 12:00 Noon</b> <b>RFP Evaluation: 1/13/2025 – 1/16/2025</b> <b>Announcement of Awardee: 1/20/2025</b>
VENDOR QUESTIONNAIRE	<ol style="list-style-type: none"> <li>1. Company history</li> <li>2. Examples of part projects similar in scope</li> <li>3. Three client references</li> <li>4. Proposed staffing plan for each management area</li> <li>5. Listing of subcontractors</li> <li>6. Approach for each task in the Scope of Work</li> <li>7. Points of Contact</li> <li>8. Financial health – last two years' financial statements</li> <li>9. Disclosure of related business relationships or conflicts of interest</li> <li>10. Proof of Liability Insurance</li> <li>11. Proof of Workers' Compensation Insurance</li> <li>12. W-9 Form with Business Name and Tax ID</li> </ol>
SELECTION CRITERIA	<ol style="list-style-type: none"> <li>1. Preference will be given to businesses operating in the City of Detroit.</li> <li>2. Subcontractors and workers should represent the audience and the Museum's key constituents</li> <li>3. Quality of Proposal</li> <li>4. Appropriateness of budget</li> <li>5. Previous experience</li> <li>6. References</li> <li>7. Top candidates will be expected to attend an in-person presentation of the project</li> </ol>
REQUIREMENTS FOR PROPOSALS	Send proposals to: <b>AWFRFP@thewright.org</b> . We will only accept electronic versions. Questions regarding the RFP will be open until December
POINT OF CONTACT	Joy DeFrance, Vice President of Organizational Development. Email: <a href="mailto:jdefrance@thewright.org">jdefrance@thewright.org</a> (preferred) Telephone: 313-494-5862