

City of Durango Request for Proposal

Creative Business Consulting Program for Lodgers' Tax: Arts and Culture Grant Recipients

Overall Objective

The City of Durango seeks a consultant to develop and implement a Creative Business Consulting Program for recipients of the Lodgers' Tax: Arts and Culture (LTAC) grants. This program will empower grantees to responsibly manage their grant funds, leverage financial support to grow or strengthen their creative endeavors, and succeed as both creators and emerging business owners. This initiative is designed to meet artists where they are, particularly focusing on individuals who may not yet consider themselves business owners or who are hesitant toward traditional business models and structures.

Scope of Work

The selected consultant will design a comprehensive program that:

1. Meets Artists Where They Are

- Develop customized training pathways to cater to a range of creative entrepreneurs, from those taking their first steps in business to established creative professionals seeking to expand.
- Address the unique needs of individuals who have never considered themselves entrepreneurs, with emphasis on alternative approaches to business and accessible entry points that resonate with creatives who may resist conventional business models.

2. Provides Tiered and Flexible Learning Opportunities

- **Introductory Track:** For first-time business participants or those who do not yet identify as business owners. This track should cover the basics of financial responsibility, budgeting, and leveraging the grant as an investment in their creative future.
- **Basic Business Formation Guidance:** Include instruction on fundamental business setup steps, such as registering a business, choosing a business structure (e.g., LLC or sole proprietorship), obtaining a City of Durango business license, and understanding compliance requirements.
- **Growth Track:** For established creatives and nonprofits looking to enhance their marketing, increase visibility, or develop a more robust business model. This track should offer guidance in branding, operational management, and sustainable growth strategies.
- **On-Demand Resources:** Develop a series of digital resources, including recorded workshops, templates, and guides, allowing grant recipients to learn at their own pace and revisit materials as needed.

3. Delivers Tailored One-on-One Consulting

- Provide one-on-one sessions to help individual grantees apply core concepts directly to their unique business situations. These sessions should focus on meeting grantees where they are and respecting their specific creative goals, ensuring they feel supported in their growth and responsible use of grant funds.

4. Facilitates Peer Networking and Exchange

- Establish peer networking sessions or small group exchanges where grantees can connect, share experiences, and learn from each other. These sessions will build a supportive community among local artists, fostering collaboration and collective problem-solving.

5. Ensures Responsible Financial Stewardship of Grant Funds

- Equip grantees with tools and frameworks for financial planning and budgeting, tailored to the unique demands of creative enterprises. This includes helping them develop skills to track expenses, set aside funds for taxes, and make strategic decisions that honor the City's investment in their work.

Program Design Deliverables

1. **Comprehensive Program Plan:** A detailed proposal outlining program components, including introductory and advanced track syllabi, one-on-one consulting plans, peer exchange structure, and a focus on accessible, creative-friendly approaches to business skills.
2. **Training Materials:** Development of workshops, guides, templates, and digital resources tailored to the diverse needs and varied experience levels of creative entrepreneurs, including step-by-step guidance on establishing a business entity.
3. **Evaluation and Reporting:** A plan for evaluating participant progress and program success, with regular reporting on outcomes, challenges, and recommendations to the City of Durango.

Timeline

- **Program Design and Setup:** To be completed by March 3rd, 2025
- **Launch and Implementation:** Begin introductory sessions for first round of LTAC grant recipients by March 12, 2025, and for second round of LTAC grant recipients by July 16, 2025
- **One-on-One Consulting and Workshops:** Rolling basis through November 30, 2025
- **Final Reporting:** Program evaluation and final report due December 15, 2025

Submission Requirements

Interested consultants should submit the following by 5:00 PM on Friday, February 14th:

- Organizational portfolio/resume
- A brief proposal including a work plan, relevant experience, and a proposed cost (not to exceed \$10,000)

This program aims to provide essential, adaptable support for creative entrepreneurs, ensuring responsible stewardship of the City's financial investment and strengthening Durango's arts and culture community through sustainable, responsible growth.