

**Anchorage Museum
SEED Lab Project Evaluator
Call for Qualifications**

Background

In February 2018, Bloomberg Philanthropies launched the second round of the Public Art Challenge, a program which supports major temporary public art projects in U.S. cities that address significant local issues, engage communities, catalyze economic development, and enhance the quality of life. The program invited U.S. mayors of cities with 30,000 residents or more to collaborate with artists and arts organizations on developing innovative projects. After receiving over 200 applications, Bloomberg Philanthropies selected five winning projects to receive up to \$1 million each. More information on the Public Art Challenge and the winning ideas can be found at: <http://publicartchallenge.bloomberg.org>.

Anchorage was one of the five winners announced in late fall 2018 for its project SEED Lab. SEED Lab is an initiative at the Anchorage Museum that puts creative practitioners in service of and in partnership with the community in proposing solutions to challenges facing Northern places, people and climate and in establishing the North as a catalyst for change. SEED Lab programs and activities focus on creative and critical thinking as a way for the North to be aspirational and solutions-based and to connect people and ideas in ways that have not occurred before—in a radical, relevant and transformative ways. SEED Lab projects are guided by cohorts, which are cross-disciplinary and include creative practice professionals, community change agents (residents), and other experts.

The Opportunity

The Anchorage Museum is looking for an evaluator to capture the impact of the Public Art Challenge project. The goal of the evaluation is to collect a series of quantitative metrics and qualitative data, including those listed below, to show the project's impact on the civic issue being addressed as well as citizen engagement, civic pride and community development, government collaboration and public-private partnerships, public art knowledge and appreciation, local arts and culture, economic impact, and awareness generated by press and social media.

Scope of Work

- Implement a qualitative and quantitative evaluation to assess the impact of SEED Lab and its related civic issues, which includes
 - Evaluation measurements in the focus areas
 - Additional evaluative measurements specific to the project goals as outlined by the Anchorage Museum
- Baseline data in order to assess changes over time. Work collaboratively to develop a set of indicia that can be measured longitudinally.
- Provide timely updates to the Anchorage Museum and Bloomberg Philanthropies throughout the consultancy period including bi-weekly calls, quarterly written reports, and immediate notification of any major issues or impediments.
- Produce a final written report and executive summary that provides a) an overview of key metrics, b) description of evaluation methods and process, c) impact of project on civic issues and key focus areas, d) lessons learned. This report should seek to communicate on both a technical and a more broadly accessible level, to ensure the greatest possible reach.

Public Art Challenge – Evaluation Fundamentals

Data and Metrics on the following topics are required, although variants can be considered given the specifics of a project. Additional topics and areas of research may also be included.

Citizen Engagement

- **Viewership:** Number of people who saw the art as a result of intentional visits or unrelated daily activities
- **Viewer Demographics:** Gender, ethnicity, age, and residential location (local resident vs. tourist)
- **Community Engagement/Participants in Related Programming:** Number of people engaged in related programming
- **Awareness via Marketing and Media:** Number of people aware of the project through related media
- **Virtual or Distance Participation:** Number of people aware of the project through website visits, emails, or social media activity

Civic Outcomes – TO BE FORMULATED BY EACH TEAM

- **Changes or Progress on Civic Outcomes Specific to Each Team:** What, if any, progress been made on each team's specific civic issue as a result of the Public Art Challenge

Civic Pride and Community Development

- **Changes in Community Identity/Pride of Place:** How, if at all, residents' perceptions of their community changed as a result of the Public Art Challenge
- **Changes in Community Perceptions of Government:** How, if at all, residents' perceptions of their city government changed as a result of the Public Art Challenge
- **Development of or Changes in Discourse on Pressing Topics:** How, if at all, the Public Art Challenge contributed to discourse about key issues
- **Opportunities for Community Interaction:** Number of people who traveled outside their neighborhood to see the art; Description and number of opportunities for residents to interact with one another, their government, or community partners (including town hall meetings or public events that invited people across communities)

Public Art Knowledge and Appreciation

- **Public Perceptions of Public Art:** How, if at all, residents' and stakeholders' perceptions of public art changed over time as they experience the Public Art Challenge
- **Changes in Support for Public Art:** How, if at all, appetite or support for public art has changed as a result of the Public Art Challenge. (i.e. additional funding for new public art initiatives, new community programs that support public art, new cultural committees, etc.)

Government Collaboration and Public-Private Partnerships

- **Intra-agency Impact:** How, if at all, have government agencies changed operations as a result of the Public Art Challenge
- **Inter-agency Collaboration:** How, if at all, governments changed the way agencies work together as a result of the Public Art Challenge
- **Inter-governmental Collaboration:** How, if at all, governments changed the way they work with each other neighboring municipalities as a result of the Public Art Challenge
- **Government-Community Relations:** How, if at all, government-community relations have changed as a result of the Public Art Challenge
- **Partnership Development:** Number of partners engaged across public, private, and government sectors; Number of new or enhanced public-private partnerships developed as a result of the public art challenge
- **Project-related Policy Action:** How, if at all, the Public Art Challenge has contributed to momentum for policy action

Economic Impact

- **Local Project Funding and Investments:** Amount of funds raised and reinvested back into communities through wages and operational and fabrication costs as well as related expenses
- **In-Kind Donations:** Amount of in-kind support contributed by residents, nonprofit organizations, volunteers, corporate entities, or governments
- **Catalytic Investments:** Amount of funds raised or allocated for new initiatives created as a result of the projects
- **Impact on Commercial Corridors:** Changes in sales or activity in or around main commercial corridors
- **Audience Spending:** Amount spent by intentional visitors or participants at restaurants, hotels, nearby businesses, and transportation

Press and Marketing

- **Social Media Activity:** Tone of posts and comments (i.e. are people talking to each other about the art?)
- **Press Coverage:** Number of articles about the projects or public art challenge; Tone of coverage (i.e. does it contribute to relevant discourse? How does it talk about the project, public art, or art in general?)

Lessons Learned

- **Roadmap for a Successful Project:** Are there universal elements of a successful public art project? Should these elements occur in a specific order?
- **Programmatic Learnings:** Are there any learnings that have implications for how this program should be structured in the future?

Qualifications

- Experience developing and implementing a qualitative and quantitative multi-site evaluation;
- Ability to assemble a strong team consisting of experienced researchers with advanced degrees in relevant fields as well as reliable and consistent support staff and research assistants;
- Experience managing evaluations for arts and cultural-related projects preferred;
- Ability to collaborate across the public and private sectors;
- Strong communication skills and an ability to distill complicated concepts in a clear and concise manner

Response

Interested parties should submit their qualifications and outline what scope of services they will provide for up to \$40,000 between April 2019 and April 2021.

Qualifications and Response should be sent on or before March 20, 2019, by mail or email to:

Anchorage Museum, SEED Lab
Attn: Cindy Burrill
625 C Street
Anchorage, AK 99501

Email for proposals: SEED@anchagemuseum.org

Public Art Challenge City Evaluator Application

Company Name:

Company Address:

Main Contact:

Phone:

Email:

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1. Please describe relevant experience (Word Count: 150)
 2. Please provide an overview of your overall evaluation goals and methodology. (Word Count: 350)
 3. Please provide an organizational chart along with a narrative of how you intend to structure daily project management. Please also indicate if there are any tasks you intend to contract out. (Narrative Word Count: 200)
 4. In addition to the organization chart and narrative, please include relevant bios for key staff. (Word Count Per Bio: 100)
 5. Budget (Please address scope of services that can be provided for up to \$40,000 between April 2019 and April 2021)