

REQUEST FOR PROPOSAL

Consensus Organizer

About Adventure Theatre MTC

Adventure Theatre MTC (ATMTC) educates and inspires new generations of theater artists and audiences with exceptional theatrical experiences. Led by Artistic Director Michael J. Bobbitt and Managing Director Leon Seemann, ATMTC has grown from a community-based company into a nationally renowned Academy and professional theater for young audiences.

ATMTC is the result of a 2012 merger between two well-respected community organizations: Adventure Theatre and the Musical Theater Center. Adventure Theatre was founded in 1951 and is the longest-running theater for children and families in the Washington, DC area. The Musical Theater Center began in 1984 as a performing student ensemble and over the years it became known for high-quality musical theater training. This year, between its local productions, national and international tours, Academy classes, summer camps, in-school programming, and community outreach, ATMTC will reach approximately 40,000 individuals.

As a national leader in theater for young audiences, ATMTC is dedicated to advancing equity through the arts. ATMTC has been nationally recognized for its work in using theatre to provide a space for underrepresented communities, earning the Ann Flagg Multicultural Award. Equity, diversity, and inclusivity (EDI) are central to the organization's mission and approach to serving the community. ATMTC has commissioned and premiere new works such as Bob Marley's Three Little Birds, Mirandy and Brother Wind, and the upcoming Big River TYA.

Mission

Adventure Theatre MTC educates and inspires new generations of theater artists and audiences with exceptional theatrical experiences.

Vision

Adventure Theatre MTC is the pre-eminent Theater Academy for youth in the DC region with an integrated and nationally renowned high quality professional theater for family audiences.

Core Values

Education

We believe in the ongoing process of acquiring knowledge and developing skills through theater experience, training, and study. Education allows for personal transformation and opportunities for each member of our community to develop the skills necessary to be successful with us and in life.

Creativity

We believe creativity is a key component of everything we do. Creativity and the creative process allow us to explore new ideas, develop new solutions, and aid in the progress of our organization and society.

Excellence

We believe that through our efforts to exceed the ordinary in all that we do, we convey to new generations of theater artists and audiences their value to us and to society.

Nurture

We believe that a supportive, safe and encouraging environment must be present to assure the integrity and success of our institution, programs and members of our community.

Diversity

We celebrate the glorious richness of our world by cultivating Equity, Diversity, and Inclusivity as it inspires the creativity that nurtures great art, artists, and audiences.

Project Purpose and Description

The current racial tensions in the country make the conversion of *Big River* into a TYA musical necessary. This adaptation focuses on the friendship between Huck and Jim, a slave. Several important changes—removing the N-word, making Jim the same age as Huck—will help introduce young people to a difficult yet important time in this nation’s history. The show will acknowledge the past, while working to help young people build bridges across cultures.

ATMTC is seeking help with “consensus organizing” to engage community partners in all aspects of the production from the script development, design, casting, communications, study guides and outreach. The goal is to create a set of mutually shared stakes by making *Big River* TYA more responsive to the community’s needs and incentivizing project partners to help build relationships between ATMTC and the community.

Proposal Guidelines

- Outline of relevant experience and/or resume(s) of key personnel
- Description of proposed methodology
- Proposed pricing structure

Objectives & Deliverables

- Through Consensus Organizing, organize, at minimum 50 new African American community partners to engage in the development of *Big River* TYA version
- Reach out to, at minimum, 90 contacts (organizations, businesses, community leaders and influencers)
- Visit target schools for field trips
- Schedule and attend community meetings, production & staff meetings, one-on-one meetings, etc. to achieve Consensus Organizing goals
- Organize / curate an advisory committee for the production Provide relevant information, feedback, quotes, photos, and/or videos back to ATMTC that can assist with the creation/content for pre/post show emails, study guides and “questions for the ride home”
- Curate with patrons services the pre performance experience as it relates to the show and help develop the community engagement project
- Distribute ATMTC collateral material as appropriate
- Organize and implement three “Talkbacks” and one “Post Show Talk” during the production
- As needed, facilitate group tickets and special performances of the production
- Assist with sponsorship efforts for production
- Be present at each performance you organize
- Collaborate with ATMTC staff, across departments; adhere to company protocols and policies
- Document and track work
- Provide periodic updates to the Artistic and Managing Directors
- Write a final report.

Proposal Timeline

- Email bids to Leon Seemann at lseemann@adventuretheatre-mtc.org by 5 pm on Sunday 3/18 with “Community BID” in Subject line
- Finalist will be invited to speak with key stakeholders in late March.
- Engagement will begin in Early April
- Engagement will continue through the run of *Big River* (approx. March 2019)

Bidder Qualifications

- At minimum, three years' experience as a cultural worker / activist / community organizer in the greater Washington DC area
- Experience working with diverse communities leading equity, diversity and inclusion efforts, authentically and with track record of success
- Proven track record of achieving deliverables on par with the goals and expectations of these positions
- Deadline-, results-, and detail-oriented
- Ability to articulate your own core values and personal mission
- Excellent verbal and presentation skills
- Excellent writing skills
- Excellent listening skills
- Excellent research and learning skills
- 360-degree thinking, ability to connect the dots across agendas
- Relentless ability to follow up and close a deal
- Self-starter; tremendous drive
- Honesty and integrity
- Team player