



## **Hill CDC Request for Proposals**

### **Project Title**

Strategic & Sustainable Business Planning for Cultural Activation of the Historic New Granada and the Centre Avenue Corridor

### **Consultant Role**

Cultural Sustainability, Business and Strategic Planning Consultant

### **Dates**

RFP Issued: June 18, 2026

Due: July 23, 2026

### **I. Overview**

The Hill CDC is seeking a consultant to support the coordinated implementation of multiple grant-funded cultural and development initiatives, including activation of the New Granada Black Box Theater, development of a Multi-Purpose Event Space, and execution of community programming and artist engagement activities along the Centre Avenue corridor that fosters the concept of 'The Great Return of the Hill'. This initial scope is focused on strategic planning, grant alignment, and business modeling. The planning process will include curiosity and consideration of relevant Hill CDC and non-Hill CDC initiatives to identify opportunities for synergy, partnership and to ensure alignment while avoiding duplication.

When this engagement is successfully completed, Hill CDC will initiate a structured process to identify the best strategy for full implementation. This may include the contract consultant, or it may be under a separate contract and selection process.

This work is supported by a portfolio of local and national funders. It is also occurring concurrently with the phased construction and buildout of the cultural spaces at the New Granada Square and other corridor projects. Consultant activities and planning timelines must align with key construction milestones and readiness of physical space at New Granada. A core outcome of this

engagement is to ensure that all planning recommendations are grounded in sustainable models of cultural activation, institution-building, resource use, and viable operations.

## **II. Objectives**

- Develop a practically and financially solid business plan for the New Granada cultural venue, including the Black Box Theater, Multi-Purpose Event Space, and cafe/lounge. Must take into consideration existing business agreements;
- Identify, propose and secure key programmatic partners and potential tenants. Secure Memoranda of Agreement and/or leases;
- Define short-, mid-, and long-term goals, strategies, and benchmarks across fundraising, programmatic and operational efforts that align with construction goals;
- Provide staffing and resource sources of funding aligned with implementation recommendations;
- Identify and develop standard operating procedures, and create systems, tools, and protocols for artist engagement, event scheduling/booking, and vendor management;
- Position Hill CDC to move into implementation with speed, transparency, and accountability;
- Ensure that existing relationships and early-stage partnerships are included and further cultivated in the process. Cause no harm.
- Align overlapping deliverables from multiple funders to ensure highest and best use;
- Consolidate Hill CDC-led cultural and place keeping projects into a unified 3-year work plan;

## **III. Consultant Deliverables**

1. Work Plan Development and Grant Fund Alignment
  - i. Deliver an integrated workplan timeline across all grant-funded initiatives
  - ii. Create a long-term fund development strategy that balances earned revenue with philanthropic support to sustain operations

- iii. Conduct donor prospecting to identify specific local, regional, and national funding partners that align with this project
- 2. Business & Operations Planning, Including Budgets and Proformas
  - i. Develop a viable market-evidence business model and plan for the cultural spaces at New Granada, including revenue streams, funding, operations, staffing, partnerships, and sustainability plan
  - ii. Define short-, mid-, and long-term goals, strategies, and measurable benchmarks for implementation management
  - iii. Recommend staffing structures (e.g. program management, marketing, facilities coordination) and external support roles (e.g. consulting, production vendors) necessary for scalable

implementation and long-term sustainability

- 3. Program, Partnership & Vendor Tools
  - i. Define programs in coordination with scheduling and business goals
  - ii. Identify and engage partners and collaborators, aligned with program goals and operational needs
  - iii. Provide systems, templates for operations, vendor onboarding, artist engagement, MOAs, leases, and event tracking
- 4. Meeting Cadence & Reporting
  - i. Schedule standing meetings, attend and facilitate weekly check-in meetings and submit written weekly status updates;
- 5. Go-forward Plan and Documents
  - i. Deliver a comprehensive implementation strategy in written format and presentation.
  - ii. Develop a case for support and digital presentation for funders.
  - iii. Ensure that materials assess and benchmark implementation and timeline, and well as prepare to remove barriers.

#### **IV. Timeline**

A suggested timeline is as follows:

Week 1: Project kickoff and alignment meeting; gather background documentation

Week 2: Delivery of 12-month integrated work plan timeline

Weeks 3–5: Stakeholder engagement; initial drafting of business plan and staffing recommendations

Week 6: Delivery of draft templates and test systems (MOAs, artists/vendor intake forms, event booking systems)

Week 7: Submission of Pre-Implementation Readiness Brief

Weeks 8-10: Final revisions, feedback sessions, and delivery of completed business plan and tools

Week 11-12: Final project wrap-up

The target duration for this engagement is 10-12 weeks. While this timeline reflects the desired pace for the project delivery, the timeline may adjust depending on project-specific variables, construction updates, and partner availability. Extensions beyond the 12-week mark will be considered.

## **V. Qualifications and Proposal**

The selected consultant or firm should demonstrate:

- Proven experience in cultural facility, arts-based, main street program planning
- Familiarity with philanthropic or public-sector grant implementation
- Strong understanding of community-based development and place keeping principles,
- Ability to synthesize complex inputs into actionable strategies and tools
- Excellent written and verbal communication skills; ability to meet deadlines
- Respect for the cultural and community, context and historical significance of the Hill District
- Review of existing community plans, including the Great Return of the Hill, Centre Avenue Redevelopment & Design Plan, Greater Hill District Master

Plan and more. All plans can be located here: [www.hilldistrict.org/hilldistrictplans](http://www.hilldistrict.org/hilldistrictplans).

Proposals should minimally include:

1. **Team Qualifications**

Include names, bios, and resumes for all consultants who will be working on the project, highlighting relevant expertise.

2. **Relevant Experience**

Provide examples of similar projects completed by the consultant or team, with outcomes and client references if available.

3. **Process and Methodology**

Outline the proposed approach, key steps, deliverables, and tools that will be used to accomplish the work.

4. **Strategic Relationships**

Describe existing relationships with stakeholders, partners, or agencies that will support project success.

5. **Project Timeline**

Include a timeline showing major milestones and completion dates.

6. **Support Requirements from Hill CDC**

Detail what resources, data, staff time, or other support the consultant will need from Hill CDC, including estimated weekly time demands.

7. **Consultant Insights**

Share any relevant observations, risks, or recommendations related to the RFP or project goals.

8. **Proposed Budget**

Present a detailed cost estimate, including hourly rates, expenses, and total fees for the project.

**VI. Compensation & Terms**

- This engagement is project-based with frequent client touchpoints, at least weekly in-person
- Consultant will be paid from a blend of restricted project funds
- Consultant shall not subcontract or expand work without written approval from Hill CDC

- Confidentiality, non-compete and non-circumvent agreements required
- A separate agreement will govern any future implementation-phase work

## **VII. Value of Partnership Statement**

The Hill CDC values a thought partnership model in which information and ideas can be exchanged and refined. We believe the best ideas should win. Given the scope and complexity of the project, the Hill CDC is moving forward in structured planning and implementation phases to maintain clarity and impact. This first phase will focus on planning and alignment across funded initiatives. Our goal is to protect limited resources, maximize outcomes, and move quickly with the right checks and balances for the implementation stage. Our consulting partner will be valued as a critical member of our project team.

Questions about the application, please contact [ajosey@hilldistrict.org](mailto:ajosey@hilldistrict.org)