



City of Boulder, Colorado  
 Office of Arts and Culture  
 1001 Arapahoe Avenue  
 Boulder, Colorado 80302  
 www.boulderarts.org

**OFFICE OF ARTS AND CULTURE – BOULDER ARTS WEEK 2022  
 CONTRACTOR DESCRIPTION**

Issued: June 15, 2021

**Description:** The City of Boulder Office of Arts and Culture seek proposals for a Boulder Arts Week Contractor with experience in project management, media communications, and arts administration to implement [Boulder Arts Week](#) 2022. The selected contractor will manage the project with guidance from staff from the Office of Arts and Culture, oversee the Steering Committee, budget, marketing, and promotional outreach, volunteers, surveying, and reporting.

**Scope of Work:**

Please see ‘Time Commitment’ section for details on hours expected.

ITEM	2021 TIMING	2022 TIMING
Manage the Boulder Arts Week website and calendar	Weekly	Twice weekly
Manage promotion of the Week and associated programs on social media outlets including Twitter, Instagram, and Facebook	Twice weekly	Three times weekly, then daily starting 2 weeks before the Week
Coordinate with the designer and vendors for advertising and print media	Twice weekly	Twice weekly
Disperse advertising materials to partner organizations and businesses		Twice weekly
Coordinate with program hosts and business supporters	Three times weekly	Three times weekly
Develop City Council Boulder Arts Week Declaration		Two hours
Manage budget and expense tracking	Weekly	Weekly
Oversee Volunteer coordinator, train and assist volunteers		Twice weekly, daily during the Week
Respond to public and media inquiries, including giving support and advice to artists and nonprofits presenting during the Week	Once weekly	Twice weekly, varies and closer to the Week
Attend Boulder Arts Week-specific meetings, presentations, and interviews	Monthly	Monthly, varies and more as closer to the Week

**Expectations:**

- Staff with the City of Boulder Office of Arts and Culture will be assigned to serve as Project Manager to the contractor. They will oversee, assist, and approve deliverables, and to assist in the facilitation of the projects. Expenses, public statements, social media posts, newsletters, and public facing materials must be approved by city staff within one week before posting. The Steering Committee must approve graphic designs, new promotional ideas, and City Council declaration.



**LIBRARY & ARTS DEPARTMENT**  
 BOULDER ARTS COMMISSION  
 CULTURAL GRANTS – PUBLIC ART – CREATIVE ECONOMY  
 CREATIVE NEIGHBORHOODS – ARTISTS & PROFESSIONALS  
 CULTURAL AFFAIRS

- The contractor must also be prepared to respond promptly to requests for updates or information from the Project Manager and the public.
- The deliverables, correspondence, and other products of the work will be the property of the City of Boulder. This includes being made available to the public according to the provisions of the Colorado Open Records Act. It is understood that the contractor may use portions of the deliverables for their own business purposes.
- The City of Boulder will not furnish any materials, tools, or equipment for the contractor. All overhead is included in the contract amount.
- A budget will be provided to make media purchases, pay for advertising and campaign materials, and other expenses related to the program.

**Deliverables:**

- The Project Manager should receive a draft report to review, and final report including any edits and additions. The report needs to include results of the surveys, media results, takeaways for future events. Previous examples may be requested.
- Guest and host raw data from completed surveys through Formstack.
- Monthly social media and website analytics report. Project Manager will provide a format.
- Lists of media buys, presenters, Business Champions. Project Manager will provide a format.

**Requirements:**

- Have experience in managing art programs, preferably art weeks or large-scale celebrations
- Works independently but commits to attending appropriate meetings and press opportunities
- Experience with press, advertising, and marketing
- Experience with Facebook, Instagram, Twitter, and other social media outlets
- Experience with Mailchimp or similar email management systems
- Experience with Microsoft Office, including Excel, PowerPoint, and Word
- Highly organized

**Time Commitment:** The below hours are anticipated through the project, including some evening and weekend work hours:

- 5 hours per week from September to December 2021 (22 weeks)
- 10 hours per week from January to March 2022 (15 weeks)
- 4 hours daily during Boulder Arts Week (9 days)
- 10 hours to compile and write the report

**Budget:** We will accept proposals at a maximum of \$11,000.

**Review Process:** A review committee comprised of staff from the Department of Library and Arts and the Boulder Arts Week Steering Committee will review proposals received. Please include a current resume and reference list with your proposal. Please submit applications by noon on Wednesday, June 30 at noon to Lauren Click at [clickl@boulderlibrary.org](mailto:clickl@boulderlibrary.org). If you have any questions or comments, please contact Lauren Click at [clickl@boulderlibrary.org](mailto:clickl@boulderlibrary.org).