



August 28, 2006

The Society of the Educational Arts Seeks a Theatre Consultant

History and Mission

The Society of the Educational Arts, Inc./Sociedad Educativa de las Artes, Inc. (herein referred to as SEA) is a not-for-profit Latino/Bilingual Arts-in-Education Organization. Since its beginnings, SEA has been committed to the advancement of the Hispanic community, and especially to children and young adults.

Founded in 1985 in Puerto Rico, operating in New York since 1993 and opening in Florida in October 2006, SEA is dedicated to the empowerment and educational advancement of children and young adults. Currently serving over 75,000 people a year, SEA has created and produced a unique combination of theatre productions and art workshops/programs specifically designed to examine, challenge and create possible solutions for current educational, social and community issues.

SEA believes that for Latinos arts and culture are essential to a complete education and to a community's overall quality of life. The arts are the final product of a process that encourages independent thought as well as teamwork, imagination as well as logical problem solving, spontaneous expression as well as long years of study and discipline. Especially in Latino communities, the work itself has the ability to reach out and touch another human being with a truth and benevolence that nothing else can.

SEA also believes that all children and young people have the potential to succeed -- "to be somebody." Yet, for Latino children and young people, the path to "becoming somebody" is paved with incredible challenges. Language barriers, poverty, immigration, acculturation, low educational attainment, as well as attending underfunded and overcrowded schools are among the obstacles they confront on a daily basis. Un-addressed, these obstacles result in low self-esteem; in children viewing themselves as failures with little or no chance to succeed.

SEA offers children and youth an opportunity to realize their potential. SEA gives a voice to children and young people, through Theatre and the Arts. SEA facilitates learning, motivates and challenges young people to stay in school, as well as fosters their talents, self-esteem, self-confidence and cultural pride.

Overall, SEA's programs help children and young people "to be" to achieve their full potential.

Scope of Services Requested

Currently, SEA is bursting at the seams. We have outgrown our space in terms of square footage and our audience size has tripled, thus the capital improvement/expansion of our current site, or a new theatre space in our current building, or a completely new site, would allow for this expansion and increase the possibilities of reaching tens-of-thousands more per year.

One such program which is in desperate need of improvement/expansion is our home base theatre, **TEATRO SEA @ Los Kabayitos Puppet & Children's Theater** - *New York's ONLY Latino Children's Theater and the Only permanent Latino Children's Theatre in the United States.* **TEATRO SEA** marked a first for New York, the Theater Community and especially for Spanish speaking families, who now have a place they can finally call their own. Through our repertory of 20 shows, which have been exceptional in; introducing and preserving Latin American Arts & Culture as well as introducing and educating non-Spanish speaking audiences to Latino Arts & Culture through cultural exchanges with many other ethnic groups and communities, **Teatro SEA** has become a vital component to the cultural life of New York City.

SEA was recently awarded an LMDC Capital Grant to remodel, renovate and expand operations by acquiring a larger venue in our current location at the Clemente Soto Velez Educational & Cultural Center, 107 Suffolk Street, located on Manhattan's Lower East Side. This expansion project, which includes a Children's & Puppet Theater, a Puppet Museum/Exhibit Gallery, a Community Computer Center, an Art Academy and Workshop Space, will solidify SEA as New York City's leading Latino Arts & Cultural organization for children.

SEA is seeking a Theatre Consultant to assist in the supervision of the remodeling/renovation of the newly acquired space. Consultant must have expertise in theatre renovations/design with a strong technical background. Consultant will be working with the SEA's Project Team consisting of Executive Director, Managing Director and Accountant.

SEA is now accepting proposals from qualified applicants. Proposals should include your experience with similar projects (please see [Submission Process](#) for detailed information), your approach, methods, availability, and fee structure. The project is anticipated to commence by the beginning of January 2007, for a period of 4 to 6 weeks.

The scope of the work will include:

- Initial Planning and Preparation: Work closely with SEA to review and update the existing plans based on SEA's stated goal of expanding operations of Teatro SEA. This includes refining the overall strategy for

- parameters, space needs, and other requirements (e.g., accessibility, security, visibility).
- Space Needs Assessment: Working with the space planner or architect, confirm the preliminary work plan and schedule. This will include a detailed financial plan for the renovations and an overall budget strategy to optimize funds.
 - Communications: Maintain ongoing dialogue with SEA's Project Team and project supporters.
 - Implementation: Work within timeframe to complete project on time and on budget.

Individuals interested in submitting proposals to provide such services are required to follow the recommended guidelines and instructions contained in this Request for Proposal ("RFP").

For more information on SEA's programs please visit our website:

www.sea-ny.org

Proposals should be submitted no later than 5:00 PM EST on Thursday, September 21st, 2006.

Send all proposals to:

Richard Marino

Managing Director

Society of the Educational Arts, Inc. (SEA)

107 Suffolk Street, 2nd Floor, Suite 202

New York, NY 10002

Attn: Project Teatro SEA

SEA reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of SEA. SEA assumes no obligation, no responsibility and no liability for costs incurred by the responding firms prior to issuance of a contract.

The current schedule is as follows:

- July 28, 2006 – Original RFP posted
- September 21, 2006 - Response due
- September 30, 2006 – Consultant selected

If you have questions, applicant must submit them in writing no later than August 14, 2006 to Richard Marino, Managing Director, by e-mail, to

Rmarino@sea-ny.org.

Submission Process

Subject to review and approval by the Board of Directors of SEA, the selected consultant will be retained for the duration of the project.

Submission requirements:

Interested individuals are invited to submit proposals that contain the following information:

A) Experience, Structure, and Expertise.

1. A history of experience providing project management for capital projects for not-for-profit organizations. Special consideration will be given to experience with performing arts and cultural facilities.
2. Résumé.
3. Samples of up to three major projects that have been completed in the area of service requested. Include the client, the name of the contact person who is able to provide a reference, a description of the nature of the work, and the complexity of the project.
4. Any other information that you believe would make your work on behalf of SEA superior to that of other consultants.

B) Methodological Approach

1. A description of how you would approach the anticipated scope of services set forth in this RFP.

C) Fee

1. Total estimated fee for completion of the project and whether you would be willing to agree to a cap.
2. The normal hourly rate of each additional consultant's staff member whose job category may be required, and the rate used in the proposal.
3. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations.
4. Any other fees or charges.

Note: Although proposed fees will be taken into account, SEA reserves the right to negotiate a lower or different fee structure with any consultant selected.

D) Conflict of Interest

Submit a statement describing any potential conflict of interest or appearance of impropriety, relating to other officers, directors and employees of SEA that could be created by providing services to SEA.

1. Indicate what procedures will be followed to detect and notify SEA and to resolve any conflicts of interest.
2. Indicate any pending litigation and/or regulatory actions by any oversight body or entity that could have an adverse material impact on the consultant's ability to serve SEA.
3. Indicate if the consultant has ever had a prior contract with any governmental entity terminated for any reason, and provide an explanation.

Criteria for Selection

In evaluating proposals submitted pursuant to this request, SEA places high value on the following factors, not necessarily in order of importance:

- Approaches in methodology with respect to the anticipated scope of services that demonstrates maximum comprehension of and ability to provide such services to SEA.
- Experience with similar projects.
- Availability for project completion.
- Projected cost of services.

Contract Terms and Requirements

The contents of the proposal prepared by the successful consultant, with any amendment approved by SEA will become a part of the contract that is signed as a result of this RFP process.

The selected consultant will be required to:

- Work with SEA's Project Team and its staff on all matters that may arise in connection with the project.
- Assume sole responsibility for the complete effort as required by this RFP, and be the sole point of contact with regard to contractual matters.
- Refrain from assigning, transferring, conveying, subletting or otherwise disposing of the contract or its rights, titles or interest therein or its power to execute such agreement to any other person, firm, partnership, company or corporation without the prior consent and approval in writing of SEA.
- Comply with applicable law governing projects initiated or supported by SEA's lead project funder, the Lower Manhattan Development Corporation, including all applicable HUD requirements and regulations.

SEA reserves the right to terminate any contract entered into as a result of this RFP at any time, provided that written notice has been given at least thirty days prior to such proposed terminating date.

Miscellaneous Conditions

The issuance of this RFP, submission of a response by any consultant, and the acceptance of such response by SEA do not obligate SEA in any manner. Legal obligations will only arise on the execution of a formal contract by SEA and the consultant selected by SEA. Response to this RFP will be prepared at the sole cost and expense of the proposing consultant. No materials submitted in response to this RFP will be returned.