



## HIGHLANDTOWN ART WALK PRODUCTION **REQUEST FOR QUALIFICATIONS**

### **PURPOSE**

Seeking bi-lingual (Spanish and English) event producer to support the Highlandtown First Friday Art Walk monthly series of events during the 2025 season.

### **OVERVIEW (About the Arts District)**



Southeast Community Development Corporation (Southeast CDC) is the coordinator for the Highlandtown Arts & Entertainment District in Baltimore, MD and partners with artists, residents, business owners, and other organizations to add creative placemaking projects, produce events, and support arts-based businesses. Arts & Entertainment Districts are a designation awarded by the State of Maryland with the purpose of developing and promoting activities and initiatives that attract and cultivate artists, arts organizations, and other creative enterprises – and bring people together in support and celebration of art and culture. The Highlandtown Arts & Entertainment District, one of 28 districts across the state and 4 in Baltimore City, is commonly known as Highlandtown Arts District and marketed as ha! (Highlandtown Arts).

### **ART WALK BACKGROUND**

The Highlandtown First Friday Art Walk, entering its 9<sup>th</sup> season, is a monthly event where visitors can explore the vibrant arts and culture scene of Highlandtown. This self-guided event occurs on the first Friday of each month from 5-9 PM (January and July are off months). With nearly 20 participating venues offering diverse experiences and local businesses providing dining options, this event attracts both residents and visitors, making it an essential part of the neighborhood's cultural identity.

The First Friday Art Walk venues range from galleries to book shops to eateries. The selected applicant will work closely with the Highlandtown Arts District team and all the participating venues to coordinate logistics and boost the visibility of the event.

### **STAKEHOLDERS**

- Artists/performers/culture makers living or working in the district
- Arts District venues and businesses
- Arts organization staff
- Arts District residents
- Local elected leaders and economic development staff



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### **EXPECTED OUTCOMES**

The consultant will ensure the smooth execution and effective promotion of the Highlandtown First Friday Art Walk while enhancing community engagement and attendance, including bilingual (Spanish and English) content creation and communication.

### **CONSULTANT ACTIVITIES**

Consultant will be responsible for the following activities each month:

#### **VENUE COORDINATION**

- Collect information on planned activities from Art Walk venues
- Support venues to host pop-up vendors and other unique arts-based activities monthly

#### **PROMOTION AND MARKETING**

- Draft arts-focused and engaging event descriptions to encourage high attendance
- Update all digital platforms with venue descriptions (website, Google map, etc.)
- Draft social media content to promote event
- Draft Art Walk electronic newsletter
- Share event on neighborhood Facebook pages, city-wide cultural events calendars, and other community channels

#### **EVENT LOGISTICS**

- Attend the monthly Art Walks; talk with venues and visitors
- Capture media content for each Art Walk

#### **POST EVENT**

- Produce post-event social media content

### **TIMELINE**

- RFQ released: 01/15/2025
- Proposals due: 02/18/2025
- Committee reviews proposals & interviews held: 02/18 - 02/28/2025
- Consultant selected: 02/28-03/10/2025
- Start date: TBD



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### **BUDGET**

Final budget and scope of services to be determined collaboratively by consultant and Southeast CDC.

### **SUBMISSION**

Due by Monday, 02/17/2025 at 11:59pm via [Airtable](#)

Questions: Reach out with questions at [commercial@southeastcdc.org](mailto:commercial@southeastcdc.org) before 2/13/25.

We are open to considering candidates with a variety of backgrounds and experiences, but would love to hear from folxs with some or all the following qualifications (you do not need to meet all the items below to be considered):

- Experience producing events
- Spanish/English proficiency
- Marketing experience
- Cultural competency & equity lens
- Excellent written and oral communication skills
- Knowledge of Baltimore's art scene

We encourage Baltimore City residents, LGBTQIAA+ and BIPOC folxs to apply.