



Request for Qualifications

Evaluation of On-Ramp Creative Entrepreneur Accelerator and Fellowship

Due: January 10, 2025

Published: November 19, 2024

Section 1 – Background

1.1 Indiana Arts Commission

The Indiana Arts Commission (“IAC” or “Commission”) is a government agency under the governor of Indiana’s jurisdiction through the appointment of a board of statewide commissioners. The IAC is responsible for advocating for the arts through grant funding, programming, convening, connecting, and leading capacity-building efforts. The IAC is responsible for steering programs and services that support organizations, artists, and communities to harness the power of creativity to strengthen Indiana.

1.2 - On-Ramp Creative Entrepreneur Accelerator

The On-Ramp Creative Entrepreneur Accelerator program is for individual artists and includes a three-day intensive entrepreneurship and community engagement workshop and the chance to apply for up to \$2,000 to put the lessons taught into action. There has been a total of six years of cohorts from 2018 to 2024, with 2021 having a total of six local cohorts across the state in addition to a central cohort. The cohorts have become incredible networks of support and collaboration for the participating individual artists driving future growth and success.

The program and workshop were designed in collaboration with Elaine Grogan Luttrull of Minerva Financial Arts. The workshop teaches entrepreneurship to artists and creative professionals by focusing on portfolio career development, a community-engaged artistic practice, and key business concepts. The On-Ramp program is intended to serve early-stage creative entrepreneurs who have a defined product/service and minimal business infrastructure. The workshop and funding serve as a springboard to solidify business planning/goals and establish operational infrastructure for long-term sustainability.

Request for Qualifications

Evaluation of On-Ramp Creative Entrepreneur Accelerator and Fellowship

Due: January 10, 2025

Published: November 19, 2024

Section 2 - Request for Qualifications

2.1 - Project Overview

The Commission is seeking Statements of Qualifications from consultants and evaluators to lead the evaluation and redesign (the “Project”) of the, [On-Ramp Creative Entrepreneur Accelerator](#) (the “Program”). A submission of a Statement of Qualification does not guarantee that the evaluator or organization will be contracted to perform any services. A submission serves as a notice to the IAC that the evaluator or organization desires to be considered. The IAC and the respective external collaborators retain exclusive and sole discretion for making the selection.

2.2 - Scope of Services

The evaluator is responsible for two projects which build on one another and serve as the launching point for the future of the Program. One is an evaluation of the existing Program inclusive of both the workshop and fellowship to determine the extent to which Program outcomes are achieved and aligned with Program delivery. The second is a redesign strategy and implementation plan for local delivery of the Program via regional hosts. The redesign and implementation plan should integrate the findings from the evaluation of the existing Program materials and delivery structure.

Primary outcomes for the Program include:

1. Peer learning and connection to fellow creative entrepreneurs
2. Application of core business planning and operations lessons shared during the workshop
3. Seed long-term viability and sustainability of creative businesses in Indiana

Focus areas of evaluation of the existing Program outcomes are, but not limited to:

- Prior and current Program participant experience and outcomes
- Workshop Review Materials
 - Host/Co-Host Selection, Communication, and Planning
 - Letter of Intent/Application Format and Content

Request for Qualifications

Evaluation of On-Ramp Creative Entrepreneur Accelerator and Fellowship

Due: January 10, 2025

Published: November 19, 2024

- Artist Engagement and Correspondence – Selection Notification and Next Steps
- Learning Content
- Workshop Production
- Fellowship Review Materials
 - Guidelines and Funding Criteria
 - Artist Engagement and Correspondence – Application Prep/Coaching and Decision Notification
 - Final Reporting

2.3 - Deliverables

1. Summary report of findings and conclusions of the evaluation focus areas covering the existing Program described above on or before August 21, 2025.
2. Outline of redesign strategies and implementation plan to be piloted in 2027 on or before August 28, 2025.

Section 3 – Procurement Process

3.1 - Selection Criteria

A selection committee comprised of representatives of IAC’s leadership, staff and partners will review and evaluate qualified submissions based on the following criteria:

- Experience in qualitative analysis of programs, projects and trainings
- Understanding of governmental agencies and bureaucratic processes
- Familiarity with grantmaking and funding implications for individuals
- Alignment with IAC’s 2024-2028 Strategic Framework and priorities
- Communication of a clear and robust process and approach to program evaluation

3.2 - Budget Overview

The total allowable budget for all materials and fees for this project is **not to exceed Seventeen Thousand Dollars (\$17,000)**. This is inclusive of all costs associated with Evaluator or Consulting Firm’s involvement with the evaluation including but not limited to



Request for Qualifications

Evaluation of On-Ramp Creative Entrepreneur Accelerator and Fellowship

Due: January 10, 2025

Published: November 19, 2024

materials, tools, research, consultations, interviews, documentation, review, design and presentations.

3.3 - Eligibility

This opportunity is open to individual evaluators or consulting organizations/firms that are either 1) practicing in Indiana or 2) can demonstrate connection and context to the state of Indiana. Both individuals and firms must pass relevant clearance checks to ensure good standing with the State of Indiana.

3.4 - Questions

Questions regarding this RFQ or additional questions related to the On-Ramp Creative Entrepreneur Accelerator program may be submitted via email to Jordan Adams, Artist Services Program Manager, or Eric Ashby, Grants and Research Manager, at the emails below. Please make the subject line, “Questions Re: On-Ramp Evaluation RFQ”.

Jordan Adams – joadams1@iac.in.gov | Eric Ashby – eashby@iac.in.gov

3.5 - Schedule

Date	Event
Thursday, November 14, 2025	Request for Qualifications Issued
Friday, January 10, 2025	Responses Due via Form at 11:59 pm EST
March 2025	Selection Notification
March 31, 2025 – July 31, 2025	Evaluation Period
August 21, 2025	Deadline for Deliverable 1(2.3.1) via in-person meeting, video call, or email to designated IAC Staff by 4:30pm EDT
August 28, 2025	Deadline for Deliverable 2 (2.3.2) via in-person meeting, video call, or email to designated IAC Staff by 4:30pm EDT

Request for Qualifications

Evaluation of On-Ramp Creative Entrepreneur Accelerator and Fellowship

Due: January 10, 2025

Published: November 19, 2024

Section 4 - Responses

4.1 – RFQ Responses

Interested individual consultants or consulting organizations/firms must submit their proposal via the submission form (accessible via QR code) to be considered for this Request for Qualification.



The qualification response must, at a minimum, include the following elements:

- Letter of interest that articulates an understanding of IAC needs in this project and why you/your organization is qualified to conduct this project. This letter can include a brief description of the consultant/evaluator or organization, as well as a general overview of professional experience, names and credentials of individual/team, as well as strengths, distinguishing skills or capabilities as they might relate to IAC and/or the Program.
- A brief summary of your program evaluation framework or philosophy.
- Work product that reflects your approach to program evaluation. Work products could include case study samples, previous program evaluation reports, and/or project plans created for past or current clientele.
- A budget that details proposed expenses including brief descriptions of expense with associated numeric dollar amounts.
- Additional links or websites that provide insight of previous work or capacity is welcomed but not required.

4.2 - Deadline for Submission of Responses

Friday, January 10, 2025, at 11:59pm EST – pursuant to Section 4.1, the Evaluator or Consultant Firm must submit their proposals via the [submission form](#).

Qualifications that are submitted via other channels, are late, incomplete or ineligible will not be accepted or considered.



Request for Qualifications

Evaluation of On-Ramp Creative Entrepreneur Accelerator and Fellowship

Due: January 10, 2025

Published: November 19, 2024

4.3 - Notification and Proposals

Notifications will be issued no later than March 2025. The selected evaluator(s) or consultant(s) will be required to attend a virtual meeting to discuss the development of a final proposal for the evaluation. The final evaluation proposal must be approved by the selection committee.

4.4 - Contact Persons and Communications

Interested Evaluators or Consulting Firms are encouraged to review all published materials and contact Jordan Adams, Artist Services Program Manager, at joadams1@iac.in.gov, and/or Eric Ashby, Grants and Research Manager, eashby@iac.in.gov, with any questions.