



RFP FOR INCLUSIVE STORYTELLING GRANT PROGRAM CONTRACTOR

Proposal Due Date: February 9, 2024

MotorCities National Heritage Area Partnership, Inc.

Submit Proposals to: mcadmin@motorcities.org

PROJECT OVERVIEW

MotorCities National Heritage Area Partnership Inc., a member of the National Heritage Area System of the National Park Service, promotes, preserves and interprets the rich automotive and auto labor heritage of southeast and central Michigan. Our vision is to inspire residents and visitors with an appreciation of how the automobile changed Michigan, the nation, and the world. This singular heritage is a source of pride for our communities and a positive economic and cultural influence on our region's future. We establish policies and programs that enable, support, and respect the diversity, equity, inclusion and accessibility of the communities we serve.

Through an Inclusive Storytelling award by the National Park Foundation, we are seeking a Program Contractor who will be responsible for the oversight and implementation of this grant. The Inclusive Storytelling grant will focus on documenting, preserving and sharing diverse stories of three of the core, under-represented groups identified by the *America at 250 Project*: people of color, women, and those dealing with issues of justice.

This grant will expand our currently existing collections of "Many Voices, One Story" and "Making Tracks, the African American experience in the Auto Industry". The expansion will provide the key component of *engaging identified communities to drive the process of inclusive storytelling*.

Through a series of targeted interviews, community events, an embedded oral history platform on our website, and oral history kiosks placed at key partner museums around the heritage area, the two cited collections will expand and reflect both the outstanding and every day contributions made to auto and auto labor history.

PROJECT GOALS

- 1) Many Voices, One Story & Making Tracks; the African American experience in the Auto Industry
 - Identify group and individuals whose stories in automotive are still untold or under-told
 - Schedule for interviews and recordings

- Produce 15 new interviews
- 2) Embed Storytelling Platform
 - Research platforms and programs that allow submission of stories from stakeholders' own computers or devices.
 - Advise on selection and oversee installation and community outreach for the program
 - 24 new stories posted by the end of project, roughly two per month
- 3) Conduct Community Events
 - Organized around the groups and priorities of "America at 250"; African American, Women, Justice/UAW
 - Public events/celebrations in partnership with higher ed campuses, with oral history component
 - 15 – 30 new stories
- 4) Oversee design and installation of four storytelling kiosks at partner museums
 - Spread out geographically in diverse locations within the heritage area
 - Provide training plus a press conference at each location
 - 100 stories gathered

Monthly meetings with MotorCities National Heritage Staff will be conducted to report on progress of the project goals. Contractor will write a final report to be submitted to the National Park Foundation.

SELECTION CRITERIA

The successful bidder will have 5-10 years of program management skills including design, implementation and project reporting. They will have strong connections to one or more of the under-represented communities we seek to engage for the project. They will have experience conducting oral history programs. They will be detail oriented and have facilitation skills (active listening, ability to guide a group, ability to collaborate and be persuasive, etc.) They will be skilled at managing and executing the activities associated with the goals on an independent basis as well as work cooperatively with small teams and large groups. They will serve as liaison between the public and the MotorCities National Heritage Area. Excellent communications skills are a must. This person will be able to provide input and oversee bidding with others who may provide related goods and service. A familiarity with National Heritage Areas will be a bonus.

Submit a bid package to mcadmin@motorcities.org with "Inclusive Storytelling" in the subject line. Bid package should consist of the following:

- a. Description of your firm including names and credentials of your team;
- b. A representative selection of programs you have envisioned, developed and implemented addressing as many of the selection criteria as possible;
- c. A one-two page narrative of your approach to the MotorCities National Heritage Area Inclusive Storytelling grant.

TIMELINE

February 9, 2024: Proposal is due

February 23, 2024: MotorCities National Heritage Area selects the winning proposal

March 1, 2024: Contract begins

March – April, 2024 – Project planning phase including goals and objectives for four program goals

May - August, 2024 –

1. In coordination with staff, research and select online story telling platform to be installed and coordinated with website redesign for Many Voice One Story and Making Tracks
2. Execute three community events during the Summer of 2024

July – December 2024 - Implement and coordinate all components of the kiosk project

ONGOING throughout project – Recruiting, identifying and scheduling of individuals and groups for interview for Many Voices, One Story and Making Tracks

TERM: 10 months from March 1, 2024 through December 31, 2024

BUDGET: \$ 40,000 for Contractor all-inclusive; other associated costs of the project such as events, storytelling platform, video editing, kiosks etc. are budgeted separately

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