

REQUEST FOR QUOTES

Development of an Inventory of Canadian Dance Membership Organizations, (background research for the Dance Mapping Study)

Introduction

The Canada Council for the Arts is issuing a request for quotes. Specifically the Council is seeking a consultant with strong quantitative and qualitative research skills who is already familiar with the arts and culture sector. Familiarity with the dance field would be an asset.

The Canada Council is interested in having a consultant develop an inventory of dance membership organizations, dance associations and dance service organizations. The inventory should include national, provincial, territorial, municipal and Aboriginal membership-based organizations, associations and networks that support, engage or represent dance practitioners; dance educators, dance teachers/schools; performing arts presenters of professional and non-professional dance; recreational and participatory dance; commercial dance, and competitive and social dance in Canada. Organizations that are multidisciplinary and that include dance are to be considered as part of this inventory.

Background

Dance in Canada today is being deeply influenced by major social, technological, cultural and demographic change.

Dance forms encompass an increasingly wide range of styles and genres. Dance makers are transforming their artistic practice to create and perform their work on stages, in the street, and through dissemination channels opening up through new technologies. The Internet, film and television are playing an increasing role. The art form's relationship to its audience is more and more mediated through these popular culture formats. The dance field itself includes a broad continuum of players – creators, dancers, teachers, producers, presenters, professional training institutions, private dance schools, etc., and public/private funder, volunteers/patrons, audience members, etc. – but with little sense of cohesion or identity as a “field”. On the one hand, interest in and opportunities for dance seem to be burgeoning within popular culture. On the other, Canada's dance field is struggling to find its place, and a way forward, amid all of these external and internal changes.

Within this context of change, Canadian public arts funders, dance service organizations and the dance community have agreed on the need for a project to “map” the state of dance in Canada – including developing a better understanding of the full scope of dance activity in all regions of the country, enhancing the dance profession's understanding of its impact including the level of public engagement with dance. This will be the first study to attempt to map dance in Canada including the professional field as well as dance activities outside of the professional sphere.

It will be important that the study take account of participatory dance, recreational dance, dance education and dance as an element of other practices (for example, in Aboriginal customs, in health & wellness modalities, in sport (choreography in ice dancing, gymnastics), etc.) The study will also not be limited to existing definitions of dance in Canada and the language of any primary research must be inclusive enough to reach people who would not normally consider themselves dance practitioners (e.g. Aboriginal dance as part of a tradition, dance as therapy, etc.)

The project is being undertaken by the Canada Council in partnership with the Ontario Arts Council, on behalf of public arts funders, dance service organizations, professional dance makers and dance companies/organizations to enhance the dance field's understanding of its impact and contributions to the arts in Canada, and the public's appreciation of and support for dance in Canada. In framing the Dance Mapping Study, members of the dance field identified a wide range of questions. Many of these questions will be addressed through a series of primary and secondary research projects for the study.

There is a need to inventory dance membership organizations, dance associations and dance service organizations to provide the starting point for understanding the full scope of dance activity in Canada, as background for the larger study. The current inventory project will help provide the starting point for answering the following questions which are part of the study:

- What is the infrastructure that supports dance in the nation?
- What styles and genres of dance are danced in Canada?
- Where does dance activity take place across the country – dance series, festivals, cultural and community dance events, participatory dance activities, dance competitions and so on?
- Who contributes to the dance field— professional and non-professional individuals and groups, volunteers, presenters, critics, writers, archivists, donors, support organizations, facilities, public arts funders, etc.?

The overall Dance Mapping Study is informed by a dance mapping study of similar nature that was conducted by the Arts Council of England: *Dance Mapping: A Window on Dance 2004-2008* (www.artscouncil.org.uk/dancemapping). The Arts Council of England study looked at dance as a social art form and social and recreational forms of dance.

The development of the inventory of dance membership organizations, associations and dance service organizations is also important as it will help to ensure that some of the key indicators of success for this study are met. These indicators include:

- Engagement of the dance field in the process, particularly those outside the usual public arts funders client groups (e.g. non-professionals)
- The research is seen to be credible by those within the dance field as well as those outside it.
- Confidence in the findings on the part of the arts funders and the dance field

- Expansion of our dance contact database to include a significant percentage of community and grassroots players

The inventory and database will also serve to identify potential respondents/contacts for individual research projects or consultations undertaken in the mapping study and provide specific data that directly address the larger Study's goals such as documenting the number and range of dance activity in Canada.

Inventory Project Purpose and Requirements

As noted, the Council is interested in having a consultant develop an inventory of dance membership organizations, dance associations and dance service organizations. The inventory should cover the full scope of organizations and associations as stated in the Introduction above.

The consultant will be given the Canada Council's mailing list of dance associations and service organizations as a starting point. The Council's dance research working group will assist the consultant to contact other public arts funders.

The scope of the inventory should include the following:

- identification of member-based organizations that encompass various professional, social, recreational and community dance activities (e.g. belly dancing, dance therapy, contact improv, etc.) which represent the dance field in Canada
- develop an Excel database including the following information:
 - name of organization/association/network
 - geographic scope of membership
 - number of members or number of individuals/organizations served
 - website link
 - contact info (mailing address, email, contact name)
 - short description of activities of organization/association (25 words or less)
 - code each organization/association according to whether it is participatory, teaching, service or other (consultant to propose a coding system)
 - genre(s) of dance (consultant to propose a list of genres that incorporates the one in use at the Canada Council)
 - indicate if mandate is focused on a particular part of the population (e.g. youth, seniors, Aboriginal, cultural heritage)

Furthermore, the consultant will be expected to consult on an ongoing basis with the dance research working group formed for the Dance Mapping Study. The research working group is made up of representatives of the Canada Council for the Arts and the Ontario Arts Council.

The budget for this research is estimated to be up to \$15,000, excluding taxes and travel costs (if required).

Written quotes including work plan, expertise, references and costs should be submitted December 15th by 5pm to:

Claire McCaughey, Head - Research and Evaluation Section, Canada Council for the Arts,
Claire.mccaughey@canadacouncil.ca
613-566-4414 X 4522

The successful candidate will be advised by December 23rd, 2011 and work will commence on January 11, 2012 (approximately).

The Canada Council requires the work to be completed within a fairly short time frame:

Selection of consultant	December 23, 2011
Consultant confers with research working group	January 11, 2012
Consultant provides draft outline of excel data base structure	January 25, 2012
Consultant provides draft excel data base with interim content	February 20, 2012
Consultant provides final version of excel data base	March 5, 2012