



Hyde Square Task Force Request for Proposals Latin Quarter Consultant

Summary: Recently the Hyde/Jackson Square neighborhood of Jamaica Plain, known as Boston’s Latin Quarter, was designated as a Massachusetts Cultural District by the Massachusetts Cultural Council. Hyde Square Task Force (HSTF), the nonprofit managing partner of the cultural district, is **seeking a consultant to recruit, initiate, and facilitate a Latin Quarter Advisory Committee** comprised of a variety of stakeholders: youth, cultural activists, artists, local business owners, and residents. In addition, the consultant will establish an ongoing plan for key stakeholder engagement, Latin Quarter yearly activities, and a communication strategy.

Background: HSTF is a creative youth development and social change organization with a thirty-year history in Boston’s Latin Quarter. Our mission is to develop the skills of youth and their families so they are empowered to enhance their own lives and build a strong and vibrant community. Through high-quality arts, academic, and civic-engagement programming, HSTF serves more than 1,000 youth each year.

The Latin Quarter has a rich history deeply influenced by Latino immigrants. Over the past 60 years, people from Cuba, Puerto Rico, the Dominican Republic, and Central and South America have been drawn to Hyde/Jackson Square. In the late 1980s our neighborhood was described by Boston police as the “cocaine capital of New England,” rife with disinvestment, crime, drugs, and violence. But over the past three decades the Latino-led HSTF has taken the lead in mobilizing to transform the neighborhood. Currently the Latin Quarter is a bustling business and cultural district with over 125 businesses—the majority of which are immigrant-owned—including many Latino specialty shops and restaurants.

Two years ago, in response to then-candidate Trump’s attacks on Latinos, HSTF youth led an effort to ask the City of Boston to officially recognize the Hyde/Jackson Square neighborhood as Boston’s Latin Quarter. The Boston City Council voted 13–0 in favor of the measure, which was signed into law by Mayor Walsh. In May 2018, the Massachusetts Cultural Council designated the Latin Quarter as a Massachusetts Cultural District. The vision for the district is to serve as a cultural home for Greater Boston’s Latino community and a hub for Afro-Latin arts, where all residents, visitors, and tourists are welcome.

Recently the City of Boston, in collaboration with HSTF, received a one-year grant from the Our Town Program of the National Endowment for the Arts (NEA) to engage in cultural district planning and development. A new Latin Quarter Advisory Committee (LQAC) comprised of stakeholders will be established to advise HSTF’s creation and implementation of a long-term cultural district plan as well as a marketing plan for Boston’s Latin Quarter.

Scope of Work:

- Recruit a group of 10–15 stakeholders for the LQAC, including youth, artists, residents, activists, and local business owners.
- Develop working norms, leadership, and roles, and create a positive group dynamic within the LQAC.
- Lead the LQAC to develop and implement an annual work plan.
- Facilitate regular bi-monthly meetings of the LQAC (at least 6 per year).
- Coordinate LQAC planning activities with the following entities: Mayor’s Office of Arts and Culture, HSTF, MORE Advertising, Metropolitan Area Planning Commission (MPAC), Hyde-Jackson Square

Main Streets, local small businesses, and other relevant institutions/organizations (including arts organizations).

- Develop strong relationships and connections with local business owners/managers and keep them informed of cultural district plans/activities, as well as identify where deeper engagement may be possible.
- Working with other consultants and HSTF staff, facilitate the development and implementation of a branding/promotional strategy for the Latin Quarter and a long-term cultural district plan.
- Coordinate the production and distribution of Latin Quarter promotional materials.
- Create and promote an annual Latin Quarter calendar.
- In coordination with HSTF communications staff, create and implement a Latin Quarter communications and social media strategy.
- Provide support in data collection and reporting requirements.
- Provide support in advocating for Latin Quarter resources.

Deliverables:

- Establishment of a robust Latin Quarter Advisory Committee (LQAC) with a written charter and plan for an ongoing structure and meeting schedule.
- Create a Latin Quarter annual calendar in a format that can be updated monthly and successfully disseminated.
- Create and maintain a contact list of all businesses and stakeholders in the district.
- Create and maintain a written plan for sustainable engagement of local businesses and key stakeholders beyond the one-year duration of the aforementioned contract.
- Create and maintain a written plan and implementation of an ongoing Latin Quarter communications strategy, including social media.
- Create an archive of all instruments and documents used or created during the one-year engagement.

Qualifications:

- ✓ Excellent communications skills.
- ✓ Experience in community organizing and/or community development.
- ✓ Knowledge and appreciation of Afro-Latin arts and culture.
- ✓ Experience in group leadership development and facilitation.
- ✓ Bi-lingual (English/Spanish).
- ✓ Ability to work creatively and independently.

Interested parties should send a resume and a short proposal (see below) to Ken Tangvik, Director of Organizing and Engagement at ken@hydesquare.org.

The proposal (no more than four (4) pages) should address the following:

- What are your qualifications? Explain relevant experience that connects to the scope of work.
- Why are you interested in this project?
- How would you approach this body of work? Include a brief outline of how you might structure a workday or a week and/or the project overall, including key tasks and milestones within the twelve-month period.

We anticipate selecting the consultant by the end of July 2018. The engagement is August 2018–July 2019 and a total of \$24,000 is budgeted. The consultant is expected to dedicate approximately 10 hours per week to this project.