

Digital Outdoors: Open Call

Response Deadline – November 29, 2021

Delivered to
Digital Developers

Prepared by
Nordicity &
Digital Outdoors Team



What is Digital Outdoors?



Digital Outdoors is **collaborative project** for several arts organizations in Toronto, led by Luminato Festival Toronto, managed by Nordicity, and funded by the Canada Council for the Arts Digital Strategy Fund.

Main Objective: to pilot a (one or more) digital technology solution in at least one outdoor cultural event handled by one of our partner organizations.

Goal: to provide a safe and scalable tech solution for arts organization across Toronto to measure their outdoor event engagements.

Who's involved: Nine partners from various segments of the arts and cultural community in Canada.



What are we looking for?



- To pilot a digital technology solution that enables arts organizations to **engage with their outdoor audiences** in a way that:
 - Encourages public access to cultural experiences by supporting safety measures amid COVID-19
 - Gathers insights about outdoor audiences whether for ticketed and un-ticketed events.
- The goal is to scale this project across multiple organizations and outdoor events in Canada
- The technology solution must be consumer-facing via a mobile app*, but the technology *behind* the app can include physical devices such as beacons and wearables. In fact, based on the environmental analysis we've done, we encourage such technology providers to apply.

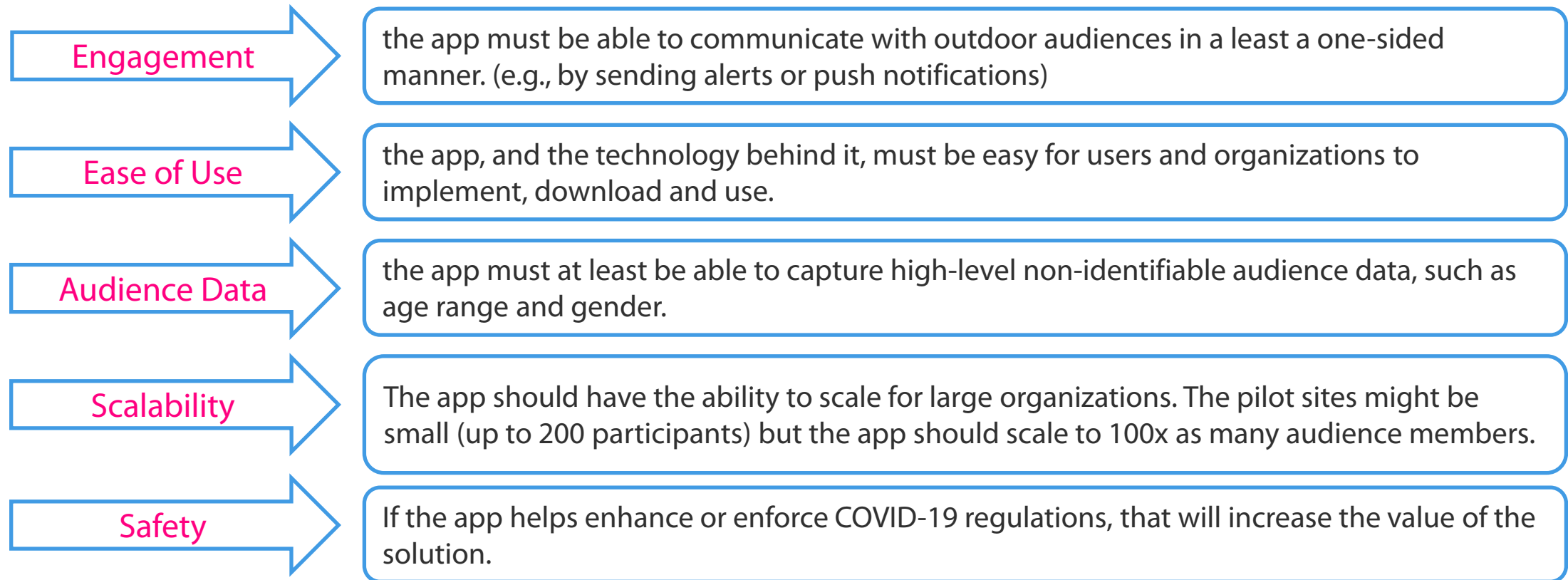
THREE PILLARS OF DIGITAL OUTDOORS



Basic Requirements



The app must have the following functional requirements to be considered for the pilot:



The Prize and Process



- A committee will review the bids and shortlist the strongest candidates for the presentation round.
- The winner will receive a budget between **CA\$100,000-150,000*** to develop the pilot app.
 - Additional funds may be allocated for hardware purchasing costs, up to **CA\$35,000***
 - The prize is exclusive of all taxes and includes fees for project management and data analysis.
 - A joint proposal of two or more bidders with no formal corporate links may be submitted, but one person or company must be identified as the prime proponent.
- **Email Julie Whelan at jwhelan@nordicity.com to receive the full RFP document with more detail, full terms and conditions.**
- **Deadlines:** See Appendix C – Submissions by **November 29th**
- **Timeframe:** December 2021- November 2022

***Subject to the approval of the Canada Council of the Arts**

Why should you apply?



Benefits

- Unique opportunity to work with renowned arts and cultural organizations
- Exposure and funding to develop solutions for outdoor audience engagement
- Tech companies keep all intellectual property and equity
- Test solution across popular outdoor events in GTA
- Find methodologies to measure outdoor and unticketed audience engagement

Impact

- Find viable solutions to the challenges (Appendix A) outdoor event management solutions face
- Help solve COVID and security safety in public outdoor events.
- Encourage public access to cultural experiences
- Help influence digital strategy of arts and cultural organization in Canada.

**Interested in learning more
about this competition and
accessing the full RFP?
Email Julie Whelan at
jwhelan@nordicity.com**



Appendix

Appendix A – Challenges

- Alongside COVID-19 responses, the organizations share a range of challenges related to outdoor audience engagement and operations. These issues include:
 - A lack of access to audience data in ungated/unticketed spaces, including understanding motivations for purchase
 - Overcrowding and the management of safe traffic flow with social distancing
 - Digital communication methods to rapidly engage with audience members
 - Digital tools as a means of enhancing equity and diversity in participation
 - Enhanced digital solution experiences like outdoors storytelling
 - Leveraging digital solutions as means of contact tracing.

Appendix B - About Nordicity and Luminato Festival Toronto

Nordicity is a boutique management consultant firm, specializing in the arts and culture and governmental sector. Nordicity is a group of professionals with diverse backgrounds and deep knowledge in their respective fields. In addition to the core team, Nordicity draws on their extensive network of associates and partners who add local experience and subject matter expertise. Nordicity operates all over the world from our offices in London (UK), Toronto, and Vancouver, with clients in over 15 countries.

- Nordicity will support with participant liaison/compliance/ participation, plenary check-in meetings, soliciting feedback, training facilitation, conflict resolution, project evaluation, etc. Nordicity will have a degree of decision-making capacity on the part of the collective to keep the product development running smoothly.

Luminato Festival Toronto is an international arts festival dedicated to performance, media and visual arts, and programming that cuts across traditional artform boundaries. As a charitable, not-for-profit, globally-connected cultural organization proudly based in Toronto, Luminato works closely with Canadian artists to support the development and creation of distinctive new work as well as presenting today's most exciting artists from around the world.

- Luminato is the lead on this project and responsible for liaising between Digital Outdoors and the main funder, the Canada Council, and the other participating arts organizations.
- Luminato is trying to understand how to maximize the potential of safe and engaging outdoor gatherings using digital technology.
- As the future of live performance remains uncertain, Luminato is committed to planning a flexible and responsive 2022 (and onwards) event calendar, finding new ways of connecting in a distanced world.

Appendix C – Schedule for Responses

Task	Estimated Date
Deadline for questions	November 12, 2021
Deadline for submissions	November 29, 2021
Shortlist meeting & possible interviews <i>(if needed)</i>	December 6-10, 2021
Announcement of winner(s)	December 15, 2021
Project Kick-off	January 10, 2022