



## Request for Proposal (RFP): Exhibit Content Developer

### Executive Summary

Grace Cathedral is the cathedral church for the Episcopal Diocese of California, sitting at the top of San Francisco's Nob Hill. The iconic building is a French Gothic revival church and the third largest Episcopal cathedral in North America. In addition to daily worship services, weddings and funerals, Grace Cathedral hosts frequent arts performances and cultural programming. It is open every day of the year and is visited by hundreds of tourists each week. A K-8 boys' school and preschool are also located on the property.

The cathedral was built in five phases between 1928 and 1964 and is of steel-reinforced concrete construction. Key leadership at the cathedral includes the Chapter, or senior staff; a Board of Trustees; and a standing board committee, the Buildings and Grounds Committee, with expertise in architecture, engineering and property management.

### Project Summary

#### The Way It Is Now

Under normal circumstances, the cathedral is open to the public from 8 a.m. to 6 p.m. daily, and some evenings depending on the services and events schedule. The cathedral has a loyal group of volunteers who, for many hours of the day but not all, occupy a visitor's desk at the front entrance of the cathedral to answer questions and distribute a number of brochures about different aspects of the cathedral. The cathedral also has a loyal group of docents, who give free tours of the cathedral at 1 p.m. most days. The cathedral is free to enter, with signs suggesting a donation of \$10. The main visitor brochure gives a basic overview, a map, and covers highlights of the cathedral. Visitors who arrive when there are no volunteers or docents onsite are left with little guidance. There is almost no signage about any of the art in the cathedral, and only basic information available on the cathedral website ([gracecathedral.org](http://gracecathedral.org)). The cathedral does have an app tour, GraceGuide, which can be downloaded onsite using the cathedral's free wifi. The tour includes welcomes by the Bishop of California and the Dean of Grace Cathedral, an adult highlights tour, a children's scavenger hunt, and music to walk the labyrinth by.

#### Goals

Grace Cathedral has a diverse and rich collection of art—including the building itself—and is seeking to better share the story of the art of cathedral with all who enter to maximize its impact and to increase the connection of visitors to the cathedral. We are looking for a consultant to work with us to envision and plan the visitor experience and the interpretation of our art collection, both to highlight the breadth of the collection and to present a unified story.

We are looking for a consultant with expertise in the history of art, museum settings, exhibitions, displaying art, visitor experience and telling a story with an art collection. We are also looking to this consultant to help us create a plan for art labeling and wayfinding, that will give a visitor a clear path to experience what the cathedral has to offer.

Of particular concern in the cathedral's art collection are several murals (see Mural Statement in the attachments). It is our intention to “retain and explain” and this will be an important part of the interpretive work. We are a community that values creativity and the arts, that looks for ways to innovate as well as preserving tradition, and that does not shy away from the difficult questions.

## Attachments

[Visitor Brochure](#)

[AIDS Memorial Chapel Brochure](#)

[Windows and Murals Brochure](#)

[Murals Statement](#)

[Art Census](#)

[<https://www.dropbox.com/sh/psp8sfu5agv3mql/AADcCFp1cg-9wrpPIHRfIVr8a?dl=0>]

## Links

<https://gracecathedral.org/>

[America's First Episcopal Cathedral](#) (KRON4 TV 1964)

[[https://diva.sfsu.edu/collections/sfbatv/bundles/227028?fbclid=IwAR0-fQ5cWezFXT0noZI1C3VqKBSmSGadC-\\_obG5gonaRj1cKAfD-22IplaY](https://diva.sfsu.edu/collections/sfbatv/bundles/227028?fbclid=IwAR0-fQ5cWezFXT0noZI1C3VqKBSmSGadC-_obG5gonaRj1cKAfD-22IplaY)]

You may also wish to download our app, GraceGuide, available on the App Store or Google Play.

## Process

We are currently inviting RFPs from consultants within the Bay Area with the goal of filling the position as soon as possible. When hired, we expect to see a period of information gathering, working both with the many stakeholders at Grace Cathedral and with the wider community in which we are set. This would include an exploration of the major options for the development of art labeling and wayfinding at the cathedral. Questions are welcome and tours of the cathedral are available upon request.

Please include in your proposal:

- An outline of the experience you have in this field, and especially any working with institutions that resemble Grace Cathedral.
- A proposed team roster with expected roles and responsibilities.
- Your initial ideas about the methodology you would bring to this project.
- A budget and timeline for the work [consultant work only—not materials and installation]

We are accepting proposals on a rolling basis until the position is filled. Please return your proposal and address any questions to Rebecca Nestle, Director of Cultural Programs, Grace Cathedral, 1100 California Street, San Francisco, CA 94108, [rebeccan@gracecathedral.org](mailto:rebeccan@gracecathedral.org).

Thank you for giving the time to consider this request. We hope to hear from you soon.