



Purchasing Department
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July 23, 2019

Lead Guitar
PO Box 40206
Tucson, Az 85717-0206

Attn: Brad Richter

SUBJECT: renewal of RFP 19-03-23, Performing Arts Instructor

Dear Mr. Richter,

This letter is to advise you that the above agreement has been approved for renewal for the second year with no changes to the awarded terms.

Sincerely,

A handwritten signature in black ink that reads "Debra Helmey".

Debra Helmey
Purchasing Supervisor

Attachments: 5

C: Dr. Ed Dawson
bid file RFP 19-03-20



Lead Guitar
www.leadguitar.org
(Mailing) PO Box 40206
Tucson, AZ 85717-0206
(Physical) 1531 N. Magnolia Ave.
Tucson, AZ 85712
520-626-6904

Providing music education to the young people who need it most

July 23, 2019

Dear Debra Helmey,

Lead Guitar would hereby like to renew the RFP 19-03-23 Performing Arts Services agreement with Sunnyside Unified School District for the 2019-20 academic year.

Lead Guitar proposes no changes to the Terms & Conditions outlined in the joint RFP with CFA in Schools.

For any further questions, please contact Brad Richter (brad@leadguitar.org) or Holly Holmes (holly@leadguitar.org).

Thank you for your collaboration!

Best regards,
Holly

A handwritten signature in black ink that reads "Holly Holmes". The signature is written in a cursive, flowing style.

Holly Holmes
Director of Operations
Lead Guitar
520-626-6904



Lead Guitar
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**LEAD GUITAR PROPOSAL FOR BID 19-03-23
FOR PERFORMING ARTS INSTRUCTION, GRADES PRE-K-12 BY SUNNYSIDE UNIFIED SCHOOL DISTRICT**

- 1. Background information: Offeror shall provide detailed information on the type of business, length of time doing business, and location of business, number of employees, training programs for employees, etc.**

Lead Guitar (LG) provides rigorous music education to the young people who need it most. An Arizona 501c3 with an 18-year track record of building year-round, sustainable classical guitar programs in low-income public schools, LG uses music and a broadly relatable instrument, to teach technique, music-reading, theory, and ensemble playing as well as self-esteem and teamwork.

LG is based in Tucson, Arizona with offices at and a vital affiliation with the University of Arizona. We have 16 employees, two of which are full-time. LG's teaching staff hail from Chile, Puerto Rico, the Philippines, Bulgaria, Mexico and the U.S. and includes four Fulbright Scholars, five Doctorates and a host of touring artists and university professors that pitch in with workshops and in-school concerts. All teaching staff has at least a Master's degree and significant classroom experience and go through ten hours of individualized training before teaching their first classes under supervision from senior leadership. Our teachers are reviewed regularly through the submission of lesson plans and through site visits from Curriculum Supervisor Dr. Jose Luis Puerta.

Lead Guitar has received support from the National Endowment for the Arts, the Arizona Commission on the Arts, the Oklahoma Arts Council, the D'Addario Foundation, Yamaha, and many other corporate and institutional donors. We also partner with universities and arts organizations including The Aspen Music Festival & School, the University of Chicago, and the University of Arizona.

During the 2017-18 school year LG will collaborate with 38 low-income public schools in Arizona alone, teaching close to 4,000 students to play guitar and dozens of public school teachers to teach guitar. We will reach an additional 20,000 students, staff and family members through in-school assembly performances, university campus concert experiences and performance opportunities including our annual student showcase concert at the UA. Not only do LG students learn an instrument from a University-level master instructor but they also get to see some of the most inspiring musicians in the world on stage at the UA, and even perform alongside them. In 2017 LG students have shared the stage with Broadway Star Ben Vereen who partners with LG on a variety of outreach projects and Paul McCartney guitarist and Royal College of Music Professor Carlos Bonell who also serves as LG's Honorary Artistic Director.

- 2. Key individuals assigned to District: Offeror shall clearly detail the personnel that will be assigned to the District for the duration of the project. This information shall include sufficient background information on the personnel to include educational history,**

advanced degrees, certifications, number of workshops given, length of time doing this type of service.

Brad Richter would oversee all aspects of LG program implementation in Sunnyside using his 28 years of experience as an artist-educator. In addition to being an avid teaching artist and the curriculum author, Co-founder and Executive Director of Lead Guitar Brad Richter enjoys a successful career as a composer/performer. He has played nearly one-thousand concerts in North America and Europe and has been a staple on NPR's Performance Today since 2008. An avid collaborator, Richter has performed and recorded his own works with a host of Grammy winners that include David Finckel (Director of Chamber Music at Lincoln Center), the Pacifica Quartet and the Phoenix Chorale. Long-term partnerships of note include cellist Viktor Uzur, with whom Brad tours as the Richter Uzur Duo, guitarist Carlos Bonell, who was also Brad's teacher at the Royal College of Music and the Aspen Music Festival and School where Brad has been an artist-in-residence for twelve years.

Dr. Holly Holmes is Lead Guitar's and CFA in Schools' primary administrator, managing everything from scheduling and communications with our partner schools and teaching artists to finance and grant-writing. She has worked as an administrator for both non-profit and for-profit arts organizations, including as a jazz programming intern for the John F. Kennedy Center for the Performing Arts. Holly earned a PhD in ethnomusicology from the University of Illinois at Urbana-Champaign and conducted dissertation research in Brazil as a 2011 Fulbright Scholar.

Dr. Jose Luis Puerta is Lead Guitar's Curriculum Supervisor, a newly developed role focused on new schools, teacher training, adherence to milestones and evaluations. He also spearheads new curricular initiatives like the adaptive guitar class while continuing to serve as the Master Guitar Instructor at 5- 7 LG partner schools each year. A native of Puerto Rico, Jose Luis completed his doctorate in Guitar Performance and a minor in Ethnomusicology at the University of Arizona in 2016. He is also the conductor for the Tucson Guitar Society Orchestra and an international performer. This year, Dr. Puerta is the LG teacher assigned to Challenger Middle School.

Dr. David Betts implements and analyzing the results of program evaluations for Lead Guitar. Dr. Betts is a Professor Emeritus of Practice in the Department of Teaching, Learning, and Sociocultural Studies. He taught in the Language, Reading & Culture program, with an emphasis on integrating literacy, technology, and the arts and in working with diverse populations. Dr. Betts' research has since taken him into a variety of Southern Arizona neighborhoods, into middle school language arts classrooms, and charter schools, where he documented classroom activities and teacher behaviors. His research in the integration of art and technology in education includes work with Southeastern Arizona Arts in Academics, Wildcat School, Access Tucson, several local school districts, and the Pascua Yaqui Tribe of Arizona's Department of Education. Dr. Betts is past-president of the Arts and Learning SIG of the American Educational Research Association. Board membership includes Arts Integration Solutions, Access Tucson, Arts Genesis, Kiwanis de Amigos, and the Media Arts Committee of the Tucson Pima Arts Council.

- 3. Scope of Services: Offerors shall provide a detail on the scope of services, that will be made available to the District. This will be a detailed listing of capabilities, resources, etc., that will be available to the District if awarded a contract. This shall include the specifics on all your costs of services available.**

Lead Guitar (classical guitar) provides in-depth guitar instruction for Grades 3-12 with a focus on reading in standard notation, ergonomic technique, ensemble playing and performance.

Programs include:

70 hours of on-site instruction, usually in the form of 35 two-hour visits, dates and times TBD in conjunction with school;

Up to 10 hours of additional instruction, including private lessons for students or school's teacher, depending on need.

Guest artist assemblies, master classes, and/or attendance at a UA matinee performances;

Qualified personnel for instruction of students and school staff members, usually with at least a Master's degree;

A four-year progressive, Arts Standards-based curriculum, including method books, sheet music, evaluation and testing materials, and digital teaching resources;

Professional Development opportunities including an Annual Teacher's Workshop which provides 8 hours of professional development training in guitar playing, the LG curriculum and guitar pedagogy best practices;

Co-facilitation of one performance at the school

An invitation to all participating students to perform at the Lead Guitar UA Showcase Concert at the Fred Fox School of Music.

Through our partnership with Yamaha, Lead Guitar schools can purchase guitars at or near the manufacturing cost. All other materials, curriculum and instructions are available to participants through our website at no cost.

- 4. Experience: Offerors shall provide a minimum of three clients where similar services have been performed. Information shall include name of account, contact person, phone number, and brief review of services performed. Preference may be given to those offerors able to list educational clients Pre-K-12.**

Flowing Wells Schools – Dr. David Baker, Superintendent, david.baker@fwusd.org, 520-696-8801

Lead Guitar worked closely with Dr. Baker to establish programs at Centennial and Hendricks Elementary Schools this school year.

Queen Creek USD – Dr. Perry Berry, Superintendent, pberry@qcusd.org, 480-987-5938

Dr. Berry hosted one of the first ever Lead Guitar programs in Page, AZ in the early 2000s when he was Principal at Page High School. When he became Superintendent of Queen Creek USD he reached out to Lead Guitar. We are in our second year of providing services to Queen Creek and our 18th year of providing services to Page High School.

Phoenix Elementary School District 1 – Tom Lind, Assistant Superintendent, Tom.LIND@phxschools.org, (602) 257-3781,

Lead Guitar worked closely with Dr. Lind to establish programs at Edison and Lowell Elementary schools in Phoenix. We anticipate starting several more programs in PESD1 over the next few years.

- 5. Fee Schedule: Offerors shall provide specific detail by section on their fee schedule. All though a flat hourly rate is preferred, a sliding scale, and/or commission schedule may be proposed. The fee schedule shall be complete covering all potential costs points including correspondence and travel (if necessary).**

Program fees are determined according to a school's FRPL (Free and Reduced-Price Lunch) % of qualified students.

For schools with 80% or above, programming is free.

Schools with 50-79% contribute \$1,500 towards the cost of their Lead Guitar program and

Schools with 49% or fewer eligible for FRPL contribute \$3,000.

If a School has more than 80% of its students on the Federal Free and Reduced Lunch Plan, it is NOT required to contribute funds from its own budget to cover the cost of implementing the program. The program costs Lead Guitar approximately \$7,600 per program to operate for one academic year, and does not include the cost of instruments: purchasing guitars is the school's responsibility.

We do require that many schools who qualify for a free program contribute to our fundraising effort in one of two ways:

Option A) Collaborate on writing and submitting an Arts Learning Collaboration Grant through the Arizona Commission on the Arts. Should an ACA grant application be successful, the grant monies would be passed through your School to Lead Guitar to cover our program costs. Should we fail to receive the grant, Lead Guitar will waive all program fees. However, failure to submit the grant on time or to respond to grant-related emails could result in the cancellation of your school's Lead Guitar program.

Option B) Coordinate with Lead Guitar on the collection of tax credit donations that can be passed on to Lead Guitar to help support program costs. These tax credits would be raised by our own pool of constituents who will assign their Arizona tax credit to your School. Therefore, these new tax credits would not impact your School's current tax credit pool.