



Commission for Arts and Culture



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Arts and Culture Funding Programs

Arts Education Enrichment Initiative

Fiscal Year 2020 Applicant Guidelines



Fiscal Year 2020 Application Guidelines

Arts Education Enrichment Initiative (AEEI)

Funding for Projects that Enrich Arts Education for San Diego Youth

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Questions?

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A translation of these guidelines is available in Spanish upon request; however, only applications in English will be accepted.
Una traducción de esta aplicación está disponible en español a petición; sin embargo, solo se aceptarán solicitudes en inglés.

Section 1: About the Commission for Arts and Culture

The City of San Diego Commission for Arts and Culture (Commission) was established by ordinance in 1988 to serve in an advisory capacity to the Mayor and City Council of the City of San Diego (City) on promoting, encouraging, and increasing support for San Diego's diverse artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international cultural destination. The Commission is composed of 15 volunteers (Commissioners) appointed by the Mayor and confirmed by City Council to serve terms up to eight years. A staff of eight (Commission staff), headed by an Executive Director, administers the programs and services of the Commission under the oversight and direction of the Mayor and the Office of Boards and Commissions. The duties and functions of the Commissioners and Commission staff are set forth in the San Diego Municipal Code section 26.07.

Section 2: About the Fiscal Year 2020 Arts Education Enrichment Initiative

The Fiscal Year 2020 Arts Education Enrichment Initiative (AEEI) is a Commission staff-administered process of accepting and evaluating applications from nonprofit, tax-exempt organizations requesting Transient Occupancy Tax (TOT) funding. AEEI supports collaborative projects by nonprofit organizations in partnership with local artists to produce arts education programming.

The Commission believes that engagement with the arts is an integral part of the development of healthy and successful individuals. Studies show that access to the arts, early in life via arts education results in better rounded youth, with increased attendance, greater participation and an overall higher success rate in schools. The Commission is committed to shaping lifelong learners by supporting access to the arts at all levels and for all ages.

AEEI seeks to expand the reach of arts education by supporting projects that educate youth in art practice and expose them to local artists. The Commission's goals for AEEI are to:

- Engage youth in artist-led learning experiences focused on visual, performing, or language arts, or a combination thereof;
- Develop artistic abilities and creativity of youth;
- Develop new art audiences by increasing exposure to and appreciation of San Diego's local artists;
- Enrich arts education programming that takes place in the San Diego Promise Zone (SDPZ), which includes public schools, recreation centers, public parks and libraries; and
- Support collaborations between nonprofit organizations, artists and K-12 partners.

FY20 AEEI proposed projects must take place in the SDPZ. SDPZ is one of 22 federally designated Promise Zones across the United States. More than 77,000 San Diegans live in this area. The SDPZ initiative aims to work strategically with local leaders to boost economic activity and job growth, improve educational opportunities, reduce crime and leverage private investment to improve the quality of life in these vulnerable areas. The area struggles with low educational attainment, insufficient access to healthcare and healthy foods, rising crime rates and the least affordable housing in the country.

To encourage greater participation and access, eligibility has been newly expanded to include recreation centers, public parks or libraries in addition to public schools. Projects funded by AEEI provide an opportunity for local artists to share their process with San Diego youth via arts learning in the SDPZ. Projects must result in a final artistic production (visual, music, performance, etc.) following multiple visits between the artists and youth. Proposed projects do not need to be new programs; organizations may apply for funding for projects already underway if they align with AEEI goals and occur between July 1, 2019 and June 30, 2020. Projects funded by AEEI can be a part of a larger arts education program; however, only programming that is in alignment with AEEI funding guidelines is eligible. The deadline to submit the RFP is September 3, 2019 5:00 pm PST.

Section 3: Eligibility

A nonprofit organization is eligible to apply for an AEEI contract award if:

- The nonprofit organization is a current FY20 Organizational Support Program (OSP) or Creative Communities San Diego (CCSD) contractor with the City of San Diego Commission for Arts and Culture;
- The project takes place at a K-12 public school, recreation center, public park or library located in San Diego Promise Zone;
- The artist*¹ collaborating with the nonprofit organization resides in San Diego County; and
- The proposed project takes place between July 1, 2019 and June 30, 2020.

**Throughout these guidelines, the singular term "artist" also means artists.*

¹ The City adheres to definition of "artist" which is contained in San Diego Municipal Code section 26.0701 et seq.

Section 4: How Much Funding is Available?

The City aims to distribute eight awards each in the amount of \$10,000. Each applicant can submit one proposal. There is no matching requirement for an AEEI award. Applicants that are awarded AEEI funding will receive an augmentation to their current FY20 OSP or CCSD contract with the City.

Section 5: How to Apply for a Contract Award

1. **REQUEST FOR PROPOSALS:** Current FY20 OSP and CCSD contractors are invited to submit a proposal through the online application system. Connect to the online RFP form through the City's website www.sandiego.gov/arts-culture/funding. All proposals must be submitted by September 3, 2019 5:00 PST. No late proposals will be accepted.
2. **RFP EVALUATION PANELS:** A panel of peers reflecting the diversity of San Diego who have broad knowledge and experience that aligns with the purpose of AEEI will evaluate the RFPs and the degree to which each applicant's proposed project meets the Commission's goals for AEEI funds. The panel uses a standard scoring system to evaluate sections of the application; Proposed Project; Community Engagement; Production Capacity; Project Budget and Spending Plan; and assigns a rank to each proposal: Very Aligned with AEEI Goals (Ranks of 4); Aligned with AEEI Goals (Ranks of 3); or Not Aligned with AEEI Goals (Ranks of 2). Based on these evaluations, the panel will rank and recommend up to eight proposals for funding. The meeting where proposals are reviewed and ranked is open to the public and will be advertised in advance.

During the panel deliberation, each applicant will be given an opportunity to give a brief, in-person introduction to his or her application and an opportunity to respond to the panel's questions and comments. Details, including dates, times and specific conditions will be provided to applicants.

3. **FUNDING RECOMMENDATIONS:** After the panel recommends proposals for funding, the Commission receives and acts on the panel's recommendations. The meeting where the Commission receives and acts on the panel's recommendation is open to the public and will be posted in advance.
4. **APPEALS:** Any applicant not recommended to receive a contract award may submit a written appeal to Commission staff no later than 5:00 p.m. on the tenth calendar day following notification from Commission staff to the applicant that no award is being recommended. Commission staff will consider the appeal and submit to the Commission to recommend the final ruling. Upon request from an appellant, Commission staff will provide comments submitted by the Commission advisory panels.

Section 6: Conditions for Submission

1. The City reserves the right to reject, in whole or in part, any responses to this RFP, to not accept a proposal recommended by any panel or the Commission, to initiate an alternate process, to reissue the RFP and/or cancel this RFP, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any organization. Additionally, the City expressly reserves the right to postpone opening responses to this RFP for its own convenience, and/or to waive minor informalities or irregularities in the responses received.
2. The City reserves the right to revise this RFP by addendum. The City is bound only by what is expressly stated in this RFP and any authorized written addenda thereto. Addenda will be posted on the City's website at www.sandiego.gov/arts-culture. It shall be the organization's responsibility to check the website up to the final submission date for any possible addenda.
3. The City accepts no financial responsibility for any costs incurred by applicants. The City is not responsible for the loss or damage of any materials submitted.
4. The submission of a response to this RFP does not guarantee funding.
5. Funds awarded to an organization are paid on a reimbursement basis only. Expenses must be incurred by an organization between July 1, 2019 and June 30, 2020 before the City will reimburse.
6. Each organization awarded funding must receive an executed contract amendment from the City before submitting invoices for reimbursement of expenses associated with an AEEI project, and it can take a minimum of 6 months from notification of AEEI award for the City to provide an executed amendment.

7. Each organization awarded funding is required to provide proof of Commercial General Liability Insurance, Automobile Liability Insurance, and Workers' Compensation Insurance. (Some exceptions may apply.)
8. The award of funds does not imply that the City will produce, promote, or present the AEEI project. It is the sole responsibility of the contractor to secure a venue and any required permit and/ permission. This planning should be reflected in the project proposal.
9. AEEI funding is intended solely for showcasing youth art. Proposals should be in accordance with the program site.
10. Each organization awarded funding is required to deliver a mid-year report and final performance report in a format requested by City staff.
11. City funds may not be used for alcoholic beverages, travel, meals, lodging, entertainment, capital or equipment outlay, buildup of reserves, or the purchase of awards, trophies, gifts or uniforms.
12. City funds may not be used for lobbying, religious activities or political activities.
13. The Commission is responsible for ensuring that the City's funds benefit San Diegans of diverse cultures, ethnicities, incomes, abilities, genders, ages, orientations and neighborhoods.
14. The organization acknowledges that information submitted as part of their application for this opportunity may be disclosed to the public pursuant to a request under the California Public Records Act.
15. The organization applying to this funding category is solely responsible for the accuracy and truth of the information they submit to the City. Any organization found to have provided false information to the City, may, at any point, be immediately disqualified from receiving funding.

###

Appendix 1

Request for Proposals (RFP) Tear Sheet

Fiscal Year 2020 Arts Education Enrichment Initiative

Deadline: September 3, 2019 5:00 pm PST

SECTION 1: APPLICANT PROFILE

1. Legal name of organization
2. DBA Name of organization, if applicable
3. Organization's mission statement. **NARRATIVE: 500 CHARACTERS**
4. Provide a brief description of the project for publication in the City's promotional materials. Include the name of the project(s), participating artist(s), location(s), dates(s), a summary of the proposed project. **NARRATIVE: 500 CHARACTERS**
5. Indicate whether the project is new or has been produced before. **CHECKBOXES: THE PROJECT IS NEW, THE PROJECT HAS BEEN PRODUCED BEFORE**
6. Provide the start and end date(s) of the project. **NARRATIVE: 75 CHARACTERS**
7. Provide a minimum of one and a maximum of three documents, including but not limited to, work samples, reviews, letters of recommendation or articles that reflect the quality of the project. **ATTACH MINIMUM OF 1, MAXIMUM OF 3 PDF(s)**

SECTION 2: PROPOSED PROJECT

1. What project does the organization propose to produce between July 1, 2019 and June 30, 2020 in the San Diego Promise Zone? **NARRATIVE: 2500 CHARACTERS**
2. Clearly describe how the project aligns with each of the AEEI goals:
 - a. Engage youth in artist-led learning experiences focused on visual, performing, or language arts, or a combination thereof;
 - b. Develop artistic abilities and creativity of youth;
 - c. Develop new art audiences by increasing exposure to and appreciation of San Diego's local artists;
 - d. Enrich arts education programming that takes place in the San Diego Promise Zone, which includes public schools, recreation centers, public parks and libraries; and
 - e. Support collaborations between nonprofit organizations, artists and K-12 partners. **NARRATIVE: 2500 CHARACTERS**
3. Describe measurable impacts of the proposed project. Please provide quantitative and qualitative data:
 - a. How many youth will participate in the project?
 - b. How many sessions with local artist(s) will youth have?
 - c. Describe the artistic medium, practice, and format of sessions [i.e choreography, mural painting, hands-on, individual group, collaborative etc]

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- d. Describe the culminating art production [i.e exhibition, theatrical or musical performance etc.] [NARRATIVE: 2500 CHARACTERS](#)
4. How will success of the project be tracked? [NARRATIVE: 2500 CHARACTERS](#)
5. Provide a timeline for proposed project. [NARRATIVE: 2500 CHARACTERS](#)

SECTION 3: COMMUNITY ENGAGEMENT

1. Proposed Site Partner(s):
 - a. Describe the reasons/criteria for selecting this project site/ partner. [NARRATIVE: 2500 CHARACTERS](#)
 - b. Attach (1) letter of intent, permission, and/or permit from each partner. [ATTACH COMBINED PDF \(Required\)](#)
2. Proposed Local Practicing/Teaching Artist Partner(s):
 - a. Describe the reasons/criteria for selecting this artist partner. [NARRATIVE: 2500 CHARACTERS](#)
 - b. Attach (1) letter of intent/commitment AND (1) current professional resumé from each artist partner. [ATTACH COMBINED PDF \(Required\)](#)
3. The Commission is responsible for ensuring that the City's funds benefit San Diegans of diverse cultures, ethnicities, incomes, abilities, genders, ages, orientations and neighborhoods. How will the organization ensure that the proposed project is accessible and inclusive? [2500 CHARACTERS](#)
4. Describe how partners in the San Diego Promise Zone were identified and how the project serves the specific needs of the audience. [2500 CHARACTERS](#)

SECTION 4: ORGANIZATION'S PRODUCTION CAPACITY

1. Describe the organization's experience with producing projects of similar scale and complexity? [NARRATIVE: 2500 CHARACTERS](#)
2. Provide the name, title, education, experience, and other qualifications of each keyperson responsible for designing and producing the project. Include information about the qualifications of each key person responsible for ensuring that the project is accessible and relevant to the target audience(s). [NARRATIVE: 2500 CHARACTERS](#)

SECTION 5: PROJECT BUDGET & SPENDING PLAN

1. What is the total budget for the project? Include the \$10,000 the organization requests from the City as a part of the line item "Local government income". [INTERACTIVE CALCULATOR](#)
2. Provide details to describe how the \$10,000 requested from the City will be used. [NARRATIVE: 1500 CHARACTERS](#)
3. Provide details to describe any income or expense described as "other". [NARRATIVE: 1500 CHARACTERS](#)

Appendix 1

4. Summarize the reasons for variances, surplus/deficits of 10% or more in the three-year Organizational Budget. [NARRATIVE: 1500 CHARACTERS](#)
5. Provide details to annotate the budget from the previous page. [NARRATIVE: 1500 CHARACTERS](#)

###

A	B	C	D	E
FISCAL YEAR 2020 ARTS EDUCATION ENRICHMENT INITIATIVE				
RFP APPLICATION QUESTION		EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION	SCORING
RFP SECTION 1: APPLICANT PROFILE				
RFP SECTION 2: PROPOSED PROJECT		<ul style="list-style-type: none"> Degree to which the organization's project achieves the goals of the Arts Education Enrichment Initiative 	<ul style="list-style-type: none"> Project is clearly described Evidence is provided to show that the project has been researched and developed for optimal impact Project clearly aligns with initiative goals Project impacts are clearly linked to initiative goals with quantitative and qualitative data Evidence provided to show that the organization has a plan to collect data and track project success 	Strong = 5 points Good = 4 points Basic = 3 points Weak = 2 points Unresponsive = 1 point
	1. What project does the organization propose to produce between July 1, 2019 and June 30, 2020 in the San Diego Promise Zone?			
	2. Clearly describe how your project aligns with each of the AEEI goals: a. Engage youth in artist-led learning experiences focused on visual, performing, or language arts, or a combination thereof; b. Develop artistic abilities and creativity of youth; c. Develop new art audiences by increasing exposure to and appreciation of San Diego's local artists d. Enrich arts education programming that takes place in the San Diego Promise Zone, which includes public schools, recreation centers, public parks, and libraries; and e. Support collaborations between nonprofit organizations, artists and K-12 partners.			
	3. Describe measurable impacts of proposed project. Please provide quantitative and qualitative data: a. How many youth will participate in the project? b. How many sessions with local artist(s) will youth have? c. Describe the artistic medium, practice, and format of sessions. [i.e. choreography, mural painting, hands-on, individual group, collaborative etc] d. Describe the culminating art production [i.e. exhibition, theatrical or musical performance etc.]			
	4. How will success of the project be tracked?			
	5. Provide a timeline for proposed project.			
RFP SECTION 3: COMMUNITY ENGAGEMENT		<ul style="list-style-type: none"> Degree to which the organization thoughtfully and intentionally identifies its artist partner Degree to which the organization thoughtfully and intentionally identifies its site/partner Degree to which the organization provides evidence that its project is accessible and inclusive Degree to which the organization provides evidence that the project is relevant and impactful to its audience. 	<ul style="list-style-type: none"> Evidence is provided to show that artist was selected thoughtfully and intentionally Evidence is provided to show that site was selected thoughtfully and intentionally Evidence is provided to show that organization has established intent with partnering site(s) and artist(s) Evidence is provided to show that the project is accessible and inclusive Evidence is provided to show that the organization understands and connects with its audience 	Strong = 5 points Good = 4 points Basic = 3 points Weak = 2 points Unresponsive = 1 point
	1. Proposed Site Partner(s): a. Describe the reasons/criteria for selecting this project site/ partner. b. Attach (1) letter of intent, permission, and/or permit from each partner.			

A		B		C		D		E	
FISCAL YEAR 2020 ARTS EDUCATION ENRICHMENT INITIATIVE									
RFP APPLICATION QUESTION				EVALUATION CRITERIA FOR APPLICATION SECTION		QUALITIES OF A STRONG APPLICATION		SCORING	
		2. Proposed Local Practicing/Teaching Artist Partner(s): a. Describe the reasons/criteria for selecting this artist partner. b. Attach (1) letter of intent/commitment AND (1) current professional resumé from each artist partner.							
		3. The Commission is responsible for ensuring that the City's funds benefit San Diegans of diverse cultures, ethnicities, incomes, abilities, genders, ages, orientations and neighborhoods. How will the organization ensure that the proposed project is accessible and inclusive?							
		4. Describe how partners in the Promise Zone were identified and how the project serves the specific needs of the audience.							
RFP SECTION 4: ORGANIZATION'S PRODUCTION CAPACITY				• Degree to which the organization provides evidence that its qualifications and resources match the scale and complexity of the project		• Evidence is provided to show that the organization has a successful track record of producing projects of similar scale and impact • Evidence is provided to show that the organization understands the strengths and shortfalls of its capacity • Evidence is provided to show how the qualifications of personnel result in project impacts		Strong = 5 points Good = 4 points Basic = 3 points Weak= 2 points Unresponsive = 1 point	
		1. Describe the organization's experience with producing projects of similar scale and complexity?							
		2. Provide the name, title, education, experience, and other qualifications of each key person responsible for designing and producing the project. Include information about the qualifications of each key person responsible for ensuring that the project is accessible and relevant to the target audience(s).							
RFP SECTION 5: PROJECT BUDGET & SPENDING PLAN				• Degree to which the organization provides evidence that the project budget and spending plan support the scale and complexity of the project		• The project budget and spending plan is clearly described and easy to understand • Evidence is provided to show that spending is effectively monitored • Evidence is provided to show that commission funds are being used to support initiative goals.		Strong = 5 points Good = 4 points Basic = 3 points Weak= 2 points Unresponsive = 1 point	
		1.What is the total budget for the project? Include the \$10,000 the organization requests from the City as a part of the line item "Local government income".							
		2.Provide details to describe how the \$10,000 requested from the City will be used.							
		3. Provide details to describe any income or expense described as "other".							
		4. Summarize the reasons for variances, surplus/deficits of 10% or more in 3-year Organizational Budget.							
		5. Provide details to annotate your budget from the previous page.							
RFP SECTION 6: CONDITIONS OF SUBMISSION									
						RANK EQUIVALENT		POINT RANGE	
						4 rank		20-18 points	
						4+ rank		17-15 points	
						3+ rank		14-11 points	
						3 rank		12-9 points	
						3- rank		8-6 points	
						2+ rank		5-4 points	
						2 rank		3-2 points	
						2- rank		1-0 points	

Appendix 3

Arts Education Enrichment Initiative FY20 Application & Funding Process Schedule

July 1, 2019

Application guidelines and online Request for Proposals (RFP) form published

September 3, 2019, 5:00 p.m.

Responses to RFP due

September 2019

Panel convenes to discuss and recommend scores/ranks for RFPs. Actual date to be announced.

September 27, 2019

Commission receives and acts on the panel's recommendations

September 30, 2019

Awards announced

June 30, 2020

Performance period ends