



Fiscal Year 2018 Application Guidelines
CCSD: Creative Communities San Diego
Funding for Projects

December 14, 2016

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Questions?

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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 tourist 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 Deputy Chief Operating Officer for Neighborhood Services.

The duties and functions of the Commissioners and Commission staff are set forth in the San Diego Municipal Code and include developing, implementing, evaluating, and/or recommending changes to public policy, legislation, programs, services, and advocacy strategies; overseeing funding allocations in support of nonprofit arts and culture organizations, artists, neighborhood arts programs, festivals, and artworks in public development; ensuring the inclusion of art in private development; managing artworks owned and controlled by the City; supporting cultural tourism and innovative arts and culture programming; and undertaking other initiatives that contribute to the quality of life, economic vitality, and vibrancy of San Diego.

The Commission annually recommends to the Mayor and City Council the award of funding for general organizational support and project-specific support for San Diego's nonprofit arts and culture organizations. These funds are awarded through two competitive processes: Organizational Support Program (OSP) and Creative Communities San Diego Program (CCSD). The source of this funding is Transient Occupancy Tax (TOT), a tax levied on individuals who stay overnight in hotels, motels, and other lodging establishments. Council Policy 100-03 governs the use of TOT money and, in accordance with the policy, a portion of the City's TOT revenue is intended to be used as follows:

1. To enhance the economy;
2. To contribute to San Diego's national and international reputation as a cultural destination;
3. To provide access to excellence in culture and the arts for residents and visitors;
4. To enrich the lives of the people of San Diego; and
5. To build healthy, vital neighborhoods.

Section 2: About the Creative Communities San Diego (CCSD)

Creative Communities San Diego (CCSD) is the annual, Commission-administered process of accepting and evaluating applications from nonprofit, tax-exempt organizations requesting TOT funding to use for sponsoring community-based festivals, parades and celebrations with an emphasis on projects that promote neighborhood pride and community reinvestment, and on sponsoring projects that make arts and culture activities more available and accessible in San Diego neighborhoods and encourage people diverse backgrounds to share their heritage and culture. In Fiscal Year 2017, 49 nonprofit organizations received \$1.2 million in TOT funding through CCSD.

Section 3: Who is Eligible to Apply?

Your organization is eligible to apply for a contract award if:

- **NONPROFIT STATUS:** Your organization holds tax-exempt nonprofit status under section 501(c)(3) or 501(c)(6) of the Internal Revenue Code; AND
- **HISTORY OF OPERATIONS:** Your organization has a three-year history of operating with its own independent governing board (not under a fiscal sponsor); AND
- **SERVICE AREA:** Your organization's project will take place within the limits of the city of San Diego and/or benefit San Diego residents; AND
- **MISSION ALIGNMENT:** Your project obviously aligns with the purpose of TOT funding which is
 - 1) To enhance the economy;
 - 2) To contribute to San Diego's national and international reputation as a cultural destination;
 - 3) To provide access to excellence in culture and the arts for residents and visitors; and
 - 4) To enrich the lives of the people of San Diego; and
 - 5) To build healthy, vital neighborhoods.

Your organization is NOT eligible to for a contract award if:

- **GENERAL OPERATING SUPPORT:** Your organization is seeking funding for general operating support. (The Commission offers a different funding program called Organizational Support Program [OSP] for general operating support. Guidelines to apply for OSP can be found on the Commission's website at www.VibrantCultureVibrantCity.com)

- **SCHOOLS:** Your organization is a university, community college, school district, or private educational enterprise.
- **REGRANTING:** Your organization's primary purpose is grantmaking.
- **MULTIPLE APPLICATIONS:** Your organization has applied or will apply for Fiscal Year 2018 funds through another TOT category as defined in Council Policy 100-03.

Section 4: How Much Funding is Available?

The amount of money an applicant can be awarded is calculated with an algorithm and is dependent on several factors. CCSD applicants are typically awarded between 15%-28% of their project budgets.

In Fiscal Years 2014, 2015 and 2016:

- Projects with budgets under \$15,000 were awarded approximately 28% of the total project budget.
- Projects with budgets between \$15,000 and \$29,999 were awarded approximately 25% of the total project budget.
- Projects with budgets between \$30,000 and \$49,999 were awarded approximately 20% of the total project budget.
- Projects with budgets between \$50,000 and \$99,999 were awarded approximately 18% of the total project budget.
- Projects with budgets more than \$100,000 were awarded approximately 15% of the total project budget.

This information is not a guarantee of an award amount. It is offered to assist organizations in deciding whether to submit an application for funding and in estimating the cash match, which is required for all organizations that accept CCSD contracts from the Commission. An organization awarded CCSD funding for a project with expenses exceeding \$30,000 is required to provide a \$3 cash match for every \$1 awarded. An organization awarded CCSD funding for a project with expenses below \$30,000 is required to provide a \$2 cash match for every \$1 awarded and up to 50% of the match can come from in-kind donations.

Section 5: How to Apply for a Contract Award

1. **TWO-STEP APPLICATION PROCESS:** The application process includes two steps: Request for Qualifications (RFQ), then Request for Proposals (RFP).

2. **REQUEST FOR QUALIFICATIONS:** Complete and submit the online Request for Qualifications (RFQ) form by the deadline. Connect to the online RFQ form through the Commission's website www.VibrantCultureVibrantCity.com
3. **RFQ EVALUATION:** A team comprised of members (including City staff) who are trained in City contracting processes and nonprofit management practices evaluates the strength of each applicant's ability to manage a City contract using the information provided in the RFQ. This team uses a standard scoring system to evaluate Eligibility, Administrative Capacity; Financial Management; Governance Practices; and Past Performance on Commission Contracts (if applicable). Each applicant is assigned one of two grades: 1) Ready to Contract, or 2) Not Ready to Contract. Applicants deemed "Not Ready to Contract" will be given three (3) calendar days to cure any incorrect or missing RFQ components and reevaluated. Applicants deemed "Not Ready to Contract" will not advance, but will be given appropriate technical assistance to prepare to try again in the future.
4. **REQUEST FOR PROPOSALS:** Applicants deemed "Ready to Contract" will be given access to the online Request for Proposals (RFP) form.
5. **RFP EVALUATION PANELS:** Ad hoc panels composed of Commissioners mixed with additional diverse members of the San Diego community evaluate the degree to which each applicant's proposed project aligns with the City's goals for the use of TOT funds using information provided in the RFP. The panels use a standard scoring system to evaluate Proposed Project; Production Capacity; Budget and Spending Plan; Audience Reach; and Emphasis Areas and assign each proposal one of three grades: Very Aligned with City Goals (Ranks of 4); Aligned with City Goals (Ranks of 3); or Not Aligned with City Goals (Ranks of 2). The meetings where proposals are reviewed and graded are open to the public and will be advertised in advance.
6. **COMMISSION APPROVAL OF RANKS:** The panels' recommendations of the rank to give each proposal, are forwarded to the Commission for ratification or adjustment. The meeting where the Commission receives and acts on the panels' recommendations is open to the public and will be advertised in advance. Proposals receiving ranks of 2+, 2, or 2- will be deemed "Not Aligned with City Goals" and will not be recommended to receive a contract award.
7. **APPEALS:** Any applicant not recommended by the Commission 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 make the final ruling. Upon request from an appellant, Commission staff will provide a summary of the panel's discussion about the applicant's proposal.

8. **CALCULATING AWARD AMOUNTS:** Following the Commission's ratification or adjustment, the ranks are converted into a monetary award amount using an algorithm.
9. **AUTHORIZING AWARDS:** The monetary award amount for each applicant that results from the Commission's application evaluation process is forwarded to the Mayor and City Council. Only the Mayor and City Council can authorize awards. Therefore, award amounts are not final until authorized by the Mayor and City Council during the annual budget process. Applicants typically have a solid idea of what their contract award is likely to be in May.

Section 6: Conditions for Submission

1. The City reserves the right to reject, in whole or in part, any responses to this RFQ, to not accept a proposal recommended by any of the evaluation panels, to initiate an alternate process, to reissue the RFQ and/or cancel this RFQ, 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 RFQ 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 RFQ by addendum. The City is bound only by what is expressly stated in this RFQ and any authorized written addenda thereto. Addenda will be posted on the City's website at www.VibrantCultureVibrantCity.com 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 reserves the right to propose modifications to the scope of services during the contract negotiation phase between the City and the contract awardee. The City is not responsible for the loss or damage of any materials submitted.
4. The submission of a response to this RFQ 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, 2017 and June 30, 2018 before the City will reimburse.
6. Any organization awarded OSP funding is required to provide a \$3 cash match for every \$1 awarded.
7. Each organization awarded funding must receive an executed contract from the City before submitting invoices for reimbursement and it can take 6-9 months from July 1 for the City to provide an executed contract.
8. 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.)
9. Each organization awarded funding is required to comply with all required state and federal registrations including but not limited to California Attorney General Registrar of Charitable Trusts, California Secretary of State Business Registry, System for Awards Management and Department of Industrial Relations DSLE Debarments. All registrations must be current during the contract period.
10. An organization receiving funding in excess of \$10,000 must provide true, accurate and complete financial disclosure documentation evidencing the financial status of the organization's last completed fiscal year within 90 days of the end of that fiscal year.
11. An organization receiving funding in the amount of \$75,000 or greater must submit audited financial statements prepared in accordance with generally accepted accounting principles (GAAP) and audited by an independent Certified Public Accountant, in accordance with generally accepted auditing standards (GAAS).
12. An organization receiving funding in the amount of \$500,000 or greater, when that funding represents more than 10% of the organization's annual budget, must provide salary and wage ranges for each of their job classifications, including actual executive salaries and benefits packages applicable for the contract period.
13. Each organization awarded funding is required to deliver a final performance report detailing the extent to which the scope of services was met during the period of performance. Final reports are due within 90 days after the contract closing date.

14. 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.
15. City funds may not be used for lobbying, religious activities or political activities.
16. City funds will not be provided to any organization found to discriminate, in the conduct of its activities and affairs, against any person because of sex, race, color, creed, national origin, physical handicaps, age or sexual orientation.
17. Any organization found to have 1) provided false information to the City, or 2) submitted more than one application for TOT funds in in a single fiscal year may be immediately disqualified from receiving funding for one year.

###

Appendix 1

Request for Qualifications (RFQ) Tear Sheet

Fiscal Year 2018 Creative Communities San Diego (CCSD)

SECTION 1: APPLICANT PROFILE

1. Legal Name of Organization
2. DBA Name of Organization, if applicable
3. Provide your organization's mission statement. **NARRATIVE: 500 CHARACTERS**
4. Briefly describe the project for which your organization seeks funding. **NARRATIVE: 500 CHARACTERS**
5. Indicate the history of the project. **CHECKBOXES: THE PROJECT IS NEW, THE PROJECT HAS BEEN PRODUCED BEFORE**
6. Provide the date(s) of the project. **NARRATIVE: 75 CHARACTERS**
7. Provide the total estimated budget for the project. **CHECKBOXES: \$5,000 - \$75,000, greater than \$75,000**
8. Is your organization acting as a fiscal sponsor for the purposes of seeking funding for a project? **CHECKBOXES: YES, NO**
9. If applicable, can your organization provide proof of a formalized fiscal sponsorship agreement? **CHECKBOXES: YES, NO, NOT APPLICABLE**
10. Which month and day does your organization's fiscal year end?
11. Organization's Twitter handle, if applicable
12. Contact Information
 - o Director of Organization First Name
 - o Director of Organization Last Name
 - o Director of Organization Title
 - o Director of Organization Email
 - o Director of Organization Phone
 - o Primary Contact First Name
 - o Primary Contact Last Name
 - o Primary Contact Title
 - o Primary Contact Email
 - o Primary Contact Phone

SECTION 2: ELIGIBILITY SURVEY

1. Can your organization produce proof of its tax-exempt nonprofit status under section 501(c)(3) or 501(c)(6) of the Internal Revenue Code? **CHECKBOXES: YES, NO**
2. Can your organization produce proof that it has a three-year history of operating with its own independent governing board (not under a fiscal sponsor)? **CHECKBOXES: YES, NO**
3. Can your organization produce proof that the project for which your organization is seeking funding will take place within [the limits of the City of San Diego](#) and/or benefit San Diego residents? **CHECKBOXES: YES, NO**
4. Does the project obviously align with the purpose of TOT funding, which is: to enhance the economy; to contribute to San Diego's national and international reputation as a cultural destination; to provide access to excellence in culture and the arts for residents and visitors; and to enrich the lives of the people of San Diego; and to build healthy, vital neighborhoods? **CHECKBOXES: YES,NO**
5. Has/will your organization applied/apply for Fiscal Year 2018 TOT funding through Organizational Support Program (OSP), or Economic Development and Tourism Support (EDTS), or Citywide Economic Development Support (CEDS)? **CHECKBOXES: YES-OSP, YES-EDTS, YES-CEDS, NO**
6. Is your organization seeking funding for lobbying, religious or political activities? **CHECKBOXES: YES, NO**
7. Is your organization seeking funding for a project that would not be open to the public? **CHECKBOXES: YES, NO**
8. Is your organization a university, community college, school district, or private educational enterprise? **CHECKBOXES: YES, NO**
9. Is your organization seeking funding to give out as grants? **CHECKBOXES: YES, NO**

SECTION 3: ADMINISTRATIVE CAPACITY

1. Provide an organizational chart showing names and titles of your organization's staff. **ATTACH PDF**
2. Provide the name, title and qualifications of the primary person who will administer the contract between your organization and the City should a contract be awarded. Indicate whether this person is an employee, a contractor or a volunteer. **NARRATIVE: 500 CHARACTERS**
3. Each organization awarded funding will be offered a contract for services. A requirement of the contract is that your organization must provide proof of a Commercial General Liability insurance policy. Will your organization be able to provide this proof at the time the contract is issued? **CHECKBOXES: YES, NO**

4. Each organization awarded funding will be offered a contract for services. A requirement of the contract is that your organization must provide proof of an Automobile Liability insurance policy. Each organization is required to maintain a minimum of "Hired and Non-Owned" Automobile Liability insurance while under contract. Will your organization be able to provide this proof at the time the contract is issued? **CHECKBOXES: YES, NO**
5. Each organization awarded funding will be offered a contract for services. A requirement of the contract is that your organization must provide proof of a Workers' Compensation insurance policy if your organization has at least one paid employee. Will your organization be able to provide this proof at the time the contract is issued? **CHECKBOXES: YES, NO, NOT APPLICABLE – OUR ORGANIZATION HAS NO PAID EMPLOYEES**

SECTION 4: GOVERNANCE PRACTICES

1. How often does the board of your organization formally meet to conduct the business of the organization? **CHECKBOXES: MONTHLY, QUARTERLY, ANNUALLY**
2. Does the board of your organization approve annual budgets for the organization? **CHECKBOXES: YES, NO**
3. Are compensation arrangements for officers, directors, trustees, and key employees approved by the board? **CHECKBOXES: YES, NO, NOT APPLICABLE – NO COMPENSATION PROVIDED/OUR ORGANIZATION HAS NO PAID EMPLOYEES**
4. Does the board of your organization conduct an annual performance evaluation of the organization's top executive? **CHECKBOXES: YES, NO**
5. How often is the board provided with financial statements that include budgeted vs. actual revenues and expenses? **CHECKBOXES: MONTHLY, QUARTERLY, ANNUALLY**
6. Can your organization provide proof of having a conflict of interest policy? **CHECKBOXES: YES, NO**
7. Do officers, directors, or trustees, and key employees sign a conflict of interest policy at least annually? **CHECKBOXES: YES, NO**
8. Are officers, directors, or trustees, and key employees required to annually disclose interests that could give rise to conflicts? **CHECKBOXES: YES, NO**
9. Does your organization's conflict of interest policy contain specific language to prevent self-dealing? **CHECKBOXES: YES, NO**
10. Can your organization provide proof of regularly and consistently monitoring and enforcing compliance with its conflict of interest policy? **CHECKBOXES: YES, NO**
11. Describe any other significant measures the board takes to perform its governance responsibilities. **NARRATIVE: 1000 CHARACTERS**

SECTION 5: FINANCIAL MANAGEMENT

1. Using your organization's fiscal year-end financial statements, compute your Liquid Unrestricted Net Assets (LUNA) for each of your organization's last three complete fiscal years. [INTERACTIVE CALCULATOR](#)
2. How many months of liquidity did your organization have at the beginning of its current budget year? [INTERACTIVE CALCULATOR](#)
3. If the calculation shows that your organization has less than two months of liquidity, provide relevant information for funding any cash shortfall(s) your organization may experience during the year (e.g. board designated reserves, line of credit, etc.) [NARRATIVE: 500 CHARACTERS](#)
4. Provide your organization's current board-approved annual operating budget, which shows the projected revenue and expenses for your organization's current fiscal year. [ATTACH PDF](#)
5. Does your organization have a bank line of credit? [CHECKBOXES: YES, NO](#)
6. Provide the name, title, responsibilities, experience, education and other qualifications of the primary person responsible for your organization's financial management. Indicate whether this person is an employee, a contractor or a volunteer. [NARRATIVE: 500 CHARACTERS](#)
7. Provide any other relevant details to give an accurate picture of your organization's financial position. [NARRATIVE: 1000 CHARACTERS](#)

SECTION 6: PAST PERFORMANCE ON COMMISSION CONTRACTS

Responses in this section will be provided by Commission staff using data collected from past performance on Commission contracts from FY16 forward.

1. Organization submitted late contract kit in FY17
2. Organization did not perform the agreed upon scope of services in FY16
3. Organization withdrew from contracting after award allocation in FY16 & FY17
4. Organization did not claim full award amount in FY16
5. Organization submitted late final performance report in FY16
6. Organization did not submit final performance report in FY16
7. City terminated contract with organization for cause in FY17

SECTION 7: CONDITIONS FOR SUBMISSION

WITH THE SUBMISSION OF A RESPONSE TO THIS RFQ, THE ORGANIZATION I REPRESENT ACKNOWLEDGES, UNDERSTANDS, AND ACCEPTS THE FOLLOWING CONDITIONS:

1. The City reserves the right to reject, in whole or in part, any responses to this RFQ, to not accept a proposal recommended by any of the evaluation panels, to initiate an alternate process, to reissue the RFQ and/or cancel this RFQ, 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 RFQ for its own convenience, and/or to waive minor informalities or irregularities in the responses received.
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7. Each organization awarded funding must receive an executed contract from the City before submitting invoices for reimbursement and it can take 6-9 months from July 1 for the City to provide an executed contract.
8. 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.)
9. Each organization awarded funding is required to comply with all required state and federal registrations including but not limited to California Attorney General Registrar of Charitable Trusts, California Secretary of State Business Registry, System for Awards Management and Department of Industrial Relations DSLE Debarments. All registrations must be current during the contract period.

10. An organization receiving funding in excess of \$10,000 must provide true, accurate and complete financial disclosure documentation evidencing the financial status of the organization's last completed fiscal year within 90 days of the end of that fiscal year.
11. An organization receiving funding in the amount of \$75,000 or greater must submit audited financial statements prepared in accordance with generally accepted accounting principles (GAAP) and audited by an independent Certified Public Accountant, in accordance with generally accepted auditing standards (GAAS).
12. An organization receiving funding in the amount of \$500,000 or greater, when that funding represents more than 10% of the organization's annual budget, must provide salary and wage ranges for each of their job classifications, including actual executive salaries and benefits packages applicable for the contract period.
13. Each organization awarded funding is required to deliver a final performance report detailing the extent to which the scope of services was met during the period of performance. Final reports are due within 90 days after the contract closing date.
14. 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.
15. City funds may not be used for lobbying, religious activities or political activities.
16. City funds will not be provided to any organization found to discriminate, in the conduct of its activities and affairs, against any person because of sex, race, color, creed, national origin, physical handicaps, age or sexual orientation.
17. Any organization found to have 1) provided false information to the City, or 2) submitted more than one application for TOT funds in in a single fiscal year may be immediately disqualified from receiving funding for one year.

CHECKBOXES: I ACCEPT THESE CONDITIONS, I DO NOT ACCEPT THESE CONDITIONS

Appendix 2

FY18 Funding Process Schedule

December 15, 2016

Application guidelines and online Request for Qualifications (RFQ) form published

December 20, 2016

Technical assistance workshops re: How to Submit an Application (RFQ)

December 29, 2016

Last day for questions re: RFQ

December 30, 2016

RFQ addenda published, if necessary

January 5, 2017, 11:59 p.m.

Responses to RFQ due

January 17, 2017

- Announce results of RFQ evaluation
- Start of 3-day "cure" period for applicants deemed "Not Ready to Contract" due to missing or incomplete materials in RFQ
- Online Request for Proposals (RFP) form published

January 18, 2016 – February 7, 2017

Technical assistance workshops re: How to Submit a Proposal (RFP)

February 8, 2017

Last day for questions re: RFP

February 9, 2017

RFP addenda published, if necessary

February 13, 2017, 11:59 p.m.

Responses to RFP due

March 6 – March 15, 2017

Panels convene to discuss and recommend scores/ranks for RFPs

March 17, 2017

- Results of RFP evaluation announced
- Policy & Funding Committee of Commission ratifies rank recommendations from panels

March 20, 2017

Commission ratifies RFP rank recommendations from Policy & Funding Committee

March 20 – April 3, 2017

Appeals process (10 working days)

April 7, 2017

Results of appeals announced

April 14, 2017

City's FY18 proposed budget announced

April 21, 2017

Tentative award amounts calculated and announced

Policy & Funding Committee of Commission confirms tentative award amounts

April 28, 2017

Commission confirms tentative award amounts and departmental budget memo for City Council

May 1 – May 5, 2017

City budget hearings

May 26, 2017

Commission confirms adjusted tentative award amounts, if applicable

June 30, 2017

Final award amounts confirmed

July 1, 2017

Contracting process begins