

Issued February 22, 2017

Addendum 5 – Fiscal Year 2018 Application Guidelines

CCSD: Creative Communities San Diego

The City of San Diego Commission for Arts and Culture

1. The deadline to ask questions has been extended until 5:00 p.m. on Friday, February 24, 2017. Appendix 2 has been updated to reflect this change.

2. In the online RFP form, Section 5 – Budget and Spending Plan, questions 3, 5 and 6 have been added. Appendix 3 and Appendix 4 has been updated to reflect these changes. The following questions were added:

- Provide relevant details regarding your local government income shown in Line D on the previous page. [NARRATIVE: 250 characters](#)
- Provide any details to annotate your projected budget from the previous page. [NARRATIVE: 500 Characters](#)
- Provide up to two budget vs actuals statements for previously completed projects of similar size and scope. Attach PDFs and provide any relevant details here. [NARRATIVE: 1500 Characters, ATTACH PDF \(2\)](#)

3. In the online RFP form, Section 5 – Budget and Spending Plan, question 4, the character count was changed to 1000 Characters, Appendix 3 has been updated to reflect this changes.

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 23, 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

February 2, 2017 – February 22, 2017

Technical assistance workshops and office hours available re: How to Submit a Proposal (RFP)

February 23, 2017

RFP addenda published, if necessary

February 24, 2017, 5:00 p.m.

Last day for questions re: RFP

February 26, 2017, 11:59 p.m.

Responses to RFP due

March 13 – March 24, 2017

Panels convene to discuss and recommend scores/ranks for RFPs

March 27, 2017

Results of RFP evaluation announced

March 28, 2017 – April 11, 2017

Appeals process (10 working days)

April 14, 2017

Results of appeals announced

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 ratifies RFP rank recommendations from Policy & Funding Committee

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

Appendix 3

Request for Proposals (RFP) Tear Sheet

Fiscal Year 2018 Creative Communities San Diego (CCSD)

The City of San Diego supports a vibrant arts and culture community through the Commission for Arts and Culture. The City, in Council Policy 100-03, has made support of Arts, Culture and Community Festivals a priority for reinvesting Transient Occupancy Tax (TOT) with the following focus:

"To enhance and contribute to San Diego's reputation as a cultural destination by nurturing and maintaining art and culture institutions of national in international reputation; by supporting programs and projects that provide access to excellence in culture and the arts for residents and visitors; and by funding programs and events which will enrich the lives of the people of San Diego and build healthy, vital neighborhoods."

Applicants should emphasize areas of alignment with these goals in their application.

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. Provide a brief description of the project for publication in the City's promotional materials. Include the name of the event(s), location(s), dates(s), a summary of what will happen at the event(s) and cost to participate (if any). [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 date(s) of the project. [NARRATIVE: 75 CHARACTERS](#)
7. Provide the total estimated budget for the project. [NARRATIVE: 10 CHARACTERS](#)
8. Is your organization acting as a fiscal sponsor for the purposes of seeking funding for the project? [CHECKBOXES: YES, NO](#)
9. Provide up to three documents from sources not within your organization, including but not limited to, reviews, letters of recommendation or articles that reflect the quality of your organization's project. [ATTACH PDF](#)
10. Provide up to three work samples that are representative of the projects your organization produces and provide a current calendar of scheduled activities, if available. [ATTACH MULTI-MEDIA FILES](#)

SECTION 2: PROPOSED PROJECT

1. What project does your organization propose to produce between July 1, 2017 and June 30, 2018? [NARRATIVE: 2500 CHARACTERS](#)

Appendix 3

2. What are the goals and objectives of the project your organization is proposing? [NARRATIVE: 2500 CHARACTERS](#)
3. How will the project align with the City's goal of celebrating arts, culture and creativity in San Diego's neighborhoods? [NARRATIVE: 2500 CHARACTERS](#)
4. What are the measurable impacts of the project and how will the impacts achieve the stated goals and objectives? [NARRATIVE: 2500 CHARACTERS](#)

SECTION 3: COMMUNITY ENGAGEMENT

1. What are your organization's outreach efforts that informed your decision to propose this project? [NARRATIVE: 1500 CHARACTERS](#)
2. 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. What will your organization do to ensure that the project is accessible? [NARRATIVE: 2000 CHARACTERS](#)
3. What are the characteristics and size of the target audience(s) for the project? Include information about how the target audience was identified. [NARRATIVE: 2500 CHARACTERS](#)
4. Why will the project be relevant to this target audience(s) and how will they learn of, access and experience the proposed project? [NARRATIVE: 1500 CHARACTERS](#)

SECTION 4: ORGANIZATIONAL CAPACITY

1. What is your organization's experience with producing projects of similar scale and complexity? [NARRATIVE: 1500 CHARACTERS](#)
2. What are the resources, including potential partners, your organization will access to facilitate the production of the project (e.g. rehearsal space, location, community partners etc.)? [NARRATIVE: 1500 CHARACTERS](#)
3. 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). [NARRATIVE: 1500 CHARACTERS](#)

SECTION 5: PROJECT BUDGET & SPENDING PLAN

1. What is the proposed budget for the project? Provide the operating income and expenses for the two previous iterations of this project and the proposed project. In the table, include projected revenue, in-kind donations and expenses. Include the amount of funds your organization requests from the Commission as a part of the line item "Local government income". [INTERACTIVE CALCULATOR](#)
2. What amount of funds is your organization requesting from the Commission? [NARRATIVE: 10 CHARACTERS](#)

Appendix 3

3. Provide relevant details regarding your local government income shown in Line D on the previous page. [NARRATIVE: 250 characters](#)
4. Provide details to describe any income or expense categorized as "Other." [NARRATIVE: 1000 CHARACTERS](#)
5. Provide any details to annotate your projected budget from the previous page. [NARRATIVE: 500 Characters](#)
6. Provide up to two budget vs actuals statements for previously completed projects of similar size and scope. Attach PDFs and provide any relevant details here. [NARRATIVE: 1500 Characters, ATTACH PDF \(2\)](#)

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FISCAL YEAR 2018 CCSD
RFP SCORING SHEET

FISCAL YEAR 2018 CREATIVE COMMUNITIES SAN DIEGO (CCSD)				
CATEGORY	APPLICATION QUESTION	GUIDELINES	SCORING	POINTS
Section 1: APPLICANT PROFILE				
			Complete = 2 points Incomplete = 0 points	
Section 2: PROPOSED PROJECT				
	1. What project does your organization propose to produce between July 1, 2017 and June 30, 2018? NARRATIVE	Strong answers will provide a clear description of the project, key elements and the timeframe in which the project will occur.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	2. What are the goals and objectives of the project your organization is proposing? NARRATIVE	The SMART principle is useful in evaluating goals and objectives - specific, measurable, attainable, relevant and timely. Strong answers will clearly describe the goals and objectives leading the reader to understand what the proposed project should achieve.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	3. How will the project align with the City's goal of celebrating arts, culture and creativity in San Diego's neighborhoods? NARRATIVE	Strong answers will make clear links between the project and how it helps achieve the City's goal.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	4. What are the measurable impacts of the project and how will the impacts achieve the stated goals and objectives? NARRATIVE	Strong answers will provide qualitative and/or quantitative data regarding the specific outcomes that achieve the project goals and objectives.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
Section 3: COMMUNITY ENGAGEMENT				
	1. What are your organization's outreach efforts that informed your decision to propose this project? NARRATIVE	Strong answers will provide specific outreach activities and the feedback that led to the project concept. Answers should demonstrate relevancy based upon feedback.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	2. 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. What will your organization do to ensure that the project is accessible? NARRATIVE	Strong answers will provide information on specific outreach activities, project design and other relevant elements that make the project broadly accessible to diverse populations.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	3. What are the characteristics and size of the target audience(s) for the project? Include information about how the target audience was identified. NARRATIVE	Strong answers will provide specific information on the target audience and quantify its size. This may include, but is not limited to, geographic, cultural, gender identity, age, ethnicity, and educational characteristics. The method used to select the target audience for the project may also be relevant.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	4. Why will the project be relevant to this target audience(s) and how will they learn of, access and experience the proposed project? NARRATIVE	Strong answers will make clear links between the target audience and the project outcomes. Specific activities to make the target audience aware of and experience the project are also important.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	

FISCAL YEAR 2018 CCSD
RFP SCORING SHEET

FISCAL YEAR 2018 CREATIVE COMMUNITIES SAN DIEGO (CCSD)				
CATEGORY	APPLICATION QUESTION	GUIDELINES	SCORING	POINTS
SECTION 4: ORGANIZATIONAL CAPACITY				
	1. What is your organization's experience with producing projects of similar scale and complexity? NARRATIVE	Strong answers will provide relevant information regarding the organization's track record of producing successful projects of similar scope, size and complexity. Current or historic examples may provide valuable evidence for evaluation.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	2. What are the resources, including potential partners, your organization will access to facilitate the production of the project (e.g. rehearsal space, location, community partners etc.)? NARRATIVE	Strong answers will identify the key resources needed to produce the project and the availability of those resources. The roles partners will play should be identified including the type of partners and/or specific partners who will participate.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	3. 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). NARRATIVE	Strong answers will provide specific information on the key personnel responsible for producing the project and will describe how their skills and experience will lead to project success.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
SECTION 5: PROJECT BUDGET & SPENDING PLAN				
	1. What is the proposed budget for the project? Provide the operating income and expenses for the two previous iterations of this project and the proposed project. In the table, include projected revenue, in-kind donations and expenses. Include the amount of funds your organization requests from the Commission as a part of the line item "Local government income". INTERACTIVE CALCULATOR	Strong answers demonstrate a project budget that is realistic and reasonable, with a plan for matching funds. Prior year(s) budget actuals may provide valuable evidence for evaluation.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	2. What amount of funds is your organization requesting from the Commission? NARRATIVE		Not Scored	
	3. Provide relevant details regarding your local government income shown in Line D on the previous page. NARRATIVE		Not Scored	
	4. Provide details to describe any income or expense categorized as "Other." NARRATIVE		Not Scored	
	5. Provide any details to annotate your projected budget from the previous page. NARRATIVE		Not Scored	
	6. Provide up to two budget vs actuals statements for previously completed projects of similar size and scope. Attach PDFs and provide any relevant details here. NARRATIVE and ATTACH PDF (2)		Not Scored	
			POINTS TOTAL	
			CAP's FINAL RANK	
		RANK EQUIVALENT		POINTS
		4	47.00	50.000
		4-	44.00	46.999
		3+	41.00	43.999
		3	38.00	40.999
		3-	35.00	37.999
		2+	32.00	34.999
		2	29.00	31.999
		2-	26.00	28.999
		1+	23.00	25.999
		1	20.00	22.999