

Issued February 1, 2017

Addendum 4 – Fiscal Year 2018 Application Guidelines

OSP: Organizational Support Program

The City of San Diego Commission for Arts and Culture

1. The enclosed Request for Proposals (RFP) Scoring Tool is incorporated into the Organizational Support Program Application Guidelines as Appendix 5.
2. The Request for Proposals Tear Sheet has been established as Appendix 4 of the Organizational Support Program Application Guidelines.

FISCAL YEAR 2018 OSP
RFP SCORING SHEET

FISCAL YEAR 2018 ORGANIZATIONAL SUPPORT PROGRAM (OSP)				
CATEGORY	APPLICATION QUESTION	GUIDELINES	SCORING	POINTS
Section 1: APPLICANT PROFILE				
			Complete = 2 points Incomplete = 0 points	
Section 2: PROGRAMS/SERVICES				
	1. What are the primary programs/services that your organization plans to conduct between July 1, 2017 and June 30, 2018? NARRATIVE	Strong answers will provide a clear description of the main programs/services conducted by the organization. New programs that will be started during the timeframe should also be identified.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	2. What are the goals and objectives of the programs/services your organization plans to conduct? 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 programs/services will achieve.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	3. How do the programs/services align with the City's goal of providing excellent arts, culture and creative experiences for San Diego's communities? NARRATIVE	Strong answers will make clear links between the identified programs/services and how they contribute to achieving 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 programs/services including how the impacts relate to achieving your organization's goals and objectives? NARRATIVE	Strong answers will provide qualitative and/or quantitative data regarding the specific outcomes of the program/services and how they meet the organization's 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 community outreach efforts? NARRATIVE	Strong answers will provide the goal of an organization's outreach programs and activities and their impacts.	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 does your organization do to ensure that its programs/services are accessible? NARRATIVE	Strong answers will provide information on specific activities that are conducted to ensure the programs/services are broadly accessible to diverse populations.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	3. What is the target audience(s) for the programs/services your organization plans to conduct between July 1, 2017 and June 30, 2018? Include information about how the target audience was identified. NARRATIVE	Strong answers will provide specific information on the target audiences and their size. This may include, but is not limited to, geographic, cultural, gender identity, age, ethnicity, and educational characteristics. The method used to select target audiences for the project may also be relevant.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
	4. Why will the programs/services be relevant to this target audience and how will they learn of, access and experience your organization's programs/services? NARRATIVE	Strong answers will make clear links between the target audiences and the programs/services designed to serve them. Specific activities to make the target audience aware of and experience the programs/services are also important.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
Section 4: ORGANIZATIONAL CAPACITY				
	1. What is your organization's experience with producing programs/services of similar scale and complexity?	Strong answers will provide relevant information regarding the organization's track record of producing successful programs/services 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 operate the programs/services (e.g. artist housing, rehearsal space, etc.) NARRATIVE	Strong answers will identify the key resources needed to conduct the programs/services 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 programs/services. Include information about the qualifications of each key person responsible for ensuring that the programs/services are accessible and are relevant to the target audience(s). NARRATIVE	Strong answers will provide specific information on the key personnel responsible for conducting the program/services and will describe how their skills and experience will lead to success.	Strong = 4 points Basic = 2-3 points Weak = 1 point Unresponsive = 0 points	
Section 5: EMPHASIS AREAS				
	1. Option: Provide evidence that your organization has received significant national or international recognition in the past three years. NARRATIVE + ATTACH PDF	Strong answers will include specific award information from calendar years 2013-2017 from a nationally or internationally recognized organization of note.	Strong = 2 points Basic = 1 point Unresponsive = 0 points	

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	2. Option: Provide evidence that your organization has made a significant investment in San Diego's professional artists. NARRATIVE + ATTACH PDF	Strong answers will describe the specific resources invested and their impact on local professional artists.	Strong = 2 points Basic = 1 point Unresponsive = 0 points	
	3. Option: Provide evidence that your organization has generated significant original (artistic/cultural/programmatic) content. NARRATIVE + ATTACH PDF	Strong answers will include one or more of the following: quantitative data, qualitative information and third-party validation. Any other evidence to be considered should be specific and measurable.	Strong = 2 points Basic = 1 point Unresponsive = 0 points	
	4. Option: Provide evidence that your organization has significantly improved its impact through collaboration. NARRATIVE + ATTACH PDF	Strong answers may include one or more of the following: quantitative data, qualitative information and third party validation. Other evidence that could be considered should be specific and measurable.	Strong = 2 points Basic = 1 point Unresponsive = 0 points	
	5. Option: Provide evidence that your organization has made significant connections with underserved populations in the city of San Diego. NARRATIVE + ATTACH PDF	Strong answers may include one or more of the following: quantitative data, qualitative information and third party validation. Other evidence that could be considered should be specific and measurable.	Strong = 4 points Basic = 1 point Unresponsive = 0 points	
	6. Option: Provide evidence that your organization has generated significant overnight hotel stays in the city of San Diego in the past three years. NARRATIVE + ATTACH PDF	Strong answers will include quantitative data regarding the number of overnight hotel stays generated in the past three years. The value of the hotel stays may also be relevant.	Strong = 2 points Basic = 1 point Unresponsive = 0 points	
			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