MISSION

Vitalize the community by integrating arts and culture into community life, supporting the region's cultural assets, and showcasing San Diego as an international cultural tourism destination

VISION

Expanding our world by celebrating creativity in San Diego

Jean Isaacs San Diego Dance Theatre, *Trolley Dances*

What arts and culture funding opportunities are available for arts and culture projects?

CREATIVE COMMUNITIES SAN DIEGO (CCSD)

Provides support for projects, such as community-based festivals, parades, exhibits, and celebrations. Projects promote neighborhood pride and community reinvestment; make arts and culture activities more available and accessible in San Diego neighborhoods; and encourage people of diverse backgrounds to share their heritage and culture.

CCSD allows for:
- Project specific support for nonprofits (don't have to be arts nonprofits)
- Types of projects: Festivals, parades, celebrations, and exhibitions
- Fiscal Sponsorship: Project producers who do not have 501c3/501c6 status can apply through a fiscal sponsor!

Funding Period: 7/1/21 – 6/30/22

The Commission receives a portion of the City's Transient Occupancy Tax (TOT) paid by tourists and other visitors to San Diego.
Awards are calculated taking the following factors into consideration:
Project budget size,
rank issued by the RFP panel,
how much money is allocated to the programs and
how many awards are eligible for funding.

- **CCSD** Funding Awards can range from **$5,000–$140,000**

Schedule of Opportunities: CCSD

October-November
- CCSD Guidelines Released: October 12, 2020
- Request for Qualifications Due: November 13, 2020

November - February
- Request for Qualifications Scored
- Request for Proposal Due

February-June
- Request for Proposals Evaluated and Scored
- Ranks and Award Recommendations Announced

July- August
- Contracting and Performance Period Begin

The City of San Diego's fiscal year runs from July 1 to June 30.

- Find guidelines and application links here: www.sandiego.gov/arts-culture/funding

- Applications are submitted via online platform, Gosmart (link on our website)

Now let's take a glance at the CCSD application process

MISSION ALIGNMENT

Your project aligns with the purpose of the Arts, Culture, and Community Festivals category of TOT funding, which is:

1. To **enhance** the economy;
2. To **contribute** to San Diego's 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

Contracting Requirements: OSP & CCSD

- Matching Requirement

  - NEW FOR FY22: Matching Requirement has been lowered to 1:1

- Funds must be used during contract period: July 1, 2021 – June 30, 2022

- All contractors must comply with City insurance requirements (due during Contracting in August 2021)

- All contractors must comply with required registrations (DOJ, SAM, SOS) (due during Contracting in August 2021)

- Funds are processed on a reimbursement basis, this means you have to have incurred and paid for the expenses before you can ask the City to reimburse you.

RFQ → **RFP**
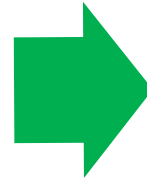
The City's **Request for Qualifications**. The RFQ allows the City to evaluate if an organization is eligible to apply.

The City's **Request for Proposal**. The RFP allows the City evaluate the degree to which each project aligns with the City's goals

DEFINING RFQ

The process assessing if an applicant is "Qualified" or "Not Qualified" to contract with the City.

Criteria include:
- Meeting eligibility requirements
- Accountability through governance and financial practice
- Bandwidth to manage the details of a City contract

WHO EVALUATES THE RFQ?

Through a contract with the University of San Diego, an outside team of non-profit financial experts trained specifically in City of San Diego contracting processes along with City staff evaluate the strength of each applicant's ability to deliver the obligations of a City contract using the information provided in the RFQ.

Once an org is deemed qualified through the RFQ, they move to RFP:

DEFINING RFP

The process of assessing how well programs and services provided to citizens and visitors align with the City's goals.

Assessment areas includes:
- Programs and services
- Community engagement
- Organizational capacity
- Emphasis areas (OSP) or project budget (CCSD).

New for FY22:
-Virtual Programming
-Diversity, Equity & Inclusion efforts

WHO EVALUATES THE RFP?

Reviewed by Commission Advisory Panels composed of diverse members of the San Diego community and experienced local and national arts and nonprofit professionals. Panels occur in March and are open to the public. Applicants are encouraged to attend.

How can I access CCSD funds through a fiscal sponsor?

- If you are seeking funding for an art project but are not a 501c3 or 501c6, you can still apply for CCSD funding via a fiscal sponsor.

  - What's a Fiscal Sponsor?

    - Fiscal sponsorship is a formal arrangement in which a 501(c)(3) public charity sponsors a project that may lack exempt status. This alternative to starting your own nonprofit allows you to seek grants and solicit tax-deductible donations under your sponsor's exempt status. In essence the fiscal sponsor serves as the administrative "home" of the cause. Charitable contributions are given to the fiscal sponsor, which then grants them to support the cause. A fiscal sponsor is a nonprofit organization that may provides fiduciary oversight, financial management, and/or other administrative services to help build the capacity of charitable projects, groups and initiatives.

- Role of a fiscal sponsor:

  - RFQ: Most of the information you'll provide in the RFQ will pertain to the Fiscal Sponsor

    - Because the fiscal sponsor is the applicant on record, and therefore responsible for fulfilling the contractual obligations, the information collected in the RFQ, pertains to the fiscal sponsor (Applicant Profile, Eligibility, Service Area, Administrative Capacity, Governance, Financial Management)

- Role of a project producer:

  - RFP: Most of the information you'll provide in the RFP will pertain to the project and the project producer

    - The RFP will asses the strength of your project and how closely it aligns with City priorities by asking you specifically about the proposed project, community engagement, your teams capacity to produce the project and your project budget.

- Your Fiscal Sponsor **does** have to be:

    - A 501 c3 or 501c6

    - Have been a 501c3/501c6 for at least 3 years

    - Be fiscally solvent (have at least 1 month of liquidity)

    - Deemed qualified for contracting via RFQ process

    - Not already applying for TOT funds (an organization cannot submit multiple applications)

- Your Fiscal Sponsor **does NOT** have to be:

    - An arts organization

    - Located in the City of San Diego (your project does)

Request for Qualifications (RFQ)

APPLICATION SECTIONS

1. Organizational Information

2. Eligibility Requirements

3. Service Area

4. Administrative Capacity

5. Governance Practices

6. Financial Management

7. Past Performance on City Contracts

8. Conditions for Submission

9. Option to Renew for Returning Applicants

Section 1: Organizational Information

- Legal Name, address, council district

- Organization Discipline, Category, Project Discipline **(NEW!)**

- Contact Information

- Mission Statement

- Project Producer information (if fiscal sponsored)

- Workforce Report **(NEW)** download, upload

- Project Budget (for CCSD applicants) download, upload*

Your Oganization Name		Project Name	
This budget should reflect income and expenses for the proposed FY22 CCSD project	Project Name	Please add budget notes for sources of Income and Expenses for every applicable line item. (Extend column as needed)	
Revenue			
Contributed Revenue	FY22	Budget Notes	
Local Government Income			
State Goverement Income			
Federal Income			
Foundation Grants			
Corporate Sponsorships			
Individual and Board Contributions			
In-Kind*			
Total Contributed Revenue	-		
Earned Revenue	FY22	Budget Notes	
Membership Dues			
Tickets Sales / Admissions			
Sales of Merchandise			
Food & Beverage Revenue			
Rental Revenue			
Fundraising Events			
Education Programs, Classes, and Events			
Other*			
Total Earned Revenue	-		
Total Revenue	$0.00		
Project Expenses			
Project Expenses	FY22	Budget Notes	
Salaries and Wages			
Facilities/Space Rental			
Artistic Expenses			
Marketing			
Supplies			
Equipment Rental			
Printing & Copying			
Permits			
Insurance			
Event Expenses (portapotties, fencing, etc)			
Security			
Travel and Transportation			
Food & Beverage			
Other*			
Total project expenses	-		
Total Expenses	$0.00		
Net Surplus/(Deficit)	$0.00		

* Budget Narrative

1. Please explain sources and amounts of In-kind contributions
2. Please Explain "Other" Earned Revenue
3. Please Explain "Other" Operating Expenses

Find this template and a glossary of terms at
www.sandiego.gov/arts-culture/funding

- Tax exempt status – Attach 501c3 or 501c6 letter **(NEW)**

- Three year history of operations as a nonprofit

- The project's activities must take place within the limits of the city of San Diego and/or benefit San Diego residents

- Project aligns with the purpose of TOT funding

- Have not applied to other sources of TOT funding from the City of San Diego

- Exclusions: lobbying, religious or political activities, educational institutions, and re-granting organizations
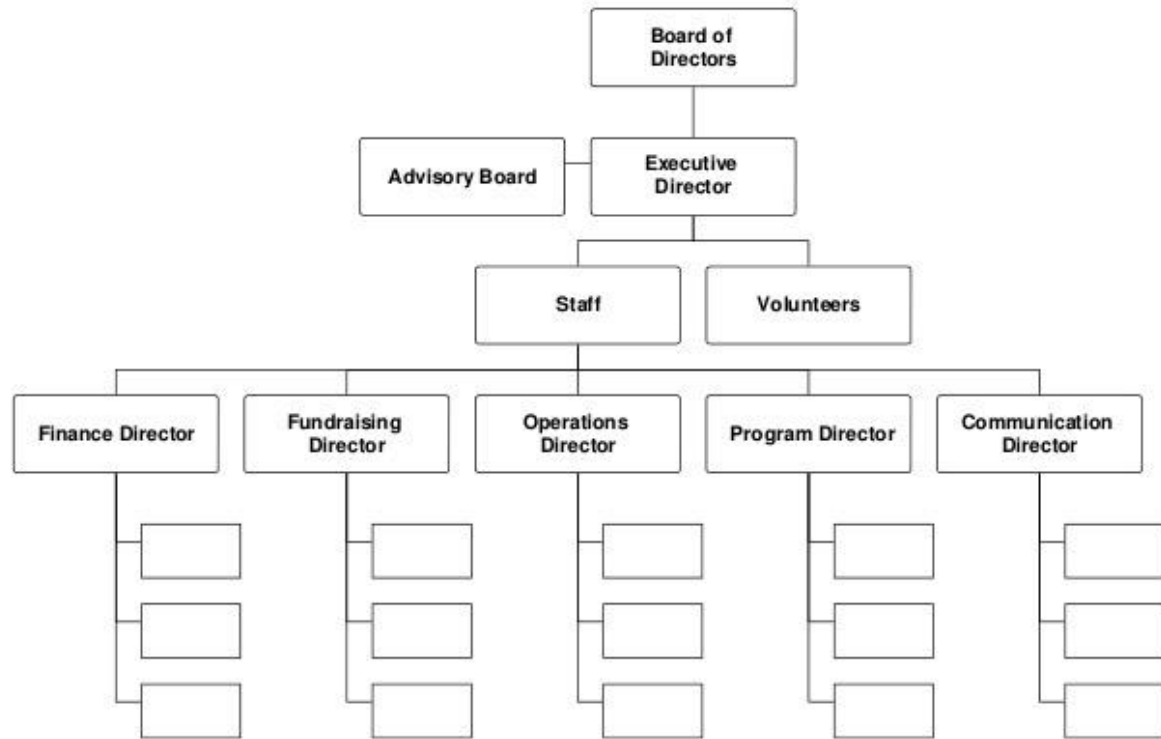
- San Diego- based organization

- If no, attach letter of commitment from site(s) where project will take place (CCSD)

- Organizational chart
  - demographic data

- Qualifications of contract administrators

- Insurance requirements
  Liability
  Automobile
  Worker's Compensation

A Basic Nonprofit Organization Chart

Section 5: Governance Practices

- Frequency of board meetings

- Board Bios (demographic data requested)

- Boards oversight of budgets and compensation agreements

- Board's evaluation of the organization's top executive or key volunteer

- Conflict of Interest policies and enforcement

Section 6: Financial Management

- Liquidity (LUNA)

- Organization's financial plan to address liquidity issues

- Organization preparedness to submit a board-approved annual operating budget

- Qualifications of the primary financial management staff/volunteer

- Explanation of budget variances and/or deficits

LUNA: Liquid Unrestricted Net Assets Tutorial
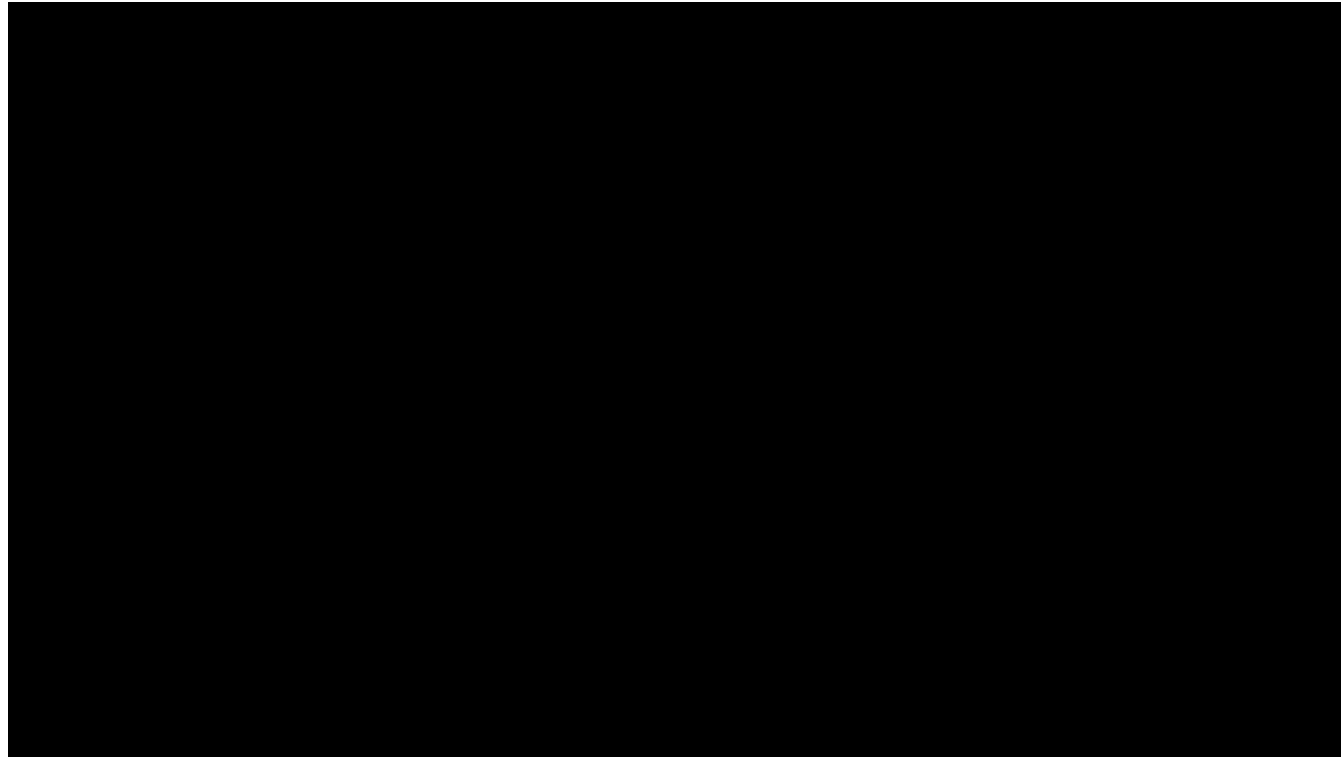
https://www.sandiego.gov/sites/default/files/luna_calculation_rfq_tutorial.pdf

- Organization submitted late contract kit.

- Organization did not perform the agreed upon scope of services.

- Organization withdrew from contracting after award allocation.

- Organization did not claim full award amount.

- Organization submitted late final performance report.

- Organization did not submit the final performance report.

- City terminated contract with organization for cause.

Responses in this section will be provided by staff using data collected from past performance on City contracts from FY19 forward.

DEFINING RETURNING APPLICANT

An applicant awarded a Fiscal Year 2021 contract or contract renewal who is seeking an FY22 contract.

A returning applicant whose RFQ is deemed "qualified" may select one of the following:

Request the Option to Renew: Returning applicants may request the City to renew their current contract. If the request meets the eligibility criteria and is accepted by the City, the returning applicant will not have to submit a response to the FY22 RFP for panel evaluation. Their prior rank will carry over to be used as a factor to calculate the FY22 award amount.

Submit a Response to the RFP: Returning applicants may choose to submit a response to the FY22 RFP for panel evaluation. The rank given after the panel evaluation will be used as a factor to calculate the FY22 award amount. There is no guarantee the returning applicant will receive a higher rank than their prior-year rank through panel evaluation.

CRITERIA TO RENEW:

1. In the last two fiscal years, has your organization ended the year in a deficit? If so, please indicate which years your organization ended with a deficit.

2. Does your organization's / project budget show a 10% variance or higher from its previous fiscal year's budget? Yes or NO- If yes, please explain.

3. Have there been significant changes to your scope of services since your last submitted RFP. If yes, please explain. (To answer this question, please review your scope of services from your last executed full contract, are you proposing to fulfill the scope of services as is for FY22? If not, what will be different from the original scope?)

4. Have there been significant changes in your organization's operations since your last submitted RFP, such as: A) changes in the organization's mission; B) changes in the majority of the membership of the board of directors; or C) changes in financial status such that fulfilling the terms of the Fiscal Year 2022 contract, including the matching fund requirement, are at risk of not being met?

Evaluation Criteria and Scoring

FISCAL YEAR 2020 CREATIVE COMMUNITIES SAN DIEGO (CCSD)

	RFQ APPLICATION QUESTION	GRADING	RATIONALE
	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?	Yes = Qualified N/A = Qualified No = Not Qualified	Required by City procurement authorities
RFQ SECTION 4: GOVERNANCE PRACTICES			
	1. How often does the board of your organization formally meet to conduct the business of the organization?	Monthly = Qualified Bi Monthly = Qualified Quarterly = Qualified Annually = Not Qualified	To ensure good stewardship and public confidence in City contracts and to fulfill procurement requirements, a nonprofit board must meet at least quarterly.
	2. Does the board of your organization approve annual budgets for the organization?	Yes = Qualified No = Not Qualified	Annual board approval of budgets is evidence of appropriate fiscal oversight and organizational accountability.
	3. Are compensation arrangements for officers, directors, trustees, and key employees approved by the board?	Yes = Qualified N/A = Qualfied No = Not Qualified	Ongoing evaluation of compensation arrangements supports proper stewardship of funds and organizational accountability.
	4. Does the board of your organization conduct an annual performance evaluation of the organization's top executive?	Yes = Qualified N/A = Qualified No = Not Qualified	Ongoing evaluation of the organization's top executive on at least an annual basis promotes accountability.
	5. How often is the board provided with financial statements that include budgeted vs. actual revenues and expenses?	Monthly = Qualified Bi Monthly = Qualified Quarterly = Qualified Annually = Not Qualified	To ensure good stewardship and public confidence in City contracts, nonprofit boards provide ongoing oversight of finances on at least a quarterly basis.
	6. Can your organization provide proof of having a conflict of interest policy that is 1) signed annually by officers, directors, or trustees, and key employees and 2) has specific language to prevent self-dealing?	Yes = Qualified No = Not Qualified	To ensure good stewardship and public confidence in City contracts, conflict of interest policies are designed to prevent self-dealing and corruption.
	7. Can your organization provide proof that officers, directors, or trustees, and key employees are required to annually disclose interests that could give rise to conflicts?	Yes = Qualified No = Not Qualified	To ensure stewardship and public confidence in City contracts, conflict of interest policies are designed to prevent self-dealing and corruption. Proof can be provided in documents such as board minutes, conflict of interest disclosure forms, or other official documents.
	8. Describe any other significant measures the board takes to perform its governance responsibilities.	Answers to this question are not graded	
RFQ SECTION 5: FINANCIAL MANAGEMENT			
	1. Provide your organization's current board-approved annual operating budget, which shows the projected revenue and expenses for your organization's current fiscal year.	Attached = Qualified Not Attached = Not Qualified	Board-approved budgets demonstrate oversight in planning and monitoring the organization's income and expenditures.

Evaluation Scoring and Criteria

Applicants scored "Not Qualified" will enter a 5-day Cure phase.

City staff will identify issues in the RFQ and the organization will have 5 working days to address the issues in question.

If an applicant is able to correct or provide clarifying information which is sufficient to move their score to "Qualified" they will be moved to the Request for Proposals phase.

If they are not able to correct or clarify the issues in question, then the applicant will be directed to resources to help improve their competitiveness for future funding cycles.

**RFQ scored:
Not Qualified**

5 Day Cure Period

Able to Cure

Not Able to Cure

Request for Proposals

Offered TA for Future Cycles
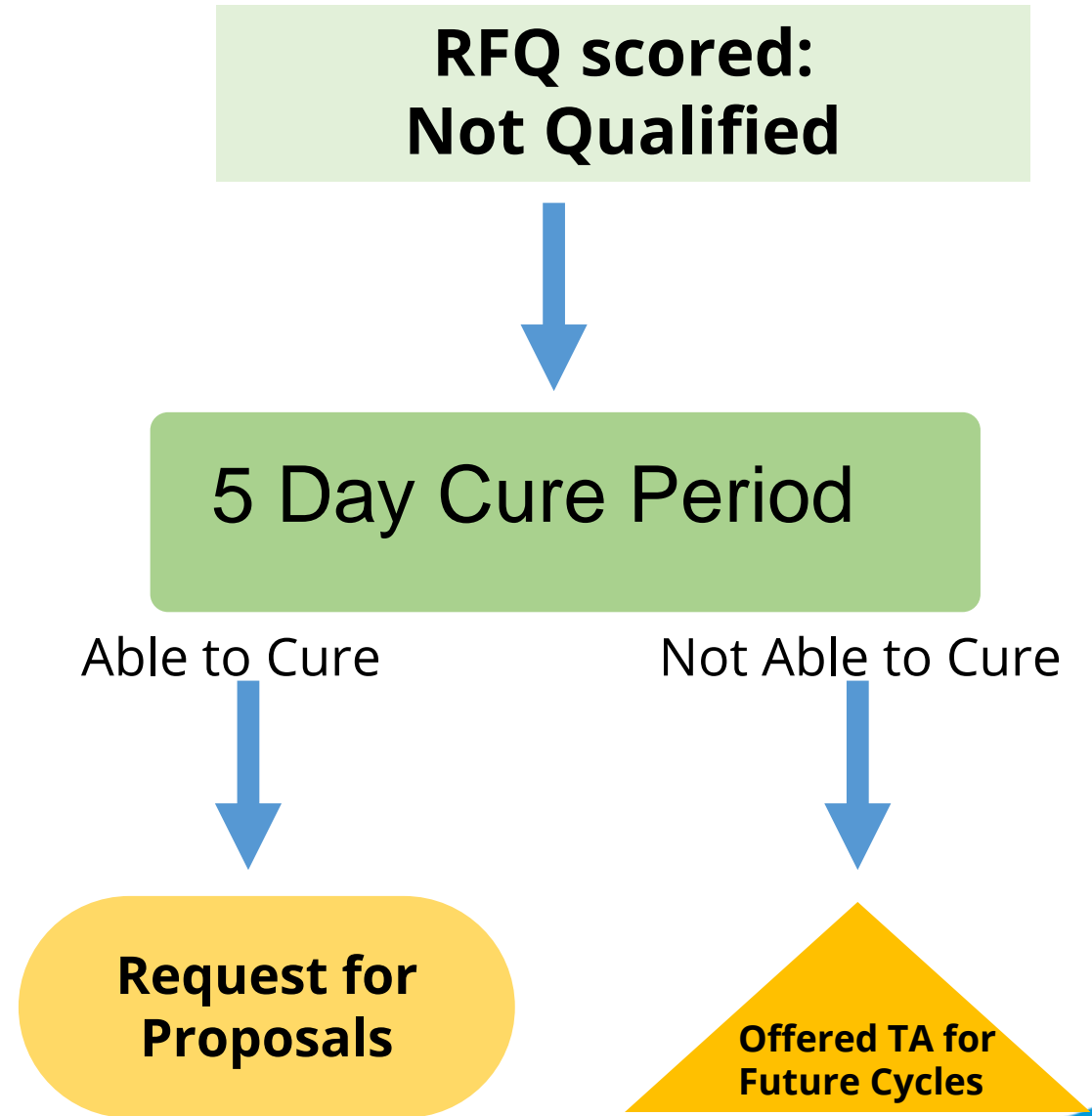
- Guidelines for CCSD were released on Monday October 12.
- Guideline packets contain everything you need:
  - Eligibility Criteria
  - RFQ Questions and Score Guides
  - RFP Questions and Score Guides
  - Dates to Remember
- RFQ for CCSD due November 13, 2020
- Watch the RFQ webinar on our website

- Want to chat about arts funding and which opportunity might be best for you? Sign up for one-one-one office hours with Leticia and Karla!

Pro Tip: Use The Score Guides, they're basically cheat sheets for how to answer
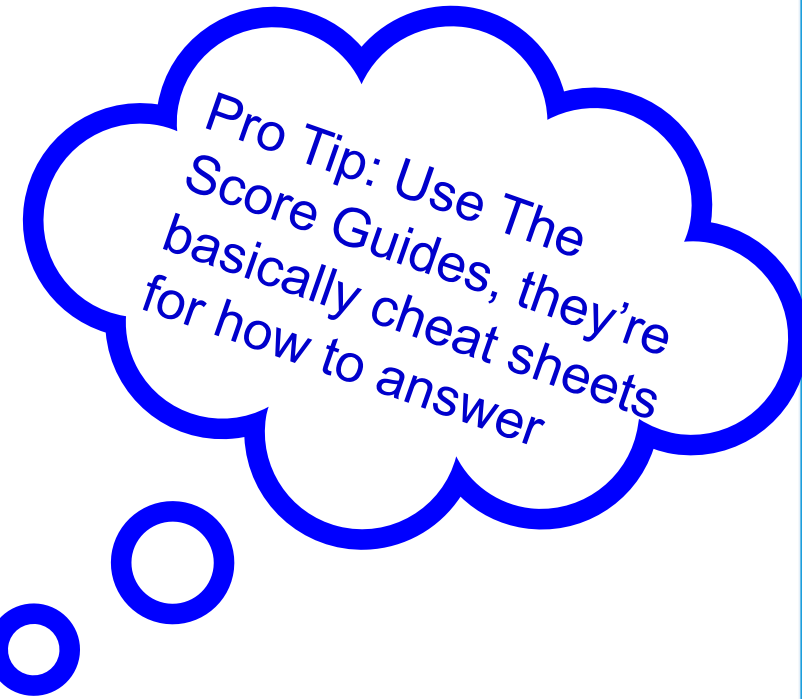
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Commission for Arts and Culture

Leticia Gomez Franco,
Senior Arts and Culture
Funding Manager
e: gomezl@sandiego.gov

Karla Centeno,
Arts and Culture Project Manager
e: kcentenoagui@sandiego.gov
p: 619.236.6849

www.sandiego.gov/arts-culture/funding

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Questions?