



Commission for Arts and Culture

Fiscal Year 2018 Application Guidelines

Arts Education Enrichment Initiative (AEEI)

Funding for Projects that Enrich Arts Education for San Diego Students

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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 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 Special Projects.

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.

Section 2: About the Fiscal Year 2018 Arts Education Enrichment Initiative

The Fiscal Year 2018 Arts Education Enrichment Initiative (AEEI) is a Commission staff-administered process of accepting and evaluating applications from nonprofit, tax-exempt organizations requesting TOT funding to support collaborative projects by nonprofit art organizations in partnership with local artists and K-12 schools 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 students, 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.

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

- Engage students in artist-led learning experiences focused on visual, performing, or language arts, or a combination thereof

- Develop new art audiences in all participants
- Expand exposure to and appreciation of San Diego's local artists
- Enrich arts education programming in San Diego public schools
- Support collaborations between nonprofit organizations, artists and K-12 schools

Projects funded by AEEI provide an opportunity for local artists to engage San Diego students in their artistic process via arts learning which must take place within school hours at public school sites in the city of San Diego and result in a final artistic production (visual, music, performance, etc.) following multiple visits between the artists and students. Proposed projects do not need to be new programs, organizations may apply for funding for a project already underway or completed as long as it aligns with AEEI goals and occurs between July 1, 2017 and June 30, 2018. **Deadline to submit RFP is February 20, 2018 11:59 pm PST.**

Section 3: Eligibility

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

- The nonprofit organization is a current FY18 Organizational Support Program (OSP) contractor with the City of San Diego Commission for Arts and Culture;
- The project takes place at a K-12 public school(s) located in the city of San Diego
- The artist*¹ collaborating with the nonprofit organization resides in San Diego County.
- Proposed projects must take place between July 1, 2017 and June 30, 2018.

**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 Commission aims to distribute 11 awards each in the amount of \$20,000. Each applicant can submit up to two proposals, which means that an applicant can receive up to two awards of \$20,000 each. Applicants submitting two proposals must submit each proposal separately through the online application system. There is no matching requirement for an AEEI award. Applicants that are awarded AEEI funding will receive an augmentation to their current FY18 OSP contract with the City.

Section 5: How to Apply for a Contract Award

1. REQUEST FOR PROPOSALS: Current FY18 OSP contractors are invited to submit up to two proposals through the online application system. Connect to the online RFP form through the Commission's website www.VibrantCultureVibrantCity.com. All Proposals must be submitted by February 20, 2018 11:59 pm PST. No late proposals will be accepted.

2. RFP EVALUATION PANELS: An Ad hoc panel composed of Commissioners and additional diverse members of the San Diego community evaluate the RFPs and the degree to which each applicant's proposed project aligns with the Commission's goals for AEEI funds using information provided in the RFP. The panel uses a standard scoring system to evaluate Proposed Project; Community Engagement; Organizational Capacity; Budget and Spending Plan; and assign each proposal one of three grades: 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 11 proposals for funding. The meetings where proposals are reviewed and ranked are open to the public and will be advertised in advance.
3. COMMISSION APPROVAL OF RANKS: The panel's recommendation is forwarded to the Commission for ratification or adjustment. 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 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.

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 of the evaluation panels, 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.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 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, 2017 and June 30, 2018 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.
7. 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.
8. 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.
9. City funds may not be used for lobbying, religious activities or political activities.
10. 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.
11. Any organization found to have provided false information to the City may be immediately disqualified from receiving funding for one year.

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Appendix 1

Request for Proposals (RFP) Tear Sheet

Fiscal Year 2018 Arts Education Enrichment Initiative

Deadline: February 20, 2018 11:59 pm PST

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 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**

SECTION 2: PROPOSED PROJECT

1. What project does your organization propose to produce between July 1, 2017 and June 30, 2018? **NARRATIVE: 2500 CHARACTERS**
2. Describe how your project aligns with each of the AEEI goals:
 - a. Engage students in artist-led learning experiences focused on visual, performing, or language arts, or a combination thereof
 - b. Develop new art audiences in all participants
 - c. Expand exposure to and appreciation of San Diego's local artists
 - d. Enrich arts education programming in San Diego public schools
 - e. Support collaborations between nonprofit organizations, artists and K-12 schools**NARRATIVE: 2500 CHARACTERS**
3. Describe measurable impacts of proposed project:
 - a. How many students will participate in project?
 - b. How many sessions with local artist(s) will students have?
 - c. Describe the artistic medium and format of sessions [i.e. art theory, instruction, workshops, art production, individual, collaborative etc.].
 - d. Describe the culminating art production [i.e. temporary or permanent work of art, exhibition, theatrical or musical performance etc.]. **NARRATIVE: 2500 CHARACTERS**
4. How will you track the success of your project? **NARRATIVE: 2500 CHARACTERS**
5. Provide a program timeline for proposed project. **NARRATIVE: 2500 CHARACTERS**

Appendix 1

SECTION 3: COMMUNITY ENGAGEMENT

1. Proposed School Partner(s); Describe your reasons/criteria for selecting this school partner. [NARRATIVE: 2500 CHARACTERS](#)
2. Proposed Local Practicing/Teaching Artist Partner(s); Describe your reasons/criteria for selecting this artist partner. [NARRATIVE: 2500 CHARACTERS](#)
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 your organization ensure that the proposed project is accessible and inclusive? [2500 CHARACTERS](#)
4. Provide (1) letter of intent/commitment from partnering school(s) and (1) letter of intent/commitment and (1) current professional résumé for each partnering artist. [ATTACH COMBINED PDF](#)

SECTION 4: PRODUCTION CAPACITY

1. What is your 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 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: 2500 CHARACTERS](#)

SECTION 5: PROJECT BUDGET & SPENDING PLAN

1. What is the total budget for the project? Include the \$20,000 your organization requests from the Commission as a part of the line item "Local government income". [INTERACTIVE CALCULATOR](#)
2. Provide details to describe how the \$20,000 requested from the Commission will be used.
3. Provide details to describe any income or expense described as "other".
4. Provide any details to annotate your projected budget from the previous page.

###

FISCAL YEAR 2018 AEEI
RFP
SCORING SHEET

	A	B	C	D	E
1	FISCAL YEAR 2018 ARTS EDUCATION ENRICHMENT INITIATIVE				
2	RFQ APPLICATION QUESTION		EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION	SCORING
3					
4	RFP SECTION 1: APPLICANT PROFILE				
5					
6	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 is provided that organization has a plan in place to collect data and track project success 	Strong = 5 points Good = 4 points Basic = 3 points Weak = 2 points Unresponsive = 1 point
7		1. What project does your organization propose to produce between July 1, 2017 and June 30, 2018?			
8		2. Describe how your project aligns with each of the AEEI goals: a. Engage students in artist-led learning experiences focused on visual, performing, or language arts, or a combination thereof b. Develop new art audiences in all participants c. Expand exposure to and appreciation of San Diego's local artists d. Enrich arts education programming in San Diego public schools e. Support collaborations between nonprofit organizations, artists and K-12 schools			
9		3. Describe measurable impacts of proposed project: a. How many students will participate in project? b. How many sessions with local artist(s) will students have? c. Describe the artistic medium and format of sessions [i.e. art theory, instruction, workshops, art production, individual, collaborative etc.] d. Describe the culminating art production [i.e. temporary or permanent work of art, exhibition, theatrical or musical performance, etc.]			
10		4. How will you track the success of your project?			
11		5. Provide a program timeline for proposed project.			
12	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 school partner • Degree to which the organization provides evidence that the project is relevant and impactful to its audience (students) • Degree to which the organization provides evidence that its project is accessible and inclusive 	<ul style="list-style-type: none"> • Evidence is provided to show that the organization understands its audience • Evidence is provided to show how the project connects to core community/audience • Evidence is provided to show that the project is accessible and inclusive • Evidence is provided to show that artist is local and meets City's definition of artist as stated in SDMC 26.0701 	Strong = 5 points Good = 4 points Basic = 3 points Weak = 2 points Unresponsive = 1 point
13		1. Proposed School Partner(s); Describe your reasons/criteria for selecting this school partner			
14		2. Proposed Local Practicing/Teaching Artist Partner(s); Describe your reasons/criteria for selecting this artist partner			

FISCAL YEAR 2018 AEEI
RFP
SCORING SHEET

	A	B	C	D	E
1	FISCAL YEAR 2018 ARTS EDUCATION ENRICHMENT INITIATIVE				
2	RFQ APPLICATION QUESTION		EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION	SCORING
15		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 your organization ensure that the proposed project is accessible and inclusive?			
16		4. Provide (1) letter of intent/commitment from partnering school(s) and (1) letter of intent/commitment and (1) current professional résumé for each partnering artist.			
17	RFP SECTION 4: PRODUCTION CAPACITY		<ul style="list-style-type: none"> Degree to which the organization provides evidence that its qualifications and resources match the scale and complexity of the project 	<ul style="list-style-type: none"> 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
18		1. What is your organization's experience with producing projects of similar scale and complexity?			
19		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).			
20	RFP SECTION 5: PROJECT BUDGET & SPENDING PLAN		<ul style="list-style-type: none"> Degree to which the organization provides evidence that the project budget and spending plan support the scale and complexity of the project 	<ul style="list-style-type: none"> 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
21		1. What is the total budget for the project? Include the \$20,000 your organization requests from the Commission as a part of the line item "Local government income".			
22		2. Provide details to describe how the 20,000 requested from the Commission will be used.			
23		3. Provide details to describe any income or expense described as "other".			
24		4. Provide any details to annotate your projected budget from the previous page.			
25					
26				RANK EQUIVALENT	POINT RANGE
27				4 rank	30-26 points
28				4- rank	25-22 points
29				3+ rank	21-18 points
30				3 rank	17-14 points
31				3- rank	13-10 points
32				2+ rank	9-8 points
33				2 rank	7-4 points
34				2- rank	5 points

Appendix 3

Arts Education Enrichment Initiative FY18 Funding Process Schedule

January 24, 2018

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

February 20, 2018, 11:59 p.m.

Responses to RFP due

March 2018

Panels convene to discuss and recommend scores/ranks for RFPs

March 23, 2018

Commission ratifies or adjusts funding recommendations

March 23, 2018

Awards announced

June 30, 2018

Performance period ends