



Fiscal Year 2019 Application Guidelines

Arts Education Enrichment Initiative (AEEI)

Funding for Projects that Enrich Arts Education for San Diego Students

TABLE OF CONTENTS

Section 1:	About the Commission for Arts and Culture	Page 2
Section 2:	About the Fiscal Year 2019 Arts Education Enrichment Initiative	Page 2
Section 3:	Who is Eligible to Apply?	Page 3
Section 4:	How Much Funding Is Available?	Page 3
Section 5:	How to Apply for a Contract Award	Page 3
Section 6:	Conditions for Submission	Page 4
Appendix 1:	Request for Proposals (RFP) Tear Sheet	
Appendix 2:	Request for Proposals (RFP) Scoring Sheet	
Appendix 3:	FY19 Funding Process Schedule	

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 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 the Office of Boards and Commissions. The duties and functions of the Commissioners and Commission staff are set forth in the San Diego Municipal Code (Chapter 2, Article 6, Division 7).

Section 2: About the Fiscal Year 2019 Arts Education Enrichment Initiative

The Fiscal Year 2019 Arts Education Enrichment Initiative (AEEI) is a Commission staff-administered process of accepting and evaluating applications from nonprofit, tax-exempt organizations requesting Transient Occupancy Tax (TOT) funding to support collaborative projects by nonprofit 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 artistic abilities and creativity of students;
- Develop new art audiences by expanding exposure to and appreciation of San Diego's local artists;
- Enrich arts education programming in San Diego public schools; and
- 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 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, 2018 and June 30, 2019. Projects funded by AEEI can be a part of a larger arts education program; however, only programming that is in alignment with AEEI funding guidelines is eligible for AEEI funding. **Deadline to submit RFP is September 13, 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 FY19 Organizational Support Program (OSP) or Creative Communities San Diego (CCSD) 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; and
- Proposed projects must take place between July 1, 2018 and June 30, 2019.

**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 City aims to distribute 10 awards each in the amount of \$10,000. Each applicant can submit one proposal. There is no matching requirement for an AEEI award. Applicants that are awarded AEEI funding will receive an augmentation to their current FY19 OSP or CCSD contract with the City.

Section 5: How to Apply for a Contract Award

1. REQUEST FOR PROPOSALS: Current FY19 OSP and CCSD contractors are invited to submit a proposal through the online application system. Connect to the online RFP form through the Commission’s website www.sandiego.gov/arts-culture/funding. All proposals must be submitted by **September 13, 2018 11:59 pm PST**. No late proposals will be accepted.
2. RFP EVALUATION PANELS: Ad hoc advisory panels 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. The panels use a standard scoring system to evaluate Proposed Project; Community Engagement; Production Capacity; Project 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 10 proposals for funding. The meetings where proposals are reviewed and ranked are open to the public and will be advertised in advance.

During the panel deliberation, applicants will be given an opportunity to give a brief, in-person, introduction to their application and an opportunity to respond to the panel’s

questions and comments. Details, including dates, times and specific conditions will be provided to applicants.

3. RANKS: The panels' recommended proposal rankings are forwarded to the Commission who receives and acts on the panel's recommendations. 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 panels or the Commission, 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 RFQ/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.sandiego.gov/arts-culture. 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 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, 2018 and June 30, 2019 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, and it can take a minimum of 6 months from July 1 for the City to provide an executed contract and amendment.
7. 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.)

8. Each organization awarded funding is required to deliver a mid-year report and a final performance report in a format requested by Commission staff. Final reports are due within 90 days after the contract closing date.
9. 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.
10. City funds may not be used for lobbying, religious activities or political activities.
11. 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 disabilities, age or sexual orientation.
12. The organization acknowledges that information submitted as part of their application for this opportunity may be disclosed to the public pursuant to a request under the California Public Records Act.
13. The organization applying to this program is solely responsible for the accuracy and truth of the information they submit to the City. Any organization found to have provided false information to the City, may, at any point, be immediately disqualified from receiving funding.

###

Appendix 1

Request for Proposals (RFP) Tear Sheet

Fiscal Year 2019 Arts Education Enrichment Initiative

Deadline: September 13, 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](#)
7. Provide a minimum of one and a maximum of three documents, including but not limited to, work samples, reviews, letters of recommendation or articles that reflect the quality of your project. [ATTACH MINIMUM OF 1, MAXIMUM OF 3 PDF\(s\)](#)

SECTION 2: PROPOSED PROJECT

1. What project does your organization propose to produce between July 1, 2018 and June 30, 2019? [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 artistic abilities and creativity of students
 - c. Develop new art audiences by expanding 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, practice, and format of sessions [i.e. choreography, mural painting, theater, hands-on, instructional, workshops, art production, individual, group, collaborative, etc.].

Appendix 1

- 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 timeline for proposed project. [NARRATIVE: 2500 CHARACTERS](#)

SECTION 3: COMMUNITY ENGAGEMENT

1. Proposed School Partner(s):
 - a. Describe your reasons/criteria for selecting this school partner. [NARRATIVE: 2500 CHARACTERS](#)
 - b. Attach (1) letter of intent/commitment from each partnering school. [ATTACH COMBINED PDF \(Required\)](#)
2. Proposed Local Practicing/Teaching Artist Partner(s):
 - a. Describe your reasons/criteria for selecting this artist partner. [NARRATIVE: 2500 CHARACTERS](#)
 - b. Attach (1) letter of intent/commitment AND (1) current professional résumé from each artist partner. [ATTACH COMBINED PDF \(Required\)](#)
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. Describe how you identified your audience and how your project serves the specific needs of your audience. [2500 CHARACTERS](#)

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 \$10,000 your organization requests from the City as a part of the line item "Local government income". [INTERACTIVE CALCULATOR](#)
2. Provide details to describe how the \$10,000 requested from the City will be used. [NARRATIVE: 1500 CHARACTERS](#)
3. Provide details to describe any income or expense described as "other". [NARRATIVE: 1500 CHARACTERS](#)

Appendix 1

4. Summarize the reasons for variances, surplus/deficits of 10% or more in 3-year Organizational Budget. [NARRATIVE: 1500 CHARACTERS](#)
5. Provide details to annotate your budget from the previous page. [NARRATIVE: 1500 CHARACTERS](#)

SECTION 6: CONDITIONS FOR SUBMISSION

WITH THE SUBMISSION OF A RESPONSE TO THIS RFP, 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 RFP, to not accept a proposal recommended by any of the panels or the Commission, 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 RFQ/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.sandiego.gov/arts-culture. 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 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, 2018 and June 30, 2019 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, and it can take a minimum of 6 months from July 1 for the City to provide an executed contract and amendment.
7. 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.)
8. Each organization awarded funding is required to deliver a mid-year report and a final performance report in a format requested by Commission staff. Final reports are due within 90 days after the contract closing date.
9. 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.
10. City funds may not be used for lobbying, religious activities or political activities.
11. 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 disabilities, age or sexual orientation.

Appendix 1

12. The organization acknowledges that information submitted as part of their application for this opportunity may be disclosed to the public pursuant to a request under the California Public Records Act.
13. The organization applying to this program is solely responsible for the accuracy and truth of the information they submit to the City. Any organization found to have provided false information to the City, may, at any point, be immediately disqualified from receiving funding.

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

###

FISCAL YEAR 2018 AEEI
RFP
SCORING SHEET

	A	B	C	D	E
1	FISCAL YEAR 2019 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, 2018 and June 30, 2019?			
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 artistic abilities and creativity of students c. Develop new art audiences by expanding 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, practice, and format of sessions [i.e. choreography, mural painting, theater, hands-on, instructional, workshops, art production, individual, group, 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 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 its project is accessible and inclusive • Degree to which the organization provides evidence that the project is relevant and impactful to its audience. 	<ul style="list-style-type: none"> • Evidence is provided to show that artist was selected thoughtfully and intentionally • Evidence is provided to show that school was selected thoughtfully and intentionally • Evidence is provided to show that organization has established intent with partnering school(s) and artist(s) • Evidence is provided to show that the project is accessible and inclusive • Evidence is provided to show that the organization understands and connects with its audience 	Strong = 5 points Good = 4 points Basic = 3 points Weak = 2 points Unresponsive = 1 point
13		1. Proposed School Partner(s): a. Describe your reasons/criteria for selecting this school partner. b. Attach (1) letter of intent/commitment from each partnering school.			

FISCAL YEAR 2018 AEEI
RFP
SCORING SHEET

	A	B	C	D	E
1	FISCAL YEAR 2019 ARTS EDUCATION ENRICHMENT INITIATIVE				
2		RFQ APPLICATION QUESTION	EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION	SCORING
14		2. Proposed Local Practicing/Teaching Artist Partner(s): a. Describe your reasons/criteria for selecting this artist partner. b. Attach (1) letter of intent/commitment AND (1) current professional résumé from each artist partner.			
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. Describe how you identified your audience and how your project serves the specific needs of your audience.			
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 \$10,000 your organization requests from the City as a part of the line item "Local government income".			
22		2. Provide details to describe how the \$10,000 requested from the City will be used.			
23		3. Provide details to describe any income or expense described as "other".			
24		4. Summarize the reasons for variances, surplus/deficits of 10% or more in 3-year Organizational Budget.			
25		5. Provide details to annotate your budget from the previous page.			
26					
27	RFP SECTION 6: CONDITIONS OF SUBMISSION				
28					
29				RANK EQUIVALENT	POINT RANGE
30				4 rank	20-18 points
31				4- rank	17-15 points
32				3+ rank	14-11 points
33				3 rank	12-9 points
34				3- rank	8-6 points
35				2+ rank	5-4 points
36				2 rank	3-2 points
37				2- rank	1-0 points

Appendix 3

Arts Education Enrichment Initiative FY19 Application & Funding Process Schedule

August 6, 2018

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

September 13, 2018, 11:59 p.m.

Responses to RFP due

October 2018

Panels convene to discuss and recommend scores/ranks for RFPs

October 26, 2018

Commission receives and acts on the panel's recommendations

October 29, 2018

Awards announced

June 30, 2019

Performance period ends