

Commission for Arts and Culture

FY19 Arts Education Enrichment Initiative Request for Proposals

Download slides and RFP Scoring Sheet:

www.sandiego.gov/arts-culture/funding



- Request for Proposals (RFP) evaluation criteria and scoring
- Tips and tricks for writing a RFP
- Addressing the Commission Advisory Panels In person
- What happens after you press “submit”?
- More technical assistance tools
- Q & A

Phase 1: Request for Qualifications (RFQ)

1. Assess if an applicant is qualified to contract with the City:
 - Applicant is eligible,
 - Accountability through governance and financial management,
 - Has the capacity to manage the terms of a City contract.
2. Reviewed by one trained team, including nonprofit experts from University of San Diego, Commissioners and City staff who have nonprofit management expertise.
3. Applicants are categorized as “Qualified” or “Not Qualified.”

Phase 2: Request for Proposal (RFP)

1. Assess the proposed programs/services or projects provided for citizens and visitors and how well they align with the City's goals.
2. Looks at programs/services or projects, community engagement, programming/production capacity, emphasis areas, and a project budget for CCSD.
3. Evaluated by Commission Advisory Panels of Commissioners and community leaders.



Evaluation Criteria

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	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
6				
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.			

Use the RFP Scoring Sheet when creating your proposal.

- Applicant Profile (not scored)
- Proposed Project
- Community Engagement
- Production Capacity
- Project Budget & Spending Plan
- Conditions for Submission (not scored)



Section 1: Applicant Profile

This section is not evaluated or scored by the panel. The profile provides context about your organization and can be used to make reasonable inferences for other sections in the application.

- Legal name, and DBA (if applicable)
- Mission statement
- Brief description of project
- New project or produced before
- Project dates
- Attachments– Minimum of 1, maximum of 3



Section 2: Proposed Project

- Project that your organization is proposing to produce during the contract period
- Alignment 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
- Describe measurable impacts of proposed project



Section 2: Programs/Services or Project Cont'd.

Application Section Questions

1. What project does your organization propose to produce between July 1, 2018 and June 30, 2019?

2. Describe how your project aligns with each of the AEEI goals:

3. Describe measurable impacts of proposed project

Evaluation Criteria for Section

- Degree to which the organization's project achieves the goals of the Arts Education Enrichment Initiative

Qualities of a strong Proposal

- 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



Section 2: Programs/Services or Project Cont'd.

Qualities of a strong Proposal

- Programs/services are clearly described:

Are you giving the details, so that a panelist could tell a friend about your programs/services or project?

- Evidence is provided to show that project is researched and developed for optimal impact:
Are you providing details that show you designed the program to have the greatest impact?

If your project works with English learners, are you using bilingual educators?

Section 2: Programs/Services or Project Cont'd.

Qualities of a strong Proposal

- Project impacts are clearly linked to each AEEI goal with quantitative and qualitative data
- Quantitative Data: *Expressing a certain quantity, amount or range.*
- Qualitative Data: *Soft facts such as stories, testimonials, reviews, visual surveys, etc. These can come from comment cards, professional critics, people in your community.*

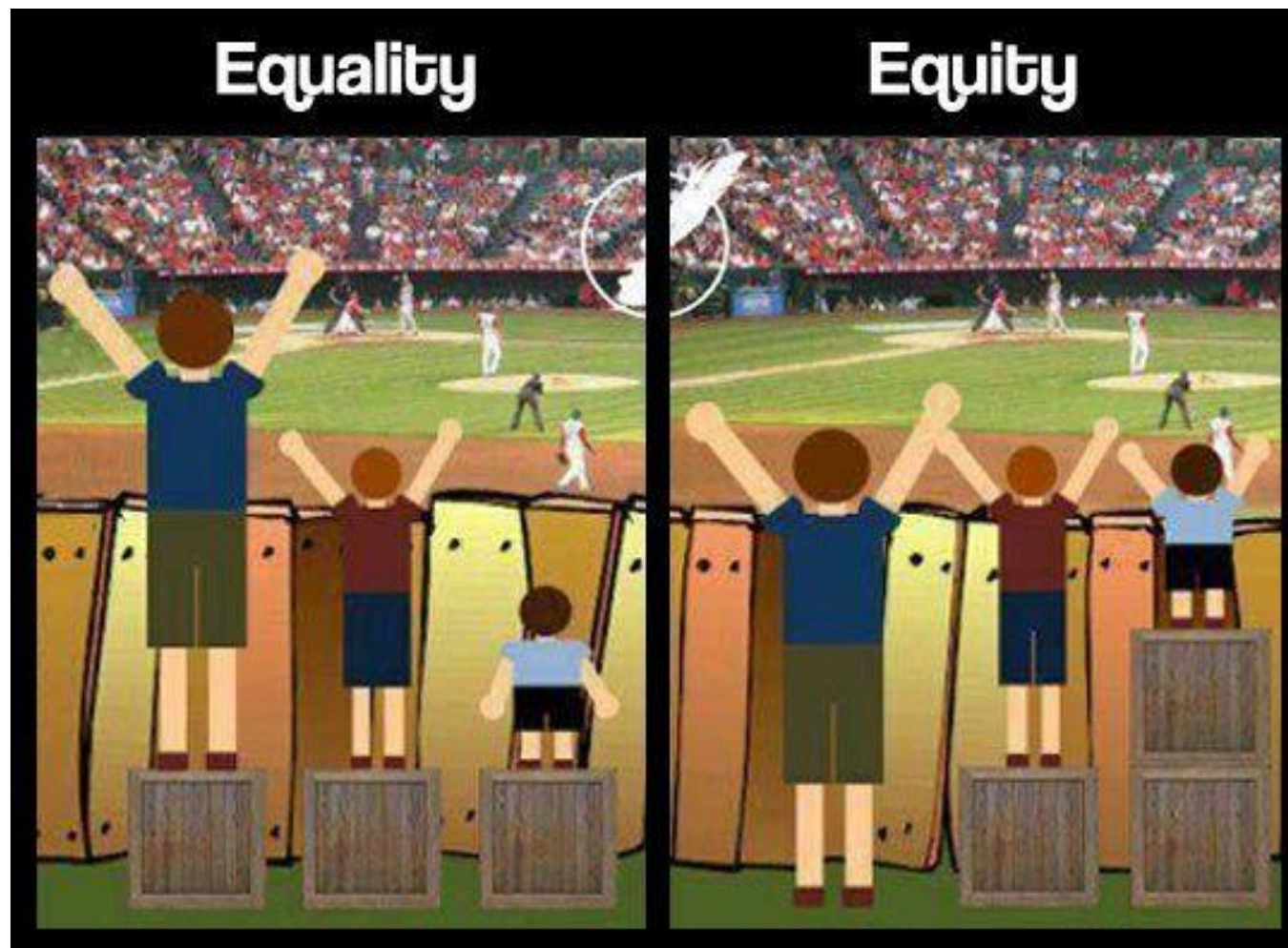
Quantitative Example: Arts4All will bring AeroSoul, a collaborative of 3 graffiti mural artists living in San Diego, to work with current 5th and 6th grade students enrolled at Zoolander Elementary. Through a series of 4 weekly workshops, 120 students will learn about large format painting, public art and mural technique. The students will work with the artists and the larger student body to conceptualize a mural for their school. To culminate the program, the 120 students, led by the artists will create a mural on campus which the entire 600 member student body and 40 staff and administrators will get to enjoy.

Qualitative Example: Tanya, a 6th grade student at Zoolander Elementary was excited to share that after a weekend walk in San Diego, she was able to recognize 2 mural projects in North Park as works of AeroSoul. She was able to provide insight on their process to her family.

Section 3: Community Engagement

- Description of partnering school(s)
Demographics, location, qualitative description, and reasoning behind choice.
- Description of partnering artist(s)
Brief bio, qualifications, and reasoning behind choice. Whys THIS artist?
- Equity and inclusion practices
- Core audience identification and Project's relevancy to the core audience
How you identified the audience for your project, Impact on that community, participation by that community, and why do your programs/services matter to them?

Section 3: Community Engagement



Section 4: Programming/Production Capacity

- Past experience producing programs/services
History of production, record of success
- Relevant key program staff/volunteers
Qualifications, experience, education, and how they contribute to success of the programs/services

SD Section 5: Project Budget Calculator – AEEI

Organization income and expenses for past present and current projects

Previous	Current	Next
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="50,000"/>
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="50,000"/>

Project Expenses

Total artistic fees for this project

Total expenses for this project

Artistic fees and total project expenses for proposed project

Project In-kind

Total In-kind for this project

In-kind income for proposed project

SD Section 5: Project Budget Calculator – CCSD

Cash income
for proposed
project

Sources of Project Cash Income	
A. Earned income	<input type="text" value="0"/>
B. Contributed income	<input type="text" value="0"/>
C. State arts agency income	<input type="text" value="0"/>
D. Local government income	<input type="text" value="0"/>
E. Other income (include applicant cash)	<input type="text" value="0"/>
F. Total project cash income	<input type="text" value="0"/>
<input type="button" value="Save Work"/>	

Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	<input type="text" value="0"/>
B. Production Costs (personnel, equip.)	<input type="text" value="0"/>
C. Space rental	<input type="text" value="0"/>
D. Marketing (publicity, etc.)	<input type="text" value="0"/>
E. Other Expenses	<input type="text" value="0"/>
F. Total project cash expense	<input type="text" value="0"/>
<input type="button" value="Save Work"/>	

Cash
expenses for
the proposed
project

Don't confuse the length of a response with the quality. Succinct and clear responses are preferred to repetition or elaborate descriptions.

Start the proposal early and allow enough time to review the quality and accuracy of the proposal before submittal.

Ask a third party to review your proposal for spelling and/or grammar errors, as well as clarity.

Start in word processing document and then transfer to online application.

Check for character counts (including spaces).

Compare your responses to Evaluation Criteria and Qualities of a strong Proposal.

Save a PDF copy of your submitted application for your records.

Save your work often.

Before you start writing, make sure your project meets ALL of the AEEI funding criteria and make sure it is stated correctly in your application:

- ✓ 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;
- ✓ Proposed projects take place between July 1, 2018 and June 30, 2019.
- ✓ Project results in a final artistic production
- ✓ Project involves multiple visits
- ✓ Programming outside of school sites are not included as part of your project proposal or in your \$10,000 Commission funds breakdown

What Happens After You Press “Submit”?

- All RFPs will be reviewed by Commission Advisory Panels, comprised of representatives of San Diego’s diverse communities.
- Panelists are given batches of RFPs to read on their own and then they attend a public panel meeting to discuss them as a group.
- All panel meetings are **open to the public**, and applicants are encouraged to attend.



New: Address the Panels in Person

Piloting for the FY19 funding application cycle, applicants are offered the option to address the Commission Advisory Panels in person at prescribed intervals during the evaluation of their proposals.

This optional opportunity is offered to support the panels' understanding of the proposals they are evaluating, and applicants that choose not to address the panels in person will not be penalized.





New: Address the Panels in Person

Prompt #1: Prior to the Panel Discussion

Give your name, role and the organization you represent. What are the highlights of the project described in your organization's proposal? (2 minutes maximum)

Prompt #2: Following the Panel Discussion

Is there anything that you heard during the panel's discussion of your organization's proposal that is factually incorrect? If so, what did you hear that is factually incorrect and what is the correction? (2 minutes maximum)

What Happens After You Press “Submit”?

Panel Dates are scheduled for October. We will be sending out an email with specific dates.

Panels will recommend up to 10 awardees to the Commission.

The Commission votes to ratify the panels recommendation.

Applicants will be notified of awards.



More Technical Assistance Tools

- **Office Hours**

FY19 applicants may sign up for one-on-one, 30-minute appointments for technical assistance for submitting responses to the RFP.

Appointments take place in person at The Commission for Arts and Culture office (located at 1200 Third Avenue, Suite 924 in Downtown, San Diego) or via phone. Multiple dates and times are available. Appointments are on a first come-first served basis.

Appointment Available (beginning at the top of every half hour) from August 13, 2018 – August 17, 2018. *Not available on August 16, 2018. Check online to sign up for slots.*

- **[Technical Assistance Library Online](#)**



Key Dates for RFP

August 27, 2018, 3:00 p.m.

Last day for questions re: RFP

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

Responses to RFP due

October, 2018

Panels convene to discuss and recommend scores for proposals

October 29, 2018

Awards announced

Leticia Gomez Franco
Civic Art Project Manager
e: GomezL@san Diego.gov
p: (619) 236-6778

<https://www.sandiego.gov/arts-culture/funding>

