



Economic Development Funding Programs Fiscal Year 2021 Guidelines

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Economic Development

Fiscal Year 2021 Application Guidelines Economic Development Funding Programs

TABLE OF CONTENTS

Section 1:	About Economic Development Funding Programs	Page 3
Section 2:	About Economic Development Funding Program Goals	Page 4
Section 3:	Who is Eligible to Apply?	Page 6
Section 4:	How Much Funding Is Available?	Page 7
Section 5:	How to Apply for Economic Development Funding	Page 6
Section 6:	Conditions for Submission	Page 8
Appendix 1:	Request for Qualifications (RFQ) Preview	Page 13
Appendix 2:	RFQ – Excel Template – Worksheet Samples	Page 39
Appendix 3	Request for Qualifications (RFQ) Scoring Sheet	Page 43
Appendix 4:	Request for Proposals (RFP) Preview	Page 51
Appendix 5:	RFP – Excel Template – Worksheet Samples	Page 68
Appendix 6:	Request for Proposals (RFP) Scoring Sheet	Page 71
Appendix 7:	Fiscal Year 2021 Funding Process Schedule	Page 75
Appendix 8:	Glossary	Page 77

Questions?

Call: 619-236-6700

Email: sdbusiness@sandiego.gov

www.sandiego.gov/economic-development-funding

This document is available in alternative formats upon request.

Editor's Note Dec. 31, 2019: RFP Form Question 3.2B was added and Question 3.4 was updated.

Section 1: About Economic Development Funding Programs

Economic Development Funding Programs are intended to support the City of San Diego's Mission, Vision, Strategic Plan and Economic Development Strategy to foster economic prosperity throughout the City by utilizing Transient Occupancy Tax (TOT) and Small Business Enhancement Program (SBEP)-funded citywide efforts and SBEP-funded neighborhood-based efforts.

The City's Fiscal Year (FY) runs from July 1 to June 30. Annually, recommendations are provided to the City Council for the award of TOT and SBEP funding to nonprofit Economic Development Organizations that provide services or benefits to targeted businesses through specific Programs/Projects. These recommendations are developed through a combined competitive process for TOT and SBEP funds.

Economic Development Funding Programs include:

- Small Business Enhancement Program (SBEP) - Microdistricts
- Small Business Enhancement Program (SBEP) - Citywide
- Transient Occupancy Tax (TOT) - Economic Development and Tourism Support (EDTS)
- Transient Occupancy Tax (TOT) - Citywide Economic Development Support (CEDS)

TOT funds are derived from a tax levied on individuals who stay overnight in hotels, motels and other lodging establishments. Use of TOT funds is guided by City Council Policy 100-03. A copy of Council Policy 100-03 is available online at http://docs.sandiego.gov/councilpolicies/cpd_100-03.pdf

For economic development, these TOT funds are to be used to promote the City of San Diego as a visitor destination and advance the City's economy by increasing tourism or attracting industry.

Consistent with the City's Economic Development Strategy and Council Policy, funding must be used for significant programs, services or events that:

- Promote the City of San Diego as a visitor destination to enhance the Tourism base sector; or
- Enhance San Diego's economic health and position as a Smart City and a center for innovation, entrepreneurship and technology development for base-sector businesses (Manufacturing and Innovation, International Trade and Logistics, or Defense)

SBEP funds are general funds allocated for small business programs based on \$20 per small business registered within the City of San Diego. Use of SBEP funds is guided by City Council Policy 900-15. A copy of Council Policy 900-15 is available online at http://docs.sandiego.gov/councilpolicies/cpd_900-15.pdf

Broadly, these SBEP funds are to be used to create, retain and/or expand non-base sector small businesses on a Citywide basis or neighborhood-basis.

Section 2: About Economic Development Funding Program Goals

There are four different and unique Goals within the Economic Development Funding Programs as described below. If an Organization is deemed qualified through the Request for Qualifications (RFQ) process, including that its mission aligns with one of the Goals A through D, then that Organization will be invited to submit a funding Proposal during the Request for Proposals (RFP) phase.

Each invited Organization will be allowed to submit only one Proposal in total and that Proposal must address one of the four Goals and an associated Objective/Outcome for that Goal (as listed below). The Goal must be aligned with the Organization's mission. Further, the Proposal submitted under the RFP must be consistent with the intent of the funding sources and the City's Economic Development Strategy.

- **Goal A:** Create, retain and/or expand small businesses with a neighborhood-based focus, excluding Business Improvement Districts
(This Goal aligns with SBEP Microdistricts program).
- **Goal B:** Create, retain and/or expand non-base-sector small businesses by offering a program to small businesses Citywide, not focusing on specific commercial neighborhoods with BIDs or Microdistricts
(This Goal aligns with SBEP Citywide program).
- **Goal C:** Promote the City of San Diego as a visitor destination, enhancing the Tourism base sector.
- **Goal D:** Enhance San Diego's economic standing and reputation as a Smart City and a center for innovation, entrepreneurship and technology development for base-sector businesses (Manufacturing and Innovation, International Trade and Logistics, or Defense).

Within each Goal, there are specific Objectives, one of which must be the stated Objective of a Proposal submitted during the RFP phase and will be the Outcome that is measured.

Goal A:

- Increase the number of neighborhood-based businesses OR
- Increase the volume or value of goods and/or services sold by neighborhood-based businesses

Goal B:

- Increase the number of non-base sector small businesses OR
- Increase the volume or value of goods and/or services sold by non-base sector small businesses

Goal C:

- Increase the number of City of San Diego hotel room night stays OR
- Increase the sales tax value of goods sold by Tourism-related businesses

Goal D:

- Increase the number of base-sector businesses OR
- Increase the volume or value of goods and/or services sold by base-sector businesses OR
- Increase the number of patents held by local businesses OR
- Increase the volume or value of goods and/or services exported by businesses OR
- Increase the number of exporting (overseas or external to San Diego) businesses OR
- Increase the value of Foreign Direct Investment (FDI) in San Diego OR
- Increase the number of middle-income or higher income jobs in businesses assisted

Section 3: Who is Eligible to Apply for Economic Development Funding?

Your Organization is eligible to apply by submitting an RFQ response if:

- CALIFORNIA CORPORATION*: Your Organization is incorporated within the United States and is registered with the California Secretary of State; AND
- NONPROFIT STATUS*: Your Organization holds tax-exempt nonprofit status under Sections 501(c)(3), 501(c)(6), or 115 of the Internal Revenue Code and can also demonstrate its tax-exempt status under the State of California Revenue and Taxation Code; AND

** Please note that incorporated nonprofit status is not required for Microdistrict Organizations to apply for in-kind services under Goal A*

- HISTORY OF OPERATIONS: Your Organization has a three-year history of operating with its own independent governing board (not under a fiscal sponsor); AND
- SERVICE AREA: Your Organization's Program/Project will take place within the limits of the county of San Diego and funds will be used to only benefit City of San Diego businesses; AND
- MISSION ALIGNMENT: Your project aligns with the purpose of TOT or SBEP funding in providing a program, services or benefits to City of San Diego businesses as described in Section 1 above to fulfil a Goal and Objective/Outcome as described in Section 2.

Your Organization is NOT eligible to apply for Economic Development Funding if:

- FISCAL SPONSORS: Fiscal sponsors cannot apply on behalf of a Program/Project producer.
- GENERAL OPERATING SUPPORT: Your Organization is seeking funding for general operating support.
- REGRANTING: Your Organization's primary purpose is grantmaking.
- SPECIAL EVENT: Your Organization is seeking funding for a festival or event that is typically funded through the City of San Diego's Commission for Arts and Culture.
- MULTIPLE APPLICATIONS: Your Organization has applied or will apply for FY2021 funds through another TOT category as defined in Council Policy 100-03.

(Please note that Organizations that also apply for and are awarded funding from another City of San Diego source, such as Community Development Block Grant (CDBG) or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp., may have any recommended funding amount developed under this RFQ/RFP process, reduced or eliminated. A variety of factors, including overall availability of funds, will be considered when evaluating any potential modification of recommended amounts.)

Section 4: How Much Funding is Available?

Overall funding amounts are not known until the City's FY2021 Budget is adopted by the City Council; however, preliminary estimates of total funding will be available with the release of the Proposed Budget in mid-April. Individual recommended amounts are generally available in May. In FY2020, the following total amounts noted below were available to be allocated, however, please note that a prior year budget amount does not guarantee a future budget amount.

- TOT – EDTS: \$700,000
- SBEP – Citywide: \$120,000
- TOT – Citywide: \$315,000
- SBEP – Microdistricts: \$100,000

Here are the minimum and maximum amounts of funding that can be requested by funding source:

- TOT - EDTS & Citywide: \$20,000 to \$45,000
- SBEP - Citywide: \$10,000 to \$24,000
- SBEP - Microdistricts: \$3,000 to \$10,000

The City reserves the right to adjust funding to an Organization, for example:

- Funding to a single Organization may be limited so as not to exceed 5 percent of total available funds
- Funding may be limited as a percentage of Organizational Annual Operating Income
- Funding may be adjusted so that Organization responses scored similarly receive similar amounts for similar scopes.
- Funding to newly applying Organizations may be limited to 50-75 percent of a computed allocation.
- A single award for an Organization may not be less than the limits stated in these Guidelines.
- Organizations that also apply for and are awarded funding from another City of San Diego source, such as Community Development Block Grant (CDBG) or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp., may have any recommended funding amount developed under this RFQ/RFP process, reduced or eliminated.
- A variety of factors, including overall availability of funds, will be considered when evaluating any potential modification of amounts.
- The City reserves the right to reassign applications from one Goal to another with a comparable Objective/Outcome and adjust for the associated funding limits

The submission of a response to this RFQ/RFP does not guarantee funding, even if minimum requirements are met or a minimum score is achieved.

Providing match funding is not a guarantee of an award amount. Information pertaining to any match provided by your Organization will be considered during the RFP phase but is not a condition for applying.

Section 5: How to Apply for Economic Development Funding

The Economic Development Funding process includes multiple steps over a number of months. In particular, there are two steps for interested Organizations to submit information to the City in order to request funding. The first is where Organizations provide information to the City about their operations and governance, and the second is where they submit specific details on their proposed Program/Project. These steps occur at different times utilizing different forms. These steps are detailed below.

STEP 1. REQUEST FOR QUALIFICATIONS (RFQ): Interested nonprofit Organizations provide information about their governance, administrative and financial practices by completing and submitting the online RFQ form by the deadline.

STEP 2. RFQ EVALUATION: A team comprised of City staff who are trained in City contracting processes and nonprofit management practices evaluates the strength of each applying Organization's ability to manage a City agreement using the information provided in the RFQ. This team uses a standard scoring system to evaluate Eligibility, Administrative Capacity; Financial Management; and Governance Practices. Each applying Organization is assigned one of two grades:

1) Qualified, or 2) Not Qualified.

STEP 3. RFQ CURE PERIOD: Applying Organizations deemed "Not Qualified" will be given five (5) business days (does not include Saturday, Sunday, or City Holidays) to cure any incorrect or missing relevant RFQ components. The RFQ will then be re-evaluated. Applying Organizations deemed "Not Qualified" after the reevaluation will not advance but will be provided technical assistance to prepare them for future funding cycles.

STEP 4. REQUEST FOR PROPOSALS (RFP): Organizations deemed "Qualified" through the RFQ process will be invited to submit a Proposal (request for funding) with detailed information about their proposed Program/Project utilizing the online RFP form. At least one organization representative must attend one of the scheduled RFP workshop sessions. The RFP form must be completed and submitted by the deadline.

ATTENDANCE IS MANDATORY AT ONE OF THE RFP WORKSHOP SESSIONS.
Sessions will be held Jan.21, 2020 and Feb. 4, 2020 from 11:30 a.m.-1 p.m. at the Mission Valley Branch Library. RFP Responses may be rejected from Organizations that do NOT attend a workshop.

STEP 5. RFP EVALUATION: An advisory review panel composed of San Diego community members who are professionals in economic development or related-field, evaluates the RFP responses. They assess the degree to which each Proposal aligns with a City Goal for the use of TOT/SBEP funds; the anticipated effectiveness in meeting the selected Goal; and the merits of the Proposal responses. City staff will provide point deductions for each applying Organization based on performance on past or current City agreements (if applicable) and any missing documents or missed responses. The advisory review panel uses a standard scoring system to evaluate each Organization's Proposal and scores are not assigned on a curve

but reflect the quality of each Proposal.

STEP 6. SCORES: A score will be calculated for each Proposal based on the average of scores from RFP advisory review panel members. Proposals will be considered within each funding source and ranked by score with a priority to first fund the highest scored. Remaining Proposals may be considered dependent on available funding. However, Proposals not receiving the minimum required score will not be considered for funding.

STEP 7. CALCULATING RECOMMENDED FUNDING AMOUNTS: The recommended funding amount for each Proposal is calculated by City staff using an algorithm and is dependent on several factors including each Proposal budget, the score given to the Organization's Proposal, the total amount of funds available for distribution per funding source, and the number of Proposals to be funded by priority. As noted above, Organizations recommended to receive Economic Development Funding for the first time may have the award amount reduced to 50-75 percent of the computed allocation. Organizations that also apply for and are awarded funding from another City of San Diego source, such as Community Development Block Grant (CDBG) or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp., may have any recommended funding amount developed under this RFQ/RFP process, reduced or eliminated. Other funding adjustments may be applied as noted above. A variety of factors, including overall availability of funds, will be considered when evaluating any potential modification of amounts.

STEP 8. AUTHORIZING FUNDING AMOUNTS: Recommended TOT funding amounts are provided to the City Council. Recommended SBEP funding amounts are provided to the Mayor's office. However, all funding amounts are not final until authorized by the Mayor and City Council during the City's annual budget process. Tentative recommended amounts for Organizations have historically been available in May, and final amounts in June/July.

STEP 9. AGREEMENT, SCOPE AND BUDGET: Economic Development Department staff will coordinate with Organizations recommended to receive funding. They will work with Organization staff to confirm or update proposed budgets and scopes, as applicable, to request required documentation for Agreement execution, and to provide a final Agreement for execution.

The Agreement details how City money will be spent via the scope and budget derived from the RFP response, subject to the requirements of the Economic Development Funding Programs.

The Agreement will also include compliance with certain requirements by the Organization (terms and conditions) including but not limited to: Council Policy 100 04 (Americans with Disabilities Act/City Contractors), Equal Opportunity (Non-Discrimination Clause), Equal Benefits Ordinance, Council Policy 100-07 (Drug Free Work Place), Living Wage Ordinance, Prevailing Wage Ordinance, Insurance coverage, quarterly performance and financial reports and final performance and financial reports. Please see the Glossary for more detail as to these terms. The Agreement will be effective from July 1, 2020 through June 30, 2021.

Economic Development staff will also provide deadlines for this Agreement execution process in June along with a Funding Acknowledgment form. Failure to comply with these deadlines may result in forfeiture of funds allocated for FY2021.

Section 6: Conditions for Submission

Subsection headings or captions used for various paragraphs shall not be held to define, limit, augment, or describe the scope, content, or intent of any or all parts of the RFQ/RFP and are provided only for convenience.

RFQ/RFP Process

1. RFQ/RFP: The City of San Diego reserves the right to reject, in whole or in part, any responses to this RFQ/RFP, to not accept a proposal recommended by any of the advisory review panels, to initiate an alternate process, to reissue the RFQ/RFP and/or cancel this RFQ/RFP, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any applying 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. ADDENDUM: The City reserves the right to revise this RFQ/RFP by addendum. The City is bound only by what is expressly stated in this RFQ/RFP and any authorized written addenda thereto. Addenda will be posted on the City's website: <https://www.sandiego.gov/economic-development-funding>. It shall be the applying Organization's responsibility to check the website up to the final submission date for any possible addenda.
3. UPDATES: The applying Organization is solely responsible for responding to any required or optional updates related to this RFQ/RFP.
4. ATTACHMENTS: Organizations are required to submit attachments (as applicable) with the RFQ/RFP as noted in the RFQ/RFP and failure to submit such applicable and required attachments will result in a designation of "Not Qualified" for the RFQ and points deduction or potential disqualification for the RFP.

Funding Adjustments:

5. ADJUSTMENTS: The City reserves the right to adjust funding to an Organization, for example:
 - Funding to a single Organization may be limited so as not to exceed 5 percent of total available funds
 - Funding may be limited as a percentage of Organizational Annual Operating Income
 - Funding may be adjusted so that organizations scored similarly receive similar amounts for similar scopes
 - Funding to new Applicants may be limited to 50-75 percent of a computed allocation
 - A single allocation for an Applicant may not be less than the limits stated in the Application
 - Organizations that also apply for and are awarded funding by another City of San Diego source, such as Community Development Block Grant (CDBG) or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp., may have any

recommended funding amount awarded under this RFQ/RFP process, reduced or eliminated.

- A variety of factors, including overall availability of funds, will be considered when evaluating any potential modification of amounts.
- The City reserves the right to reassign applications from one Goal to an appropriate or more appropriate Goal with a comparable Objective/Outcome and adjust for the associated funding limits.

6. NO GUARANTEE: The submission of a response to this RFQ/RFP does not guarantee funding, even if minimum requirements are met or a minimum score is achieved.

Funding Limitations:

7. INELIGIBLE EXPENSES: The following expenses are NOT permitted with Economic Development Funding Programs and may NOT be included in the RFP Program/Project Budget Detail.

- Any activities already completed by July 1, 2020
- Proposal expenses incurred before July 1, 2020 or after June 30, 2021
- Travel or mileage
- Capital outlay for improvements and construction of buildings or facilities, or capital outlay for purchase of equipment
- Religious or political activity
- Programs in facilities not accessible to the disabled
- Tuition assistance
- Hospitality, e.g., alcoholic beverages, meals/refreshments, or entertainment expenses
- Lodging
- Contributions to trusts or endowment funds, or gifts or donations
- Profit making Organizations or ventures
- Replacement of deficit funds
- Ticket subsidy programs
- Penalties, fines, late fees, overdraft fees/finance fees
- Salary bonuses
- Organization Fundraising (e.g., galas, golf tournaments, fundraiser mailers, etc.)
- Job training or job placement activities
- Indirect cost recovery (unless already permitted under another City Agreement)

8. **NON-DISCRIMINATION:** 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.
9. **COSTS INCURRED:** The City accepts no financial responsibility for any costs incurred by applying Organizations. The City is not responsible for the loss or damage of any materials submitted.

Funded Organization Requirements:

10. **REQUIRED DOCUMENTATION:** Each Organization awarded funding must submit all required documentation, including a signed **ACKNOWLEDGEMENT OF CONDITIONS FOR AGREEMENT EXECUTION PROCESS** form, in a timely manner, in accordance with the deadlines as provided by Economic Development Department staff, to receive an executed agreement and purchase order from the City. Execution of an agreement and issuance of a purchase order can take up to 60 days after receipt by the City of all required documentation.
11. **REIMBURSEMENT:** Each Organization awarded funding will only be paid on a reimbursement basis and only once an agreement is fully executed and the purchase order issued. Expenses must be incurred by the Organization during the FY2021 agreement period (July 1, 2020 through June 30, 2021) before the City will reimburse.
12. **TERMS AND CONDITIONS:** Each Organization awarded funding is required to comply with the terms and conditions of the agreement including but not limited to: Council Policy 100-04 (Americans with Disabilities Act/City Contractors), Equal Opportunity (Non-Discrimination Clause), Equal Benefits Ordinance, Council Policy 100-07 (Drug Free Work Place), Living Wage Ordinance and Prevailing Wage Ordinance.
13. **RESOLUTION:** If funding is awarded, the Organization must have a formal resolution of its Board of Directors approving the agreement with the City of San Diego. The resolution shall state that the Board of Directors understands and will comply with the terms and conditions of the agreement, including maintaining the required insurance coverage and performing the Scope of Services within the amount of the allocated budget. This resolution must be signed by the Board President or designated officer.
14. **INSURANCE:** Each Organization awarded funding is required to provide proof of specified insurance coverage at required amounts and with required endorsements for Commercial General Liability Insurance, Automobile Liability Insurance and Workers Compensation Insurance. It is not necessary to have the required insurance coverage at the time of the RFQ or RFP responses.

Generally, Organizations must maintain Commercial General Liability (CGL) and automobile insurance providing minimum liability coverage of \$1 million per occurrence and \$2 million aggregate and shall provide proof/endorsements to the City that such insurance coverage is primary and non-contributory and for completed and ongoing operations and that the City is named as an additional insured. Organizations must also maintain \$1 million workers compensation insurance coverage (even if no paid employees) and must provide an endorsement that the insurer waives the right of subrogation against the City.

It is highly recommended to include the incremental cost associated with the City-required insurance coverage with the RFP.

15. REPORTING: Each Organization awarded funding is required to deliver quarterly performance and financial reports and final performance and financial reports in a format provided by City staff along with other certifications and acknowledgements.
16. REGISTRATIONS: Each Organization awarded funding is required to comply with all required state and federal registrations including but not limited to California Attorney General Registrar of Charitable Trusts, California Secretary of State Business Registry, System for Awards Management and Department of Industrial Relations DSLE Debarments. All registrations must be current during the agreement period.
17. FINANCIAL STATEMENTS: Organizations receiving funding must provide annual financial statements as noted below:
 - An Organization receiving funding of \$10,000 or more must provide true, accurate and complete financial disclosure documentation evidencing the financial status of the Organization's most recently concluded fiscal year within 90 days of the end of that fiscal year.
 - An Organization receiving funding in the amount of \$75,000 or more combined from City, County, State, or Federal Governments must submit true, accurate and complete financial disclosure documentation evidencing the financial status of the Organization's most recently concluded fiscal year within 150 days of the end of that fiscal year prepared in accordance with generally accepted accounting principles and audited by an independent Certified Public Accountant, in accordance with generally accepted auditing standards.
 - An Organization receiving funding in the amount of \$500,000 or more combined from City, County, State, or Federal Governments, or when that combined funding represents more than 10 percent of the Organization's annual budget, must provide salary and wage ranges for each of its job classifications, including actual executive salaries and benefits packages applicable for the agreement period.

It is highly recommended to include the proportional cost associated with the preparation, and auditing as applicable, of City-required financial statements by the RFQ/RFP.

18. ACKNOWLEDGMENT OF CITY FUNDING: A credit line must be included in any printed, visual or recorded matter that credits the City for its support. The following is an example of a credit line that might be utilized: "This project is funded in part by the City of San Diego."
19. PUBLIC INFORMATION: The applying Organization acknowledges that information submitted as part of their RFQ/RFP process may be subject to disclosure under the California Public Records Act.

Appendix 1
Request for Qualifications (RFQ) Preview
Fiscal Year 2021 Economic Development Funding

The following document (on pages 15 to 42) serves as a general preview of the questions and format to familiarize applicants with the RFQ process. Any minor informalities or irregularities in this preview will not invalidate the RFQ process.

The City reserves the right to revise this RFQ by addendum. The City is bound only by what is expressly stated in the RFQ and any authorized written addenda thereto. Addenda will be posted on the City's website: <https://www.sandiego.gov/economic-development-funding>.

It shall be the applying Organization's responsibility to check the website up to the final RFQ submission date for any possible addenda.

FY2021 Economic Development Funding RFQ

Instructions

The FY2021 Economic Development Funding Request for Qualifications (RFQ) **must be completed in one session** and submitted (There is no opportunity to save and return to your submission).

It is therefore recommended that you review and answer questions in the sample RFQ at www.sandiego.gov/economic-development-funding in advance of completing this electronic form.

Please review the evaluation criteria for the RFQ in the Guidelines as some responses will disqualify your organization. But, with prompt corrections, information updates and an RFQ resubmission during the RFQ "Cure" period, your organization might be able to qualify.

Please attempt to complete all fields. Use "N/A" to denote non-applicable to your Organization.

Please note that the person who completes and submits this RFQ must be authorized to electronically sign and to create a legally binding RFQ on behalf of your Organization and the City of San Diego.

RFQ Deadline: Thursday, Nov. 7, 2019, at 2 p.m. PT

*Items marked with an asterisk (*) are required.*

Section 1 Section 2 Section 3 Section 4 Section 5 Section 6 Section 7 Section 8 Submit Complete

SECTION 1: ORGANIZATION PROFILE

1A. Legal Name of Organization *

1B. DBA Name of Organization, if applicable

2A. Organization Street Address *

2B. Organization City, State, Zip Code *

3. Provide a 25 to 35-word mission statement or statement of purpose, goals and objectives of your Organization. *

4. Is this Organization a new applicant to Economic Development Funding? *

- Yes
 No

5. Please provide a 35 to 45-word summary or “elevator pitch” of the Program/Project for which your Organization seeks funding. *

While this description is not used to determine Organization eligibility, this will help City staff guide the Organization to the most appropriate Economic Development Funding Goal for the RFP process or to other potential funding source(s).

6. Contact Information

6A. Director of Organization*

First and Last Name

Title

Phone

Director Email

6B. Primary Contact*

First and Last Name

Title

Phone

Contact Email

[Next Section >](#)

FY2021 Economic Development Funding RFQ

Instructions

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It is therefore recommended that you review and answer questions in the sample RFQ at www.sandiego.gov/economic-development-funding in advance of completing this electronic form.

Please review the evaluation criteria for the RFQ in the Guidelines as some responses will disqualify your organization. But, with prompt corrections, information updates and an RFQ resubmission during the RFQ "Cure" period, your organization might be able to qualify.

Please attempt to complete all fields. Use "N/A" to denote non-applicable to your Organization.

Please note that the person who completes and submits this RFQ must be authorized to electronically sign and to create a legally binding RFQ on behalf of your Organization and the City of San Diego.

RFQ Deadline: Thursday, Nov. 7, 2019, at 2 p.m. PT

*Items marked with an asterisk (*) are required.*



SECTION 2: ELIGIBILITY SURVEY

*** Please note that incorporated nonprofit status is not required for Microdistrict organizations to apply for in-kind services (under Goal A as described in the Guidelines).*

1. Is your Organization registered with an entity type of "domestic nonprofit" and a status of "active" with the California Secretary of State?

(In Section 7, you will be asked to provide proof by attaching a PDF of a screenshot of the current Business Search – Entity Details from State of California – Secretary of State using this site:

<https://businesssearch.sos.ca.gov/>)*

- Yes
- No
- N/A - Microdistrict Organization Not Incorporated

2. Is your Organization designated as a tax-exempt nonprofit under Sections 501(c)(3), 501(c)(6) or

115 of the Internal Revenue Code?

(In Section 7, you will be asked to provide proof by attaching a PDF of the Tax-Exempt Determination Letter from the IRS)? *

- Yes – 501(c)(3)
- Yes – 501(c)(6)
- Yes – 115
- No
- N/A - Microdistrict Organization Not Incorporated

3. Is your Organization recognized as a tax-exempt nonprofit in good standing by the California Franchise Tax Board consistent with California Revenue and Taxation Code?

(In Section 7, you will be asked to provide proof by attaching a PDF of a current “Entity Status letter” from the State of California Franchise Tax Board with Boxes 1 and 3 checked, using this site:

https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp.) *

- Yes
- No
- N/A - Microdistrict Organization Not Incorporated

4. Does your Organization have a three-year history of operating under its own independent governing board (not under a fiscal sponsor) as of July 1, 2020?

(In Section 7, you will be asked to provide proof by attaching your Articles of Incorporation and Filing with the relevant Secretary of State.) *

- Yes
- No
- N/A - Microdistrict Organization Not Incorporated

5. Will the Program/Project for which your Organization is seeking funding (1) be implemented within the limits of the County of San Diego; AND (2) should any Economic Development funding be awarded for this Program/Project, be using such funding to provide services or benefits to targeted businesses only within the City of San Diego? *

(This does not include out-of-area marketing or advertising.)

- Yes
- No

6. Has your organization reviewed the Guidelines to ensure that such a Program/Project clearly aligns with one of the Economic Development Funding Goals with an Objective/Outcome consistent with the eligible uses of TOT/SBEP funding for economic development? *

- Yes
- No

7. Has your Organization submitted an RFQ for Fiscal Year 2021 funding through the City of San

Diego's Commission for Arts and Culture? *

- Yes
- No

8. Has/will your Organization applied/apply for Fiscal Year 2021 Community Development Block Grant (CDBG) funding through the City of San Diego or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp.? *

Check all that apply.

- Yes - CDBG
- Yes - TMD
- No

9. Is your Organization seeking funding for lobbying, religious or political activities, or to give out as grants? *

- Yes
- No

10. Is your Organization seeking funding for a Program/Project that would NOT be open to the public? *

- Yes
- No

11. Is your Organization an Institution for Higher Education or nonprofit affiliated with an Institution for Higher Education? *

- Yes - Institution of Higher Education
- Yes - Affiliate of Institution of Higher Education
- No

[Next Section >](#)

FY2021 Economic Development Funding RFQ

Instructions

The FY2021 Economic Development Funding Request for Qualifications (RFQ) **must be completed in one session** and submitted (There is no opportunity to save and return to your submission).

It is therefore recommended that you review and answer questions in the sample RFQ at www.sandiego.gov/economic-development-funding in advance of completing this electronic form.

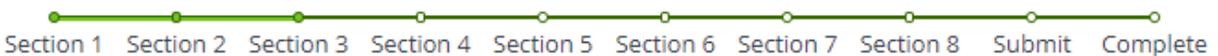
Please review the evaluation criteria for the RFQ in the Guidelines as some responses will disqualify your organization. But, with prompt corrections, information updates and an RFQ resubmission during the RFQ "Cure" period, your organization might be able to qualify.

Please attempt to complete all fields. Use "N/A" to denote non-applicable to your Organization.

Please note that the person who completes and submits this RFQ must be authorized to electronically sign and to create a legally binding RFQ on behalf of your Organization and the City of San Diego.

RFQ Deadline: Thursday, Nov. 7, 2019, at 2 p.m. PT

*Items marked with an asterisk (*) are required.*



SECTION 3: GOVERNANCE PARTIES

1. Who conducts the day-to-day business of the Organization? *

- Board of Directors
- Committee
- CEO/Executive Director
- N/A - Microdistrict Organization Not Incorporated

2. How frequently does your Board of Directors formally meet to conduct the business of the Organization? *

- Monthly
- Bi-Monthly
- Quarterly
- Annually
- Less Frequently
- N/A - Microdistrict Organization Not Incorporated

3. If your Board of Directors has delegated its authority for day-to-day business operations to a Committee, how often does this Committee formally meet to conduct the business of the Organization? *

- Monthly
- Bi-Monthly
- Quarterly
- Annually
- Less Frequently
- N/A

4. Does either the Board of Directors or the Committee with delegated authority approve annual budgets for the Organization? *

- Yes - Board of Directors
- Yes - Executive Committee
- No
- N/A - Microdistrict Organization Not Incorporated

5. How often is the Board of Directors or the Committee with delegated authority provided with financial statements that include budgeted vs. actual revenues and expenses? *

- Monthly
- Bi-Monthly
- Quarterly
- Annually
- Not Provided
- N/A - Microdistrict Organization Not Incorporated

6. Are compensation arrangements for key employees or Board members approved by the Board of Directors or the Committee with delegated authority? *

- Yes - Board of Directors
- Yes - Committee
- No
- N/A - No compensation provided to Board members/Organization has no paid employees

7. Does the Board of Directors or the Committee with delegated authority of your Organization conduct an annual performance evaluation of the Organization's top executive? *

- Yes - Board of Directors
- Yes - Committee
- No
- N/A - Organization has no paid employees

8. Can your Organization provide proof of having a conflict of interest policy that 1) is signed annually by decision-making Board members and key employees and 2) has specific language to prevent self-dealing? *

- Yes
- No
- N/A - Microdistrict Organization Not Incorporated

9. Can your Organization provide proof that decision-making Board members and key employees are required to annually disclose interests that could give rise to conflicts? *

- Yes
- No
- N/A - Microdistrict Organization Not Incorporated

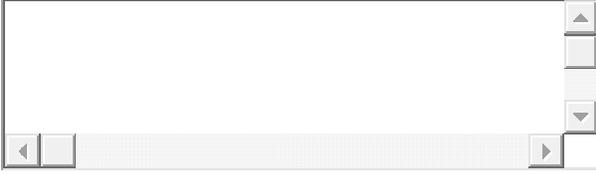
10. Are you aware of any Relationship(s) between board members, consultants or staff of your Organization and Representatives of the City of San Diego? *

(A Relationship refers to individuals connected by means such as blood, marriage, domestic partnership, or law or business arrangement. A Representative means City of San Diego Councilmembers, Mayor or designees, or staff in the Economic Development Department who advise, approve, recommend or otherwise participate in decisions concerning Economic Development Funding.)

Please explain any such Relationship(s) in 150 words or less.



11. Describe any other significant measures the Board of Directors takes to perform its governance responsibilities. Please provide an explanation here if oversight is vested in a Committee. Please provide your response in 150 words or less.



[Next Section >](#)

FY2021 Economic Development Funding RFQ

Instructions

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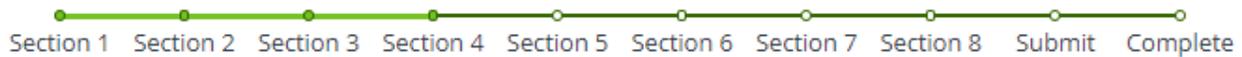
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*Items marked with an asterisk (*) are required.*



SECTION 4: ADMINISTRATIVE CAPACITY

1. Provide an organizational chart showing names and titles of your Organization's staff. *

- Yes (PDF Attached in Section 7)
- No - No staff (PDF Not Attached in Section 7)
- N/A - Microdistrict Organization Not Incorporated

2. Primary Administrator

Who will administer the agreement between your Organization and the City should funds be awarded?

First and Last Name

Title

Indicate whether this person is an Employee, Board Member, Contractor or Volunteer. *

- Employee
- Board Member
- Contractor
- Volunteer
- N/A - Microdistrict Organization Not Incorporated

Indicate the years of relevant experience.

- 0 - 2 years
- 2 - 10 years
- More than 10 years

Describe the qualifications and experience managing contracts of the primary person who will administer the agreement between your Organization and the City should funds be awarded. Please provide your response in 200 words or less.



3. Proof of Insurance

Each Organization awarded funding is required to execute an agreement with the City of San Diego (City) and to obtain/maintain appropriate insurance. The Organization is required to submit proof of such insurance and required endorsements including, but not limited to: City is an Additional Insured, insurance is primary and non-contributory, insurance covers both ongoing operations and completed work, and a Waiver of Subrogation for Workers Compensation in favor of the City.

A. Will your Organization be able to provide this proof and associated endorsements, at the time the agreement is issued, for Commercial General Liability Insurance? *

- Yes - Commercial General Liability Insurance
- No
- N/A - Microdistrict Organization Not Incorporated

B. Will your Organization be able to provide this proof and associated endorsements, at the time the agreement is issued, for Automobile Liability Insurance (a minimum of "Hired and Non-Owned")? *

- Yes - Automobile Liability Insurance
- No
- N/A - Microdistrict Organization Not Incorporated

C. Will your Organization be able to provide this proof and associated endorsements, at the time the agreement is issued, for Workers Compensation Insurance (even if your Organization has no paid employees and only volunteers and/or independent contractors)? *

- Yes - Workers Compensation Insurance
- No
- N/A - Microdistrict Organization Not Incorporated

[Next Section >](#)

FY2021 Economic Development Funding RFQ

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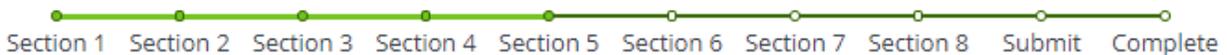
Please review the evaluation criterial for the RFQ in the Guidelines as some responses will disqualify your organization. But, with prompt corrections, information updates and an RFQ resubmission during the RFQ "Cure" period, your organization might be able to qualify.

Please attempt to complete all fields. Use "N/A" to denote non-applicable to your Organization.

Please note that the person who completes and submits this RFQ must be authorized to electronically sign and to create a legally binding RFQ on behalf of your Organization and the City of San Diego.

RFQ Deadline: Thursday, Nov. 7, 2019, at 2 p.m. PT

*Items marked with an asterisk (*) are required.*



SECTION 5: FINANCIAL MANAGEMENT

Please utilize the Excel templates provided and located at the link below to prepare and submit the requested financial documents (See Appendix 2 for samples).

Link: www.sandiego.gov/economic-development-funding

1. Utilizing your Organization's current Board-approved annual operating budget, please complete the Statement of Activities to show the projected revenue and expenses for your Organization's current fiscal year, and attach a PDF of this statement.

- Yes (PDF Attached in Section 7)
- No (PDF Not Attached in Section 7)
- N/A - Microdistrict Organization Not Incorporated

2. Utilizing your Organization's most recently concluded fiscal year, please complete the Statement of Activities (profit and loss statement) to show PRIOR-YEAR projected revenue and expenses for your Organization, and attach a PDF of this statement.

- Yes (PDF Attached in Section 7)
- No (PDF Not Attached in Section 7)
- N/A - Microdistrict Organization Not Incorporated

3. Utilizing your Organization's most recently concluded fiscal year, please complete the Statement of Financial Position (balance sheet) for your Organization, and attach a PDF of this statement.

- Yes (PDF Attached in Section 7)
- No (PDF Not Attached in Section 7)
- N/A - Microdistrict Organization Not Incorporated

4. If available, please also submit the audited financial statements report corresponding to these documents for Questions 2 and 3.

- Yes (PDF Attached in Section 7)
- No (PDF Not Attached in Section 7)
- N/A - Insufficient annual revenues to require audited financial statements
- N/A - Microdistrict Organization Not Incorporated

5. View the computed Liquid Unrestricted Net Assets (LUNA) Statement for your Organization's most recently concluded fiscal year, and attach a PDF of this statement.

- Yes (PDF Attached in Section 7)
- No (PDF Not Attached in Section 7)
- N/A - Microdistrict Organization Not Incorporated

6. Based on this LUNA Statement, how many months of liquidity (Line 207 from template) did your Organization have at the end of its most recently concluded fiscal year (enter number)?

Please enter "N/A" if Microdistrict Organization Not Incorporated

7. If the LUNA Statement shows that your Organization has less than one month of liquidity, provide relevant information for funding any cash shortfall(s) your Organization may experience during the year (e.g., Board-designated reserves, line of credit, etc.)

Describe the forms of proof your Organization could provide for these funding sources. Please complete your response in 150 words or less.

8. Does your Organization have a bank line of credit?

- Yes
- No

9. Primary Financial Manager

Who will primary person responsible for your Organization's financial management?

First and Last Name

Title

Indicate whether this person is an Employee, Board Member, Contractor or Volunteer.

- Employee
- Board Member
- Contractor
- Volunteer
- N/A - Microdistrict Organization Not Incorporated

Indicate the years of relevant experience.

- 0 - 2 years
- 2 - 10 years
- More than 10 years

Describe the qualifications, experience and education held by the primary person who will be responsible for your Organization's financial management.

Please complete your response in 150 words or less.

10. Provide any other relevant details that would create an accurate picture of your Organization's financial position.

Please limit your response to 150 words or less.

[< Previous Section](#)

[Next Section >](#)

FY2021 Economic Development Funding RFQ

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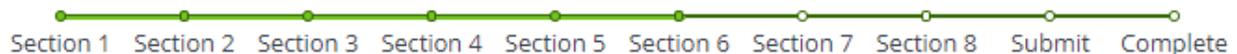
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Please attempt to complete all fields. Use "N/A" to denote non-applicable to your Organization.

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RFQ Deadline: Thursday, Nov. 7, 2019, at 2 p.m. PT

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SECTION 6: PAST PERFORMANCE ON CITY AGREEMENTS

Responses in this section will be provided by Economic Development Department staff using data collected from past performance on City agreements from FY2017 forward. Other performance factors will be considered during the RFP process, and deficiencies will result in the deduction of points from the advisory panel's average score.

1. City of San Diego terminated agreement with Organization for cause in FY2018 and/or FY2019 and/or FY2020.
2. Organization failed to submit agreement execution documents in a timely manner in FY2018 and/or FY2019 and/or FY2020, resulting in an agreement never being executed.

< Previous Section

Next Section >

FY2021 Economic Development Funding RFQ

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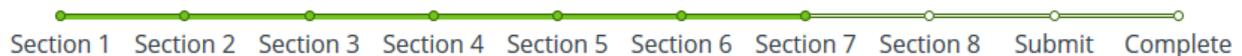
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RFQ Deadline: Thursday, Nov. 7, 2019, at 2 p.m. PT

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SECTION 7: UPLOADING REQUIRED ATTACHMENTS

** Documents not applicable to Microdistrict Organizations Not Incorporated.

Documents from Section 2

[Business Search – Entity Details from State of California – Secretary of State business search website](https://businesssearch.sos.ca.gov/)
<https://businesssearch.sos.ca.gov/>

Search for your Organization, locate and click Organization name, and print the full screen. PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **gif jpg jpeg png txt pdf doc docx**.

Tax-Exempt Determination Letter from the IRS documenting tax-exempt nonprofit status under Sections 501(c)(3), 501(c)(6), or 115 of the Internal Revenue Code.

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **jpg jpeg png txt pdf doc docx**.

Entity Status Letter from the State of California Franchise Tax Board with Boxes 1 and 3 checked from this site: https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp

Click on "Check Status", then search entity, click on the entity ID number and click "Generate Letter." PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **jpg jpeg png txt pdf doc docx**.

Document from Section 4

Organizational chart showing names and titles of your Organization's staff

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **jpg jpeg png txt pdf doc docx ppt pptx xls xlsx**.

Documents from Section 5

Please complete financial statements using the Excel templates located at www.sandiego.gov/economic-development-funding

[FY2021 RFQ – Financial Statements Templates - Excel File](#)

Step 1: Please save this Excel file to your own computer.

Step 2: Next, open the excel file and enter your organization name, dates and financial information in these worksheets in the highlighted cells:

- Statement of Activities – Current Fiscal Year
- Statement of Activities – Prior Fiscal Year
- Statement of Financial Position – Prior Fiscal year
- Statement of Computed Liquid Unrestricted Net Assets (LUNA)

Step 3: Save or print each of the four worksheets individually as a PDF.

Step 4: Finally, attach each PDF per the directions in the RFQ Application Form.

Current Board-approved annual operating budget (Statement of Activities), which shows the projected revenue and expenses for your Organization's current fiscal year

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **pdf xls xlsx**.

Organization's Statement of Activities (profit and loss statement) for your Organization's most recently concluded fiscal year

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **pdf xls xlsx**

Organization's Statement of Financial Position (balance sheet) for your Organization's most recently concluded fiscal year

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **pdf xls xlsx**.

Audited Financial Statements for financial statements entered above (if available)

Files must be less than **10 MB**.

Allowed file types: **pdf xls xlsx** .

Statement of Computed Liquid Unrestricted Net Assets (LUNA) for your Organization's most recently concluded fiscal year

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **pdf xls xlsx**.

Other Documents

Articles of Incorporation

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **jpg jpeg png txt pdf doc docx**.

[Registrant Details from State of California - Attorney General's Registry of Charitable Trusts website \(http://rct.doj.ca.gov/Verification/Web/Search.aspx?facility=Y\)](http://rct.doj.ca.gov/Verification/Web/Search.aspx?facility=Y)

Search for your Organization, locate and click Organization name, and print the full screen. (This is only applicable to Internal Revenue Code Section 501(c)(3) organizations.) PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **jpg jpeg png pdf doc docx**.

[First Page of most recently filed IRS tax return](#)

PDF is preferred.

Files must be less than **10 MB**.

Allowed file types: **jpg jpeg png pdf doc docx**.

[< Previous Section](#)

[Next Section >](#)

FY2021 Economic Development Funding RFQ

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Section 1 Section 2 Section 3 Section 4 Section 5 Section 6 Section 7 Section 8 Submit Complete

SECTION 8: CONDITIONS FOR SUBMISSION

IN SUBMITTING THIS RFQ, YOUR ORGANIZATION IS AFFIRMING ITS ACKNOWLEDGEMENT, UNDERSTANDING, AND ACCEPTANCE OF THE FOLLOWING CONDITIONS:

Subsection headings or captions used for various paragraphs shall not be held to define, limit, augment, or describe the scope, content, or intent of any or all parts of the RFQ/RFP and are provided only for convenience.

RFQ/RFP Process:

1. RFQ/RFP: The City of San Diego reserves the right to reject, in whole or in part, any responses to this RFQ/RFP, to not accept a proposal recommended by any of the advisory review panels, to initiate an alternate process, to reissue the RFQ/RFP and/or cancel this RFQ/RFP, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any applying 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. ADDENDUM: The City reserves the right to revise this RFQ/RFP by addendum. The City is bound only by what is expressly stated in this RFQ/RFP and any authorized written addenda thereto. Addenda will be posted on the City's website: www.sandiego.gov/economic-development-funding. It shall be the applying Organization's responsibility to check the website up to the final submission date for any possible addenda.

3. UPDATES: The applying Organization is solely responsible for responding to any required or optional updates related to this RFQ/RFP.

4. ATTACHMENTS: Organizations are required to submit attachments (as applicable) with the RFQ/RFP as noted in the RFQ/RFP and failure to submit such applicable and required attachments will result in a designation of "Not Qualified" for the RFQ and points deduction or potential disqualification for the RFP.

Funding Adjustments:

5. ADJUSTMENTS: The City reserves the right to adjust funding to an Organization, for example:

- Funding to a single Organization may be limited so as not to exceed 5 percent of total available funds
- Funding may be limited as a percentage of Organizational Annual Operating Income
- Funding may be adjusted so that organizations scored similarly receive similar amounts for similar scopes
- Funding to new Applicants may be limited to 50-75 percent of a computed allocation
- A single allocation for an Applicant may not be less than the limits stated in the Application
- Organizations that also apply for and are awarded funding by another City of San Diego source, such as Community Development Block Grant (CDBG) or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp., may have any recommended funding amount awarded under this RFQ/RFP process, reduced or eliminated.
- A variety of factors, including overall availability of funds, will be considered when evaluating any potential modification of amounts.
- The City reserves the right to reassign applications from one Goal to an appropriate or more appropriate Goal with a comparable Objective/Outcome and adjust for the associated funding limits.

6. NO GUARANTEE: The submission of a response to this RFQ/RFP does not guarantee funding, even if minimum requirements are met or a minimum score is achieved.

Funding Limitations:

7. INELIGIBLE EXPENSES: The following expenses are NOT permitted with Economic Development Funding Programs and may NOT be included in the RFP Program/Project Budget Detail.

- Any activities already completed by July 1, 2020
- Proposal expenses incurred before July 1, 2020 or after June 30, 2021

- Travel or mileage
- Capital outlay for improvements and construction of buildings or facilities, or capital outlay for purchase of equipment
- Religious or political activity
- Programs in facilities not accessible to the disabled
- Tuition assistance
- Hospitality, e.g., alcoholic beverages, meals/refreshments, or entertainment expenses
- Lodging
- Contributions to trusts or endowment funds, or gifts or donations
- Profit making Organizations or ventures
- Replacement of deficit funds
- Ticket subsidy programs
- Penalties, fines, late fees, overdraft fees/finance fees
- Salary bonuses
- Organization Fundraising (e.g., galas, golf tournaments, fundraiser mailers, etc.)
- Job training or job placement activities
- Indirect cost recovery (unless already permitted under another Agreement with the City of San Diego)

8. NON-DISCRIMINATION: 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.

9. COSTS INCURRED: The City accepts no financial responsibility for any costs incurred by applying Organizations. The City is not responsible for the loss or damage of any materials submitted.

Funded Organization Requirements:

10. REQUIRED DOCUMENTATION: Each Organization awarded funding must submit all required documentation, including a signed ACKNOWLEDGEMENT OF CONDITIONS FOR AGREEMENT EXECUTION PROCESS form, in a timely manner, in accordance with the deadlines as provided by Economic Development Department staff, to receive an executed agreement and purchase order from the City. Execution of an agreement and issuance of a purchase order can take up to 60 days after receipt by the City of all required documentation.

11. REIMBURSEMENT: Each Organization awarded funding will only be paid on a reimbursement basis and only once an agreement is fully executed and the purchase order issued. Expenses must be incurred by the Organization during the FY2021 agreement period (July 1, 2020 through June 30, 2021) before the City will reimburse.

12. TERMS AND CONDITIONS: Each Organization awarded funding is required to comply with the terms and conditions of the agreement including but not limited to: Council Policy 100-04 (Americans with Disabilities Act/City Contractors), Equal Opportunity (Non-Discrimination Clause), Equal Benefits Ordinance, Council Policy 100-07 (Drug Free Work Place), Living Wage Ordinance and Prevailing Wage Ordinance.

13. RESOLUTION: If funding is awarded, the Organization must have a formal resolution of its Board of Directors approving the agreement with the City of San Diego. The resolution shall state that the Board of Directors understands and will comply with the terms and conditions of the agreement, including maintaining the required insurance coverage and performing the Scope of Services within the amount of the allocated budget. This resolution must be signed by the Board President or designated officer.

14. INSURANCE: Each Organization awarded funding is required to provide proof of specified insurance coverage at required amounts and with required endorsements for Commercial General Liability Insurance, Automobile Liability Insurance and Workers Compensation Insurance. It is not necessary to have the required insurance coverage at the time of the RFQ or RFP responses.

Generally, Organizations must maintain Commercial General Liability (CGL) and automobile insurance providing minimum liability coverage of \$1 million per occurrence and \$2 million aggregate and shall provide proof/endorsements to the City that such insurance coverage is primary and non-contributory and for completed and ongoing operations and that the City is named as an additional insured. Organizations must also maintain \$1 million workers compensation insurance coverage (even if no paid employees) and must provide an endorsement that the insurer waives the right of subrogation against the City.

It is highly recommended to include the incremental cost associated with the City-required insurance coverage with the RFP.

15. REPORTING: Each Organization awarded funding is required to deliver quarterly performance and financial reports and final performance and financial reports in a format provided by City staff along with other certifications and acknowledgements.

16. REGISTRATIONS: Each Organization awarded funding is required to comply with all required state and federal registrations including but not limited to California Attorney General Registrar of Charitable Trusts, California Secretary of State Business Registry, System for Awards Management and Department of Industrial Relations DSLE Debarments. All registrations must be current during the agreement period.

17. FINANCIAL STATEMENTS: Organizations receiving funding must provide annual financial statements as noted below:

- An Organization receiving funding of \$10,000 or more must provide true, accurate and complete financial disclosure documentation evidencing the financial status of the Organization's most recently concluded fiscal year within 90 days of the end of that fiscal year.
- An Organization receiving funding in the amount of \$75,000 or more combined from City, County, State, or Federal Governments must submit true, accurate and complete financial disclosure documentation evidencing the financial status of the Organization's most recently concluded fiscal year within 150 days of the end of that fiscal year prepared in accordance with generally accepted accounting principles and audited by an independent Certified Public Accountant, in accordance with generally accepted auditing standards.
- An Organization receiving funding in the amount of \$500,000 or more combined from City, County, State, or Federal Governments, or when that combined funding represents more than 10 percent of the Organization's annual budget, must provide salary and wage ranges for each of its job classifications, including actual executive salaries and benefits packages applicable for the agreement period.

It is highly recommended to include the proportional cost associated with the preparation, and auditing as applicable, of City-required financial statements by the RFQ/RFP.

18. **ACKNOWLEDGMENT OF CITY FUNDING:** A credit line must be included in any printed, visual or recorded matter that credits the City for its support. The following is an example of a credit line that might be utilized: "This project is funded in part by the City of San Diego."

19. **PUBLIC INFORMATION:** The applying Organization acknowledges that information submitted as part of their RFQ/RFP process may be subject to disclosure under the California Public Records Act.

Acceptance of Conditions

By answering this question, you acknowledge having read and reviewed the above conditions. *

- I acknowledge, understand and accept these conditions.
- I DO NOT acknowledge, understand and accept these conditions.

[Next Section >](#)

FY2021 Economic Development Funding RFQ

Instructions

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Please attempt to complete all fields. Use "N/A" to denote non-applicable to your Organization.

Please note that the person who completes and submits this RFQ must be authorized to electronically sign and to create a legally binding RFQ on behalf of your Organization and the City of San Diego.

RFQ Deadline: Thursday, Nov. 7, 2019, at 2 p.m. PT

Items marked with an asterisk (*) are required.

Section 1 Section 2 Section 3 Section 4 Section 5 Section 6 Section 7 Section 8 Submit Complete

Electronic Signature

First Name *

Last Name *

Email *

Phone *

AGREEMENT *

I agree to electronically sign and to create a legally binding RFQ between the City of San Diego and the Organization I am authorized to represent.

Submit

Appendix 2
RFQ Excel Template Worksheet Samples
Fiscal Year 2021 Economic Development Funding

ORGANIZATION STATEMENT OF ACTIVITIES - CURRENT YEAR

<i>Enter ORGANIZATION NAME here (e.g. ABC Nonprofit)</i>		Year Ending:	<i>enter date here</i> <i>e.g. 12/31/2019</i>
		<i>enter Line Item</i> <i>\$ Amounts below</i>	% of Total \$
Revenue Contributed			
1	Federal Government		0%
2	State Government		0%
3	County		0%
4	Foundations	\$ 2,500.00	2%
5a.	City Other Sources/Requests		0%
5b.	Economic Development Funding	\$ 35,000.00	32%
6	Individual Contributions		0%
7	Memberships		0%
8	Fund raising	\$ 3,500.00	3%
9	Other	\$ 32,000.00	30%
10	Subtotal Contributed:	\$ 73,000.00	68%
Revenue Earned			
11	Fees		0%
12	Contracted Services		0%
13	Product Sales/Concessions		0%
14	Investment Income		0%
15	Other	\$ 35,000.00	32%
16	Subtotal Earned:	\$ 35,000.00	32%
17	TOTAL REVENUE (AOI):	\$ 108,000.00	200%
Personnel Expenses			
18	Wages	\$ 52,000.00	48%
19	Benefits	\$ 7,000.00	6%
20	Taxes	\$ 5,000.00	5%
21	Subtotal Personnel:	\$ 64,000.00	59%
22	Contractual Services for program/project implementation	\$ 15,000.00	14%
23	Total Personnel & Contractual:	\$ 79,000.00	73%
Operating Expenses			
24	Space Rental	\$ 9,000.00	8%
25	Utilities	\$ 4,000.00	4%
26	Outreach	\$ 5,000.00	5%
27	Supplies	\$ 2,500.00	2%
28	Audit	\$ 4,000.00	4%
29	Insurance	\$ 2,500.00	2%
30	Other	\$ 2,000.00	2%
31	Subtotal Operating:	\$ 29,000.00	27%
32	TOTAL EXPENSES:	\$ 108,000.00	259%
33	NET SURPLUS (DEFICIT)	\$ -	0%

RFQ Excel Template Worksheet Sample

ORGANIZATION STATEMENT OF ACTIVITIES -PRIOR YEAR

<i>Enter ORGANIZATION NAME here (e.g. ABC Nonprofit)</i>		Year Ending:	<i>enter date here e.g. 12/31/2018</i>
		<i>enter Line Item \$ Amounts below</i>	% of Total \$
Revenue Contributed			
1	Federal Government		0%
2	State Government		0%
3	County		0%
4	Foundations	\$ 2,500.00	2%
5a.	City Other Sources/Requests		0%
5b.	Economic Development Funding	\$ 50,000.00	39%
6	Individual Contributions		0%
7	Memberships		0%
8	Fundraising		0%
9	Other	\$ 40,000.00	31%
10	Subtotal Contributed:	\$ 92,500.00	73%
Revenue Earned			
11	Fees		0%
12	Contracted Services		0%
13	Product Sales/Concessions		0%
14	Investment Income		0%
15	Other	\$ 35,000.00	27%
16	Subtotal Earned:	\$ 35,000.00	27%
17	TOTAL REVENUE:	\$ 127,500.00	200%
Personnel Expenses			
18	Wages	\$ 56,000.00	44%
19	Benefits	\$ 8,000.00	6%
20	Taxes	\$ 6,000.00	5%
21	Subtotal Personnel:	\$ 70,000.00	55%
22	Program Contractual Services	\$ 25,000.00	20%
23	Total Personnel & Contractual:	\$ 95,000.00	75%
Operating Expenses			
24	Space Rental	\$ 10,000.00	8%
25	Utilities	\$ 4,500.00	4%
26	Outreach	\$ 6,000.00	5%
27	Supplies	\$ 3,500.00	3%
28	Audit	\$ 4,000.00	3%
29	Insurance	\$ 2,500.00	2%
30	Other	\$ 2,000.00	2%
31	Subtotal Operating:	\$ 32,500.00	25%
32	TOTAL EXPENSES:	\$ 127,500.00	255%
33	NET SURPLUS (DEFICIT)	\$ -	0%

RFQ Excel Template Worksheet Sample

ORGANIZATION STATEMENT OF FINANCIAL POSITION - PRIOR YEAR

<i>Enter ORGANIZATION NAME here</i>		Year Ending:	<i>enter date here</i> <i>e.g. 12/31/2018</i>
		<i>enter Line Item</i> <i>\$ Amounts below</i>	% of Total \$
Assets			
101	Cash in Checking	\$ 20,000.00	91%
102	Cash in Savings		0%
103	Accounts receivable		0%
104	Pre-paid expenses		0%
105	Other		0%
106	Total current assets	\$ 20,000.00	91%
107	Property and equipment		0%
108	Other	\$ 1,000.00	5%
109	Total fixed assets	\$ 1,000.00	5%
110	In Kind		0%
111	Other	\$ 1,000.00	5%
112	Total other assets	\$ 1,000.00	5%
113	TOTAL ASSETS	\$ 22,000.00	100%
Liabilities			
114	Accounts payable		0%
115	Accrued expenses		0%
116	Payroll Liabilities		0%
117	Deferred revenue		0%
118	Refundable Advances		0%
119	Line of credit		0%
120	Current Portion of Loan		0%
121	Other	\$ 2,000.00	80%
122	Total current liabilities	\$ 2,000.00	80%
123	Long-term debt		0%
124	other	\$ 500.00	20%
125	Total long-term liabilities	\$ 500.00	20%
126	TOTAL LIABILITIES	\$ 2,500.00	100%
Net Assets			
127	Unrestricted	\$ 9,500.00	49%
128	Temporarily restricted	\$ 10,000.00	51%
129	Permanently restricted		0%
130	Net assets with donor restrictions		0%
131	Net assets without donor restrictions		0%
132	TOTAL NET ASSETS	\$ 19,500.00	100%

RFQ Excel Template Worksheet Sample

ORGANIZATION LIQUIDITY RATIOS - PRIOR YEAR END

<i>Enter ORGANIZATION NAME here (e.g. ABC Nonprofit)</i>		Year Ending:	<i>enter date here</i> <i>e.g. 12/31/2018</i>
		calculated amounts and ratios	
Assets			
201	Cash and cash equivalents <i>(Line 101 + Line 102 from Org Stmt Fin Position LastYr)</i>	\$	20,000.00
202	Monthly Expenses <i>(Line 32 from Org Stmt of Activities LastYr divided by 12)</i>	\$	10,625.00
203	Months of Cash (Ratio)		1.88
204	Unrestricted net assets <i>(Line 127 from Org Stmt Fin Position LastYr)</i>	\$	9,500.00
205	less Fixed Assets <i>(- of Line 109 from Org Stmt Fin Position LastYr)</i>	\$	(1,000.00)
206	Liquid Unrestricted Net Assets	\$	8,500.00
207	Months of liquid unrestricted net assets (LUNA) (Ratio)		0.80

Appendix 3

Request for Qualifications (RFQ) Scoring Sheet

The document serves as a general preview to familiarize applicants with the RFQ evaluation process. Any minor informalities or irregularities in this preview will not invalidate the RFQ process

RFQ QUESTION		GRADING	RATIONALE
RFQ SECTION 1: ORGANIZATION PROFILE			
1-6	Is the entire section complete?	Yes = Qualified No = Not Qualified	
RFQ SECTION 2: ELIGIBILITY SURVEY			
1	1. Is your Organization registered with an entity type of "domestic nonprofit" and a status of "active" with the California Secretary of State?	Yes = Qualified No = Not Qualified N/A (Microdistrict Organization not Incorporated) = Qualified	Required to enter into an agreement with the City. <i>Microdistrict Organizations may request in-kind support from SBEP under Goal A</i>
2	Is your Organization designated as a tax-exempt nonprofit under Sections 501(c)(3), 501(c)(6) or 115 of the Internal Revenue Code?	Yes = Qualified No = Not Qualified N/A (Microdistrict Organization not Incorporated) = Qualified	Required by Council Policy 100-03 (TOT) and Policy 900-15 (SBEP) <i>except that Microdistrict Organizations may request in-kind support from SBEP under Goal A.</i>
3	Is your Organization recognized as a tax-exempt nonprofit in good standing by the California Franchise Tax Board consistent with California Revenue and Taxation Code?	Yes = Qualified No = Not Qualified N/A (Microdistrict Organization not Incorporated) = Qualified	Required by Council Policy 100-03 (TOT) and Policy 900-15 (SBEP) <i>except that Microdistrict Organizations may request in-kind support from SBEP under Goal A.</i>
4	Does your Organization have a three-year history of operating under its own independent governing board (not under a fiscal sponsor) as of July 1, 2020?	Yes 3+ Years = Qualified No = Not Qualified N/A (Microdistrict Organization not Incorporated) = Qualified	Required by Council Policy 100-03
5	Will the Program/Project for which your Organization is seeking funding (1) be implemented within the limits of the County of San Diego; AND (2) should any Economic Development funding be awarded for this Program/Project, be using such funding to provide services or benefits to targeted businesses only within the City of San Diego? * (This does not include out-of-area marketing or advertising.)	Yes = Qualified No = Not Qualified	Required by Council Policy 100-03 and Council Policy 900-15

RFQ QUESTION	GRADING	RATIONALE
RFQ SECTION 2: ELIGIBILITY SURVEY continued		
6	Has your organization reviewed the Guidelines to ensure that such a Program/Project clearly aligns with one of the Economic Development Funding Goals with an Objective/Outcome consistent with the eligible uses of TOT/SBEP funding for economic development?	Yes = Qualified No = Not Qualified Required by Council Policy 100-03 and Council Policy 900-15
7	Has your Organization submitted an RFQ for Fiscal Year 2021 funding through the City of San Diego's Commission for Arts and Culture?	Yes = NOT Qualified No = Qualified Prohibited by Council Policy 100-03
8	Has/will your Organization applied/apply for Fiscal Year 2021 Community Development Block Grant (CDBG) funding through the City of San Diego or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp.?	Answers to this question are not graded Organizations receiving other city funding may have any allocation under this RFP/RFQ process, reduced or eliminated. A variety of factors, including overall availability of funds, will be considered when evaluating any potential modification of amounts.
9	Is your Organization seeking funding for lobbying, religious or political activities, or to give out as grants?	Yes = NOT Qualified No = Qualified Prohibited by Council Policy 100-03; not compliant with Council Policy 900-15
10	Is your Organization seeking funding for a Program/Project that would not be open to the public?	Yes = NOT Qualified No = Qualified Prohibited by Council Policy 100-03; not compliant with Council Policy 900-15
11	Is your Organization an Institution for Higher Education or nonprofit affiliated with an Institution for Higher Education?	Answers to this question are not graded
RFQ SECTION 3: GOVERNANCE PRACTICES		
1	Who conducts the day-to-day business of the Organization?	Answers to this question are not graded but are evaluated in the context of additional responses in this section.

RFQ QUESTION	GRADING	RATIONALE
RFQ SECTION 3: GOVERNANCE PRACTICES continued		
2	How frequently does your Board of Directors formally meet to conduct the business of the Organization?	<p>Monthly = Qualified Bi Monthly = Qualified Quarterly = Qualified Annually = Not Qualified Less Frequently = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified</p> <p>To ensure good stewardship and public confidence in City contracts and to fulfill procurement requirements, the Board of Directors must meet at least quarterly.</p>
3	If your Board of Directors has delegated its authority for day-to-day business operations to a Committee, how often does this Committee formally meet to conduct the business of the Organization?	<p>Monthly = Qualified Bi Monthly = Qualified Quarterly = Qualified Annually = Not Qualified Less Frequently = Not Qualified N/A = Qualified (e.g. No delegation to a Committee or Microdistrict Organization not Incorporated)</p> <p>To ensure good stewardship and public confidence in City contracts and to fulfill procurement requirements, a committee with operational authority delegated to it by a nonprofit board must meet at least quarterly.</p>
4	Does either the Board of Directors or the Committee with delegated authority approve annual budgets for the Organization?	<p>Board Yes = Qualified Executive Committee Yes = evaluate further No = Not Qualified N/A Microdistrict Organization not Incorporated = Qualified</p> <p>Annual board approval of budgets is evidence of appropriate fiscal oversight and organizational accountability.</p>

RFQ QUESTION	GRADING	RATIONALE	
RFQ SECTION 3: GOVERNANCE PRACTICES continued			
5	How often is the Board of Directors or the Committee with delegated authority provided with financial statements that include budgeted vs. actual revenues and expenses?	Monthly = Qualified Bi Monthly = Qualified Quarterly = Qualified Annually = Not Qualified Not Provided = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified	To ensure good stewardship and public confidence in City contracts, nonprofit boards should provide ongoing oversight of finances on at least a quarterly basis.
6	Are compensation arrangements for key employees or Board members approved by the Board of Directors or the Committee with delegated authority?	Yes - Board of Directors = Qualified Yes - Committee = Qualified No = Not Qualified N/A - No compensation provided to Board members/ Organization has no paid employees = Qualified	Ongoing evaluation of compensation arrangements supports proper stewardship of funds and organizational accountability.
7	Does the Board of Directors or the Committee with delegated authority of your Organization conduct an annual performance evaluation of the Organization's top executive?	Yes - Board of Directors = Qualified Yes - Committee = Qualified No = Not Qualified N/A - Organization has no paid employees = Qualified	Ongoing evaluation of the organization's top executive on at least an annual basis promotes accountability.
8	Can your Organization provide proof of having a conflict of interest policy that 1) is signed annually by decision-making Board members and key employees and 2) has specific language to prevent self-dealing?	Yes = Qualified No = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified	To ensure good stewardship and public confidence in City contracts, conflict of interest policies are designed to prevent self-dealing and corruption.

RFQ QUESTION	GRADING	RATIONALE	
RFQ SECTION 3: GOVERNANCE PRACTICES continued			
9	Can your Organization provide proof that decision-making Board members and key employees are required to annually disclose interests that could give rise to conflicts?	Yes = Qualified No = Not Qualified N/A - Microdistrict Organization not Incorporated = 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.
10	Are you aware of any Relationship(s) between board members, consultants or staff of your Organization and Representatives of the City of San Diego?	Disclosed Relationships will be evaluated for potential conflicts	To ensure stewardship and public confidence in City contracts, conflict of interest policies are designed to prevent self-dealing and corruption.
11	Describe any other significant measures the Board of Directors takes to perform its governance responsibilities. Please provide an explanation here if oversight is vested in a Committee.	An answer is not required unless oversight is vested in a Committee.	Information provided will be considered in conjunction with responses above to ensure sufficient stewardship and oversight of public funds.
RFQ SECTION 4: ADMINISTRATIVE CAPACITY			
1	Provide an Organizational chart showing names and titles of your Organization's staff.	Attached = Qualified Not Attached = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified	Evidence of organizational structure and management systems in place.

RFQ QUESTION	GRADING	RATIONALE
RFQ SECTION 4: ADMINISTRATIVE CAPACITY continued		
<p>2</p> <p>Primary Administrator Who will administer the agreement between your Organization and the City should funds be awarded? Indicate whether this person is an Employee, Board Member, Contractor or Volunteer. Indicate the years of relevant experience. Describe the qualifications and experience managing contracts of the primary person who will administer the agreement between your Organization and the City should funds be awarded.</p>	<p>Strong = Qualified Basic = Qualified Weak = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified</p>	<p>[STRONG] = Managed more than one agreement or grant in past + BASIC quals. [BASIC] = Managed at least one contract or grant in past and has qualifications such as legal expertise, decision-making authority or access to the organization's top decision- makers, access to legal expertise and/or reasonably transferable qualifications. [WEAK] = No contract or grant management experience and no reasonably transferable qualifications.</p>
<p>3</p> <p>Each Organization awarded funding is required to execute an agreement with the City and to obtain/maintain appropriate insurance and submit proof of such insurance and required endorsements including, but not limited to, that the City is an Additional Insured, insurance is primary and non-contributory, insurance covers both ongoing operations and completed work, and a Waiver of Subrogation for Workers Compensation in favor of the City of San Diego. Will your Organization be able to provide this proof and associated endorsements at the time the agreement is issued for the specific insurance types and noted below:</p>	<p>Yes = Qualified No = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified</p>	<p>Required by City risk management principles</p>
<p>A.</p> <p>Commercial General Liability insurance?</p>		
<p>B.</p> <p>Automobile Liability insurance (a minimum of "Hired and Non-Owned")?</p>		
<p>C.</p> <p>Workers' Compensation insurance (even if your Organization has no paid employees and only volunteers and/or contractors)?</p>		

RFQ QUESTION		GRADING	RATIONALE
RFQ SECTION 5: FINANCIAL MANAGEMENT			
1	Utilizing your Organization's current board-approved annual operating budget, please complete the Statement of Activities to show the projected revenue and expenses for your Organization's current fiscal year and attach a PDF of this statement	Attached = Qualified Not Attached = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified	Board-approved budgets demonstrate oversight in planning and monitoring the organization's income and expenditures.
2	Utilizing your Organization's most recently concluded fiscal year, please complete the Statement of Activities (profit and loss statement) to show PRIOR-YEAR projected revenue and expenses for your Organization, and attach a PDF of this statement.	Attached = Qualified Not Attached = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified	Required to confirm accuracy of LUNA calculations.
3	Utilizing your Organization's most recently concluded fiscal year, please complete the Statement of Financial Position (balance sheet) for your Organization, and attach a PDF of this statement.	Attached = Qualified Not Attached = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified	Required to confirm accuracy of LUNA calculations.
4	If available, please also submit the audited financial statements report corresponding to these documents for Questions 2. and 3.	Answers to this question are not graded	
5	View the computed Liquid Unrestricted Net Assets (LUNA) Statement for your Organization's most recently completed fiscal year and attach a PDF of this statement.	Attached = Qualified Not Attached = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified	To ensure good stewardship and public confidence in City contracts, positive liquidity demonstrates that an organization is able to operate programs/services under a reimbursement-based contract.

RFQ QUESTION	GRADING	RATIONALE
RFQ SECTION 5: FINANCIAL MANAGEMENT continued		
6	Based on this LUNA Statement, how many months of liquidity did your Organization have at the end of its most recently completed fiscal year?	<p>Complete, correct and has 1 month of liquidity or more = Qualified</p> <p>Not complete and/or incorrect and/or has less than 1 month of liquidity = Not Qualified</p> <p>N/A - Microdistrict Organization not Incorporated = Qualified</p> <p>To ensure good stewardship and public confidence in City contracts, positive liquidity demonstrates that an organization is able to operate programs/services under a reimbursement-based contract.</p>
7	If the LUNA Statement shows that your Organization has less than one month of liquidity, provide relevant information for funding any cash shortfall(s) your Organization may experience during the year (e.g. board designated reserves, line of credit, etc.) Describe the forms of proof your Organization could provide for these funding sources.	<p>Strong Feasibility = Qualified</p> <p>Basic Feasibility = Qualified</p> <p>Weak Feasibility = Not Qualified</p> <p>N/A - Microdistrict Organization not Incorporated = Qualified</p> <p>The average nonprofit in California has 1.5 months of liquidity available. Organizations with less than one month of liquidity provide feasible plans for covering unexpected shortfalls. Organizations should be able to provide proof, if requested.</p>
8	Does your Organization have a bank line of credit?	This question must be answered but is not graded

RFQ QUESTION	GRADING	RATIONALE
RFQ SECTION 5: FINANCIAL MANAGEMENT continued		
9	<p>Who will primary person responsible for your Organization's financial management? Indicate whether this person is an Employee, Board Member, Contractor or Volunteer. Indicate the years of relevant experience. Describe the qualifications, experience and education held by the primary person who will be responsible for your Organization's financial management.</p>	<p>Strong = Qualified Basic = Qualified Weak = Not Qualified N/A - Microdistrict Organization not Incorporated = Qualified</p> <p>[STRONG] = 10+ yrs. + BASIC quals [BASIC] = 2-10 years of experience and any combo of the following: financial management experience; formal education in accounting, finances or related field; formal credentialing (CPA); and/or reasonably transferable qualifications. [WEAK] = Less than 2 years of financial management experience or no reasonably transferable qualifications.</p>
10	<p>Provide any other relevant details to give an accurate picture of your Organization's financial position.</p>	<p>An answer is not required.</p> <p>Information provided will be considered in conjunction with responses above.</p>
RFQ SECTION 6: PAST PERFORMANCE ON CITY AGREEMENTS		
<p>Responses in this section will be provided by Economic Development Department staff using data collected from past performance on City agreements from FY17 forward.</p>		
1	<p>City of San Diego terminated agreement with Organization for cause in FY2018 and/or FY2019 and/or FY2020.</p>	<p>Yes = Not Qualified No = Qualified</p> <p>To ensure appropriate use of City resources, organizations must demonstrate accountability.</p>
2	<p>Organization failed to submit agreement execution documents in a timely manner in FY2018 and/or FY2019 and/or FY2020, resulting in an agreement never being executed.</p>	<p>Yes = Not Qualified No = Qualified</p> <p>To ensure appropriate use of City resources, organizations must demonstrate accountability.</p>
RFQ SECTION 7: CHECKLIST OF REQUIRED ATTACHMENTS (exceptions as noted)		
	<p>1. Is the entire section complete (as applicable)?</p>	<p>Yes = Qualified No = Not Qualified</p>
RFQ SECTION 8: CONDITIONS FOR SUBMISSION		
	<p>1. Is the entire section complete?</p>	<p>Yes = Qualified No = Not Qualified</p>

Appendix 4
Request for Proposals (RFP) Preview
Fiscal Year 2021 Economic Development Funding

The following document (on pages 57 to 70) serves as a general preview of the questions and format to familiarize applicants with the RFP process. Any minor informalities or irregularities in this preview will not invalidate the RFP process

The City reserves the right to revise this RFP by addendum. The City is bound only by what is expressly stated in the RFP and any authorized written addenda thereto. Addenda will be posted on the City's website: <https://www.sandiego.gov/economic-development-funding>.

It shall be the applying Organization's responsibility to check the website up to the final RFP submission date for any possible addenda.

Fiscal Year 2021 Economic Development Funding RFP Form

Instructions

This online application must be completed in one session and contains narrative sections in which responses have character limits. It is highly recommended that you first complete a Sample RFP Application (see below) to ensure that your complete responses conform to the character limits. Then you can cut and paste your responses into this online form.

Given that there are several attachments to upload, please dedicate at least 1 hour to complete this application. Answer all questions. You may use "N/A" where the question does not apply to your Organization.

Whoever completes and submits this form must be authorized to electronically sign and to create a legally binding RFP submission between the applying Organization and the City of San Diego.

Step 1: Carefully read the Economic Development Funding FY2021 Guidelines.

- [Economic Development Funding Fiscal Year 2021 Guidelines](#) (PDF) - October 7, 2019.

Step 2: If you have questions, contact the Economic Development Department by emailing us at sdbusiness@sandiego.gov or calling 619-236-6700.

Step 3: Prepare your Sample RFP Application in a format that you can use to cut and paste responses in the online RFP Application. (Visit the [Economic Development Funding Page](#) for sample documents.)

- Download (.doc): [Economic Development Funding Fiscal Year 2021 Sample RFP](#) (Microsoft Word format) or
- Download (.PDF): [Economic Development Funding Fiscal Year 2021 Sample RFP](#) (PDF format)

Step 4: Prepare your Financial Statements Templates.

- Download (.xls): [RFP Financial Statements Templates](#) (Microsoft Excel format)
- Save this Excel file to your own computer.
- Open the Excel file. Enter your Organization name, dates and financial information in these worksheets in the highlighted cells:
 - * Proposed Program/Project Budget for FY2021 (July 1, 2020 through June 30, 2021)
 - * Program/Project Budget Justification (by line item)
 - * Personnel Schedule
(details of personnel costs for proposed Program/Project Budget)
- Save or print each of the three worksheets individually as a PDF.
- Finally, attach each PDF in Section 6 of the electronic RFP Application along with the Excel file.

Note: It is highly recommended to include in the proposed Program/project Budget, the proportional cost of insurance and the proportional cost associated with the preparation, and auditing as applicable, of City-required financial statements.

Step 5: If submitting optional attachments, gather those items and upload under Section 6.

Step 6: Submit your RFP Application by 2 p.m. PT on Feb. 20, 2020.

Please remember that this online RFP Application must be completed entirely in one session. Upon submission, you will be able to download the RFP and/or email a copy of RFP.

SECTION 1: ORGANIZATION PROFILE

1.1A. Legal Name of Organization.

Click or tap here to enter text.

1.1B. DBA Name of Organization, if applicable.

Click or tap here to enter text.

1.2. Organization Address

<Address Line 1> Click or tap here to enter text.

<Address Line 2 Unit #>Click or tap here to enter text.

< City >< State >< Zip Code >

1.3. Provide a 25 to 35-word mission statement or statement of purpose, goals and objectives of your Organization. **500 CHARACTERS MAXIMUM**

Click or tap here to enter text.

1.4. Provide a brief title for your Program/Project. **150 CHARACTERS MAXIMUM**

Click or tap here to enter text.

1.5. Is this application for the continuation or expansion of an existing Program/Project or for implementation of a new Program/Project?

- New Program/Project
- Expansion of Existing Program/Project
- Continuation of Existing Program/Project

1.6A. Provide the start date for the Program/Project. If no specific date is applicable, then enter July 1, 2020.

Click or tap to enter a date.

1.6B. Provide the end date for the Program/Project. If no specific date is applicable, then enter June 30, 2021.

Click or tap to enter a date.

1.7. Provide the total estimated budget for the Program/Project (including all funding sources) (Must equal the sum of amounts entered in Questions 3.1 plus 3.2A plus 3.3B.)

Click or tap here to enter currency.

1.8. Funding request for this Proposal per Section 3.1.

Click or tap here to enter currency.

1.9A. Primary Contact for RFP

<First Name> Click or tap here to enter. <Last Name>Click to enter text.

1.9B. Primary Contact Title

Click or tap here to enter text.

1.9C. Primary Contact Email
Click or tap here to enter text.

1.9D. Primary Contact Phone Number
Click or tap here to enter text.

SECTION 2: PROPOSED PROGRAM/PROJECT

2.1. Select, from the list below, the Goal most closely aligned with your mission and which is the basis for the Program/Project per this Proposal (Proposal Goal):

- Goal A. Create, retain and/or expand small businesses with neighborhood-based focus excluding BID areas. (This goal aligns with the SBEP Microdistricts program.)
- Goal B. Create, retain and/or expand non-base sector small businesses where the program is offered to small businesses throughout the City and not focused on specific commercial neighborhoods with BIDs or Microdistricts. (This goal aligns with the SBEP Citywide program.)
- Goal C. Promote the City of San Diego as a visitor destination to enhance the Tourism base sector.
- Goal D. Enhance San Diego's economic health and position as a Smart City and a center for innovation, entrepreneurship and technology development for base-sector businesses (Manufacturing and Innovation, International Trade and Logistics, or Defense).

2.2. Projected Objective/Outcome (Choose only one Objective/Outcome based on Proposal Goal A, B, C, OR D selected):

Because you chose Goal A above, will your proposed Program/Project PRIMARILY:

- Increase the number of neighborhood-based businesses or
- Increase the volume or value of goods and/or services sold by neighborhood-based businesses

Because you chose Goal B above, will your proposed Program/Project PRIMARILY:

- Increase the number of non-base sector small businesses or
- Increase the volume or value of goods and/or services sold by non-base sector small businesses

Because you chose Goal C above, will your proposed Program/Project PRIMARILY:

- Increase the number of City of San Diego hotel room night stays or
- Increase the sales tax value of goods sold by Tourism base-sector businesses

Because you chose Goal D above, will your proposed Program/Project PRIMARILY:

- Increase the number of base-sector businesses or
- Increase the volume or value of goods and/or services sold by base-sector businesses or
- Increase the number of patents held by local businesses or

- Increase the volume or value of goods and/or services exported by businesses or
- Increase the number of exporting (overseas or external to San Diego) businesses or
- Increase the value of Foreign Direct Investment (FDI) in San Diego or
- Increase the number of middle-income or higher income jobs at the businesses assisted

2.3A. Provide a 35 to 45-word summary description or of the Program/Project for which your Organization seeks funding through this Proposal. **500 CHARACTERS MAXIMUM**
Click or tap here to enter text.

2.3B. If funded, how will these funds be used – what will your Organization do?
1,000 CHARACTERS MAXIMUM
Click or tap here to enter text.

2.4A. What businesses/base sectors are being targeted to receive services or otherwise benefit from this Program/Project? **500 CHARACTERS MAXIMUM**
Click or tap here to enter text.

2.4B. What is the location of these benefiting businesses/base sectors?

- Commercial neighborhoods within the City of San Diego
- City of San Diego (Citywide)
- Other

2.4C. Please provide more detail about the location (i.e., specify neighborhood, addresses, etc.). **400 CHARACTERS MAXIMUM**
Click or tap here to enter text.

2.5A. Outreach Strategy. As part of your outreach strategy, which outreach tool(s) will you use? Check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> Social media | <input type="checkbox"/> Feature stories or newsletters |
| <input type="checkbox"/> Email blasts | <input type="checkbox"/> Giveaways |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Word-of-mouth/referral |
| <input type="checkbox"/> Online/radio/tv/print | <input type="checkbox"/> Trade publications/newsletters |
| <input type="checkbox"/> Press releases | <input type="checkbox"/> Other (please explain) |
| <input type="checkbox"/> Press packets | |
| <input type="checkbox"/> Calendar listings | |

2.5B. Where is the targeted audience of your outreach strategy located? Check all that apply.

- Commercial neighborhoods within the City of San Diego
- City of San Diego (Citywide)
- Outside City of San Diego but within County of San Diego
- Competitive U.S. markets outside County of San Diego
- International

2.5C. Succinctly explain your outreach strategy and why you believe it will be effective. **1,200 CHARACTERS MAXIMUM**
Click or tap here to enter text.

2.6. How will the targeted businesses benefit from this Program/Project (i.e., what will they learn or gain?) and how does that relate to achieving the selected Objective/Outcome? [1,200 CHARACTERS MAXIMUM](#)

Click or tap here to enter text.

2.7. What is unique or innovative about this Program/Project and how does that ultimately confer a greater benefit to the targeted businesses? [1,200 CHARACTERS MAXIMUM](#)

Click or tap here to enter text.

2.8. For the Proposed Objective/Outcome selected, what is the anticipated amount (i.e., anticipated increase in number, volume or value) that will result from your Program/Project? (Please do not provide a percentage.) [NUMBER \(INTEGER\)](#)

Click or tap here to enter number.

2.9A. Please explain (1) how you selected your Proposal Goal and Objective/Outcome; (2) how you selected the base measurement being utilized; and (3) how the anticipated increase in this metric will be measured. [2,000 CHARACTERS MAXIMUM](#)

Click or tap here to enter text.

2.9B. Please identify (1) what tools or resources will be utilized for the measurement; (2) how these tools will be used; and (3) how frequently this measurement will occur so that accurate quarterly performance reports may be submitted. [2,000 CHARACTERS MAXIMUM](#)

2.10. Please explain how your Organization and/or this Program/Project will collaborate with partners, garner community support and demonstrate a commitment to inclusion and how this will enhance the effectiveness of the Program/Project. [1,500 CHARACTERS MAXIMUM](#)

2.11A. Program/Project Manager (primary person responsible for Program/Project)

<First Name>Click or tap here to enter text. <Last Name> Enter text.

2.11B. Program/Project Manager's Title within Organization

Click or tap here to enter title.

2.11C. Indicate whether this person is an employee, board member, contractor or volunteer.

Employee

Volunteer

Contractor

N/A Microdistrict Organization Not

Board member

Incorporated

2.11D. Years of Experience this person has managing this or similar Programs/Projects

0-2 years

2-10 years

10+ years

2.11E. Describe the responsibilities, relevant experience, education, credentials and other qualifications of primary person responsible for program/project implementation.

[1,000 CHARACTERS MAXIMUM](#)

Click or tap here to enter text.

2.12A. Quarter 1 Implementation Plans - List the specific activities to be undertaken to implement the Program/Project in Quarter 1. Include who will be performing or providing these services (e.g., staff, consultant/contractor, board member, volunteer). Be sure to specify the number and types of activities. [1,500 CHARACTERS MAXIMUM](#)

[Click or tap here to enter text.](#)

2.12B. Quarter 2 Implementation Plans - List the specific activities to be undertaken to implement the Program/Project in Quarter 2. Include who will be performing or providing these services (e.g., staff, consultant/contractor, board member, volunteer). Be sure to specify the number and types of activities. IF THE RESPONSE IS THE SAME AS QUARTER 1, PLEASE ENTER "Same as Quarter 1" RATHER THAN REPEATING THE ENTIRE RESPONSE FROM QUESTION 2.12A. [1,500 CHARACTERS MAXIMUM](#)

[Click or tap here to enter text.](#)

2.12C. Quarter 3 Implementation Plans - List the specific activities to be undertaken to implement the Program/Project in Quarter 3. Include who will be performing or providing these services (e.g., staff, consultant/contractor, board member, volunteer). Be sure to specify the number and types of activities. IF THE RESPONSE IS THE SAME AS QUARTER 1, PLEASE ENTER "Same as Quarter 1" RATHER THAN REPEATING THE ENTIRE RESPONSE FROM QUESTION 2.12A. [1,500 CHARACTERS MAXIMUM](#)

[Click or tap here to enter text.](#)

2.12D. Quarter 4 Implementation Plans - List the specific activities to be undertaken to implement the Program/Project in Quarter 4. Include who will be performing or providing these services (e.g., staff, consultant/contractor, board member, volunteer). Be sure to specify the number and types of activities. IF THE RESPONSE IS THE SAME AS QUARTER 1, PLEASE ENTER "Same as Quarter 1" RATHER THAN REPEATING THE ENTIRE RESPONSE FROM QUESTION 2.12A. [1,500 CHARACTERS MAXIMUM](#)

[Click or tap here to enter text.](#)

SECTION 3: PROGRAM/PROJECT BUDGET AND SPENDING PLAN

- Your Proposal Goal is GOAL A. The range is \$3,000 to \$10,000.
- Your Proposal Goal is GOAL B. The range is \$10,000 to \$24,000.
- Your Proposal Goal is GOAL C. The range is \$20,000 to \$45,000.
- Your Proposal Goal is GOAL D. The range is \$20,000 to \$45,000.

3.1 What Amount of Funding is being Requested through this Proposal?

Note: Funding Requests must fall within the ranges (listed above) based on the Proposal Goal selected in Section 2

[Click or tap here to enter currency.](#)

3.2A. What is the Amount of Other Funding pledged to this Program/Project for FY2021? (Excluding any fees charged to Program/Project participants.)

Click or tap here to enter currency.

3.2B. How will this pledged Other Funding be utilized as part of the Program/Project to provide services or benefits to businesses in the City of San Diego? (800 characters maximum) (Revised Dec. 31, 2019)

Click or tap here to enter text.

3.3A. Is there a fee for Program/Project participants? (Enter 0 or fee amount per participant.)

Click or tap here to enter currency.

3.3B. How much is anticipated to be raised from these participant fees in FY2021? (Enter 0 or Total Anticipated Fee Income.)

Click or tap here to enter text.

3.3C. Why are fees charged?

- Fees will NOT be charged to participants (and enter "N/A" below)
- Nominal Fee charged to incentivize participation of respondents (Explain below)
- Partial Cost Recovery for Program/Project costs (Explain below)
- Other (Explain below)

3.3D. Fee explanation (Enter "N/A," if fees not charged.) 600 CHARACTERS MAXIMUM

Click or tap here to enter text.

3.4. Please explain why the anticipated total Program/Project budget is appropriate for the anticipated outcomes, including any efficiencies of scale being realized. 1,000 CHARACTERS MAXIMUM (Revised Dec. 31, 2019)

Click or tap here to enter text.

3.5. How will you monitor expenses relative to performance to ensure the Program/Project stays on budget and on track? 800 CHARACTERS MAXIMUM

Click or tap here to enter text.

3.6. What will be the impact to your Program/Project if your Organization does not receive any funding from this RFP process? 800 CHARACTERS MAXIMUM

Click or tap here to enter text.

Please utilize the Excel file templates "Program/Project Financial Templates" located at the link below to prepare and submit the requested financial documents. (See Appendix 5 of the Economic Development Funding Programs Fiscal Year 2021 Guidelines for samples).

<https://www.sandiego.gov/economic-development-funding>

3.7A. Utilizing your Organization's proposed Program/Project Budget, please complete the Program/Project Budget worksheet and attach a PDF of this budget in Section 6.

- Yes (PDF Attached in Section 6)

No (P Not Attached)

3.7B. Please complete the Program/Project Budget Justification worksheet (PB Budget Justification) and attach a PDF of this form in Section 6.

Yes (PDF Attached in Section 6)

No (PDF Not Attached)

3.7C. Please complete the Personnel Schedule worksheet (Personnel Schedule) and attach a PDF of this form in Section 6.

Yes (PDF Attached in Section 6)

No (PDF Not Attached)

SECTION 4: PAST PERFORMANCE ON CITY AGREEMENTS

Responses in this section will be provided by City staff using data collected from past performance on City SBEP/TOT agreements from FY2018 forward.

Points to be deducted from Advisory Review Panel average score	
Items	Negative Points:
FY19 Late/Incomplete Q3 Request for Reimbursement (RFR)	-0.25
FY19 Late/Incomplete Q3 Performance Report	-0.25
FY19 Late/Incomplete Final (Q4) Request for Reimbursement (RFR)	-0.50
FY19 Late/Incomplete Final (Q4) Performance Report	-0.50
FY19 Late Final Year End Financial Statement/Audit & Disclosures	-0.25
FY19 Late Final Project Funding Report including Other Sources of Funding	-0.25
FY19 Late Statement of Compliance	-0.25
FY19 Late Report of Acknowledgement	-0.25
FY19 Not fully utilizing funds allocated (must expend 98%+)	-0.50
FY19 Not Meeting at least 85% of Scope of Services Goals	-1.00
FY20 Late Agreement Execution Documents per Funding Acknowledgment deadlines	-0.50
FY20 Late/Incomplete Q2 Request for Reimbursement (RFR)	-0.25
FY20 Late/Incomplete Q2 Performance Report	-0.25
Total Negative Points	-5.00

SECTION 5: SIGNIFICANCE OF PAST PERFORMANCE

5.1A. Provide evidence, if any, that your Program/Project has received significant national or international recognition in the past three years or has contributed to recognition of the City of San Diego's economic standing and reputation as a Smart City and a center for innovation, entrepreneurship and technology development for base-sector businesses (Manufacturing and Innovation, International Trade and Logistics, or Defense).

- Yes (PDF Attached in Section 6)
- No (PDF Not Attached)

5.1B. Describe any significant national or international recognition for your Program/Project. Enter "N/A," if not applicable. **600 CHARACTERS MAXIMUM**
Click or tap here to enter text.

5.2A. Provide evidence, if any, that your Program/Project has made or resulted in a significant investment in the City of San Diego's economy.

- Yes (PDF Attached in Section 6)
- No (PDF Not Attached)

5.2B. Describe how your Program/Project has made or resulted in a significant investment in the City of San Diego's economy. Enter "N/A," if not applicable. **600 CHARACTERS MAXIMUM**
Click or tap here to enter text.

5.3A. Provide evidence, if any, that your project has generated significant hotel room nights in the City of San Diego in the past three years.

- Yes (PDF Attached in Section 6)
- No (PDF Not Attached)

5.3B. Describe how your project has generated significant hotel room nights in the City of San Diego in the past three years. Enter "N/A," if not applicable. **600 CHARACTERS MAXIMUM**
Click or tap here to enter text.

SECTION 6: CHECKLIST OF REQUIRED ATTACHMENTS (exceptions as noted)

Excel file templates for required attachments are located here:
<https://www.sandiego.gov/economic-development-funding>

6.1. Documents from Section 2: Completed Program/Project Budget and Justification using the Excel file templates and Excel file

- Proposed Program/Project Budget for FY2021 (July 1, 2020 through June 30, 2021).
- Program/Project Budget Justification (by line item)
- Personnel Schedule

6.2. Documents from Section 5 – Optional PDF Attachments

Evidence that your Program/Project has received significant national or international recognition in the past three years or has contributed to recognition of the City of San Diego's economic standing and reputation as a Smart City and a center for innovation, entrepreneurship and technology development for base-sector businesses (Manufacturing and Innovation, International Trade and Logistics, or Defense).

Evidence that your Program/Project has made or resulted in a significant investment in the City of San Diego's economy.

Evidence that your project has generated significant hotel room nights in the City of San Diego in the past three years.

6.3. Other Documents: Optional

Informational Materials (Create one PDF of these documents in this order):

- 1) Program Information not included in other materials (Maximum 1 page);
- 2) Current news clippings or online article links, critical reviews (Maximum 2 pages, no older than 2 years);
- 3) Support Letters (Maximum 2 Letters. 1 page each); and
- 4) Programs/Brochures (Maximum 2 items)

One audio-visual/ multimedia file that showcases the Proposed Program/Project (Maximum 250 MB)

SECTION 7: CONDITIONS FOR SUBMISSION

IN SUBMITTING THIS RFP, YOUR ORGANIZATION WILL BE ASKED TO AFFIRM ITS ACKNOWLEDGEMENT, UNDERSTANDING, AND ACCEPTANCE OF THE FOLLOWING CONDITIONS:

Subsection headings or captions used for various paragraphs shall not be held to define, limit, augment, or describe the scope, content, or intent of any or all parts of the RFQ/RFP and are provided only for convenience.

RFQ/RFP Process:

7.1. RFQ/RFP: The City of San Diego reserves the right to reject, in whole or in part, any responses to this RFQ/RFP, to not accept a proposal recommended by any of the advisory review panels, to initiate an alternate process, to reissue the RFQ/RFP and/or cancel this RFQ/RFP, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any applying 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.

7.2. ADDENDUM: The City reserves the right to revise this RFQ/RFP by addendum. The City is bound only by what is expressly stated in this RFQ/RFP and any authorized written addenda thereto. Addenda will be posted on the City's website: <https://www.sandiego.gov/economic-development-funding>. It shall be the applying Organization's responsibility to check the website up to the final submission date for any possible addenda.

7.3. UPDATES: The applying Organization is solely responsible for responding to any required or optional updates related to this RFQ/RFP.

7.4. ATTACHMENTS: Organizations are required to submit attachments (as applicable) with the RFQ/RFP as noted in the RFQ/RFP and failure to submit such applicable and required attachments will result in a designation of "Not Qualified" for the RFQ and points deduction or potential disqualification for the RFP.

Funding Adjustments:

7.5. ADJUSTMENTS: The City reserves the right to adjust funding to an Organization, for example:

- Funding to a single Organization may be limited so as not to exceed 5 percent of total available funds
- Funding may be limited as a percentage of Organizational Annual Operating Income
- Funding may be adjusted so that organizations scored similarly receive similar amounts for similar scopes
- Funding to new Applicants may be limited to 50-75 percent of a computed allocation
- A single allocation for an Applicant may not be less than the limits stated in the Application
- Organizations that also apply for and are awarded funding by another City of San Diego source, such as Community Development Block Grant (CDBG) or Tourism Marketing District (TMD) funding through the San Diego Tourism Marketing District Corp., may have any recommended funding amount awarded under this RFQ/RFP process, reduced or eliminated.
- A variety of factors, including overall availability of funds, will be considered when evaluating any potential modification of amounts.
- The City reserves the right to reassign applications from one Goal to an appropriate or more appropriate Goal with a comparable Objective/Outcome and adjust for the associated funding limits.

7.6. NO GUARANTEE: The submission of a response to this RFQ/RFP does not guarantee funding, even if minimum requirements are met or a minimum score is achieved.

Funding Limitations:

7.77. INELIGIBLE EXPENSES: The following expenses are NOT permitted with Economic Development Funding Programs and may NOT be included in the RFP Program/Project Budget Detail.

- Any activities already completed by July 1, 2020
- Proposal expenses incurred before July 1, 2020 or after June 30, 2021
- Travel or mileage
- Capital outlay for improvements and construction of buildings or facilities, or capital outlay for purchase of equipment
- Religious or political activity
- Programs in facilities not accessible to the disabled
- Tuition assistance
- Hospitality, e.g., alcoholic beverages, meals/refreshments, or entertainment expenses
- Lodging
- Contributions to trusts or endowment funds, or gifts or donations
- Profit making Organizations or ventures
- Replacement of deficit funds
- Ticket subsidy programs
- Penalties, fines, late fees, overdraft fees/finance fees
- Salary bonuses
- Organization Fundraising (e.g., galas, golf tournaments, fundraiser mailers, etc.)
- Job training or job placement activities
- Indirect cost recovery (unless already permitted under another Agreement with the City of San Diego)

7.8. NON-DISCRIMINATION: 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.

7.9. COSTS INCURRED: The City accepts no financial responsibility for any costs incurred by applying Organizations. The City is not responsible for the loss or damage of any materials submitted.

Funded Organization Requirements:

7.10. REQUIRED DOCUMENTATION: Each Organization awarded funding must submit all required documentation, including a signed ACKNOWLEDGEMENT OF CONDITIONS FOR AGREEMENT EXECUTION PROCESS form, in a timely manner, in accordance with the deadlines as provided by

Economic Development Department staff, to receive an executed agreement and purchase order from the City. Execution of an agreement and issuance of a purchase order can take up to 60 days after receipt by the City of all required documentation.

7.11. REIMBURSEMENT: Each Organization awarded funding will only be paid on a reimbursement basis and only once an agreement is fully executed and the purchase order issued. Expenses must be incurred by the Organization during the FY2021 agreement period (July 1, 2020 through June 30, 2021) before the City will reimburse.

7.12. TERMS AND CONDITIONS: Each Organization awarded funding is required to comply with the terms and conditions of the agreement including but not limited to: Council Policy 100-04 (Americans with Disabilities Act/City Contractors), Equal Opportunity (Non-Discrimination Clause), Equal Benefits Ordinance, Council Policy 100-07 (Drug Free Work Place), Living Wage Ordinance and Prevailing Wage Ordinance.

7.13. RESOLUTION: If funding is awarded, the Organization must have a formal resolution of its Board of Directors approving the agreement with the City of San Diego. The resolution shall state that the Board of Directors understands and will comply with the terms and conditions of the agreement, including maintaining the required insurance coverage and performing the Scope of Services within the amount of the allocated budget. This resolution must be signed by the Board President or designated officer.

7.14. INSURANCE: Each Organization awarded funding is required to provide proof of specified insurance coverage at required amounts and with required endorsements for Commercial General Liability Insurance, Automobile Liability Insurance and Workers Compensation Insurance. It is not necessary to have the required insurance coverage at the time of the RFQ or RFP responses.

Generally, Organizations must maintain Commercial General Liability (CGL) and automobile insurance providing minimum liability coverage of \$1 million per occurrence and \$2 million aggregate and shall provide proof/endorsements to the City that such insurance coverage is primary and non-contributory and for completed and ongoing operations and that the City is named as an additional insured. Organizations must also maintain \$1 million workers compensation insurance coverage (even if no paid employees) and must provide an endorsement that the insurer waives the right of subrogation against the City.

It is highly recommended to include the incremental cost associated with the City-required insurance coverage with the RFP.

7.15. REPORTING: Each Organization awarded funding is required to deliver quarterly performance and financial reports and final performance and financial reports in a format provided by City staff along with other certifications and acknowledgements.

7.16. REGISTRATIONS: Each Organization awarded funding is required to comply with all required state and federal registrations including but not limited to California Attorney General Registrar of Charitable Trusts, California Secretary of State Business Registry, System for Awards Management and Department of Industrial Relations DSLE Debarments. All registrations must be current during the agreement period.

7.17. FINANCIAL STATEMENTS: Organizations receiving funding must provide annual financial statements as noted below:

- An Organization receiving funding of \$10,000 or more must provide true, accurate and complete financial disclosure documentation evidencing the financial status of the Organization's most recently concluded fiscal year within 90 days of the end of that fiscal year.
- An Organization receiving funding in the amount of \$75,000 or more combined from City, County, State, or Federal Governments must submit true, accurate and complete financial disclosure documentation evidencing the financial status of the Organization's most recently concluded fiscal year within 150 days of the end of that fiscal year prepared in accordance with generally accepted accounting principles and audited by an independent Certified Public Accountant, in accordance with generally accepted auditing standards.
- An Organization receiving funding in the amount of \$500,000 or more combined from City, County, State, or Federal Governments, or when that combined funding represents more than 10 percent of the Organization's annual budget, must provide salary and wage ranges for each of its job classifications, including actual executive salaries and benefits packages applicable for the agreement period.

It is highly recommended to include the proportional cost associated with the preparation, and auditing as applicable, of City-required financial statements by the RFQ/RFP.

7.18. ACKNOWLEDGMENT OF CITY FUNDING: A credit line must be included in any printed, visual or recorded matter that credits the City for its support. The following is an example of a credit line that might be utilized: "This project is funded in part by the City of San Diego."

7.19. PUBLIC INFORMATION: The applying Organization acknowledges that information submitted as part of their RFQ/RFP process may be subject to disclosure under the California Public Records Act.

ACCEPTANCE OF CONDITIONS

- I acknowledge, understand and accept these conditions
- I do not acknowledge, understand and accept these conditions

Note: You must select "I acknowledge, understand and accept these conditions" for your RFP Application to be considered.

ELECTRONIC SIGNATURE AND SUBMISSION

SIGNATURE

Name

<First Name>Click or tap here to enter text. <Last Name>Enter text.

Title

Click or tap here to enter text.

Email

Click or tap here to enter text.

I agree to electronically sign and to create a legally binding RFP Submission between the entity I am authorized to represent and the City of San Diego.

Submit

Appendix 5
RFP Excel Template Worksheet Samples
Fiscal Year 2021 Economic Development Funding

PROGRAM / PROJECT BUDGET - FISCAL YEAR July 1, 20120 to June 30, 2021

<i>Organization Name</i>						
Sources and Uses for Funds for Program/Project	This RFP Application Funding Request	"City - Other Sources" Funding	Anticipated Fee Income Funding	Non-City Funding	Total Program/Project Funding	
'ANTICIPATED AVAILABLE FUNDING' FOR PROGRAM/PROJECT						
1	RFP Requested Funding	\$ 22,000.00	N/A	N/A	N/A	\$ 22,000.00
2	"City - Other Sources" funding (anticipated or allocated)	N/A	\$ -	N/A	N/A	\$ -
3	Program/Project Fee Income (from participants)	N/A	N/A	\$ 200.00	N/A	\$ 200.00
4	"Non-City" Funding (excluding participant fees)	N/A	N/A	N/A	\$ 87,800.00	\$ 87,800.00
5	Total	N/A	N/A	N/A	N/A	\$ 110,000.00
PROPOSED EXPENSES FOR PROGRAM/PROJECT UTILIZING FUNDING SOURCES AS NOTED ABOVE						
6	Gross Salaries/Wages	\$ 13,000.00			\$ 71,000.00	\$ 84,000.00
7	Employer Taxes	\$ 1,000.00			\$ 6,000.00	\$ 7,000.00
8	Benefits	\$ 1,500.00			\$ 4,500.00	\$ 6,000.00
9	Total Personnel Expenses	\$ 15,500.00	\$ -	\$ -	\$ 81,500.00	\$ 97,000.00
10a	Consultant/ Contractual 1	\$ 4,000.00			\$ 2,400.00	\$ 6,400.00
10b	Consultant/ Contractual 2					\$ -
10c	Consultant/ Contractual 3					\$ -
11	Accounting/Audit Services	\$ 750.00			\$ 750.00	\$ 1,500.00
12	Facility/Space Rent Expense			\$ 200.00	\$ 320.00	\$ 520.00
13	Utilities				\$ 240.00	\$ 240.00
14	Phone/Computer/ Internet				\$ 240.00	\$ 240.00
15	Printing	\$ 500.00			\$ 600.00	\$ 1,100.00
16	Outreach/PR/ Advertising	\$ 500.00			\$ 500.00	\$ 1,000.00
17	Supplies Expense	\$ 500.00			\$ 500.00	\$ 1,000.00
18	Insurance (Required by City)	\$ 250.00			\$ 750.00	\$ 1,000.00
19a	Other 1					\$ -
19b	Other 2					\$ -
20	Total Proposed Expenses (must equal Anticipated Available Funding)	\$ 22,000.00	\$ -	\$ 200.00	\$ 87,800.00	\$ 110,000.00

RFP Excel Template Worksheet Sample

PROGRAM/PROJECT BUDGET JUSTIFICATION - FISCAL YEAR July 1, 2020 to June 30, 2021

<i>Organization Name</i>		
DESCRIPTION AND JUSTIFICATION OF PROPOSED EXPENSES FOR PROGRAM/PROJECT <i>This includes use of City funds requested vs. use of fees vs. other funds applied to this program/project</i>		
6	Gross Salaries/Wages	Prorated cost in total of two positions for Project implementation / admin management with costs shared between City ED Funding and other funding sources
7	Employer Taxes	Prorated taxes (FICA, SUI, Social Security) for two positions for Project implementation / admin management with costs shared between ED Funding and other funding sources.
8	Benefits	Prorated health & dental insurance benefit costs for two positions for Project implementation / admin management with costs shared between ED Funding and other funding sources.
10a	Consultant/ Contractual 1	Consultant to provide specific technical assistance regarding (...insert detail here...) to businesses participating in program with costs shared between City ED Funding and other funding sources.
10b	Consultant/ Contractual 2	N/A
10c	Consultant/ Contractual 3	N/A
11	Accounting/Audit Services	Accounting services required for tracking payments from the City, participant fees, expenses for Project and preparing reimbursement requests; allocated between ED Funding and other funding sources for this project + Prorated share of costs for auditing of annual consolidated financial statements.
12	Facility/Space Rent Expense	Prorated share of rent and CAM fees for leased space used for Project staff, monthly project meetings and quarterly group technical assistance sessions with businesses where minimal fees charged to participating businesses are used to ...(insert detail)
13	Utilities	Prorated share of utilities costs (electricity) for leased space used for Project staff, monthly project meetings and quarterly group technical assistance sessions with businesses covered by other funding sources.
14	Phone/Computer/ Internet	Prorated share of phone and internet costs for leased space used for monthly project meetings and quarterly group technical assistance sessions with businesses covered by other funding sources.
15	Printing	Printed materials regarding (... insert detail here..) provided to participating businesses shared between ED Funding and other funding sources.
16	Outreach/PR/ Advertising	Costs for search engine optimization for Project awareness and messaging to businesses shared between ED funding and other funding sources.
17	Supplies Expense	Binders, easel paper, markers, pens, pencils, utilized by staff and for monthly meetings and quarterly technical assistance sessions cost shared between ED funding and other funding sources.
18	Insurance (Required by City)	Incremental cost of additional insurance required by City of San Diego.
19a	Other 1	N/A
19b	Other 2	N/A

RFP Excel Template Worksheet Sample

PERSONNEL SCHEDULE - FISCAL YEAR July 1, 2020 to June 30, 2021

Organization Name							
<p><i>The purpose of this form is to list the positions associated with this RFP Program/Project that will provide services in support of the identified goal and objective and the proposed sources and amounts of funding per position.</i></p> <p><i>An updated copy of this form must be maintained at all times and prior approval must be sought from the Economic Development Department for any requested adjustments.</i></p>							
List of Program/Project Positions							
PROGRAM/PROJECT - POSITION TITLES			DATE RANGE (START)*		DATE RANGE (END)*		
#1	Project Manager		7/1/2020		6/30/2021		
#2	Project Assistant		8/1/2020		5/31/2019		
#3							
#4							
#5							
#6							
<i>*If payment range is not July 1, 2020 to June 30, 2021, please note applicable date range for each such position</i>							
Pay Schedule (Check)		<input type="checkbox"/> Monthly		<input checked="" type="checkbox"/> Biweekly		<input type="checkbox"/> Twice a Month	
Annual Personnel Costs per Program/Project Position by Funding Source							
# FROM LIST ABOVE	SALARY/ WAGES PER PAY PERIOD OR EQUIV. HOURLY RATE	STD TOTAL HRS PER PAY PERIOD	ANNUAL AMOUNT FUNDED PER THIS RFP APPLICATION (b)	ANNUAL AMOUNT FUNDED BY "CITY - OTHER SOURCES" (c)	ANNUAL AMOUNT FUNDED - FEE INCOME (d)	ANNUAL AMOUNT FUNDED BY NON-CITY SOURCES EXCL. FEES (e)	ANNUAL PAY (a) = (b) + (c) + (d) + (e)
#1	\$ 2,500.00	80.0	\$ 12,000.00	\$ -	\$ -	\$ 48,000.00	\$ 60,000.00
#2	\$ 1,500.00	80.0	\$ 1,000.00	\$ -	\$ -	\$ 23,000.00	\$ 24,000.00
#3			\$ -	\$ -	\$ -	\$ -	\$ -
#4			\$ -	\$ -	\$ -	\$ -	\$ -
#5			\$ -	\$ -	\$ -	\$ -	\$ -
#6			\$ -	\$ -	\$ -	\$ -	\$ -
GROSS SALARIES/WAGES			\$ 13,000.00	\$ -	\$ -	\$ 71,000.00	\$ 84,000.00
EMPLOYER TAXES			\$ 1,000.00	\$ -	\$ -	\$ 6,000.00	\$ 7,000.00
BENEFITS			\$ 1,500.00	\$ -	\$ -	\$ 4,500.00	\$ 6,000.00
TOTAL PERSONNEL			\$ 15,500.00	\$ -	\$ -	\$ 81,500.00	\$ 97,000.00
DIFFERENCE IN TOTALS COMPARED WITH "PROGRAM/PROJECT BUDGET" WORKSHEET			OK	OK	OK	OK	

Appendix 6

Request for Qualifications (RFQ) Scoring Sheet

The document serves as a general preview to familiarize applicants with the RFP scoring process. Any minor informalities or irregularities in this preview will not invalidate the RFP process

FISCAL YEAR 2021 ECONOMIC DEVELOPMENT FUNDING			
RFP CRITERIA AND RESPONSES	FACTORS CONSIDERED		SCORING
RFP SECTION 1: ORGANIZATION PROFILE			
1-9	Is the entire section complete?	Completion and completeness of responses	
RFP SECTION 2: PROPOSED PROGRAM/PROJECT			
1	Degree to which the Organization's mission aligns with the selected Goal and Outcome? (See Qs 1.3 & 2.1 AND 2.2)	Mission clearly relates to Economic Development in general and specifically to business development for the selected Goal and Outcome.	The selected Proposal Goal and targeted businesses are aligned High alignment= 5 points Moderate alignment = 2 points Otherwise = 0 points
2	Degree to which the Organization's Program/Project, as described in the "elevator pitch" and detail, is focused on achieving the goal and outcome selected. (See Qs 2.1, 2.2 & 2.3)	<ul style="list-style-type: none"> • Program/Project is clearly described in terms utilizing the selected goal and outcome. 	Strong = 5 points Moderate = 3 points Minimal= 1 point None = 0 points

RFP CRITERIA AND RESPONSES	FACTORS CONSIDERED	SCORING	
RFP SECTION 2: PROPOSED PROGRAM/PROJECT continued			
3	<p>The targeted businesses are appropriate based on the Goal selected. (See Qs 2.1, 2.2 & 2.4)</p>	<ul style="list-style-type: none"> • Goal A proposals MUST be focused on serving businesses within a single commercial neighborhood not served by a BID. • Goal B proposals MUST be directed to small businesses on a CITYWIDE basis (NOT restricted to one or a few neighborhoods). Also must ensure that Organization's mission reflects a broad approach to providing services and not targeted to a specific geographic area. • Goal C - proposals MUST be directed to generating increased tourism from outside the region resulting in benefits (increased room nights or sales) to tourism base sector businesses within the City • Goal D - proposals MUST be directed to attracting or supporting base-sector businesses (Manufacturing & Innovation, International Trade/Logistics, or Defense) such that San Diego's reputation outside the region as a Smart / Innovative city is enhanced. 	<p>The selected Proposal Goal and targeted businesses are aligned High alignment= 5 points Moderate alignment = 2 points Otherwise = 0 points</p>
4	<p>The proposed outreach strategy will likely be effective in reaching the targeted businesses, or, for Goal C, in reaching the audience outside the region so as to encourage tourism to benefit the targeted tourism base sector businesses (See Qs 2.1, 2.2, 2.4, 2.5, & 2.10)</p>	<ul style="list-style-type: none"> • Evidence is provided to show that the Organization understands its core business targets or tourism audience• the outreach tools and their use is well explained to show how the Program/Project connects and is relevant to core business targets or tourism audience• Evidence is provided to show that the Program/Project is inclusive in outreaching to potential participating businesses or audiences. 	<p>Strong = 5 points Moderate = 3 points Minimal= 1 point None = 0 points</p>
5	<p>The proposed Program/Project will confer a specific and needed benefit or benefits on targeted businesses that will result in achieving the selected outcome. (See Qs 2.2, 2.3, & 2.6)</p>	<ul style="list-style-type: none"> • Evidence is provided to show that the Organization understands what its core business targets will learn or gain • A clear and defensible nexus is made between impacts to targeted businesses and achieving the selected outcomes and evidence (such as referencing past studies) is provided as to why the rationale is appropriate. 	<p>Strong = 5 points Moderate = 3 points Minimal= 1 point None = 0 points</p>

RFP CRITERIA AND RESPONSES	FACTORS CONSIDERED	SCORING	
RFP SECTION 2: PROPOSED PROGRAM/PROJECT continued			
6	<p>Inventiveness or uniqueness of the Program/Project in providing needed enhanced benefits to the targeted businesses. (See Qs 2.6 & 2.7)</p>	<ul style="list-style-type: none"> • Program/Project services or benefits to targeted businesses are not provided by other Organizations • the Program/Project reflects an innovative approach to service delivery • the uniqueness or inventiveness will likely result in enhanced needed services or benefits (merely being unique or innovative does not confer value) 	<p>Strong = 3 points Moderate = 1 point Minimal/None= 0 points</p>
7	<p>The proposed numerical Outcome for the selected Goal is measurable and feasible.(See Qs 2.8 & 2.9)</p>	<ul style="list-style-type: none"> • Evidence is provided to show that the Organization is focused on measuring the selected outcome and clearly explains what methodology and tools will be utilized for measurement and how results will be tracked and reported. (Measurement and tracking of other results can be mentioned but cannot be provided in lieu of the selected outcome). • Clear and defensible qualitative and quantitative explanation (such as including prior history or other pertinent studies or examples) as to the reasonableness of the proposed numerical outcome and any supporting base number. 	<p>Strong = 5 points Moderate = 3 points Minimal= 1 point None = 0 points</p>
8	<p>Degree to which Organization or Program/project demonstrates, collaboration, community support and inclusion and how that will enhance the effectiveness of the Program / Project (See Q 2.10)</p>	<ul style="list-style-type: none"> • Evidence is provided as to collaborative efforts, development of community support and inclusion • Benefit(s) to targeted businesses clearly explained. • Efficiencies in Program/Project implementation clearly explained 	<p>Strong = 3 points Moderate = 1 point Minimal/None= 0 points</p>

RFP CRITERIA AND RESPONSES		FACTORS CONSIDERED	SCORING
RFP SECTION 2: PROPOSED PROGRAM/PROJECT continued			
9	Degree to which Program/Project Implementation is timely and effective in meeting Goal and Outcome (See Qs 2.11 & 2.12)	<ul style="list-style-type: none"> Evidence is provided to show that the project has been researched and developed for optimal impact Implementation activities are well thought out and presented in a clear and logical procession with numbers and types of activities specified Timing is realistic Evidence of services to be provided in cost effective manner utilizing personnel with appropriate expertise. Evidence is provided to show how the qualifications of key personnel (will) result in project impacts 	Strong = 5 points Moderate = 3 points Minimal = 1 point None = 0 points
RFP SECTION 3: PROGRAM/PROJECT BUDGET & SPENDING PLAN			
1	Degree to which the Organization provides evidence that the project budget and spending plan support the scale and complexity of the project. (See Qs 3.1-3.7 incl. Attachments)	<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 justify the level of expenditures relative to services to be provided 	Strong = 7 points Moderate = 4 points Minimal = 1 point None = 0 points
RFP SECTION 4: PAST PERFORMANCE/COMPLIANCE ON CITY AGREEMENTS			
Responses in this section will be provided by City staff using data collected from past performance on FY19 & FY20 City agreements (Max Total Possible Deduction = -5.00 points)			
1	FY19 Late/Incomplete Q3 Request for Reimbursement (RFR)		-0.25
2	FY19 Late/Incomplete Q3 Performance Report		-0.25
3	FY19 Late/Incomplete Final (Q4) Request for Reimbursement (RFR)		-0.50
4	FY19 Late/Incomplete Final (Q4) Performance Report		-0.50
5	FY19 Late Final Year End Financial Statement/Audit & Disclosures		-0.25
6	FY19 Late Final Project Funding Report including Other Sources of Funding		-0.25
7	FY19 Late Statement of Compliance		-0.25
8	FY19 Late Report of Acknowledgement		-0.25
9	FY19 Not fully utilizing funds allocated (must expend 98%+)		-0.50
10	FY19 Not Meeting at least 85% of Scope of Services Goals		-1.00
11	FY20 Late Agreement Execution Documents per Funding Acknowledgment deadlines		-0.50
12	FY20 Late/Incomplete Q2 Request for Reimbursement (RFR)		-0.25
13	FY20 Late/Incomplete Q2 Performance Report		-0.25

RFP CRITERIA AND RESPONSES		FACTORS CONSIDERED	SCORING
RFP SECTION 5: SIGNIFICANCE OF PAST PERFORMANCE			
1	Degree to which the Organization provides evidence of significant achievement, investment, hotel room nights, or recognition for the city of San Diego based on past performance (regardless of whether previously funded by the City of San Diego or not) (See Qs 5.1-5.3 incl. Attachments)	<ul style="list-style-type: none"> • Clear and persuasive description of what significant achievement, investment or recognition means • Quantitative evidence of such significant past performance • Third-party validation of intentional investment, sustained investment and significant achievement is provided 	Strong = 2 points Moderate = 1 points Minimal/None= 0 point
RFP SECTION 6: CHECKLIST OF REQUIRED ATTACHMENTS (exceptions as noted)			
1	Is the entire section complete (as applicable)?	Completion and completeness of responses	Missing attachments may result in disqualification, otherwise, each missing required response within the attachments will result in point deduction of 0.25 points.
RFP SECTION 7: CONDITIONS FOR SUBMISSION			
1	Is this section complete?	Acceptance of Conditions	Disqualified if not accepted
RFP OVERALL APPLICATION			Max Score
50 points less deductions			
1	Is the entire application complete?	Completion and completeness of responses	Each missing response where required will result in point deduction of 0.25 to 0.50 points depending on the complexity of the required response.

Appendix 7
Funding Process Schedule
Fiscal Year 2021 Economic Development Funding

October 7, 2019

Application guidelines and online Request for Qualifications (RFQ) form published

October 16, 2019

RFQ Technical Assistance Workshop for potential applicants
11:30 a.m.-1 p.m. Mission Valley Branch Library

October 18, 2019

RFQ addenda published, if necessary

November 5, 2019, 11 a.m.

Cut-off for questions re: RFQ

November 7, 2019, 2 p.m.

Responses to RFQ due

November 8 - 29, 2019

RFQs evaluated by one trained team of City staff.

December 2 - 4, 2019

- Announce results of RFQ evaluation
- Start of 5-day "cure" period for applicants deemed "Not Qualified" due to missing or incomplete materials in RFQ

December 20, 2019

Announce results of the "Cure" period

January 15, 2020

Online Request for Proposals (RFP) published

January 21, 2020

RFP Technical Assistance Workshop for potential applicants
11:30 a.m.-1 p.m. Mission Valley Branch Library

ATTENDANCE IS MANDATORY AT THIS SESSION OR THE FEB. 4, 2019 SESSION

January 27, 2020

RFP addenda published, if necessary

February 4, 2020

RFP Technical Assistance Workshop for potential applicants
11:30 a.m.-1 p.m. Mission Valley Branch Library
(repeat of previous workshop)

February 7, 2020

RFP addenda published, if necessary

February 14, 2020, 11 a.m.

Cut off for questions re: RFP

February 20, 2020, 2 p.m.

Responses to RFP due

February 21 – March 6, 2020

Staff vetting of applications to identify missing documents, ineligible activities, and whether any applications are disqualified due to non-compliance with the application guidelines.

March 9 – April 2, 2020

Advisory review panelists review applications and score individually

April 3, 2020 or later

Advisory review panelists convene for averaging of scores and determination of priority groupings.

April 15, 2020

City's FY2021 proposed budget announced

April 22, 2020

RFP recommendations finalized after feedback from Mayor on TOT-Citywide.

April 24, 2020

Memo to City Council Budget Review Committee on TOT recommendations.
Memo to Small Business Advisory Board on SBEP recommendations.

May 1 – May 8, 2020

City Council Budget Review Committee hearings.
Tentative award amounts have historically been available in May

June 2020

Pre-agreement budget/scope and required documentation discussions.

June 28, 2020

Final award amounts confirmed by City and documents due.

July 1, 2020

Performance period and agreement processing begins.

***All dates are subject to change**

Appendix 8

Glossary of Terms

General Terms

Agreement

The Economic Development Department of the City of San Diego enters into agreements with Organizations for services, rather than grants. An agreement details which "services" Organizations are going to provide to benefit businesses within the City of San Diego.

Authorized Signer

Dependent on the type and size of the Organization, the designated representative is either the Board President, the Executive Director, Program Administrator or any person who has direct contact with management or administration of the Organization or program and who will be responsible for ALL requirements of the Agreement.

Base and Non-Base Sector Businesses

Businesses in San Diego's economic base sectors are in the following industries:

- Manufacturing & innovation (generally manufacturing, including craft goods, or life science, communications, cleantech, software, internet of things, and other new technologies businesses – may overlap with businesses that fall under “defense sector” in areas such as maritime, aerospace, cybersecurity, and unmanned systems)
- International trade/logistics (generally businesses engaged in exporting or facilitating international trade and cross-border commerce)
- Defense-related (generally prime and sub-contractors within the supply chain that provides goods and/or services to the Department of Defense)
- Tourism base sector (generally lodging businesses and other tourism-oriented businesses that depend primarily on business or leisure visitation from outside the San Diego region to generate revenue).

Businesses in other industries are considered to be in non-base sector businesses.

Additionally, within the City of San Diego, a small business is typically defined as a business with 12 or fewer employees.

Please see the City of San Diego's Economic Development Strategy for additional information on base sector businesses:

https://www.sandiego.gov/sites/default/files/economic_development_strategy_2017-2019_pdf.pdf

Board of Directors/Governance

The board of a nonprofit organization acts as trustees of the organization's assets and ensures that the nonprofit is well managed and remains fiscally sound. In doing so, the board must exercise oversight of the organization's operations and maintain the legal and ethical accountability of its staff and volunteers. According to nonprofit corporation law, each board

member must meet certain standards of conduct.

These standards are typically described as the following: 1) Duty of Care, 2) Duty of Loyalty and 3) Duty of Obedience.

- “Duty of Care”: Board members must exercise ordinary and reasonable care in the performance of their duties, exhibiting honesty, independent judgment, and good faith. Board members must act in a manner which such care, including reasonable inquiry, as an ordinarily reasonable, and prudent person in a like position would use under similar circumstances.
- “Duty of Loyalty”: When acting on behalf of the organization, board members must put the interests of the nonprofit before any personal or professional concerns and avoid any potential conflicts of interest. This means the board member can never use information obtained as a member for personal gain (self-dealing), but always act in the best interests of the organization.
- “Duty of Obedience”: Board members must ensure that the organization complies with all applicable, federal, state, and local laws and regulations, and it remains committed to its established mission.

As fiduciaries of the organization, the board maintains oversight of the organization’s finances. Board members must evaluate financial policies, approve the annual budget, and review periodic reports to ensure that the organization has the necessary resources to carry out its mission and remains accountable to its donors and the public.

Community

A unified body of individuals; people with common interests living in a particular area; the physical boundaries of an area; a group of people with a common characteristic or interest living together within a larger society; the society at large.

Cooperation

Cooperation is a shorter-term informal relation that exists without any clearly defined mission, structure or planning. Cooperative partners share information only about the subject at hand. Each Organization retains authority and keeps resources separate.

Coordination

Coordination is characterized by a more formal relationship and understanding of missions. People involved in a coordination effort focus their longer-term interaction around a specific effort or program. Coordination requires some planning and division of roles and opens communication channels between Organizations.

Council Policy 100-04 (Americans with Disabilities Act/City Contractors)

Organization acknowledges and agrees that it is aware of and will comply with Title 24 of the California Code of Regulations (Title 24) and Council Policy 100-04, adopted by Resolution No. 282153 relating to the federally mandated Americans with Disabilities Act (ADA). When a conflict exists between Title 24 and the ADA, the Organization shall comply with the most restrictive requirement (i.e., that which provides the most access). Organizations will be individually

responsible for their own ADA program.

Council Policy 100-07 (Drug-Free Work Place)

Organizations shall comply with City's Drug-Free Workplace requirements set forth in Council Policy 100-17.

Diversity and Inclusion

Diversity refers to differences in race, gender, ethnicity, age, socioeconomic class, religion, sexual orientation, skills and abilities, and politics among other qualities. A diversity commitment is not to be confused with "quota" systems, equal employment opportunity or affirmative action practices. Instead, it asks Organizations to embrace an ongoing process that values and facilitates the inclusion of people of all backgrounds in all phases of the Organization's growth and development and where the inherent worth and dignity of all people are recognized.

Equal Opportunity (Non-Discrimination Clause)

Organizations shall not discriminate on the basis of race, gender, gender identity, religion, national origin, ethnicity, sexual orientation, age or disability. Organizations shall comply with City's Equal Opportunity Contracting Program (EOCP) Requirements. Organizations shall not discriminate against any employee or applicant for employment on any basis prohibited by law. Organizations shall provide equal opportunity in all employment practices. Organizations shall ensure that their subcontractors comply with this program.

Equal Benefits Ordinance

Organizations shall comply with the City's Equal Benefits Ordinance (EBO) codified in the San Diego Municipal Code (SDMC), which requires employers to offer the same employment benefits to employees with spouses and employees with domestic partners.

Equal Pay Ordinance

Organizations shall comply with the City's Equal Pay Ordinance codified in the San Diego Municipal Code (SDMC), requires employers to comply with the California Equal Pay Act and Fair Pay Act, codified in the California Labor Code section 1197.5. which states in pertinent part:

An employer shall not pay any of its employees at wage rates less than the rates paid to employees of the opposite sex or of another race or ethnicity for substantially similar work, when viewed as a composite of skill, effort, and responsibility, and performed under similar working conditions, except where the employer demonstrates the wage differential is based upon one or more of the following factors: a seniority system, a merit system, a system that measures earnings by quantity or quality of production, or a bona fide factor other than sex, such as education, training, or experience.

Financial Accounting Standard Board (FASB)

The Financial Accounting Standards Board (FASB) establishes standards of financial accounting and reporting for the private sector. These standards govern the preparation of financial reports and are officially recognized as authoritative by the Securities and Exchange Commission (Financial Reporting Release No. 1, Section 101) and the American Institute of Certified Public Accountants (Rule 203, Rules of Conduct, as amended May 1973 and May 1979).

In-kind Contributions

In-kind contributions are the value of goods or services donated to the Applicant in volunteer staff time or by vendors at no cash expense to the applicant. In-kind expenses are not allowed under these guidelines.

Leveraging Funds

Using the City's Economic Development Funding Program as a means of attracting funds or grants from other sources and other types of financial support, such as private contributions, other local, state or federal government or earned income, is strongly recommended and encouraged.

Living Wage Ordinance

Organizations shall comply, and require each of its subcontractors to comply, with the provisions of the City's Living Wage Ordinance, codified in SDMC sections 22.4201 et seq., in performing its obligations and/or duties.

Organizational Support

Funding is restricted to the cost of implementing the Program/Project and associated administrative expenses and is not to be used for general organizational support.

Prevailing Wage Ordinance

Organizations shall comply, and require each of its subcontractors to comply, with the provisions of the City's Prevailing Wage Ordinance, codified in SDMC section 22.3019, in performing its obligations and/or duties.

Reimbursement

Funds are awarded on a cost reimbursable basis. All requests for reimbursement must be accompanied by copies of checks, invoices and bank statements/proof of payment as detailed in the Agreement. It is recommended that funded Organizations submit requests for payments monthly, but no less than quarterly. One-twelfth (1/12) of the total award may be withheld until the Final Performance Report and any other required documents are submitted.

Reports – Financial and Performance

Performance reports will be required quarterly detailing the funded Organization's performance of the Scope of Services, i.e., how Program/Project Objectives were met and measured, as outlined in the Agreement. A Final Report shall detail annual results. Financial reports shall be provided to the City as required per the Agreement.

Note: Deficiencies in reporting, as required per a current Agreement, will be taken into consideration when scoring applications and will negatively impact application scores. Reporting deficiencies that carry over into a new Agreement will result in delayed or canceled payments.

Transient Occupancy Tax

The Transient Occupancy Tax (TOT) is a 10.5 percent City of San Diego tax on hotel/motel rooms and is governed by City Council Policy 100-03.

Budget Terms

The following definitions will assist you in completing the Program/Project Excel worksheets for the FY2021 RFP.

Program/Project Budget

Revenue

1. – 4. Projected revenue from all sources including Contributions (grants and appropriations from public or private sources, individual monetary contributions/donations, membership dues, sponsorships, underwriting, other fundraising) and Earned Income (Fees, contracted services, sales/concessions, investment income, other) associated with the Program/Project and identified by source:

- “This RFP Application Funding Request”
- “City – Other Sources Funding”
- “Anticipated Fee Income”
- “Non-City Funding”.

Expenses

Personnel

Includes salaries, wages, taxes and benefits for employees. If requesting reimbursement for these expenses, the Organization must be able to document specific expenses and proof of payment.

6. Salaries/Wages - Limited to eligible work performed directly by executive directors, business managers, development staff, clerical, etc.
7. Taxes - Employer taxes, etc.
8. Benefits - Cost of dental, health insurance, 401(K), incentives, etc.

Program Contractual Services

10. Contract for service expenses such as consulting fees or other services provided to the Organization by a subcontractor for implementation of the Program/Project.

Accounting/Audit Services

11. Share of costs for professional services to appropriately account for Program/Project revenue and expenses and prepare City-required financial statements.

Space Rental

12. Rental of meeting space or facility fees for seminars, workshops or training, or proportional share of office space rent.

Utilities

13. Electricity/gas, water, or other charges associated with office occupancy.

Phone/Computer/Internet

14. Phone, computer, internet charges associated with an office or facility utilized for Program/project.

Printing

15. Costs for copies or printing required for Program/Project implementation. Does not include graphic design.

Outreach/PR/Advertising

16. Advertising, marketing, publicity and promotion and related-items, includes postage but not payments to staff or consultants.

Supplies

17. Office and related supplies not promotional in nature.

Insurance

18. Share of premiums for City-required insurance

Other

19. Complete a schedule of expenses. Include miscellaneous expenses not covered above.

Statement of Activities

Revenue

Revenue from all sources including Contributions (grants and appropriations from public or private sources, individual monetary contributions/donations, membership dues, sponsorships, underwriting, other fundraising) and Earned Income (Fees, contracted services, sales/concessions, investment income, other).

Contributions

Cash support from grants and/or appropriations from:

1. Federal Government; 2. State Government; 3. County; 4. Foundations (private, business or community)
- 5a. City of San Diego Funding (other than Economic Development Funding)
- 5b. Economic Development Funding.
6. Individual Contributions: Cash support from private individuals (i.e. donations from patrons, board, etc.)
7. Memberships: Cash support (usually dues) from customers who receive membership

privileges.

8. Fund Raising: Include gross proceeds from benefits, or other special events. Include contributions from guilds and auxiliaries. Do not include revenue from bookstores, restaurants or other non-program related activities. These should be listed as earned revenue.
9. Other: Sponsorships, underwriting, funding from other cities, and any other contribution not mentioned above.

Earned Income

11. Fees: Revenue (usually from individuals) generated from the performance of services such as, workshops, consultations, event admissions, subscriptions, etc.
12. Contracted Services: Revenue (usually from an Organization) generated from the sale of services, such as training, workshop facilitation, etc.
13. Product Sales/Concessions: Revenue generated from the sale of materials or hard goods, such as gift store items, t-shirts, advertising space in programs, parking, etc.
14. Investment Income: Dividends, interest and other income, if and only if, utilized for operational support, including endowment funds if used for operations.
15. Other: Other sources, if any, such as net revenue from bookstores, restaurants, facilities rental or other non-program related activities.

Expenses

Personnel

9. Salaries/Wages – Employee gross payments
10. Benefits - Cost of dental, health insurance, 401(K), incentives, etc.
11. Taxes - Employer taxes, etc.

Program Contractual Services

22. Contract for service expenses such as consulting fees or other services provided to the Organization by a subcontractor

Space Rental

20. Rental of meeting space or facility fees for seminars, workshops or training, or proportional share of office space rent.

Utilities

21. Electricity/gas, water, phone, internet or other charges associated with office occupancy.

Outreach

22. Advertising, marketing, publicity and promotion and related-items, includes postage but not payments to staff or consultants.

Supplies

23. Office and related supplies not promotional in nature.

Audit

24. Costs for professional services to prepare City-required financial statements.

Insurance

25. Premiums for insurance

Other

26. Complete a schedule of expenses. Include miscellaneous expenses not covered above.