Commission for Arts and Culture

FY20 Arts Education Enrichment Initiative Request for Proposals

The City of
SAN DIEGO

Welcome!

Use this link to download material:

www.sandiego.gov/arts-culture/funding

Agenda

- Request for Proposals (RFP) evaluation criteria and scoring sheet

- Tips and tricks for writing a RFP

- Clicking "submit"

- Addressing the Commission Advisory Panels in-person

- More technical assistance tools

- Q & A

GOOD NEWS!

All FY20 OSP & CCSD Contractors have completed an RFQ and have been deemed <u>qualified!</u>

RECAP

What is an RFQ?

The City's Request for Qualifications. The RFQ allows the City to evaluate if an organization is eligible to apply. Criteria include:

- Eligible applicant
- Accountability through governance and financial management
- Capacity to manage the terms of a City contract

Who evaluates the RFQ?

The RFQ is reviewed by a trained team which includes

- Nonprofit experts from the University of San Diego
- City staff who have nonprofit management expertise

What is a RFP?

The City's Request for Proposal for the project. The RFP allows the City evaluate the degree to which each applicant's programs/ services align with the City's goals for AEEI. Criteria include:

- Programs/services
- Community engagement
- Programming/production capacity
- Project budget

Who evaluates the RFP?

All proposals are evaluated by a Commission Advisory Panel.

- Applicant Profile (not scored)

- Proposed Project

- Community Engagement

- Programming/ Production Capacity

- Project Budget & Spending Plan

- Conditions for Submission (not scored)

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

- Legal name, and DBA (if applicable)

- Mission statement

- Brief description of project

- New project or project produced before

- Project dates

- Attachments– Minimum of 1, maximum of 3

Evaluation Criteria- RFP Score Sheet

What is the RFP Tear Sheet?
A document that contains a detailed list of all application questions. The sheet includes:

- Questions
- Character count
- File formats

What is the RFP Score Sheet?
The grading tool for panelists. The sheet includes:

- Questions
- Evaluation criteria
- Qualities for a strong application.

Section 2: Proposed Project

Application Section Questions	Evaluation Criteria for Section (Part 1)	Qualities of a Strong Proposal (Part 2)
1. What project does the organization propose to produce between July 1, 2019 and June 30, 2020 in the San Diego Promise Zone?	• Degree to which the organization's project achieves the goals of the Arts Education Enrichment Initiative	• Project is clearly described • Evidence is provided to show that the project has been researched and developed for optimal impact • Project clearly aligns with initiative goals • Project impacts are clearly linked to initiative goals with quantitative and qualitative data • Evidence provided to show that the organization has a plan to collect data and track project success

Programs/services are clearly described:
Answers should be succinct. Descriptions should be selective with adjectives, using only those that are vital. Avoid deviating from the question at hand.

Evidence is provided to show that the project is researched and developed for optimal impact:
Answers should provide details such as planning, logistics, and implementation tactics in order to show panelists that the project will be successful in meeting and exceeding its objectives.

Example: Teaching Artist X and members from our organization met with the school's administration on three occasions. We learned that a 6-week music intensive was highly desired, as music lessons are not offered at the school. The residency will begin at the end of October and conclude before Christmas break, reaching a total of 140 third and fourth grade students. In order to provide access to all students, classes will take place during regular school hours and will be conducted in a bilingual manner to accommodate ESL students.

Project clearly aligns with initiative goals:

Answers should be succinct. A clear description of how the project meets AEEI goals should be provided. Bullet points can be used if needed. All goals should be addressed.

AEEI Goals:

- Engage youth in artist-led learning experiences focused on visual, performing, or language arts, or a combination thereof;
- Develop artistic abilities and creativity of youth;
- Develop new art audiences by increasing exposure to and appreciation of San Diego's local artists;
- Enrich arts education programming that takes place in the San Diego Promise Zone (SDPZ), which includes public schools, recreation centers, public parks and libraries; and
- Support collaborations between nonprofit organizations, artists and K-12 partners.

Enrich arts education programming that takes place in the San Diego Promise Zone (SDPZ), which includes public schools, recreation centers, public parks and libraries:
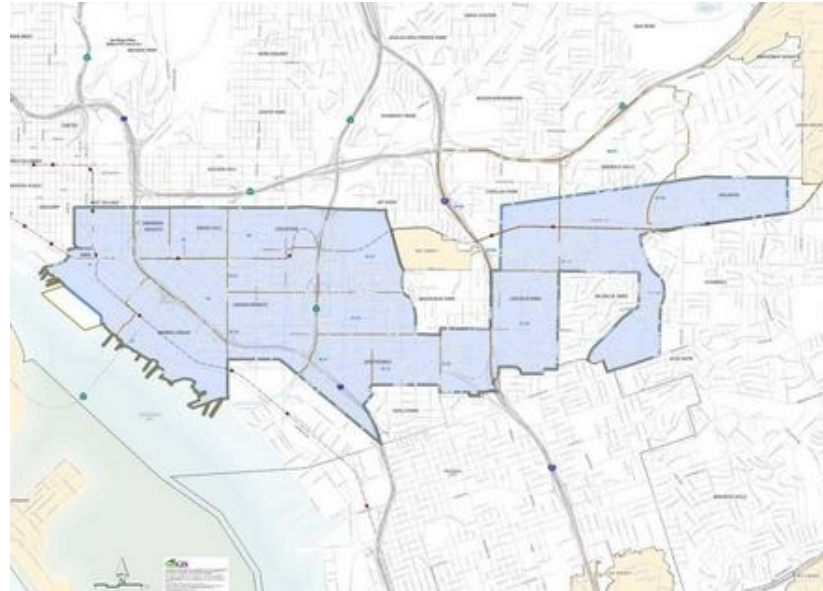
- San Diego Promise Zone (SDPZ) covers 6.4 square miles and stretches through parts of East Village, Barrio Logan, Logan Heights, Southeastern and Encanto
- Council Districts 3, 4, 8, and 9 and areas within the 92101, 92102, 92113 and 92114 zip codes.

Learn more: https://www.sandiego.gov/staging/san-diego-promise-zone

Project impacts are clearly linked to each AEEI goal with quantitative and qualitative data

Quantitative Data: Expressing a certain quantity, amount or range.
Qualitative Data: Soft facts such as stories, testimonials, reviews, visual surveys, etc. These can come from comment cards, professional critics, community members

Quantitative Example: Arts4All will bring AeroSoul, a collaborative of 3 spoken word artists living in San Diego, to work with current 5th and 6th grade students enrolled at Zoolander Elementary. Through a series of 4 weekly workshops, 120 students will learn about spoken word writing and performing techniques. The 120 students will work with the artists and the larger student body to conceptualize a final performance. The culminating performance will be open to the entire 600 member student body and 40 staff members.

Qualitative Example: Tanya, a 6th grade student at Zoolander Elementary, was excited to share that she was able to recognize 2 spoken word performances in North Park. She was able to provide insight into the technique and process of spoken word to her family.

Evidence provided to show that the organization has a plan to collect data and track success:

Answers may include attendance tracking, progress updates and measurement tools for teaching artists.

Data collection and tracking information should also include zip code collection and attendance numbers for the culminating event.

Application Section Questions	Evaluation Criteria for Section (Part 1)	Qualities of a Strong Proposal (Part 2)
3. The Commission is responsible for ensuring that city funds benefit San Diegans of diverse cultures, ethnicities, incomes, abilities, genders, ages, orientations and neighborhoods. How will the organization ensure that the proposed project is accessible and inclusive?	• Degree to which the organization thoughtfully and intentionally identified its site/partner • Degree to which the organization thoughtfully and intentionally identified its artist partner • Degree to which the organization provides evidence that the project is accessible and inclusive • Degree to which the organization provides evidence that the project is relevant and impactful to its audience.	• Evidence is provided to show that the site(s) was selected thoughtfully and intentionally • Evidence is provided to show that the artist(s) was selected thoughtfully and intentionally • Evidence is provided to show that the organization has established intent with partnering site(s)/ artist(s) • Evidence is provided to show that the project is accessible and inclusive • Evidence is provided to show that the organization understands and connects with its audience.

Evidence is provided to show that the site(s) was selected thoughtfully and intentionally:
Answers should include demographics, qualitative descriptions, and reasoning behind choice. Selecting a site(s) thoughtfully and intentionally means researching and understanding the community. It means knowing what the community needs and how it can be supported organically. Make sure the project is relevant to the community.

Evidence is provided to show that the artist(s)was selected thoughtfully and intentionally:
Answers should include a brief bio, qualifications, and reasoning behind choice. Why THIS artist(s)?

Evidence is pronvided to show that the organization has established intent with partnering site(s)/ artist(s):
Answers may include implementation plans (even if they are subject to change). Answers should paint a picture of the project functioning holistically, with all parties involved.

Evidence is provided to show that the organization understands and connects with its audience.
Answers that consider the makeup of the audience. Understanding the context of the is key.

Evidence is provided to show that the project is accessible and inclusive:
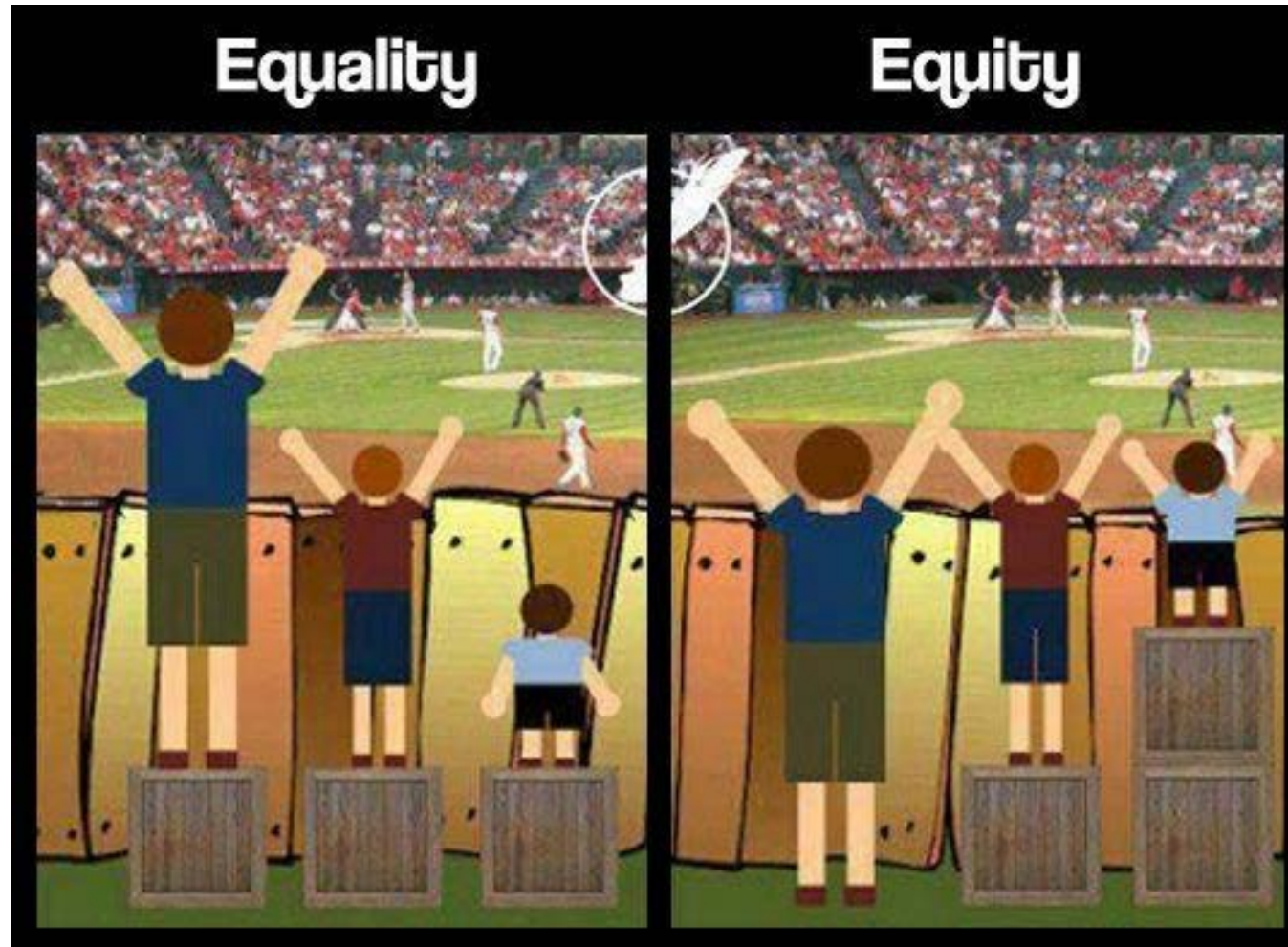
Section 4: Programming/Production Capacity

Application Section Questions	Evaluation Criteria for Section (Part 1)	Qualities of a Strong Proposal (Part 2)
1. Describe the organization's experience with producing projects of similar scale and complexity.	• Degree to which the organization provides evidence that its qualifications and resources match the scale and complexity of the project	• Evidence is provided to show that the organization has a successful track record producing projects of similar scale and impact • Evidence is provided to show that the organization understand the strengths and shortfalls of its capacity • Evidence is provided to show how the qualifications of personnel result in the project impacts.

Evidence is provided to show that the organization has a successful track record producing projects of similar scale and impact:
Answers should include history of production and record of success. This documentation can also be added as attachments in the attachment section.

Evidence is provided to show that the organization understand the strengths and shortfalls of its capacity:
Organizations should be realistic about capacity and stay within the limits of what can be produced.

Evidence is provided to show how the qualifications of personnel result in the project impacts.
Answer should describe relevant key program staff/volunteers and express how they will contribute to the success of the programs/services.

Previous

Current

Organization's income and expenses for past present and current projects

Project Expenses

Total artistic fees for this project

Total expenses for this project

Artistic fees and total project expenses for <u>proposed project</u>

Project In-kind

Total in-kind for this project

In-kind income for <u>proposed project</u>

Cash income for <u>proposed project</u>

Sources of Project Cash Income

A. Earned income	0
B. Contributed income	0
C. State arts agency income	0
D. Local government income	0
E. Other income (include applicant cash)	0
F. Total project cash income	0

Save Work

Sources of Project Cash Expenses - Actual Cash Expenses

A. Artistic Fees	0
B. Production Costs (personnel, space.)	0
C. Space rental	0
D. Marketing (publicity, etc.)	0
E. Other Expenses	0
F. Total project cash expense	0

Save Work

Cash expenses for the <u>proposed project</u>

Tips and Tricks

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

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

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

- Start with a word processing document and then transfer to online application.

- Check for character counts (including spaces).

- Compare responses to Evaluation Criteria and Qualities of a Strong Proposal.

- Save a PDF copy of the submitted application

- Save work often.

sandiego.gov

Tips and Tricks

Before starting, make sure the project meets ALL of the AEEI funding eligibility:

- The nonprofit organization is a current FY20 Organizational Support Program (OSP) or Creative Communities San Diego (CCSD) contractor with the City of San Diego Commission for Arts and Culture;

- The project takes place at a K-12 public school, recreation center, public park or library located in San Diego Promise Zone;

- The artist collaborating with the nonprofit organization resides in San Diego County; and

- The proposed project takes place between July 1, 2019 and June 30, 2020.

- All RFPs will be reviewed by a Commission Advisory Panel. The panelists reflect the diversity of San Diego and have broad knowledge and experience that aligns with the purpose of AEEI.

- Panelists are given batches of RFPs to read independently. After reading proposals, the panelists attend a public panel meeting to discuss the proposals as a group.

- The Panel meeting is open to the public. Applicants are encouraged to attend.

Address the Panel in Person

Applicants can address the Commission Advisory Panel in person at prescribed intervals during the evaluation of their proposals.

This optional opportunity is offered to support the Panel's understanding of the proposals it is evaluating. Applicants that choose not to address the panel in person will not be penalized.

Prompt #1: Prior to the Panel Discussion

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

Prompt #2: Following the Panel Discussion

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

Timeline

- September 3, 2019- Responses to RFP due

- September 2019- Panel convenes to discuss and recommend awards. An email will be sent with specific dates

- September 2019- The Commission votes to ratify the Panel's recommendation

- September 30, 2019- Awards announced

Office Hours

One-on-one, 30-minute appointments for assistance with RFP.

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

Dates:
Tuesdays (10 a.m.-12 p.m.) and Thursdays (1p.m.- 3 p.m.)
August 6, 2019 – August 29, 2018
 (*Not available on Thursday, August 15, 2019 and Tuesday, August 20, 2019*)

Sign up online: https://www.signupgenius.com/go/60B0F49AAA823A5FF2-arts1

Contact Us

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