Commission for Arts and Culture

FY21 Arts and Culture Funding Programs Request for Proposals

The City of
SAN DIEGO

Download slides and RFP Scoring Sheet:

www.sandiego.gov/arts-culture/funding

Agenda

- Request for Proposals (RFP) evaluation criteria and scoring

- Tips and tricks for writing an RFP

- Addressing the Commission Advisory Panels In-person

- What happens after you press "submit"?

- More technical assistance tools

- Q & A

Phase 1: Request for Qualifications (RFQ)

1. Assess if an applicant is <u>qualified</u> to contract with the City:

- Applicant is eligible,
- Accountability through governance and financial management,
- Has the capacity to manage the terms of a City contract.

2. Reviewed by one trained team, including nonprofit experts from University of San Diego and City staff who have nonprofit management expertise.

3. Applicants are categorized as "Qualified" or "Not Qualified."

Phase 2: Request for Proposal (RFP)

1. Assess the proposed programs/services or projects provided for residents and visitors and how well they align with the City's goals.

2. Looks at programs/services or projects, community engagement, programming/production capacity, emphasis areas, and a project budget for CCSD.

3. Evaluated by Commission Advisory Panels of community leaders and field experts.

Evaluation Criteria

FISCAL YEAR 2019 ORGANIZATIONAL SUPPORT PROGRAM (OSP)			
RFP APPLICATION QUESTION	**EVALUATION CRITERIA FOR APPLICATION SECTION**	**QUALITIES OF A STRONG APPLICATION**	**SCORING**
RFP SECTION 3: COMMUNITY ENGAGEMENT	• Degree to which the organization thoughtfully and intentionally identifies its core community/audience • Degree to which the organization provides evidence that the programs/services are relevant and impactful to its core community/audience • Degree to which the organization provides evidence that its programs/services are accessible and inclusive	• Evidence is provided to show that the organization understands its core community/audience • Evidence is provided to show how programs/services connect to core community/audience • Evidence is provided to show that the core community/audience finds the programs/services to be relevant and impactful • Evidence is provided to show that the organization understands accessibility and inclusivity in the context of providing programs/services • Evidence is provided to show that programs/services are accessible and inclusive	Strong = 5 points Good = 4 points Basic = 3 points Weak = 2 points Unresponsive = 1 point
	1. Describe the core community/audience for your organization's programs/services in terms of geography, age, cultural and economic characteristics, as applicable.		
	2. Describe how your organization identifies the core community/audience and how your organization designs programs/services that are relevant and impactful to this core community/audience. Provide quantitative and qualitative data to show the impact of your organization's programs/services.		
	3. The Commission is responsible for ensuring that the City's funds benefit San Diegans of diverse cultures, ethnicities, incomes, abilities, genders, ages, orientations and neighborhoods. What does your organization do to ensure that its programs/services are accessible and inclusive?		

Use the RFP Scoring Sheet when creating your proposal.

RFP Content Sections

- Applicant Profile (not scored)

- Programs/Services or Projects

- Community Engagement

- Programming/Production Capacity

- Project Budget (CCSD Only)

- Achievement in Emphasis Areas

Section 1: Applicant Profile

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

- Legal name, and DBA (if applicable)

- Mission statement

- Project Description and dates (CCSD only)

- Organizational chart, with names and titles (OSP only)

- Current board approved annual operating/project budget *

- Fiscal sponsor information (if applicable - CCSD only)

- Work samples – 3 attachments and a calendar of activities

- Referrals or endorsements from independent third-party sources

- Primary programs/services or project that your organization is proposing to produce during the contract period. Include information about where the services occur, how often, and how many people are served.

- Alignment with the City's goals from Council Policy 100-03:

  Goal 1: Enhance the economy

  Goal 2: Contribute to San Diego's national and international reputation as a cultural destination

  Goal 3: Provide access to excellence in culture and the arts for residents and visitors

  Goal 4: Enrich the lives of the people of San Diego

  Goal 5: Build healthy, vital neighborhoods

  How do your programs/services align with *at least* 1 goal?

Application Section Questions

1. What are the primary programs/services that your organization plans to conduct between July 1, 2020 and June 30, 2021? Include information about where the programs/services occur, how often and how many people are served.

2. How do your organization's programs/services align with at least one of the City's goals per Council Policy 100-03?

Evaluation Criteria for Section

Degree to which the organization's programs/services achieve at least one City goal

Qualities of a strong Proposal

• Programs/services are **clearly described**

• Evidence is provided to show that programs/services are researched and developed for optimal impact

• Program/service impacts are clearly linked to at least one City goal with quantitative and qualitative data

Qualities of a strong Proposal

• Programs/services are clearly described: **Who, What, When & Where**
Provide details about the programs and services you are proposing to provide. What is happening, who is partaking, what spaces are you using, when, how often. Who is being engaged?

• Evidence is provided to show that programs/services are researched and developed for optimal impact: **Why**
Are you providing details that show you designed the program to have the greatest impact?

Is there a need for your services? How do you know? What aspects of your programs or services are proof that you are making those connections and that you are having optimal impact?

Qualities of a strong Proposal

• Program/service impacts are clearly linked to at least one City goal with quantitative and qualitative data:

Quantitative Data: *Expressing a certain quantity, amount or range.*
Example: In Forever Young, 150 seniors in 10 senior living communities learn to choreograph modern dance productions. The communities that participate in the program report 50% higher resident satisfaction based on surveys conducted internally by the facility, and increased engagement between staff and residents, improving the over all quality of life for seniors in those areas.

Qualitative Data: *Soft facts such as stories, testimonials, reviews, visual surveys, etc. These can come from comment cards, professional critics, people in your community.*
Example: Juanita, a 85 year old woman from Bayside Manor in Bay Park, shared that "being able to dance activates my mind, makes me feel creative and proud of myself."

Qualities of a strong Proposal

Quantitative Data: *Expressing a certain quantity, amount or range.*

Example: In the past three seasons, ABC Theatre has produced 10 new works, 5 that have continued to Broadway, 2 of the works received Tony nominations contributing to San Diego as a national leader in the theater community. Helping to contribute to the local economy, ABC employs 100 individual artists (75% living in San Diego) through our Living Wage Endowment, that pays artists a living wage to work full time.

Qualitative Data: *Soft facts such as stories, testimonials, reviews, visual surveys, etc. These can come from comment cards, professional critics, people in your community.*

Example: Let's Go Outside, our neighborhood co-op playwriting series, partnered with 5 community planning boards to create neighborhood specific productions. 75% participants surveyed after their production, said they felt more connected to their neighbors and involved in their community.

- Description of core community/audience

  Demographics, cultural and economic description, qualitative description, location, council districts, etc.

- Programs/services relevancy the core community/audience

  Impact on that community/audience, participation by that community/audience, and why do your programs/services matter to them?

- Equity and inclusion practices
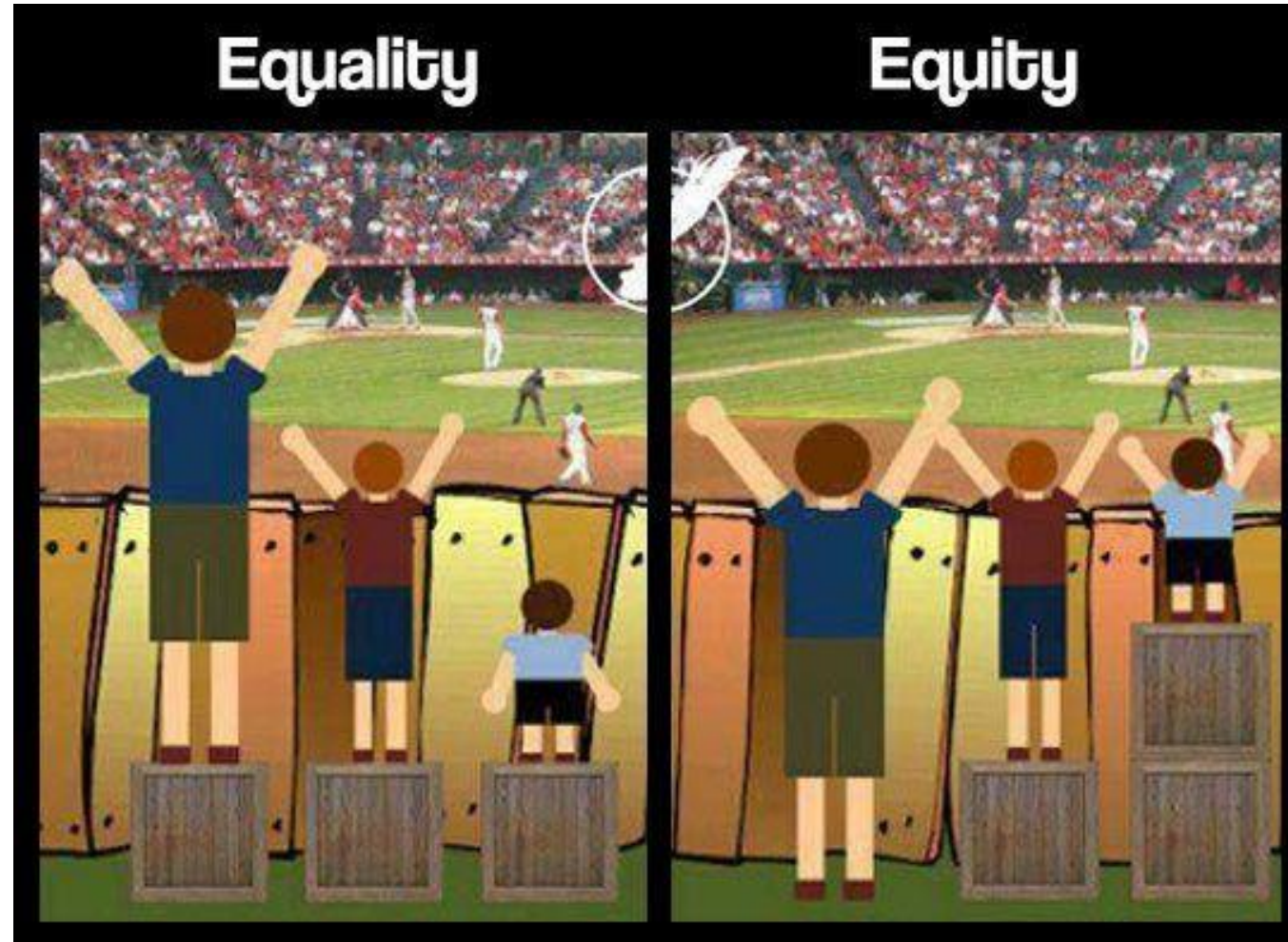
- Past experience producing programs/services

    History of production, record of success

- Access to resources other than financial resources

    Space, partners, volunteers, in-kind sponsors

- Relevant key program staff/volunteers

    Qualifications, experience, education, and how they contribute to success
    of the programs/services

1. Provide project expenses and income for FY19 and FY20.

2. Describe the local government income shown in the revenue section of your submitted project budget. Does this include any other governmental agency's support?

3. Describe income and/or expenses categorized as "Other."

4. Provide any details to clarify line items (revenue and expenses) in your submitted project budget.

Provide evidence that your organization has:

- Received significant national or international recognition in the past three years.

- Made a significant investment in San Diego's professional artists.

- Made a significant investment in programs/services in the San Diego Promise Zone

- Significantly improved its impact through collaboration.

- Made significant connections with underserved populations in the City of San Diego.

- Generated significant overnight hotel stays in the city of San Diego in the past three years.

Tips and Tricks

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

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

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

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

Check for character counts (including spaces).

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

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

Save your work often.

- All RFPs will be reviewed by Commission Advisory Panels, comprised of community leaders and field experts.

- Panelists are given batches of RFPs to read on their own and then they attend a public panel meeting to discuss them as a group.

- All panel meetings are **open to the public**, and applicants are encouraged to attend.

Applicants have the option to address the Commission Advisory Panels in person at prescribed intervals during the evaluation of their proposals.

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

Prompt #1: Prior to the Panel Discussion

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

Prompt #2: Following the Panel Discussion

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

What Happens After You Press "Submit"?

Panel Dates are tentatively scheduled for Monday, March 9, 2020 – Friday, March 13, 2020.

Panels will recommend scores for each proposal to the Commission.

The Commission votes to ratify the scores for each proposal.

Once the City's budget is finalized, applicants will be notified of their final award amount.

More Technical Assistance Tools

- **Office Hours**

  FY21 applicants may sign up for one-on-one, 30-minute appointments for technical assistance for submitting responses to the RFP.

  Appointments take place in person at The Commission for Arts and Culture office (located at 101 Ash Street, Suite 510 in Downtown, San Diego) or via phone. Multiple dates and times are available. Appointments are on a first come-first served basis.

  Appointments Available (beginning at the top of every half hour) on specified dates from January 16, 2020 – February 6, 2020.

- **Technical Assistance Library Online**

Key Dates for RFP

February 7, 2020, 3:00 p.m.
Last day for questions re: RFP

February 7, 2020, 5:00 p.m.
Responses to RFP due

March 9 – March 13, 2020
Panels convene to discuss and recommend scores for proposals

March 20, 2020
Results of RFP evaluation announced

March 21, 2020 – March 30, 2020
Appeals process for applicants not recommended for awards

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