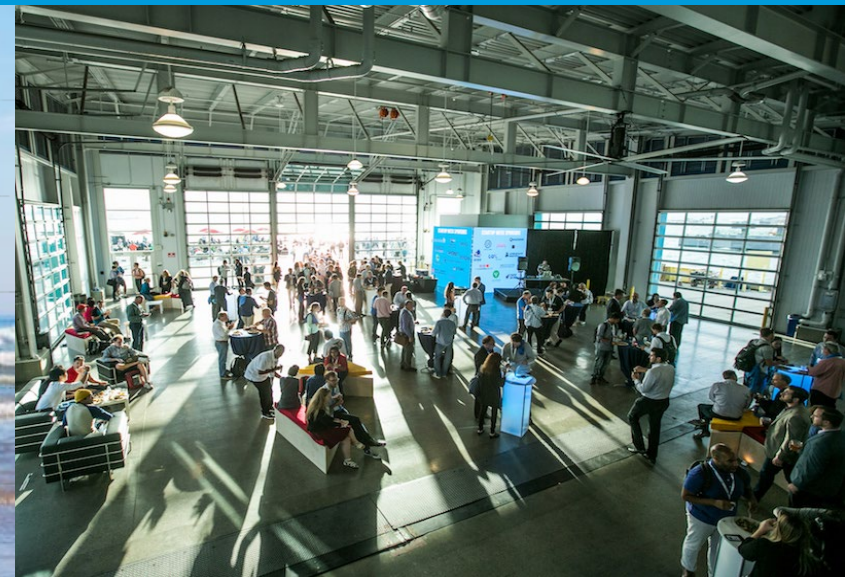


# Commission for Arts and Culture FY22 Arts and Culture Funding Request for Proposals



Download slides and RFP Scoring Sheet:  
[www.sandiego.gov/arts-culture/funding](http://www.sandiego.gov/arts-culture/funding)



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



# Phase 1- Request for Qualifications (RFQ)

## **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 response to the RFQ?**

The response is reviewed by a trained team which includes

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

## Phase 2: Request for Proposal (RFP)

### **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. Criteria include:

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

### **Who evaluates the response to RFP?**

All proposals are evaluated by an advisory panel.

## Appendix 3

### Request for Proposals (RFP) Tear Sheet Fiscal Year 2022 Creative Communities San Diego (CCSD)

#### SECTION 1: APPLICANT PROFILE

1. Legal Name of Organization
2. DBA Name of organization, if applicable
3. Provide your organization's mission statement. If using a fiscal sponsor, please provide the mission statement for both the fiscal sponsor organization and the project producer. **NARRATIVE: 1000 CHARACTERS**
4. Provide a brief description of the project for publication in the City's promotional materials. Include the name of the project(s), location(s), dates(s), a summary of what will happen at the project location(s) and cost to participate (if any) Please indicate whether the event is free to the public. **NARRATIVE: 500 CHARACTERS**

## 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

FISCAL YEAR 2022 CCSD RFP SCORING SHEET			
A	B	C	D
1	FISCAL YEAR 2022 CREATIVE COMMUNITIES SAN DIEGO (CCSD)		
2	RFP APPLICATION QUESTION	EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION
3			
4	RFP SECTION 1: APPLICANT PROFILE		
5			
6	RFP SECTION 2: PROPOSED PROJECT	• Degree to which the organization's project achieves at least one City goal	• Project details are clearly described • Project impacts are clearly linked to at least one City goal with quantitative and qualitative data
7	1. What is the project that you are proposing to produce between July 1, 2021 and June 30, 2022? Include information about when and where the project will occur, what the project entails, how many people will be engaged and how they will be engaged		
8	2. How does your project align with at least one of the City's goals? (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).		
9	RFP SECTION 3: COMMUNITY ENGAGEMENT	• Degree to which the applicant thoughtfully and intentionally identifies its core community/audience • Degree to which the applicant provides evidence that the project is relevant and impactful to its core community/audience • Degree to which the applicant provides evidence that its project contributes to diversity, equity, accessibility and inclusivity • If applicable, degree to which the applicant provides evidence that its virtual component engages the core audience.	• Evidence is provided to show that the applicant understands its core community/audience • Evidence is provided to show how the project connects and is relevant to core community/audience • Evidence is provided to show that the project has a positive impact for the core community/audience • Evidence is provided to show that the project contributes to diversity, equity, accessibility and inclusivity • If applicable, evidence is provided to show that the virtual components of the project benefit and engage its intended San Diego audience.

## What is the RFP Score Sheet?

The grading tool for panelists. The sheet includes:

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

- Applicant Profile (not scored)
- Programs/Activities or Proposed Project
- Community Engagement
- Programming/Production Capacity
- Project Budget (CCSD Only)
- Achievement in Emphasis Areas

**GOOD NEWS!**  
**Some information was  
transferred from the  
RFQ. If a question is  
prepopulated, do not  
modify it.**





# 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 (If CCSD, provide statement for both fiscal sponsor and the project producer)-
- Project Description (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 – up to 3 attachments and a calendar of activities
- Referrals or endorsements from independent third-party sources- Min. of 3 and up to 5 attachments

## Section 2: Programs/ Activities or Project

- Primary programs/activities or project that your organization is proposing to produce during the contract period
- 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



# Section 2: Programs/ Activities or Project Cont'd.

## Application Section Questions

1. What are the primary programs/services that your organization plans to conduct between July 1, 2021 and June 30, 2022? Include information about where the programs/services occur, how often and how many people are served.

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



## Section 2: Programs/Activities or Project Cont'd.

### Qualities of a Strong Proposal

- Programs/services are clearly described:

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

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

*Are you clearly linking to at least one goal? Is data driving your answer?*



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

## 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."**





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

## 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 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.



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

**KEY TAKE AWAY!**

**DATA, DATA, DATA**

**Incorporate relevant data.**

# Section 3: Community Engagement

- Description of core community/audience  
Demographics, economic description, qualitative description, location, etc.
- Programs/Activities relevancy the core community/audience  
Impact on that community, participation by that community, and why do your programs/services matter to them?
- Virtual Component  
Engaging core community/ audience through virtual means. What are your tools for engagement and how will you track success?
- Equity and inclusion practices

## Section 4: Programming/Production Capacity

- 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

- Virtual Component

Experience in virtual programming? What platforms will you use? Who is responsible?

## Section 5: Project Budget & Spending Plan– CCSD

Your RFQ budget template and budget amount were transferred to your RFP. These documents are located in Section 1 Question 7 & 8.

This means you only need to fill out past project expenses for the PREVIOUS (FY20) and CURRENT (FY21) years. If you do not have previous or current budgets, enter '0'. For questions 2, 3, 4 reference your RFQ budget to answer the questions.



## Section 5 or 6: Achievement in Emphasis Areas

### **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.

# What Happens After You Press “Submit”?

- Proposals will be reviewed by advisory panels, comprised of representatives of San Diego’s diverse communities.
- Panelists are given batches of proposals 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.



# Address the Panels In-Person

Applicants have the option to address the 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.



# Address the Panels In-Person

## **Prompt #1: Prior to the Panel Discussion**

Give your name, role and the organization you represent. What are the highlights of the 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 8, 2021– Friday, March 19, 2021.

Panels will recommend scores for each proposal to the Commission.

The Commission votes to recommend 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**

FY22 applicants may sign up for one-on-one, 30-minute appointments for technical assistance before submitting responses to the RFP.

Appointments take place virtually (Zoom or Microsoft Teams) and 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 20, 2021 – February 11, 2021.



# Key Dates for RFP

**February 12, 2021, 3:00 p.m. PST**

Last day for questions re: RFP

**February 12, 2021, 5:00 p.m. PST**

Responses to RFP due

**March 8– March 19, 2021**

Panels convene to discuss and recommend scores for proposals

**March 23, 2021**

Results of RFP evaluation announced

**March 24, 2021 – April 2, 2021**

Appeals process for applicants not recommended for awards

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