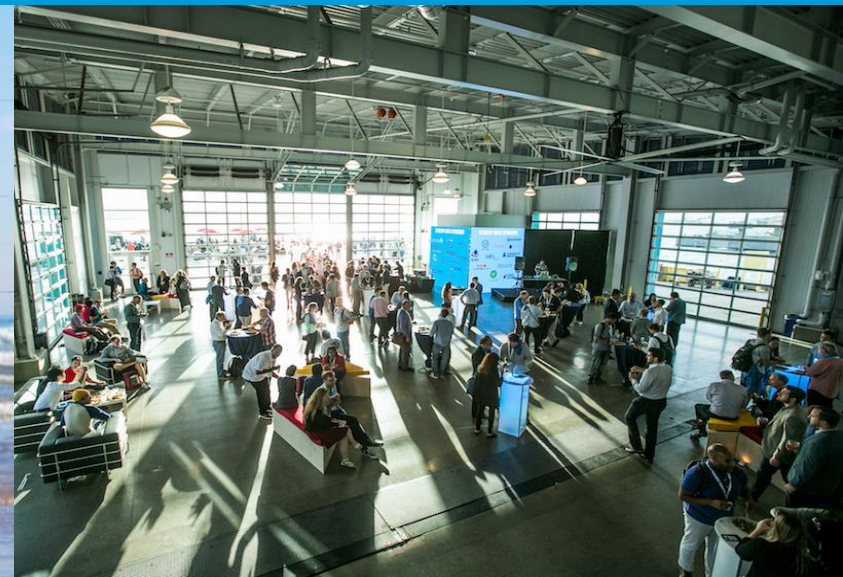


# Commission for Arts and Culture FY23 Arts and Culture Funding Request for Proposals



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

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



# 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 (nonprofit status, location, etc)
- Accountability through governance and financial management
- Capacity to manage the terms of a City agreement

## **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

## Phase 2: Request for Proposal (RFP)

### **What is a RFP?**

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

- Proposed activities/project
- Community engagement
- Programming/production capacity
- Achievement in emphasis area

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

All proposals are evaluated by an advisory panel composed of artists, cultural practitioners, and arts field professionals from all disciplines and backgrounds from North America and Baja California.



Appendix 3

Request for Proposals (RFP) Tear Sheet  
 Fiscal Year 2023 Creative Communities San Diego (CCSD)

SECTION 1: APPLICANT PROFILE

1. Legal Name of Organization
2. DBA Name of Organization, if applicable
3. Organization’s mission statement. **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). Indicate whether the event is free to the public. **NARRATIVE: 500 CHARACTERS**
5. Indicate whether the project is new or has been produced before. **CHECKBOXES: THE PROJECT IS NEW; THE PROJECT HAS BEEN PRODUCED BEFORE**
6. Provide the date(s) of the project. **NARRATIVE: 75 CHARACTERS**
7. If your organization is using a fiscal sponsor, briefly describe the relationship between your

**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 2023  
 CCSD RFP  
 SCORING SHEET

Appendix 4

FISCAL YEAR 2023 CREATIVE COMMUNITIES SAN DIEGO (CCSD)			
RFQ APPLICATION QUESTION	EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION	SCORING
<b>RFP SECTION 1: APPLICANT PROFILE</b>			
<b>RFP SECTION 2: PROPOSED PROJECT</b>			
	• 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	Very Aligned = 4 points Aligned = 3 points Not Aligned = 2 points Unresponsive = 1 point
1. What is the project that your organization plans to produce between July 1, 2022 and June 30, 2023? Include information about when and where the project occurs, what the project entails, how many people are served/engaged and how they are engaged.			
2. Explain how your organization’s project aligns with the purpose of TOT funding. Clearly specify with which City goals the project aligns. (Goal 1: To enhance the economy and strengthen the arts, cultural, and creative sectors; Goal 2: to contribute to San Diego’s national and international reputation as a creative, cultural destination; Goal 3: to provide access to excellence in culture and the arts for residents and visitors; Goal 4: to enrich the lives of the people of San Diego; and Goal 5: to build healthy, vital neighborhoods).			
<b>RFP SECTION 3: COMMUNITY ENGAGEMENT</b>			
	• 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	• 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	Very Aligned = 4 points Aligned = 3 points Not Aligned = 2 points Unresponsive = 1 point

**What is the RFP Score Sheet?**

The grading tool for panelists. The sheet includes:

- Questions
- Evaluation criteria
- Qualities for a strong application
- Scoring ranges

# RFP Content Sections

- Applicant Profile (not scored)
- Activities (OSP) or Project (CCSD)
- Community Engagement
- Programming/Production Capacity
- Project Budget and Spending Plan (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
- Brief project Description (CCSD only – to be published)
- New/reoccurring project and dates (CCSD only)
- Fiscal sponsor info in relation to applicant and project (if applicable - CCSD only)
- Supporting documents from independent third-party sources (Max. 3 attachments)
- Work samples – (Min. 3, Max. 5 attachments)





# Section 2: Activities or Project

- Primary activities or project that your organization is proposing to produce during the award period
- Alignment with the City's goals from Council Policy 100-03:
  - Goal 1: Enhance the economy and strengthen the arts, cultural, and creative sectors
  - Goal 2: Contribute to San Diego's national and international reputation as a creative, 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: Activities or Project Cont'd.

## Application Section Questions

1. What are the primary activities (OSP)/What is the project (CCSD) that your organization plans to conduct between July 1, 2022 and June 30, 2023? Include information about where the activities occur, how often, what the activities entail, how many people are served/engaged and how they are engaged.

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2. Explain how your organization operates to fulfill a mission that aligns with the purpose of TOT funding. Clearly specify with which City goals your activities align.

## Evaluation Criteria for Section

Degree to which the organization's activities/project achieve at least one City goal

## Qualities of a strong Proposal

- Activities/project clearly described
- Activities/project impacts are clearly linked to at least one City goal with quantitative and qualitative data

## **Qualities of a Strong Proposal**

- Activities/project are clearly described

***Are you giving the details, so that a panelist could easily understand the core of your activities or project and be able to clearly share them while talking to someone who does not know your org/project?***

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

***Are you clearly referring to at least one goal? Are you backing up your answer with data?***

## Qualities of a Strong Proposal

- Activities/project 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 (*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

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

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: Activities or Project Cont'd.

**KEY TAKE AWAY!**

**DATA, DATA, DATA**

**Incorporate relevant data in  
your proposals**



# Section 3: Community Engagement

- Description of core community/audience

Demographics, economic description, qualitative description, location, engagement of artists, public, volunteers, etc.

- Activities/Project relevancy the core community/audience

Impact on that community, participation by that community, and why do your activities/project matter to them. Quantitative and qualitative data.

- Equity and inclusion practices

How does your organization and its activities/project contribute to diversity, equity, accessibility, and inclusivity?

- Virtual components

If your activities/project contain virtual components, how will you engage the core community/audience identified? E.g. how will you track engagement?

# Section 4: Programming/Production Capacity

- Past experience producing activities/project

History of production, record of success

- Access to resources other than financial resources

Spaces, partners, volunteers, in-kind support

- Relevant key program staff/volunteers/board

Qualifications, experience, education, and how they contribute to success of the programs/services. How do they reflect the identified core community/audience?

- Virtual Component

Experience in virtual programming, platforms used, integration with in-person activities

- Decreasing disparities/advance equitable outcomes for targeted groups

How does your organization's activities/project contribute to this goal for underserved/distinct communities or groups?

- Creation of an inclusive workplace for staff/contractors/volunteers  
Describe efforts made by your organization made. Describe efforts taken currently and/or in the past two years to diversify board, staff, volunteers, and audiences.

**IMPORTANT!**

**In Q.1 and Q.2, you will need to input the total project's budget and upload the budget file used in your RFQ. Numbers and file need to match the RFQ!**

In Q.3 you will need to fill out past project expenses for the **PREVIOUS (FY21) and CURRENT (FY22)** years. If you do not have previous or current budgets, enter '0'.

Q.3, 4, 5 are related to your **FY23** budget which is what you uploaded in your RFQ.

**Provide evidence that your organization has:**

1. Received significant national or international recognition in the past three years.
2. Made a significant investment in San Diego's professional artists.
3. Made a significant investment in programs/services in the San Diego Promise Zone or in San Diego Community(ies) of Concern.
4. Generated significant overnight hotel stays in the city of San Diego in the past three years.

**You will need to select and respond two of the four prompts.**

Long answers don't necessarily mean better quality. Succinct and clear responses are preferred to repetitions.

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. Save your work often!

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.

**Reach out to City's staff, we are here to help!**





# What Happens After You Hit “Submit”?

- Proposals will be reviewed by advisory panels comprised of artists, cultural practitioners, and arts field professionals from all disciplines and backgrounds from North America and Baja California. Panel dates are tentatively scheduled for **Monday, March 14, 2022– Friday, March 18, 2022.**
- Panelists will review assigned proposals on their own and discuss them as a group during public panel meetings.
- All panel meetings are **open to the public**, and applicants are **encouraged to attend.**

## **Why attend panels?**

Gather useful feedback!

Applicants have the option to address the advisory panels at prescribed intervals during the evaluation of their proposal. Your comments can support the panel's understanding of your proposal.

Can't make it to your panel? You will not be penalized!



# Address the Panels Live (virtually)

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

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

## **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 min max)

# What Happens After Panels' Review Process?

Panels will recommend final scores for each proposal to the Commission. Results will be announced on March 21, 2022.

Applicants have 10 days to appeal.

In April, the Commission votes to recommend the ranks for each proposal for inclusion in FY 23 proposed City budget.

Final award amounts confirmed through City's appropriation ordinance on June 30, 2022. Applicants will then be notified of their final award amount.



# Key Dates for RFP

**February 4, 2022, 3:00 p.m. PST**

Last day for questions re: RFP

**February 6, 2022, 11:59 p.m. PST**

Responses to RFP due

**March 14 – March 18, 2022 (dates subject to change)**

Panels convene to discuss and recommend scores for proposals

**March 21, 2022**

Results of RFP evaluation announced

**March 21, 2022 – March 31, 2022**

Appeals period for applicants not recommended for awards

## Office Hours

Sign up for **one-on-one, 30-minute appointments** for technical assistance before submitting responses to the RFP. January 19-February 4.

Appointments are all **virtual** (Zoom, Microsoft Teams) and/or via phone. Multiple dates and times are available. Appointments are on a first come-first served basis. And link to register is posted on City's website.

Don't see a date/time that works for you? Email us and we'll find an alternative!



# Q & A

## **Diana Agostini**

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