



2025 Cultural Arts and Arts Programming RFP

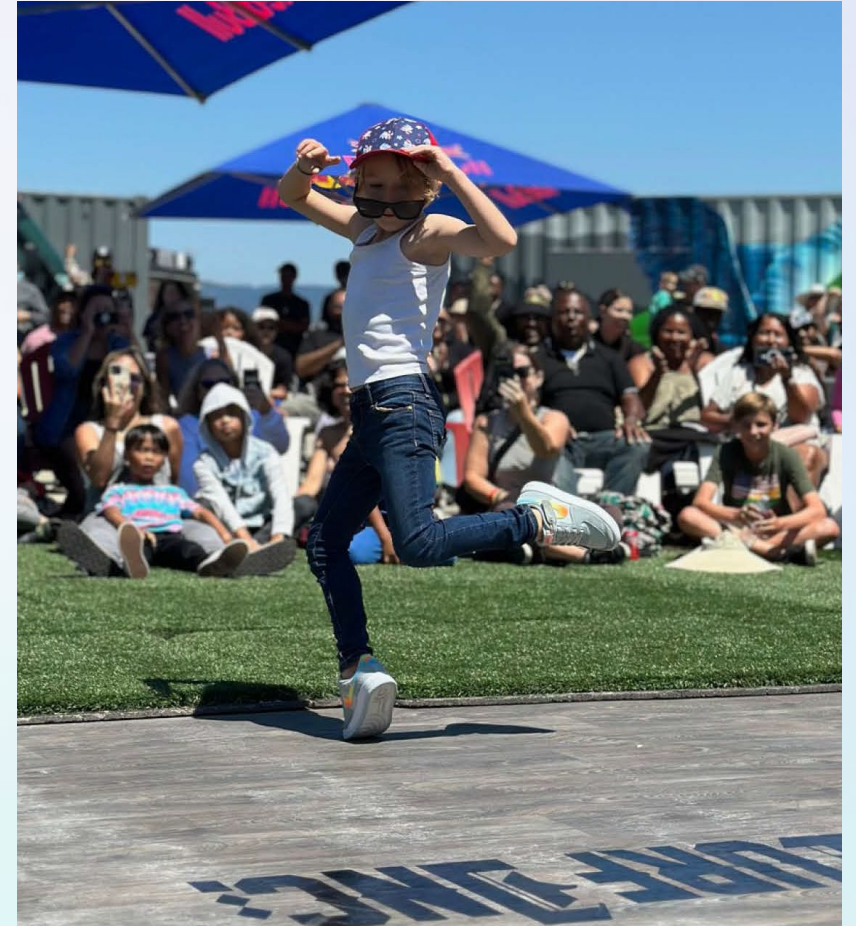
Public Review Panel Orientation

Monday, April 14, 2025

2025 Cultural Arts RFP

- This RFP includes two different award levels up to the following amounts:
 - Four (4) \$10,000 awards
 - Four (4) \$5,000 awards

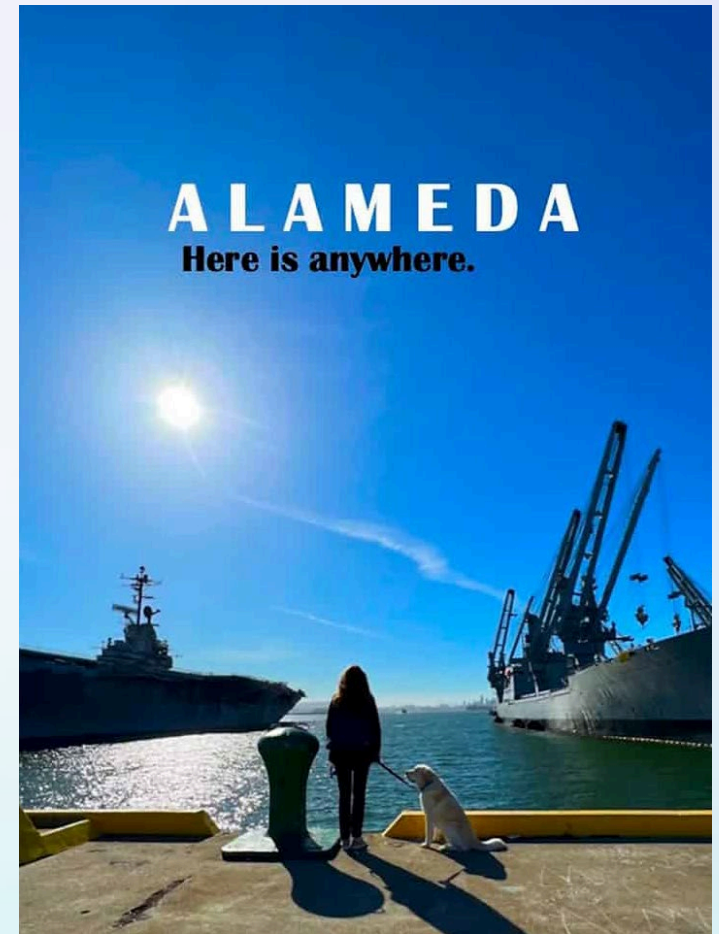
We are awarding maximum of 8 grants



Together in Motion Festival
Radium Presents
August 2024

2025 Cultural Arts RFP

- Eligible projects
 - Performance arts: theatre, dance, music;
 - Literary arts: poetry reading and storytelling;
 - Film and video; screenings and installations;
 - Art education; art lectures and presentations;
 - Special events: festivals and celebrations; and artist-in-residence programs in the arts.



Alameda - Here is Anywhere
film screening
FunAmeda Productions
May 2024

2025 Cultural Arts RFP

- **Eligible costs** include:
 - Artistic and administrative costs
 - Rehearsal or rental space
 - General office supplies
 - Liability and insurance costs
 - Marketing, promotion & publicity expenses
- **Ineligible costs** include:
 - Activities outside of Alameda
 - Social functions, fundraisers etc.
 - Food and beverages
 - Out-of-state travel
- **10% contingency required**

Cultural Arts and Arts Programming Location, Access and Timing

- Must be located in Alameda
- Must be free of charge to the public
- Must be a non-profit organization, public agency or fiscally sponsored org to apply
- Grant funds are for events taking place July 1, 2025 – June 30, 2026
- Must be completed within 12 months of agreement execution or the grant will be rescinded



Somewhere to Land
West End Arts District
September 2024

Cultural Arts and Arts Programming Proposal Requirements

1. Contact Information

- Proof of non-profit status or letter confirming fiscal sponsorship

2. Organizational Details

- Description, history, track record, capacity

3. Project Details

- Overall program, timelines, key personnel

4. Budget

- Budget sheet, narrative, leveraged funds

5. Work Samples

- Examples of past work



Plein Air Paintout
Frank Bette Center
August 2023

Application Overview

Applications Received: 17

Applications Eligible: 17

Applications to be funded: 8

Total grant funds to be dispersed: \$60,000

Scoring

- All preliminary scores must be submitted by **Monday, April 21.**
- The public review panel will take place **Monday, April 28.**

Evaluation Criteria

Criterion	Description	Weight
Proposed Event or Program	An assessment of the proposed event or program and how it will benefit the broader community and engage local arts and culture groups and individuals.	35%
Experience / Capacity	An assessment of the organization's experience and/or capacity to implement programs and projects to enhance local arts and culture.	25%
Budget	Inclusion of reasonable cost estimates within desired grant amount.	10%
Timeline	Inclusion of realistic program schedule.	10%
Leveraged funds	Use of additional federal, state, philanthropic or other funds for the project.	5%
Equity	Proposal addresses cultural equity, diversity, and inclusiveness.	5%
Accessibility	People of all abilities can fully engage in the proposal	5%
Local Preference	Artist and/or arts organization based in the City of Alameda.	5%

Scoring

Score	Weight	Description
5	Exceptional	Meets evaluation criteria to the highest degree
4	Strong	Strongly meets review criteria
3	Good	Satisfactorily or successfully meets review criteria; average
2	Fair	Moderately meets some of the review criteria; needs some improvement
1	Underdeveloped	Minimally meets the review criteria; greatly needs improvement
0	Weak	Does not meet any of the elements of the evaluation criteria

Notes on Scoring and Commenting

Comments

- Please exercise diplomacy and sensitivity when expressing your thought about the applications.
- Your comments should match your scoring. If you score low in a category, ensure that your comments explain why.
- Consider using neutral language. For example, “the applicant did a good job of describing the event” or “the applicant could have elaborated further on how this program would impact the broader community.”
- Pose questions about anything in the application that is unclear

Notes on Scoring and Commenting

Proposed Events

- Focus on the event being proposed, not the organization as a whole.
- To ensure the review process is objective, the evaluation should be based solely on the contents of the application. Do not do outside research or refer to past experiences with the organization or the event.

Conflict of Interest

- Conflicts of Interest include, but are not limited to:
- You or a member of your immediate family have been an employee, contractor, or board member of an applicant or their fiscal sponsor within the past two years;
- You are related to the head of the organization or have a familial relationship (includes romantic relationship) with the applicant or fiscal sponsors lead staff;
- You have a past or pending dispute with an applicant or fiscal sponsor

Confidentiality

- Please keep your role on this panel and all panel materials, including applications, confidential.

Public Panel Review Day

- **Commissioners will take turns being the lead readers.** The LEAD reader will introduce the application by reading the staff-prepared SUMMARY which are pulled from applicants' narrative. You will receive the Summaries prior to the review panel day. The Lead reader will then begin the discussion with comments about the application.
- Panelists will discuss the application's strengths and weaknesses for 5 minutes total.
- Panelists will make any adjustments to their scores, and the Staff score keeper will post updated scores on the projected screen.
- At the end of the final review day, panelists will review the scores and ranking.

Contact Info

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Base Reuse and Economic Development

Department

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Questions?