

Exhibit I



REQUEST FOR PROPOSALS (RFP)

For

CULTURAL ARTS AND ARTS PROGRAMMING

For The

CITY OF ALAMEDA

Due Date: December 19th, 2017

OVERVIEW

The City of Alameda would like to invite arts organizations to submit their proposals to create publicly accessible cultural arts or arts programming for the Alameda community. These services would be provided through a grant award from the City of Alameda, and will be funded through the Alameda Public Art fund.

The Public Art Commission is seeking to fund artwork of different scales in a wide variety of locations within the City of Alameda. This RFP includes five different award levels up to the following amounts:

- One \$35,000 award
- One \$25,000 award
- One \$15,000 award
- One \$7,500 award
- One \$5,000 award

Background

The City of Alameda, incorporated in April 1854, is a 22.7 square-mile island city located in the San Francisco Bay. Alameda has a population of 77,660. Alameda has an active and enthusiastic arts and culture community that is interested in partnering with City government to promote a variety of art forms throughout the community. The Community Development Department (CDD) encourages the advancement of local arts and culture to create a unique sense of place, and a more livable and economically vibrant city.

In 2003, the City of Alameda City Council adopted a Public Art Ordinance to require the installation of publicly accessible art on-site in certain new and substantially rehabilitated development projects. In lieu of providing on-site art, developers may choose to make a monetary contribution equal in value to their on-site art requirement into the City's Public Art Fund. The Fund, also established by the aforementioned Ordinance, is to be used for physical art and/or cultural arts and arts programming to benefit the community.

Objectives

The objective of the City of Alameda, in issuing this RFP, is to identify qualified arts organizations that have the ability to provide cultural arts and arts programming in public places in Alameda. Public art should result in broad community benefit by enhancing the city's image and sense of place, contributing to economic vitality, and improving the community's exposure to arts.

Art Requirements

Cultural arts or arts programming may include, but is not limited to: performance arts: theatre, dance, music; literary arts: poetry reading and storytelling; film and video; screenings and installations; education; art lectures and presentations; Special events: festivals and celebrations; and artist-in-residence programs in the arts. Cultural arts or arts programming must be accessible to the public at no charge, and located in the City of Alameda. Only non-profit organizations or public agencies are eligible to apply for the cultural arts or arts programming funding.

All cultural arts or arts programming must be located in the City of Alameda. Although all arts organizations and public agencies are eligible, local organizations are particularly encouraged to propose, and will receive a point preference as part of the evaluation process. See the Selection Criteria section for more information.

Budget

The Public Art Commission is seeking to fund cultural arts and arts programming of different scales in a wide variety of locations within the City of Alameda. This RFP includes five different award levels:

- One \$35,000 award
- One \$25,000 award
- One \$15,000 award
- One \$7,500 award
- One \$5,000 award

These amounts include all materials related to the production of the proposed programming; artistic and administrative personnel salaries, wages, and/or fees; materials related to the rehearsal or necessary rental space; general office supplies related to the project; liability and insurance costs as required; and marketing, promotion and publicity expenses. It does not include the cost of any activities occurring outside of Alameda; social functions, parties, receptions and/or fundraisers; food and beverages; and out-of-state travel.

All applications **must include a mandatory 10% contingency** as part of their budget.

PROPOSAL REQUIREMENTS

The following are to be submitted via CaFE (www.callforentry.org).

Once an account is created, the RFP can be accessed at https://www.callforentry.org/festivals_unique_info.php?ID=4615:

1. *Letter of Interest.* Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)
2. *Concept of Proposed Program.* A summary of the overall program being proposed (1000 characters maximum, including spaces).
3. *Program Description and Work Plan:* A description of each of the components of the overall program, major component activities, timelines and the roles of key personnel, as well as involvement of any other partner organizations. (3000 characters maximum, including spaces)
4. *Goals:* A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)
5. *Proposed Program Budget:* A combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)
6. *Organizational Ability:* A description of the proposer's organization, including its history, track record for providing art and cultural programming, and ability to carry out the work proposed. Please also provide an organizational chart showing personnel. (2 page maximum)
7. *Supporting Documentation – non-profit organizations only*
 - a. A list of the organization's board of directors, including their professional and/or community affiliations.
 - b. IRS Determination Letter for 501(c)(3) status.
 - c. Most recently filed IRS Form 900 and financial statement.
 - d. The organization's budget for the current year.
 - e. A list of the organization's major funders and grant amounts.
8. Contact information for the organization including name, address/location, phone, and email.

All entries must be submitted through the CaFE website (www.callforentry.org).

Once an account is created, the RFP can be accessed at https://www.callforentry.org/festivals_unique_info.php?ID=4615.

SELECTION PROCESS

1. All applications will be pre-screened by City staff to ensure that they meet the minimum qualifications:
 - a. Includes all of the elements listed in the “Proposal Requirement” section.
 - b. Proposing organization is a non-profit or public agency.
 - c. Proposed cultural arts event will be free of charge to general public, and located within the City of Alameda.
2. The Cultural Arts and Arts Programming Selection Panel will review applications meeting the minimum requirements, and rank them according to the selection criteria outlined below.
3. The Public Art Commission will review the top three finalists in each award category, and the top three finalists in the \$35,000 award category will be invited for an in-person interview. Finalists in this category must be available to attend in-person interviews at the scheduled time in order to be eligible to receive the grant. Finalists in other award categories are not required to attend an in-person interview.
4. The Public Art Commission will make a recommendation to City Council for the appropriation of funds in all award categories.

SELECTION CRITERIA

Staff Review

In order to be qualified for review, all applications must meet the minimum qualifications

- Include all of the elements listed in the “Proposal Requirement” section.
- Proposing organization is a non-profit or public agency.
- Proposed cultural arts event will be free of charge to general public, and located within the City of Alameda.

Selection Panel and Public Art Commission Evaluation

Once qualified for review, the Public Arts Commission will review proposals based the following factors:

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.	50%
Experience	An assessment of the organization’s past experience and level of expertise in implementing programs and projects to enhance local arts and culture.	20%

Budget	Inclusion of reasonable cost estimates within desired grant amount.	10%
Schedule	Inclusion of realistic program schedule.	5%
Communication	The ability to communicate clearly and work cooperatively with City staff, Commission members, and members of the general public.	5%
Leveraged funds	Use of additional Federal, State, philanthropic or other funds for the project.	5%
Local Preference	Artist and/or arts organization based in the City of Alameda	5%

PROPOSAL SCHEDULE AND SUBMITTAL REQUIREMENTS

All proposals must be submitted via www.callforentry.org.

IMPORTANT DATES

RFP release	September 21, 2017
Orientation & Q&A	October 2, 2017
Questions due	October 19, 2017
Questions released	November 2, 2017
Applications due	December 19, 2017

The RFP Orientation workshop will be held at 6pm on October 2nd, 2017, in Council Chambers, City Hall, 2263 Santa Clara Avenue.

Please submit questions to Amanda Gehrke at agehrke@alamedaca.gov.

Notice: Proposals will not be accepted after the date and time stated above. Incomplete proposals that do not conform to the requirements specified herein will not be considered. Issuance of the RFP does not obligate the City to award funding, nor is the City liable for any costs incurred by the Applicant in the preparation and submittal of proposals for the subject work. **The City retains the right to award all or parts of the grant funding to several Applicants, to not select any Applicants, and/or to re-solicit proposals.** The act of submitting a proposal is a declaration that the Applicant has read the RFP and understands all the requirements and conditions.

Insurance Requirements

Selected teams for projects with a budget over \$12,500 will be required meet the following insurance requirements:

Request for Proposals for Cultural Arts and Arts Programming

1. Workers' Compensation: Statutory coverage as required by the State of California.
2. Liability: Commercial general liability coverage in the following minimum limits:
 - a. Bodily Injury: \$1,000,000 each occurrence
\$2,000,000 aggregate - all other
 - b. Property Damage: \$1,000,000 each occurrence
\$2,000,000 aggregate

If submitted, combined single limit policy with aggregate limits in the amounts of \$2,000,000 will be considered equivalent to the required minimum limits shown above.

3. Automotive: Comprehensive automobile liability coverage (any auto) in the following minimum limits:
 - a. Bodily injury: \$1,000,000 each occurrence
 - b. Property Damage: \$1,000,000 each occurrenceor
 - c. Combined Single Limit: \$2,000,000 each occurrence

For teams with projects budgets of \$12,500 or less, insurance requirements will be negotiated on a case-by-case basis.