



# REQUEST FOR PROPOSALS (RFP)

*For*

## CULTURAL ARTS AND ARTS PROGRAMMING

*For The*

## CITY OF ALAMEDA

### Due Date

5pm, Thursday September 13, 2018

### Website

<https://alamedaca.gov/business/bids/5911>

## **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. There is a total of \$20,000 available, to be distributed in grants of up to \$5,000. A maximum of eight grants will be awarded. Applicants can apply for any amount up to \$5,000.

## **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 79,928. 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**

There is a total of \$20,000 available, to be distributed in grants of up to \$5,000. A maximum of eight grants will be awarded. Applicants can apply for any amount up to \$5,000.

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**

All proposals must contain the following elements:

1. *Letter of Interest.* Describe the organization's interest in the project, initial vision for the work, and relevant experience or background (maximum 300 words).
2. *Concept of Proposed Program.* A summary of the overall program being proposed (maximum 150 words).
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 (maximum 450 words).
4. *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 (1 page maximum).
5. *Proposed Program Schedule:* A schedule including major milestones and program activities, and an indication of event timing relative to award of the grant (1 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. The organization's budget for the current year.
  - c. A list of the organization's major funders and grant amounts
  - d. IRS Determination Letter for 501(c)(3) status, OR most recently filed IRS Form 990 and financial statement.
8. *Optional Images:* Up to five (5) images of the proposed programming, or similar programming held by the organization, may be submitted as part of the proposal. These images must be incorporated into the proposal document. The inclusion of images is optional, and not required as part of the proposal process.
9. *Contact Information:* Contact information for the organization including name, address/location, phone, and email. All communication about the grant application will go to this contact.

## **To Submit a Proposal**

- Please submit your full proposal as one (1) file via Dropbox, at the following link: <https://www.dropbox.com/request/2AKluaMmyVTJumJbuYtS>
  - All proposals – including all of the elements described above – must be submitted as a single file. Submissions including multiple files will not be accepted.
  - All proposals must be submitted in Adobe PDF (.pdf) or Microsoft Word (.doc or .docx) formats.
- If you do not receive a confirmation email within 4 hours of your submission, please email [agehrke@alamedaca.gov](mailto:agehrke@alamedaca.gov) to confirm receipt.

## **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 required 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 conduct an initial review of applications meeting the minimum requirements, and develop clarifying questions for each application (if any). Applicants will then have one week to submit written responses to the questions.
3. The Selection Panel will then rank each application (including responses to questions) according to the selection criteria outlined below. Applications scoring 65 or above will be recommended to the Public Art Commission as finalists.
4. The Public Art Commission will review the recommended finalists, and make a recommendation to City Council for the allocation of funds. Or, if funds have already been allocated by Council, the PAC will make the awards.

## **SELECTION CRITERIA**

### **Selection Panel and Public Art Commission Evaluation**

Once qualified for review, the Selection Panel and 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	Arts organization based in the City of Alameda	5%

## **PROPOSAL SCHEDULE AND ADDITIONAL INFORMATION**

### **Important Dates**

RFP release	August 9, 2018
RFP Orientation	August 21, 2018
Applications due	5pm, Thursday, September 13, 2018
Selection Panels	October, 2018
Public Art Commission Review*	November/December 2018
City Council Award of Funds*	January 2019

\*If City Council allocates funds, the Public Art Commission will make the award in November/December. If not, the City Council will make the award in January 2019. Applicants will be advised as soon as more information regarding the award schedule is available.

The RFP Orientation workshop will be held at 6pm on Tuesday, August 21, 2018, in City Council Chambers, City Hall, 2263 Santa Clara Avenue.

### **Questions and RFP Notifications.**

- Please submit all questions to [agehrke@alamedaca.gov](mailto:agehrke@alamedaca.gov) **by August 23, 2018**. Answers will be posted on the RFP website (<https://alamedaca.gov/business/bids/5911>) on August 28, 2018.
- Please visit the link below to sign up for notifications about the proposal process
  - <https://goo.gl/forms/3ARVn5469SLkJM2L2>

**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 will be required meet the insurance requirements listed below. Coverage and insurance limits can be negotiated to reduced amount by the City Risk Manager, upon request and on a case-by-case basis:

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 occurrence
  - or
  - c. Combined Single Limit: \$2,000,000 each occurrence