

City and County of San Francisco



Request for Proposals (RFP) #225 *Economic Development Grants*

Issued by:	Office of Economic and Workforce Development (OEWD)
Date issued:	Friday, January 20, 2023 Revised posting: January 26, 2023
Proposals due:	Wednesday, February 22, 2023 by 5:00 P.M. Proposal submissions will be accepted online only. A link to the online application will be available starting on Tuesday, January 24, 2023 at the following website: https://sf.gov/information/bid-opportunities
<p>OEWD will host an <i>optional</i> virtual Technical Assistance (“TA”) Conference on:</p> <p style="text-align: center;">DATE: Monday, January 30, 2023 TIME: 3:30P.M. – 5:00P.M.</p> <p style="text-align: center;">Please visit https://sf.gov/information/bid-opportunities to access the TA Conference</p> <p>This event will be conducted remotely, in accordance with public health and accessibility guidelines. The event will include captioning. A recording of the meeting and all presentation materials will be posted to the OEWD website following the event at: https://sf.gov/information/bid-opportunities</p> <p style="text-align: center;"><i>Please visit the RFP 225 website for more information on technical assistance opportunities.</i></p>	
Questions about this RFP?	All technical assistance will be provided by phone or email in accordance with public health and accessibility guidelines. Please email: oewd.procurement@sfgov.org
Need the RFP or application materials in alternative formats for persons with disabilities? Please send an e-mail to: oewd.procurement@sfgov.org	

Request for Proposals (RFP) #225

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Introduction, Overview and Schedule

The funding in this **Request for Proposals (“RFP”)** provides critical economic development resources to support San Francisco’s residents, businesses and visitors. The total amount of funding anticipated for initial grant awards is **\$6.756 Million**. Additional details regarding the funding limits for each program area, and the expected term of initial grant agreements, are summarized below and detailed in Section II of this document. The funding in this RFP supports programs delivered through OEWD’s **Business Development, Community Economic Development (formerly “Invest In Neighborhoods”), and Economic Recovery and Regeneration (“ERR”) Divisions**.

About Business Development

San Francisco has long been a beacon to people and companies who think outside the box. As a result, the City has become an international hub for a number of pioneering, forward-thinking industries including life sciences, information technology, clean technology, manufacturing, nonprofits, fashion, nightlife and entertainment, and international commerce.

Dedicated to continuing San Francisco's tradition of business excellence, OEWD's Business Development team provides specialized support to address the unique needs of businesses in a variety of key sectors. For emerging and established companies alike, our team serves as a centralized clearinghouse of information and services to support these industries' ongoing success. For more information, visit: <https://sf.gov/information/get-specialized-help-key-business-industries>

About Community Economic Development

The Community Economic Development (CED) Division is committed to advancing racial equity, diversity and inclusion in San Francisco’s neighborhood commercial corridors and meeting the needs of local residents and users by strengthening small businesses, improving physical conditions, increasing quality of life, and building community capacity. In pursuit of these objectives, CED offers programs that are designed to provide focused, customized assistance that meets the specific needs of San Francisco’s neighborhood commercial corridors by leveraging existing programs from across multiple City departments and nonprofit partners. There are many programs offered through CED for which more information can be found at <https://sf.gov/departments/office-economic-and-workforce-development/community-economic-development>

About Economic Recovery and Regeneration

The Economic Recovery and Regeneration (ERR) Division coordinates the City’s economic recovery resources and initiatives to ensure that all communities can rebound from the devastating impacts of the COVID-19 pandemic. This team leads the design and delivery of

public space activation, beautification, and safety initiatives in targeted areas throughout the City, with particular emphasis on communities and business sectors that have been most adversely impacted by COVID. We look forward to receiving your proposals, as our partnership with you and your organizations will strengthen our collective efforts in realizing an equitable recovery for San Francisco's diverse communities.

A. Eligible Applicants

You are eligible to apply if you:

- Are a nonprofit 501(c)(3) organization*, registered with the Internal Revenue Service (IRS) and in good standing with State of California’s Registry of Charitable Trusts and the California Secretary of State (SOS), and eligible to do business with the City and County of San Francisco.
- Are not debarred or suspended from participation in local, State or Federal programs;
- Meet all minimum qualifications as described in Section II below. Failure to satisfy the minimum qualifications will eliminate the applicant from further consideration;
- Can comply with all local, state or federal laws and regulations if funded. Please see **Appendix C** and **Appendix D** for more information about general terms and conditions of City funding opportunities.

*Note: Some program areas may invite proposals from for-profit entities (registered for-profit corporations or sole proprietors). Please refer to the program area tables beginning on page 10 to confirm if your entity is eligible to apply.

If you are a **fiscal sponsor** to another organization (or group of organizations), you must serve as the lead applicant and meet all criteria described above. While subgrantees do not need to become City Suppliers, subgrantees must be in good standing with the IRS, California Secretary of State’s Office, and California Office of the Attorney General for the term of the agreement and be able to comply with all general grant terms and conditions, including maintaining required insurance coverage, in order to receive pass-through funds.

Should you decide to terminate your fiscal sponsorship relationship during the course of the agreement, OEWD will require documentation that proves that the new lead entity (which may be a subgrantee or a new fiscal sponsor) can meet all of the initial award criteria. In the event that a new qualified fiscal entity cannot be identified, OEWD reserves the right to cancel the award.

Please note: The City reserves the right to decline to enter into a contract due to the failure of a nonprofit organization to be eligible to do business as a result of its non-compliance with the requirements of a governmental agency having jurisdiction, including, but not limited to, the organization’s failure to be in good standing with the California Registry of Charitable Trusts.

B. Available Funding

The initial round of funding is expected to be local City funds (“General Fund”). OEWD may also award a variety of federal, state or local funding to support these programs in future program years, including, but not limited to:

- Department of Labor - Workforce Innovation and Opportunity Act (WIOA), American Apprenticeship Grant, Emergency Funds, etc.
- US Small Business Association (SBA)
- Housing and Urban Development - Community Development Block Grant (CDBG)
- Other city, state, federal and non-government sources, such as contributions from private foundations

Should any additional funding be identified to support these programs in future program years, OEWD will disclose the terms and conditions related to those awards and grantees will be required to demonstrate the ability to comply with the terms.

The funding amounts listed in this RFP are anticipated initial funding awards, based on current budget availability. Actual awards will be determined by the number of responsive proposals that meet OEWD strategies and objectives, and funding may be less or more. **Please submit budget requests according to the limits in this RFP;** however, OEWD may negotiate different funding allocations, grant terms, and project goals before finalizing awards. Should additional funding become available, award amounts may be increased significantly beyond the originally anticipated amount at a level commensurate to the cost-per-deliverable or cost-per-client detailed in the RFP. If a significant amount of additional funding is identified to support the programs in this RFP, applicants to this RFP may be invited to submit an additional proposal in order to increase the size of a grant award.

This RFP, and the proposals received as a result of it, may be used to justify funding decisions for other similar services and/or other funding that becomes available through OEWD or any other City department. OEWD, or other City agencies, will disclose any additional regulations or requirements during the negotiation process for grants or contracts that are awarded through this RFP and funded by other local, state, federal or non-city sources.

Nonprofit organizations funded by OEWD under this RFP may also be eligible to apply for funding under OEWD's nonprofit capacity fund. The goal of OEWD's nonprofit capacity fund is to maintain continuity of economic and workforce development services by potentially assisting OEWD's nonprofit suppliers with one-time, as-needed funds to support administrative operations and organizational effectiveness (e.g. leadership transition, strategic partnership). The fund is dependent on funding availability, and limited to nonprofit organizations who are currently funded by OEWD for the specific purpose of providing economic and workforce development services. When funding becomes available, eligible nonprofit organizations currently funded by OEWD will be notified of the opportunity to apply for funding.

C. Technical Assistance

OEWD is committed to ensuring all applicants have a fair chance to compete for this funding. In recognition of the current public health climate, all technical assistance will be provided online/by phone. OEWD will host multiple online drop-in sessions for applicants to receive guidance and support on the application process (please visit the **RFP 225 website** for details). If you have any questions about this RFP, or need assistance with the application, please get in touch with our office at the following email address: oewd.procurement@sfgov.org

D. Service Period

Unless otherwise noted, successful proposals are expected to be funded for up to five (5) years, concluding no later than June 2028. Grants are expected to begin April 2023 or later (see program areas to confirm expected start dates). Grants may be negotiated for shorter or longer terms, and funding awards will be adjusted commensurate with the adjusted service period. In some cases, the City may offer initial grant terms that align with the eligible term of this RFP, or extend programming through fiscal year 2027-2028.

All decisions regarding the size, length, and scope of future funding awards are subject to OEWD approval and budget availability. Some of the service areas may not be funded initially, but OEWD may award unfunded proposals within the term of this RFP if funds become available that align with the services proposed. Future funding is not guaranteed, and funding amounts and terms will depend upon the performance of the grantee during the initial award period, as well as other policy considerations as determined by OEWD. Grantees will be asked at a minimum to submit a final report of their activities and, if OEWD elects to renew the award, a revised scope of work and budget for the renewal period(s) for OEWD review. OEWD reserves the right, in its sole discretion, to not renew funding awards.

E. Schedule

The anticipated schedule for awarding initial funding is as follows:

RFP Phase	Date
RFP is issued by the City	Friday, January 20, 2023
Technical Assistance Conference <i>Note: Additional technical assistance offerings are listed on the RFP 225 website</i>	Monday, January 30, 2023 from 3:30pm-5:00pm
Deadline for submission of written questions*	Monday, February 13, 2023 at 11:59PM
Answers to questions posted online	Initial Posting: Wednesday, February 1, 2023 by end of day Final Posting: Wednesday, February 15, 2023 by end of day
Proposals due	Wednesday, February 22, 2023 by 5:00 P.M.
Committee Proposal Review	Late February 2023
Grantee Selection and award notification	Award notifications for Economic Recovery & Regeneration and Community Economic Development programs are anticipated Wednesday, March 8, 2023 Award notifications for the Business Development program area are anticipated Wednesday, April 5, 2023
Protest period ends	5 business days following award notification
Projects begin	April 1, 2023 or later for Economic Recovery and Regeneration and Community Economic Development programs; June 1, 2023 or later for Business Development program

Each date is subject to change. For the latest schedule, check the [RFP 225 website](#).

*Note: Substantive questions regarding the program areas under this RFP – such as clarifying questions regarding the eligibility of proposed projects – must be submitted by the above deadline. Purely technical questions regarding how to complete or submit the online RFP application will be answered until the proposal submission deadline. Send an email to owwd.procurement@sfgov.org if you have technical assistance needs.

Additional Technical Assistance Offerings

In addition to the Technical Assistance Conference, OEWD will host multiple drop-in technical assistance sessions online via Zoom, to provide support to applicants on navigating the RFP materials or online application. At sessions that take place prior to the Q&A deadline posted above, OEWD may collect and/or answer some substantive questions in these sessions and will post the questions and responses on the Q&A log for transparency. Please visit <https://sf.gov/information/bid-opportunities> for more information on these drop-in sessions.

II. Program Areas and Scope of Work

This RFP includes **22** distinct programs.

Press “Ctrl” and click the hyperlink (Program Area Name) to navigate to a specific program.

[Business Development Programs](#)

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
A	<u>Nonprofit Sector: Impact Development Grants</u>	\$225,000	Up to 8	Citywide

Note, the Business Development program area includes a separate application and evaluation criteria. Please carefully review the additional expectations for this program area, as well as the additional appendices required to be submitted with your proposal packet.

[Economic Recovery and Regeneration Programs](#)

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
B	<u>Golden Gate Park Seasonal Programming</u>	\$250,000	1 or more	Golden Gate Park

[Community Economic Development Programs](#)

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhood(s)	Eligible Applicants
C	Fillmore Community Block Parties, Events and Activations	\$350,000	1 or more	Fillmore/ Western Addition	Nonprofits, For-Profits
D	Fillmore Annual Events and Activations	\$100,000	1 or more	Fillmore	Nonprofits
E	Bayview Community Block Parties, Events and Activations	\$100,000	1 or more	Bayview	Nonprofits, For-Profits
F	Tenderloin and South of Market (SOMA) Events and Activations	\$300,000	1 ore more	Tenderloin, South of Market Area (SOMA)	Nonprofits, For-Profits
G	District 7 Economic Recovery Activities	\$100,000	1 or more	District 7	Nonprofits
H	District 7 Armenian Annual Events and Activations	\$100,000	1 or more	District 7	Nonprofits
I	District 11 Community Events and Activations	\$100,000	1 or more	District 11	Nonprofits, For-Profits
J	Bayview Commercial Corridor Economic Vitality	\$321,000	1	Bayview	Nonprofits
K	Tenderloin Commercial Corridor Economic Vitality	\$50,000	1	Tenderloin	Nonprofits
L	Mission District Ambassador Program	\$2,000,000	1	Mission	Nonprofits
M	Noe Valley Townsquare Activations	\$135,000	1	Noe Valley	Nonprofits
N	BigBelly Operations	\$50,000	Up to 8	Neighborhoods with BigBelly trash receptacles	Nonprofits, Community Benefit Districts
O	SF Shines Storefront Improvement - Bayview	\$225,000	1 or more	Bayview/Hunters Point	Nonprofits, For-Profits
P	SF Shines Storefront Improvement – Mission	\$225,000	1 or more	Mission	Nonprofits, For-Profits
Q	Mission Corridor Economic Revitalization and Sustainability Plan	\$100,000	1 or more	Mission	Nonprofits

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhood(s)	Eligible Applicants
R	<u>Business Development and Technical Assistance for Small Businesses and Entrepreneurs with Disabilities</u>	\$250,000	1 or more	Citywide	Nonprofits
S	<u>Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building</u>	\$50,000	1	Lower Fillmore	Nonprofits
T	<u>Community Process and Strategy for Twin Peaks Visitor Center</u>	\$300,000	1	Citywide	Nonprofits
U	<u>Latinx Citywide Business Technical Assistance and Street Vendor Support</u>	\$150,000	1	Citywide, with emphasis on the Mission	Nonprofits
V	<u>American Indian Community Capacity Building Support – Securing Space</u>	\$300,000	1	Fort Mason	Nonprofits

Business Development Programs

Program Area A: Nonprofit Sector Impact Development Grants

Anticipated Number of Awards: Up to 8

Initial Funding Awards: Total amount of funding available under this program area is currently anticipated to be up to \$1 million over 24 months. Applicants may propose budgets between **\$100,000 and \$225,000** to cover 24 months of eligible activity within the project period. If additional funds are identified to support this program before grant recommendations are finalized, OEWD may elect to fund additional proposals, in descending order in accordance with the ranking of the applicant pool. OEWD may also elect to extend grant terms up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period, at a level commensurate to the cost-per-deliverable or cost-per-month detailed in the RFP and subsequently negotiated with selected grantees. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Grant Renewals

If additional funding is secured to continue this program beyond Fiscal Year 2024-25, OEWD will notify all selected grantees that additional funding is available. Existing grantees will be asked to submit an additional proposal to justify an extension of the original grant term, at a level commensurate with the original funding award. These subsequent proposals may be ranked based on a variety of factors, including, but not limited to, whether the grantee has secured a commitment of additional project funding from other non-City sources.

Expected Start Date: June 1, 2023 or later

Eligible Neighborhood(s): Citywide, focusing on census tracts facing current inequities

Scope of Work:

OEWD recognizes that businesses led by and deeply rooted in Black, Indigenous, POC, LGBTQI+, Women, and/or Disabled San Francisco communities face inequitable barriers to accessing capital for opportunities that have the potential to extend the reach and deepen the impact of their services.

Nonprofit Sector: Impact Development Grants are intended to provide early-stage capital to tax-exempt, not-for-profit businesses that need investment to act upon a high-impact opportunity. Eligible organizations may apply to receive multi-year support for one-time, short-term expenses related to the planning and pre-development phases of a specific business opportunity or commercial real estate project.

This funding aligns with OEWD’s ongoing strategy of supporting sectors that employ a cross-section of residents, including the nonprofit sector, which also supports essential services and quality of life resources for San Franciscans. Prior to the pandemic, the nonprofit sector was the third-largest workforce in the United States, providing 11.9 million jobs.

It is anticipated that awardees will receive funding in three payments:

- Payment 1: 30% upon encumbrance of grant agreement
- Payment 2: 50% upon approval of a project readiness update, which may include a meeting, an updated Capital for Communities project scorecard (or similar assessment) and a fund development plan
- Payment 3: 20% upon approval of a funding impact report, which may include a meeting, an updated scorecard (or similar assessment) a summary of how funds were spent, and evidence of project fund development activities

Competitive applicants should:

- Have a specific business opportunity or commercial real estate project that fills a place-based service gap or provides a community-affirming service;
- Be clearly and consistently focused on activities that address economic disparities for San Francisco residents, communities and businesses

Priority: Census Tracts Facing Current Inequities

Projects that score well (at or above 70) on the overall application will be prioritized for funding if they are clearly located within a census tract at or below the third quartile indicated by California’s **Healthy Places Index**. Neighborhood by neighborhood, the HPI maps data on social conditions that drive well-being—like health, income, education, job opportunities, and clean air and water. Visit <https://www.healthyplacesindex.org/> to view your project’s area or address.

About the Capital for Communities Scorecard:

The Capital for Communities Scorecard assesses the potential social, economic, and environmental impacts of a proposed real estate development or operating business investment. The tool’s results can support the development of projects that strengthen communities, benefit residents, and redress racial and geographic inequities in access to opportunity.

Because the scorecard includes various areas for community benefit, OEWD is using the scorecard as a tool to assess project readiness and to understand how planning and pre-development funding benefits nonprofits. More information is available at the Urban Institute’s website, <https://www.urban.org/C4CScorecard>.

Eligibility and Minimum Qualifications:

Applicant must:

- Be a community-based agency that is non-profit and tax-exempt under Section 501(c)(3) of the Internal Revenue Code or apply under a valid fiscal sponsor.
- Provide proof of IRS good standing as a tax-exempt entity. Visit IRS-Tax Exempt Organization Search: <https://apps.irs.gov/app/eos>. Select Database "Pub 78 Data". Search for the applicant organization EIN number or Organization Name. Select the correct organization. Save a PDF of the screen titled "Publication 78 Data" that shows your organization listed.
- Provide proof of good standing as a tax-exempt entity with the State of California. Visit the Secretary of State website: <https://bizfileonline.sos.ca.gov/search/business>. Search for your business and select the blue rectangle with the business name. Save a PDF of the screen at left that lists the address and standings with Secretary of State (SOS) and Franchise Tax Board (FTB).
- Have a business bank account
- Not be in default on any grants or loans from (1) OEWD; (2) other City departments (including but not limited to the Arts Commission, Department of Early Childhood, the Department of Children, Youth and Their Families, Mayor's Office of Housing and Community Development, Grants for the Arts); (3) Northern California Grantmakers Arts Loan Fund; (4) Community Vision Capital and Consulting; (5) Community Arts Stabilization Trust; and/or (6) other City-contracted grantmaking intermediaries.
- Demonstrate a corporate address in San Francisco, or provide documentation that the fiscally sponsored project lead has a corporate address in San Francisco.
 - *Please note: documentation demonstrating a San Francisco corporate address must be submitted with the application. For a complete list of acceptable forms of proof of residency, please refer to the application. If an organization provides the corporate address of its fiscal sponsor, the organization must demonstrate that it uses dedicated space through its sponsor at a San Francisco location.*
- A corporate address may be verified in the form of a utility bill (water/sewage, power gas/electricity or internet), telephone/cell phone bill, bank or credit card statement, signed lease agreement or mortgage statement.
- This document must be dated within the last three months of 2022: December 2022, November 2022, October 2022

This document must include the applicant's name and address in the address block:

- 1. It must match the street address included in your application form
- 2. This cannot be a P.O. Box
- Example:
Organization Name
Street Address (not a P.O. Box)
San Francisco, CA, Zip Code

- Provide financials: Most recent signed copy of your IRS 990 or 990-EZ from the last two (2) completed fiscal years)
- Provide a completed Capital for Communities Scorecard: Follow the directions at urban.org/C4CScorecard to complete a scorecard, answering all questions truthfully and to the best of your knowledge. Attach all pages of the completed scorecard to this application. Please note that the scorecard is intended as a tool to spark discussion and clarify impact strengths as well as areas for improvement that could be supported by the Nonprofit Sector: Impact Development grants.

The organization leading the project must:

- Have verifiable annual revenue averaging less than \$15 million over the past two completed fiscal years
- Be San Francisco-based, and able to demonstrate consistent programmatic history and public benefit to the City of San Francisco, its neighborhoods and communities over the past two (2) years (since January 2021)
- Not be part of another government agency or department.
- Not be in default on any grants or loans from (1) OEWD; (2) other City departments (including but not limited to the Arts Commission, Department of Early Childhood, the Department of Children, Youth and Their Families, Mayor’s Office of Housing and Community Development, Grants for the Arts); (3) Northern California Grantmakers Arts Loan Fund; (4) Community Vision Capital and Consulting; (5) Community Arts Stabilization Trust; and/or (6) other City-contracted grantmaking intermediaries.
- Not have an open grant or award recommendation exceeding \$25,000 in total allocation for: commercial real estate, capital, core support or capacity/exploration exceeding \$25,000 from an entity referenced above, that is supported by City funds.

Fiscally Sponsored Applicants

Note: The following fields will appear only if applicant is fiscally sponsoring the project on behalf of a project lead.

- Provide a signed and fully executed Fiscal Sponsor Form between the Applicant Organization and the Fiscally Sponsored Lead. Fiscal Sponsor form is downloadable on the RFP 225 website as *Appendix F*.
- Financials: Fiscally sponsored lead’s Profit and Loss Statements *and* Balance Sheets for the last two (2) completed fiscal years. These should be distinct from the fiscal sponsor’s financial statements.

Note, this program area includes a separate application and evaluation criteria. You can review the specific questions and criteria in Appendix A of the RFP.

Economic Recovery and Regeneration

Program Area B: Golden Gate Park Seasonal Programming

Anticipated number of awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is currently anticipated to be up to \$250,000 for 12 months of services; however, grant agreements may be negotiated for longer terms (e.g. 2 years or 4 years) and funding awards will be adjusted commensurate with the adjusted service period.

Applicants may propose budgets of up to **\$250,000** but are encouraged to submit requests commensurate with the scale and/or duration of the activity proposed. The number of funded proposals and the scale of funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives. Thus, the initial funding awards may be higher than \$250,000.

Grant Renewals: There may be funding to continue activities following the initial grant period; however, the precise amount cannot be anticipated at the time of this RFP. Renewals are contingent on available funding, as well as the selected grantee's performance in the initial grant period. Should additional funding become available, award amounts may be increased significantly beyond the originally anticipated amount at a level commensurate to the cost-per-deliverable or cost-per-client detailed in the RFP and subsequently negotiated with selected grantees. By way of example, in the event additional funding becomes available to OEWD following the issuance of this RFP, any grant awarded under this program area may be awarded or renewed at an amount as high as **\$1 million**, such award to be commensurate with to the cost-per-deliverable or cost-per-client proposed by the selected applicant and subsequently negotiated with OEWD.

In the event that recovery needs change for a particular neighborhood within the term of the RFP, OEWD may also elect to revisit submitted proposals and extend funding offers in descending order to other highly-ranked applicants not selected for funding in the first round; provided, however, if more than \$1 million in additional funding is identified to support the services in this program area, applicants to this program area may be invited to submit an additional proposal competitively based on the initial criteria for a new grant or increase in the size of an existing grant award.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Applicants with experience implementing similar programming at Golden Gate Park will be given additional consideration

Scope of Work: As part of the citywide economic recovery effort aimed at building community and creating vibrant public spaces that attract interest and draw people into San Francisco. OEWD seeks a nonprofit organization to assist with the implementation of seasonal public

space activation and stewardship efforts for Golden Gate Park. The scope of work for the selected organization(s) in this program area may include, but is not limited to, the following:

- Develop and implement daily or weekly seasonal event programming and activation
- Develop and implement small-scale temporary amenities that facilitate activation and beautification, such as temporary art installations
- Manage a stewardship program that supports daily use, activation and temporary installations.

Proposals for each program component should include equity plans that may include outreach, free or reduced cost programming, contracting opportunities, job creation, or other economic opportunities for underrepresented or economically disadvantaged groups. Selected grantee(s) will need to coordinate as-needed with City departments with jurisdiction over the activation space (e.g. Recreation and Park Department) and comply with all related permitting and contracting requirements.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Minimum Qualifications

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant must have experience implementing event programming and activation in large/regional public parks and spaces
- Applicant must have strong familiarity with Golden Gate Park, including City agency jurisdictions, fronting properties and institutions, and community stakeholders
- Applicant must propose a feasible and efficient budget that leverages non-City funds for at minimum 25% of the project budget, while ensuring project completion
- Applicant must have a track record managing project budgets in excess of \$250,000

Preferred Qualifications:

- Track record in fundraising from private businesses for similar programs
- Track record of participation in partnerships, including those with organizations representing low-income people, artists, and communities of color
- Knowledge of prevailing wages and competitive bidding processes.

Supplementary Questions and Attachments:

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative under Section 2, **“Approach, Activities and Outcomes”**:

- (a) Please describe any experience you have implementing similar programming at large/regional public parks and spaces, including Golden Gate Park (if applicable).
- (b) Please provide detail about the project team, including subcontractors, that will be developing and (if appropriate) operating each program or project you are proposing
- (c) Please describe how non-City funding will be leveraged and/or raised as a minimum 25% match to City funding
- (e) Please describe an activation or programming effort with a budget over \$250,000 that you have completed

Please upload the following Supplementary Attachments with your application:

- Please submit 1-2 letters of support from community-based organizations familiar with your organization’s public space activation work.

Community Economic Development

Community Economic Development Grant Awards

The Community Economic Development programs will be prioritized for initial funding awards and renewals as follows:

Initial Funding Awards

Applicants may propose budgets within the limit(s) set in each program area. OEWD will offer funding to the top-ranked proposal(s) that are most responsive and that best meet departmental strategies and objectives. Budget requests should align with the scale and duration of the proposed project, and Applicants are encouraged to list any committed, leveraged resources that will ensure the success of the proposed project.

If additional funding becomes available, either through OEWD's budget process or through the addition of other funding streams (e.g. competitive grants, other departmental work orders, or private donations), OEWD may elect to either offer awards to highly-ranked applicants in amounts which exceed the amounts currently set forth in the subject Program Area budget, or offer funding to additional applicants in excess of the stated Anticipated Number of Awards for the particular Program Area(s) in descending order based upon the applicant's score, as further described in the example below. Please note that, in the event additional funding is secured, **the amount of any initial funding award may be as much as 400% of the proposed budget amount listed under "Initial Funding Amount" in the respective Community Economic Development program areas.**

In the event that needs change for a particular neighborhood or service area within the term of the RFP, OEWD may also elect to revisit submitted proposals and extend funding offers to other highly-ranked applicants that were not initially selected for funding, and awards will be given in accordance with the ranking of the applicant pool. If additional funding is identified to support the services in each program area, applicants to the program area may be invited to submit an additional proposal to request additional funding, which shall include a description of the increased services to be provided and/or the extended duration of existing or increased services in order to justify a new grant or increase the size of an existing grant award.

For example, the program area lists \$250,000 as the amount of funding available, and states OEWD will fund "1 or more" applicants. OEWD receives 3 competitive proposals in response to the RFP and subsequently receives \$500,000 in additional funding to support the program area resulting in available funding in the total amount of \$750,000. OEWD may pursue any of the following options:

Option 1: If funds have not yet been awarded, OEWD may award increased funds to highly ranked applicants, in descending order, not to exceed 400% of the budget request and commensurate with the scale and duration of their proposed projects.

Option 2: If funds have been awarded to one or more applicants, OEWD will notify all 3 qualified applicants that additional funding has been secured, and ask them to submit an additional proposal to justify an increased funding award up to 400% of the original grant proposal amount. These subsequent proposals may be ranked based on a variety of factors, including, but not limited to, how well the proposal meets the intended impact to be achieved through the funding stream, the applicant(s) demonstrated capacity to deliver services to key neighborhoods or populations, a change in service needs as articulated by the community/ies being served by the program, and/or how well the proposal aligns with the strategic priorities of the Community Economic Development Division.

Grant Renewals: There may be funding to continue activities following the initial grant period; however, the precise amount of available funding cannot be determined at the time of this RFP. Renewals are contingent on available funding, as well as the selected grantee's performance during the initial grant period. Should additional funding become available, award amounts may be increased significantly beyond the originally anticipated amount at a level commensurate to the cost-per-deliverable or cost-per-client detailed in the RFP and subsequently negotiated with selected grantees.

Program Area C: Fillmore Community Block Parties, Events and Activations

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$350,000. Applicants may propose budgets of up to **\$350,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Fillmore/Western Addition.

Physical Location: Applicants and/or implementing partner (Program Lead) must maintain a service location within the Fillmore/Western Addition

Target Population(s): Fillmore residents, local partners, and community organizations.

Scope of Work:

OEWD is seeking to fund a nonprofit or for-profit entity to establish and coordinate a mini-grant program to support collaborative efforts, coordination, engagement and the implementation of commercial corridor events and programming in the Fillmore neighborhood. The goals of the program are to activate business corridors within the Fillmore and provide economic opportunities to San Francisco entrepreneurs and residents in the Fillmore.

Proposals should reflect a deep understanding of the unique character of the Fillmore while boosting economic activity by increasing foot traffic and encouraging people to eat and shop locally. Efforts shall be made to incorporate local San Francisco vendors in production and programming of events, and revenue should be documented to demonstrate economic impact. The proposed mini-grant program shall be community-centered and will be offered on a reoccurring basis allowing community members an opportunity to introduce their ideas and see them come to fruition.

Proposals should describe how the applicant will outreach to and prioritize funding for new and existing neighborhood activations, projects led by residents, local partners and community organizations. The proposed program must provide technical support as well as set aside funds for a mini-grant program that will financially support events and activations with strategic planning, marketing, honorariums, volunteer management, improved fundraising, permitting, supplies, and documentation of events.

The amount of funding listed in this RFP includes all programmatic and administrative costs for the selected grantee, as well as the mini-grant funds. Proposed activities may include planning, marketing, volunteer management, contractors, entertainment, licensing, permitting, supplies, and documentation of events. Events and activations shall include robust marketing to a local and regional audience.

Eligible costs may include, but are not limited to:

- Staff (e.g., event reviewers, fiscal support, supervision)
- Program Delivery (i.e., shared, direct costs)
- Indirect (not to exceed 15% of direct costs)
- **No less than 70% of funds must support event costs through a mini-grant program**
- A minimum of 15 events per year shall be supported with funding under the mini-grant program.

While applicants are being asked to provide a detailed cost-reimbursement budget with the application, please note that OEWD may elect to negotiate a different reimbursement model, which may include deliverables.

The mini-grant program must be pre-approved by OEWD in writing prior to its implementation. Grantee shall provide a detailed program plan including, but not limited to, a timeline, selection criteria, question set, and the names and qualifications of individuals serving on selection panels. OEWD has final approval authority over the proposed program and reserves the right to appoint City staff or other stakeholders with relevant expertise as panelists/proposal evaluators. Following the selection of grantees, and prior to the issuance of any grant funds, OEWD reserves the right to request documentation (e.g. proposals, scores and documentation of the review process.). Should OEWD determine that the selection process was unfairly or improperly conducted, OEWD reserves the right to take appropriate remedies, which may include canceling the award(s), program, or rescinding grant funds.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Proposed activities under this program area may include, but are not limited to, the following:

Event and Activation Mini-grant Program

- Implementation of a mini-grant program which may include, but is not limited to, criteria development, an application process, and outreach.
- Mini-grant program funds must support free events open to the public, and eligible expenses should prioritize, but not be limited to:
 - City Permitting
 - Event Branding, Marketing, and Public Relations
 - Arts and Culture Programming
 - Entertainment Sourcing

Logistical support for events and activations

- Event coordination and implementation support for new and existing neighborhood events and festivals, including navigating city permits and processes to comply with city rules and regulations.
- Identify and secure public open spaces
- Secure licenses and permits
- Design, organize and implement the block party /events(s) and related schedules

Marketing and Outreach Activities

- Marketing and outreach should aim to increase visitors and community participation and ensure overall success of the proposed event(s)/activation(s). Additionally, marketing and outreach activities should aim to create positive impacts on the local community and the City of San Francisco.

Business Engagement in Activations

- Conduct outreach to businesses inviting them to participate in the event(s)/activation(s)
- Provide opportunities for businesses to be incorporated in activation in ways that will attract visitors to their businesses and generate revenue through marketing of their products and services.

Performance Measures

- Documentation of meetings and engagement of partners as needed for projects.
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status.
- Survey to collect input from attendees or event participants

Minimum Qualifications:

Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco.

- Applicant must have a strong track record of collaborative partnerships within the Fillmore/Western Addition.
- Applicant, or implementing partners, must maintain a service location within the Fillmore/Western Addition.
- Applicant must have previous experience building community support and implementing neighborhood projects/events.
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within the Commercial Corridor.
- The proposal must be supported by local residents, merchants and property owners, to be demonstrated by letters of support.

Preferred Qualifications:

- Additional consideration will be given to proposals that can leverage private resources, including financial commitments, in kind donations, volunteer time, etc. in support of the proposed program.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “Approach, Activities and Outcomes” in your proposal narrative:

- (a) How does the proposed project support existing Neighborhood Commercial District strategies? Provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, and support microbusinesses and entrepreneurs within the commercial district? Is the proposed project supported by local residents, merchants and property owners?
- (c) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, support local artists, or build community capacity?
- (d) What previous experience does your organization have in building community support and implementing neighborhood events?
- (e) How will your organization’s experience producing similar events help you successfully complete the goals of the grant, if awarded?
- (f) In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood served; the names of the organizations, resident and/or merchant groups, small businesses, etc. you worked with; the dates for and number of year(s) that the project spanned, and the funding source(s)

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 2 and no more than 4 letters of support, memoranda of understanding (MOUs), and/or subcontract agreements from organizations or individuals that

are named as partners within this proposal, to demonstrate capacity and experience to implement the program.

Program Area D: Fillmore Annual Events and Activations

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Fillmore/Western Addition

Physical Location: Applicants and/or implementing partner (Program Lead) must maintain a service location within the Fillmore District.

Target Population(s): District 5 Commercial Corridors, Fillmore residents, businesses and visitors

Scope of Work:

OEWD is seeking proposals from nonprofit organizations to partner with OEWD to support the continuation of annual, established neighborhood activations and events. Proposals shall support the production of a minimum of 4 festivals and events per year, which celebrate African American/Black communities, including, but not limited to Mardi Gras and Kwanzaa celebrations. While most festivals and events should be held within District 5 (D5) commercial corridors, programming may also occur outside of the district. The grantee shall make all efforts to incorporate local vendors in the production and programming of events, and the grantee should document any revenue earned to demonstrate economic impact.

Strong proposals will clearly articulate the program's positive economic impact on African American/Black communities, including hiring local residents to support event production activities and creating economic opportunities for local entrepreneurs, artists, and local storefront businesses. The grant may assist with planning, marketing, volunteer management, contractors, entertainment, licensing, permitting, supplies, and documentation of events. Events and activations shall include robust marketing to a local and regional audience.

While applicants are being asked to provide a detailed cost-reimbursement budget with the application, please note that OEWD may elect to negotiate a different reimbursement model, which may include deliverables.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Proposed activities under this program area may include, but are not limited to, the following:

Logistical support for events and activations

- Identify and secure public open spaces
- Secure licenses and permits
- Design, organize and implement the block party /events(s) and related schedules

Marketing and outreach activities

- Marketing and outreach should aim to increase visitors and community participation and ensure overall success of the proposed event(s)/activation(s). Additionally, marketing and outreach activities should aim to create positive impacts on the local community and the City of San Francisco.

Business Engagement in Activations

- Conduct outreach to businesses inviting them to participate in the event(s)/activation(s)
- Provide opportunities for businesses to be incorporated in event(s)/activation(s) to attract visitors to their businesses and generate revenue through marketing of their products and services.

Performance Measures:

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status
- Survey to collect input from attendees or event participants

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco.
- Applicant must have a strong track record of collaborative partnerships within the Fillmore District.
- Applicant must maintain a service location within the Fillmore District.

- Applicant must have previous experience building community support and implementing neighborhood projects.
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within the Commercial District.
- The proposal must be supported by local residents, merchants and property owners.

Supplementary Questions and Requirements:

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

- (a) Please summarize the proposed neighborhood events(s)/activation(s) that will be supported with this funding.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, support local artists, and/or build community capacity?
- (c) What previous experience does your organization have in building community support and implementing neighborhood events or activations?
- (d) How will your organization’s experience producing similar events or activations help you successfully complete the goals of the grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicants must submit at least 1 and no more than 4 letters of support to demonstrate the capacity to deliver the services described in this RFP. At least 1 letter of support should come from a Fillmore community institution and/or other community-based organization.

Program Area E: Bayview Community Block Parties, Events and Activations

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Bayview

Physical Location: Applicants and/or implementing partner (Program Lead) must be located within Bayview

Target Population(s): Bayview business owners, property owners, and residents

Scope of Work:

OEWD is seeking to fund a nonprofit or for-profit entity to establish and coordinate a mini-grant program to support collaborative efforts, coordination, engagement and implementation of commercial corridor events and programming in the Bayview neighborhood, to activate business corridors and provide economic opportunities to San Francisco entrepreneurs and residents.

Proposals should reflect a deep understanding of the unique character of the Bayview while boosting economic activity by increasing foot traffic and encouraging people to eat and shop locally. Efforts shall be made to incorporate local San Francisco vendors in production and programming of events, and revenue should be documented to demonstrate economic impact. The proposed mini-grant program shall be community-centered and will be offered on a reoccurring basis allowing community members an opportunity to introduce their ideas and see them come to fruition.

Proposals should describe how the applicant will outreach to and prioritize funding for new and existing neighborhood activations, projects led by residents, local partners and community organizations. The proposed program must provide technical support as well as set aside funds for a mini-grant program that will financially support events and activations with strategic planning, marketing, honorariums, volunteer management, improved fundraising, permitting, supplies, and documentation of events.

The amount of funding listed in this RFP includes all programmatic and administrative costs for the selected grantee, as well as the mini-grant funds. Proposed activities may include planning, marketing, volunteer management, contractors, entertainment, licensing, permitting, supplies, and documentation of events. Events and activations shall include robust marketing to a local and regional audience.

Eligible costs may include, but are not limited to:

- Staff (e.g., event reviewers, fiscal support, supervision)
- Program Delivery (i.e., shared, direct costs)
- Indirect (not to exceed 15% of direct costs)
- **No less than 70% of funds must support event costs through a mini-grant program**
- A minimum of 12 events per year shall be supported with funding under an event grant program.

While applicants are being asked to provide a detailed cost-reimbursement budget with the application, please note that OEWD may elect to negotiate a different reimbursement model, which may include deliverables.

The mini-grant program must be pre-approved by OEWD in writing prior to its implementation. Grantee shall provide a detailed program plan including, but not limited to, a timeline, selection criteria, question set, and the names and qualifications of individuals serving on selection panels. OEWD has final approval authority over the proposed program and reserves the right to appoint City staff or other stakeholders with relevant expertise as panelists/proposal evaluators. Following the selection of grantees, and prior to the issuance of any grant funds, OEWD reserves the right to request documentation (e.g. proposals, scores and documentation of the review process.). Should OEWD determine that the selection process was unfairly or improperly conducted, OEWD reserves the right to take appropriate remedies, which may include canceling the award(s), program, or rescinding grant funds.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Proposed activities under this program area may include, but are not limited to, the following:

Event and Activation Mini-grant Program

- Implementation of a mini-grant program which may include, but is not limited to, criteria development, an application process, and outreach.

- Mini-grant program funds must support free events open to the public, and eligible expenses should prioritize, but not be limited to:
 - City Permitting
 - Event Branding, Marketing, and Public Relations
 - Arts and Culture Programming
 - Entertainment Sourcing

Logistical support for events and activations

- Event coordination and implementation support for new and existing neighborhood events and festivals, including navigating city permits and processes to comply with city rules and regulations.
- Identify and secure public open spaces
- Secure licenses and permits
- Design, organize and implement the block party /events(s) and related schedules

Marketing and outreach activities

- Marketing and outreach should aim to increase visitors and community participation and ensure overall success of the proposed event(s)/activation(s). Additionally, marketing and outreach activities should aim to create positive impacts on the local community and the City of San Francisco.

Business Engagement in Activations

- Conduct outreach to businesses inviting them to participate in the event(s)/activation(s)
- Provide opportunities for businesses to be incorporated in event(s)/activation(s) to attract visitors to their businesses and generate revenue through marketing of their products and services.

-

Performance Measures:

- Documentation of meetings and engagement of partners as needed for projects.
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status.
- Survey to collect input from attendees or event participants

Minimum Qualifications:

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco

- Applicant and/or implementing partner (Program Lead) must be an established organization with demonstrated experience supporting small businesses, economic development programs and neighborhood marketing.
- Applicant must have previous experience building community support and implementing neighborhood projects/events.
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within the Commercial Corridor.
- The proposal must be supported by local residents, merchants and property owners, to be demonstrated by letters of support.

Preferred Qualifications:

- Additional consideration will be given to proposals that can leverage private resources, including financial commitments, in kind donations, volunteer time, etc. in support of the proposed program.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “Approach, Activities and Outcomes” in your proposal narrative:

- (a) Please summarize the proposed neighborhood events(s)/activation(s) that will be supported with this funding.
- (b) How will the proposed project spur economic activities, and support microbusinesses and entrepreneurs within the commercial district? Is the proposed project supported by local residents, merchants and property owners?
- (c) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, support local artists, or build community capacity?
- (d) Within how many months is the proposed project anticipated to be complete?
- (e) What previous experience does your organization have in building community support and implementing neighborhood events?
- (f) How will your organization’s experience producing similar events help you successfully complete the goals of the grant, if awarded?
- (g) In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood served; the names of the organizations, resident and/or merchant groups, small businesses, etc. you worked with; the dates for and number of year(s) that the project spanned, and the funding source(s)

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 1 and no more than 4 letters of support to demonstrate the capacity to deliver the services described in this RFP. One letter of support must come from a Cultural District, community institution and/or other community-based organization.

Program Area F: Tenderloin and South of Market (SOMA) Events and Activations

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$300,000. Applicants may propose budgets of up to **\$300,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Please Note: This grant program and funding source is separate from the \$3.5 million dollars allocated to projects through the Tenderloin Community Action Plan (TLCAP) Participatory Budgeting Process. TLCAP funding is included in separate grant programs managed collaboratively by the San Francisco Planning Department, Mayor’s Office of Housing and Community Development (MOHCD), and Office of Economic and Workforce Development (OEWD). For more information, visit this link: [Tenderloin Community Action Plan Participatory Budgeting Process](#). For more information, please contact Andrea.Nelson@sfgov.org

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Tenderloin/SOMA

Physical Location: Applicant and/or implementing partner (Program Lead) must be located within the Tenderloin or South of Market Area (SOMA) neighborhoods

Target Population(s): Tenderloin/SOMA business owners, property owners, and residents

Scope of Work:

OEWD is seeking to fund a **nonprofit or for-profit** entity to establish and coordinate a mini-grant program to support collaborative efforts, coordination, engagement and implementation of commercial corridor and alleyway arts and cultural programming within the Tenderloin/SOMA neighborhoods, including, but not limited to Dodge Alley, Stevenson Alley, Jessie Street, Little Saigon Corridor, Myrtle and Fern Alley.

Proposed arts and cultural programming will need to contribute to neighborhood vitality by strengthening small businesses, improving physical conditions, increasing quality of life, and building the local community capacity. The purpose of this program area is to provide funding for new and existing neighborhood activations through local partners and community organizations. “Activations” means implementing programming in public and quasi-public spaces (i.e. storefront businesses) so as to create a critical mass of activity and foot traffic. The

proposed program must provide technical support as well as set aside funds for a mini-grant program that will financially support events and activations with strategic planning, marketing, honorariums, volunteer management, improved fundraising, permitting, supplies, and documentation of events.

Eligible costs may include, but are not limited to:

- Staff (e.g., event reviewers, fiscal support, supervision)
- Program Delivery (i.e., shared, direct costs)
- Indirect (not to exceed 15% of direct costs)
- **No less than 70% of funds must support event costs through a mini-grant program**
- \$300,000 shall support a minimum of 35 events per year through a mini-grant program.

While applicants are being asked to provide a detailed cost-reimbursement budget with the application, please note that OEWD may elect to negotiate a different reimbursement model, which may include deliverables.

The mini-grant program must be pre-approved by OEWD in writing prior to its implementation. Grantee shall provide a detailed program plan including, but not limited to, a timeline, selection criteria, question set, and the names and qualifications of individuals serving on selection panels. OEWD has final approval authority over the proposed program and reserves the right to appoint City staff or other stakeholders with relevant expertise as panelists/proposal evaluators. Following the selection of grantees, and prior to the issuance of any grant funds, OEWD reserves the right to request documentation (e.g. proposals, scores and documentation of the review process.). Should OEWD determine that the selection process was unfairly or improperly conducted, OEWD reserves the right to take appropriate remedies, which may include canceling the award(s), program, or rescinding grant funds.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Proposed activities under this program area may include, but are not limited to the following:

Event and Activation Mini-grant Program

- Implementation of a mini-grant program which may include, but is not limited to, criteria development, an application process, and outreach.
- Mini-grant program funds must support free events open to the public, and eligible expenses should prioritize, but not be limited to:

- City Permitting
- Event Branding, Marketing, and Public Relations
- Arts and Culture Programming
- Entertainment Sourcing

Logistical support for events and activations:

- Event coordination and implementation support for new and existing neighborhood events and festivals, including navigating city permits and processes to comply with city rules and regulations.
- Identify and secure public open spaces
- Secure licenses and permits
- Design, organize and implement the block party /events(s) and related schedules

Marketing and outreach activities:

- Marketing and outreach should aim to increase visitors and community participation and ensure overall success of the proposed event(s)/activation(s). Additionally, marketing and outreach activities should aim to create positive impacts on the local community and the City of San Francisco.

Business Engagement in Activations:

- Conduct outreach to businesses inviting them to participate in the event(s)/activation(s)
- Provide opportunities for businesses to be incorporated in event(s)/activation(s) to attract visitors to their businesses and generate revenue through marketing of their products and services.

Performance Measures:

- Documentation of meetings and engagement of partners as needed for projects.
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status.
- Survey to collect input from attendees or event participants

Community development and activities proposed under this program area may include, but are not limited to the following:

- Assessing public space needs and developing small business marketing strategies
- Assessing needs and developing culturally competent entertainment strategies in partnership with local stakeholders
- Plan development and implementation of placemaking event marketing plans
- Development and production of marketing and public relations collateral
- Community, property owner and small business owner engagement

Minimum Qualifications:

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant must have experience in engaging small businesses and small business associations
- Applicant must have experience in developing and producing arts and culture events
- Applicant must have experience in designing and implementing marketing projects

Preferred Qualifications:

- Experience working with neighborhoods, nonprofit organizations, and historically disinvested communities
- Experience developing cultural and linguistically appropriate materials

Supplementary Questions and Requirements:

The following must be addressed under Section II, “Approach, Activities and Outcomes” in your proposal narrative:

- (a) How will work be organized in collaboration with existing stakeholders to produce events in these spaces?
- (b) What is the organizational capacity and experience to produce 35+ public space events throughout a year?
- (c) How will these efforts be marketed to the local community and beyond, and leverage existing neighborhood marketing efforts?
- (d) How will events embrace the unique history and culture of the neighborhood while increasing foot traffic and benefiting local small business?

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 2 and no more than 4 letters of support, memoranda of understanding (MOUs), and/or subcontract agreements from organizations or individuals that are named as partners within this proposal, to demonstrate capacity and experience to implement the program.

Program Area G: District 7 Economic Recovery Activities

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhoods: District 7 commercial corridors

Physical Location: Applicant and/or implementing partner (Program Lead) must operate from a physical location in San Francisco

Target Population(s): District 7 business owners, entrepreneurs, community partners, residents, and visitors

Scope of Work:

OEWD is seeking proposals from nonprofit organizations to support collaborate efforts, coordination, engagement and implementation of District 7 economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership.

Strong proposals will clearly articulate the positive economic impact these projects will have on District 7 commercial corridors (including, but not limited to, Ocean Avenue, West Portal, and Irving Street), including hiring local residents to support event production activities and/or creating economic opportunities for entrepreneurs, artists and local storefront businesses. It shall also include a detailed description of the coordination and implementation of activities. The budget shall reflect compensation for staff as well as operational costs and a potential project budget for activities.

Funding in this area may support **new and existing** commercial corridor events and/or neighborhood festivals. Proposed budgets should include a series of events at a cost of approximately \$10,000-\$15,000 per event, for a minimum of 200 projected attendees (not

including event staff, volunteers and performers). Funds must support free events open to the public. Proposals may include all or some of the areas listed.

Proposals must demonstrate the capacity to deliver programming at a similar size and scale of the event(s) proposed. Proposals should clearly describe how the applicant will attract the number of participants proposed, including any existing partnerships with community organizations that are committed to support outreach and engagement plans. Event venues must accommodate the number of individuals projected to attend and be able to comply with all public health and safety guidelines. All events must be compliant with all City requirements and permits.

Proposals submitted under this area shall describe and include eligible costs related to, but not limited to, staff (e.g. fiscal support, supervision, project implementation) and program delivery (i.e., coordination of activities, outreach, marketing, and management of space).

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

The scope of work for the proposed project may include, but is not limited to, the following:

- Develop, coordinate, promote and facilitate 6 or more events or festivals highlighting a diverse array of customer engagement experiences in District 7.
- Develop customer attraction and retention strategies that encourage participants and visitors to better appreciate commercial and cultural assets in District 7.
- Produce aforementioned events in outdoor spaces, obtain required permits and comply with all City regulations for public events.
- Develop promotional materials, media/marketing opportunities, and merchant/partnership guides to promote local spending.
- Assist local merchants to prepare for and get involved in project activities, e.g., joint effort to promote events, decorate storefronts, and provide discounts and contributions.

Performance Measures:

Pre-event Reports

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools
- Tracking coordination efforts, projects and status

- Updates for event plans and logistics, merchant and community input, marketing and promotion, etc.
Post-event Reports
- Estimated economic impacts and vendor sales
- Feedback from event participants and attendees
- Surveys or other methods including social media feedback, comments, etc.

Minimum Qualifications:

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Must have experience designing, coordinating, and implementing successful neighborhood events
- Must demonstrate experience working in the District 7 neighborhood
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within District 7
- The proposal must be supported by local residents, merchants and property owners
- The project timeline must anticipate completion within 6 to 12 months

Preferred Qualifications:

- Additional consideration will be given to proposals that can leverage private resources, including financial commitments, in kind donations, volunteer time, etc. in support of the proposed program.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “*Approach, Activities and Outcomes*” in your proposal narrative:

- (a) Describe the systems your agency will use for selection of vendors and measures you will put in place to ensure they comply with all city policies, permitting and other requirements.
- (b) How will the proposed project spur economic activities, support existing businesses, improve quality of life, or build community capacity within the commercial corridors?
- (c) What previous experience does your organization have in building community support and implementing economic vitality projects at the scale/attendance level proposed?
- (d) How will your experience producing similar events help you successfully complete the goals of a grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 1 and no more than 3 letters of support from relevant

community partners or stakeholders to demonstrate community support for the proposal. If you are proposing as a collaboration, please also include a Memorandum of Understanding or signed letter confirming that all named program partners are prepared to assume the roles described in the proposal.

Program Area H: District 7 Armenian Annual Events and Activations

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): District 7

Physical Location: Applicant and/or implementing partner (Program Lead) must be located within District 7

Target Population(s): District 7 residents, visitors, and small businesses

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to partner with OEWD to support the continuation of annual, established neighborhood activations and events. "Activation" means implementing programming in public or quasi-public spaces (i.e. storefront businesses) so as to create a critical mass of activity and foot traffic. Proposals shall support the production of a minimum of 3 festivals and events celebrating the Armenian Community in San Francisco, including but not limited to the Annual Armenian Food Festival and Bazaar. Festivals and events should prioritize, but not be limited to, being held within District 7. The grantee shall make all efforts to incorporate local vendors in the production and programming of events, and the grantee should document any revenue earned to demonstrate economic impact.

Strong proposals must clearly articulate this program's positive impact on the Armenian Community, including economic impacts such as hiring staff to support event production activities and creating opportunities for entrepreneurs, artists, and local storefront businesses. The grant may assist with planning, marketing, volunteer management, contractors, entertainment, licensing, permitting, supplies, and documentation of events. Events and activations shall include robust marketing to a local and regional audience.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Proposed activities under this program area may include, but are not limited to, the following:

Logistical support for events and activations:

- Identify and secure public open spaces
- Secure licenses and permits
- Design, organize and implement the block party /events(s) and related schedules

Marketing and outreach activities

- Marketing and outreach should aim to increase visitors and community participation and ensure overall success of the proposed event(s)/activation(s). Additionally, marketing and outreach activities should aim to create positive impacts on the local community and the City of San Francisco.

Business Engagement in Activations

- Conduct outreach to businesses inviting them to participate in the event(s)/activation(s)
- Provide opportunities for businesses to be incorporated in event(s)/activation(s) to attract visitors to their businesses and generate revenue through marketing of their products and services.

Performance Measures:

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status
- Survey to collect input from attendees or event participants

Minimum Qualifications:

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant must have a strong track record of collaborative partnerships within the San Francisco Armenian community
- Applicant must maintain a service location within District 7

- Applicant must have previous experience building community support and implementing neighborhood projects
- The proposed approach must spur economic activities, support existing businesses, improve quality of life, or build community capacity within District 7
- The proposal must be supported by local residents, merchants and property owners, as demonstrated by letters of support

Supplementary Questions and Requirements:

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

- (a) Provide a list and related details of the proposed neighborhood festival(s)/event(s).
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, support local artists, or build community capacity?
- (c) What previous experience does your organization have in building community support and implementing neighborhood events?
- (d) How will your organization’s experience producing similar events help you successfully complete the goals of the grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 1 and no more than 4 letters of support to demonstrate the capacity to deliver the services described in this RFP. A letter of support from a Fillmore community institution and/or other community-based organization.

Program Area I: District 11 Community Events and Activations

Anticipated Number of Awards: 1

Initial Funding Awards: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Citywide

Physical Location: Citywide

Target Population(s): D11 residents, entrepreneurs, visitors

Scope of Work:

OEWD is seeking to fund a nonprofit or for-profit entity to establish and coordinate a mini-grant program to support collaborative efforts, coordination, engagement and implementation of commercial corridor events and programming to activate business corridors and provide economic opportunities to San Francisco entrepreneurs and residents.

Proposals should reflect a deep understanding of the unique character of District 11 while boosting economic activity by increasing foot traffic and encouraging people to eat and shop locally. Efforts shall be made to incorporate local San Francisco vendors in production and programming of events and revenue should be documented to demonstrate economic impact. The proposed mini-grant program shall be community-centered and will be on a reoccurring basis allowing community members an opportunity to introduce their ideas and see them come to fruition.

The purpose of this program area is to provide funding for new and existing neighborhood activations through residents, local partners and community organizations. Applicants should develop a proposal that provides technical coordination support as well as a mini-grant program that will financially support events and activations with strategic planning, marketing, honorariums, volunteer management, improved fundraising, permitting, supplies, and documentation of events.

The grant may be used to assist with planning, marketing, volunteer management, contractors, entertainment, licensing, permitting, supplies, and documentation of events. Events and activations shall include robust marketing to a local and regional audience.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Eligible costs may include, but are not limited to:

- Staff (e.g., event reviewers, fiscal support, supervision)
- Program Delivery (i.e., shared, direct costs)
- Indirect (not to exceed 15% of direct costs)
- **No less than 70% of funds shall go to support event costs through a mini-grant program**
- A minimum of 12 events per year shall be supported with funding under an event grant program.

While applicants are being asked to provide a detailed cost-reimbursement budget with the application, please note that OEWD may elect to negotiate a different reimbursement model, which may include deliverables.

The mini-grant program must be pre-approved by OEWD in writing prior to its implementation. Grantee shall provide a detailed program plan including, but not limited to, a timeline, selection criteria, question set, and the names and qualifications of individuals serving on selection panels. OEWD has final approval authority over the proposed program and reserves the right to appoint City staff or other stakeholders with relevant expertise as panelists/proposal evaluators. Following the selection of grantees, and prior to the issuance of any grant funds, OEWD reserves the right to request documentation (e.g. proposals, scores and documentation of the review process.). Should OEWD determine that the selection process was unfairly or improperly conducted, OEWD reserves the right to take appropriate remedies, which may include canceling the award(s), program, or rescinding grant funds.

The amount of funding listed in this RFP includes all programmatic and administrative costs for the selected grantee, as well as the mini-grant funds.

Proposed activities under this program area may include, but are not limited to the following:

Event and Activation Mini-grant Program

- Implementation of a mini-grant program which may include, but is not limited to, criteria development, an application process, and outreach.
- Mini-grant program funds must support free events open to the public, where allowed expenses should prioritize, but not be limited to:
- City Permitting
- Event Branding, Marketing, and Public Relations
- Arts and Culture Programming
- Entertainment Sourcing

Logistical support for events and activations:

- Event coordination and implementation support for new and existing neighborhood events and festivals, including navigating city permits and processes to comply with city rules and regulations.
- Identify and secure public open spaces
- Secure licenses and permits
- Design, organize and implement the block party /events(s) and related schedules

Marketing and outreach activities:

- Marketing and outreach should aim to increase visitors and community participation and ensure overall success of the proposed event(s)/activation(s). Additionally, marketing and outreach activities should aim to create positive impacts on the local community and the City of San Francisco.

Business Engagement in Activations:

- Conduct outreach to businesses inviting them to participate in the event(s)/activation(s)
- Provide opportunities for businesses to be incorporated in event(s)/activation(s) to attract visitors to their businesses and generate revenue through marketing of their products and services.

Performance Measures:

- Documentation of meetings and engagement of partners as needed for projects.
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status.
- Survey to collect input from attendees or event participants

Minimum Qualifications:

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco

- Applicant must have previous experience building community support and implementing neighborhood projects/events.
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within the Commercial Corridor.
- The proposal must be supported by local residents, merchants and property owners, to be demonstrated by letters of support.

Preferred Qualifications:

- Additional consideration will be given to proposals that can leverage private resources, including financial commitments, in kind donations, volunteer time, etc. in support of the proposed program.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “Approach, Activities and Outcomes” in your proposal narrative:

- (a) How does the proposed project support existing Neighborhood Commercial District strategies? Provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, and support microbusinesses and entrepreneurs within the commercial district? Is the proposed project supported by local residents, merchants and property owners?
- (c) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, support local artists, or build community capacity?
- (d) What previous experience does your organization have in building community support and implementing neighborhood events?
- (e) How will your organization’s experience producing similar events help you successfully complete the goals of the grant, if awarded?
- (f) In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood served; the names of the organizations, resident and/or merchant groups, small businesses, etc. you worked with; the dates for and number of year(s) that the project spanned, and the funding source(s)

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 2 and no more than 4 letters of support, memoranda of understanding (MOUs), or subcontract agreements from or with community organizations or individuals that are named as partners within this proposal, to demonstrate capacity and experience to implement the program.

Program Area J: Bayview Commercial Corridor Economic Vitality

Anticipated Number of Awards: 1

Initial Funding Awards: Total funding available under this program area is \$321,000. Applicants may propose budgets of up to **\$321,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Bayview

Physical Location: Applicant and/or implementing partner (Program Lead) must be located within Bayview

Scope of Work:

OEWD is seeking proposals from nonprofit organizations to partner with OEWD to support the Bayview business community. Applicants for this program area must be capable of working with a diverse mix of businesses and cultural facilities to meet the daily and entertainment needs of the Bayview neighborhood through unique, quality products and economic revitalization in the Bayview. Activities should focus on, but not limited to, supporting the Third Street commercial corridor, between Evans Street and Jamestown Avenue. Applicants should have experience providing services to this community as demonstrated by successful current and/or past projects.

A strong proposal shall demonstrate a supportive structure deeply rooted and reflective of the community with the capacity to compensate, supervise, support staff and report on grant deliverables. It shall also include a detailed description of the coordination and implementation of activities. The budget shall reflect compensation for staff as well as operational costs and a potential project budget for activities (i.e., coordination of activities, outreach, marketing, management of space).

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Projects and activities proposed under this program area may include, but are not limited to, the following:

Partnerships, Coordination and Engagement

- Partner and work closely with the City team, and Bayview stakeholders and partners to implement projects.
- Report, collaborate on and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.
- Collaborate to support coordination of activities between multiple parties, including, but not limited to: business owners, property owners, public agencies, nonprofit organizations, residents and community leaders.
- Maintain relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Bayview partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

Business Outreach and Strengthening

Business Attraction and Retention: Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and especially those who have been part of historically disenfranchised communities.

- Maintain an active and current database of storefronts including vacancies, and developments
- Manage business attraction and retention activities for the corridor

Outreach: Conduct regular door to door business owner outreach to assess needs, connect businesses to programs and projects and provide referrals and support. Develop relationships with business owners, property owners and nonprofit partners to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

Referrals: Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations

- o Marketing assistance
- o Permitting resources
- o Legacy business registry
- o Small business grants

Grant Programs: Develop and implement grant programs that support economic development goals and/or disburse funds to small businesses

Cultural Heritage, Marketing and Activations

Collaborate to support the development and implementation of a district marketing campaign centering on unique history and culture of the Bayview to promote neighborhood businesses and encourage customers to visit the business district.

Activities may include, but are not limited to:

- o Collaborate to support cultural district marketing and branding
- o Conduct activities and launch projects that complement and enhance existing efforts that support activities that celebrate, strengthen cultural heritage while spurring economic activity.
- o Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- o Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.
- o Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- o Branding or marketing campaigns. e.g., shop local campaign, banners. • Events. e.g., neighborhood street fair or festival, art walk, local event series.
- o Economic development planning. e.g., merchant and community surveys, retail strategy development.
- o Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

Visual appearance and health of corridor

- Work with city agencies like the Department of Public Works (DPW) and the Homeless Outreach Team (HOT)
- Engage and keep active relations with the San Francisco Police Department (SFPD) for community needs and to maintain active foot beats.
- Collaborate with DPW and other city departments to target select areas of corridors for power washing and sidewalk repairs.
- Assist with and be knowledgeable of commercial Americans with Disabilities Act (ADA) and Storefront vacancy regulations

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- At least two years of experience with the management of similar programs and projects.
- Feasible and efficient grant management and budgeting

Preferred Qualifications:

- Experience providing resources for all Third Street small businesses along the corridor connecting them with available services, funding, programs and opportunities to engage in events and improvement activities.
- Experience managing grant programs of similar scale.
- Proven track record implementing Third Street economic development, conducting merchant engagement, business attraction, and working together with the neighborhood steering committee.
- Experience working with underserved communities and advancing equity in the work.
- Implement innovative ideas
- Knowledge of prevailing wages and competitive bidding processes.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “Approach, Activities and Outcomes” in your proposal narrative:

- (a) Please share examples of similar projects worked on and completed .Outline the process to complete the project, steps you took to address challenges, and how successes were celebrated.

Program Area K: Tenderloin Commercial Corridor Economic Vitality

Anticipated Number of Awards: 1

Initial Funding Awards: Total funding available under this program area is \$50,000. Applicants may propose budgets of up to **\$50,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Please Note: This grant program and funding source is separate from the \$3.5 million dollars allocated to projects through the Tenderloin Community Action Plan (TLCAP) Participatory Budgeting Process. TLCAP funding is included in separate grant programs managed collaboratively by the San Francisco Planning Department, Mayor's Office of Housing and Community Development (MOHCD), and Office of Economic and Workforce Development (OEWD). For more information, visit this link: [Tenderloin Community Action Plan Participatory Budgeting Process](#) For more information, please contact Andrea.Nelson@sfgov.org

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Tenderloin

Physical Location: Applicant and/or implementing partner (Program Lead) must be located within the Tenderloin

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to partner with OEWD to support the Tenderloin business community. Applicants for this program area must be capable of working with a diverse mix of businesses and cultural facilities to meet the daily needs of the Tenderloin neighborhood through unique, quality products and economic revitalization in the Tenderloin with a focus, but not limited to supporting the Larkin Street commercial corridor from McAllister to Post St. Applicants should have experience providing services to this community as demonstrated by successful current and/or past projects.

A strong proposal shall demonstrate a supportive structure deeply rooted and reflective of the community with the capacity to compensate, supervise, support staff and report on grant deliverables. It shall also include a detailed description of the coordination and implementation of activities. The budget shall reflect compensation for staff as well as operational costs and a potential project budget for activities (i.e., coordination of activities, outreach, marketing, management of space).

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

Partnerships, Coordination and Engagement

- Partner and work closely with the City team, and Tenderloin stakeholders and partners to implement projects.
- Report, collaborate on and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.
- Collaborate to support coordination of activities between multiple parties, including, but not limited to: business owners, property owners, public agencies, nonprofit organizations, residents and community leaders.
- Maintain relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Tenderloin partners and projects, with a focus on translation services for varying native languages of small business owners
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

Business Outreach and Strengthening

Business Attraction and Retention:

- Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and especially those who have been part of historically disenfranchised communities.
- Maintain an active and current database of storefronts including vacancies, and developments
- Manage business retention activities for the corridor

Outreach:

- Conduct regular door to door business owner outreach to assess needs, connect businesses to programs and projects and provide referrals and support. Develop relationships with business owners, property owners and nonprofit partners to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

Referrals: Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

Grant Programs: Develop and implement grant programs that support economic development goals and/or disburse funds to small businesses

Economic Development Marketing and Activations

Collaborate to support the development and implementation of a district marketing campaign centering on unique history and culture of the Tenderloin to promote neighborhood businesses and encourage customers to visit the business district.

Activities may include, but are not limited to:

- Collaborate to support cultural district marketing and branding
- Conduct activities and launch projects that complement and enhance existing efforts that support activities that celebrate, strengthen cultural heritage while spurring economic activity.
- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.
- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners. • Events. e.g., neighborhood street fair or festival, art walk, local event series.
- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

Visual appearance and health of corridor

- Work with city agencies-DPW, HOT (Homeless Outreach Team).
- Engage and keep active relations with SFPD for community needs and to maintain active foot beats.
- Collaborate with DPW and other city departments to target select areas of corridors for power washing and sidewalk repairs.
- Assist with and be knowledgeable of commercial Americans with Disabilities Act (ADA) and Storefront vacancy regulations

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- At least two years of experience with the management of similar programs and projects.
- Feasible and efficient grant management & budgeting

Preferred Qualifications:

- Experience providing resources for all Larkin Street small businesses along the corridor connecting them with available services, funding, programs and opportunities to engage in events and improvement activities.
- Experience managing grant programs of similar scale.
- Proven track record implementing Larkin Street economic development, conducting merchant engagement, business attraction, and working with relevant stakeholder groups, such as the neighborhood steering committee.
- Experience working with underserved communities and advancing equity in the work.
- Implement innovative ideas.
- Knowledge of prevailing wages and competitive bidding processes.

Supplementary Questions and Requirements:

The following must be addressed under Section II, "Approach, Activities and Outcomes" in your proposal narrative

- (a) Please share examples of similar projects worked on and completed.
- (b) Please outline the process to complete the project, steps take to address challenges and how successes were celebrated.

Program Area L: Mission District Ambassador Program

Anticipated Number of Awards: 1

Initial Funding Awards: Total amount of funding available under this program area is \$2,000,000. Applicants may propose budgets of up to **\$2,000,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Mission

Physical Location: Applicant must operate from a physical location in San Francisco

Target Population(s): None noted.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to partner with government agencies and community stakeholders to manage a Mission District Community Ambassador Program, in alignment with the City's Recovery Plan goals of catalyzing neighborhood recovery and supporting health and safety along commercial corridors and public spaces within the Mission District. Nonprofit applicants must demonstrate a longstanding presence or partner with an organization that has been providing services in the Mission District for 10 years or more, with a focus on mental health, community-informed restorative violence interventions and trauma-informed practices.

The grantee will manage a new program to expand the presence of Community Ambassadors within commercial corridors and public spaces within the Mission District. The initial targeted area of focus on, but may not be limited to, Mission Street between 14th and Cesar Chavez. Geographic cover will be flexible based on conditions on the ground and available resources. Community Ambassadors shall provide a consistently welcoming atmosphere for workers, residents, and visitors to support the reopening of storefront businesses and economic recovery. They will engage with residents, small businesses and visitors to provide a welcoming environment and engage with people who may be in distress to address safety issues and access appropriate City services, and will monitor the conditions of sidewalks and public spaces, calling in issues to City departments as needed.

Strong proposals will provide a robust training program and support system within the organization for ambassadors that may include, but is not limited to, violence prevention, Trauma-informed de-escalation, homelessness and mental illness sensitivity training, CPR and First Aid, NARCAN administration and/or distribution, harm reduction and culturally responsive engagement.

The Community Ambassador Program shall augment the resources within Mission District commercial areas, and will coordinate with economic development community organizations that work with small businesses within the corridor.

Specific tasks may include, but are not limited to:

- Developing a detailed scope of work that describes the desired locations, numbers and schedules for community ambassadors stationed at locations, to be approved by OEWD.
- Establishing mechanisms for regular coordination with City agencies with frontline workers; community benefit districts- if applicable; businesses, property owners, and other community stakeholders.
- In the case that applicant proposes a partnership with a vendor/organization that provides staff ambassadors, they are responsible for identifying, securing and overseeing the contract with the community ambassador vendor /organization
- Developing training with community ambassador vendor, ensuring adequate training in de-escalation and referrals to City outreach teams
- Overseeing daily deployment of community ambassadors, providing direction to vendors, facilitating reporting and communicating to stakeholders
- Light cleaning, trash pick up
- Engage and build relationships with the public and people on the street
- Work with and build relationships across the entire city continuum of street response from other non-profit outreach workers
- Communicating about the program to the general public
- Collecting feedback by surveying key community and City stakeholders, at minimum quarterly
- Managing City grant requirements, including programmatic and financial reporting

Performance Measures:

Applicant will be expected to report monthly on progress, including at minimum the following metrics:

- Number of blocks covered by community ambassadors
- Number of community ambassador posts per block
- Hours per week of community ambassador coverage
- Community stakeholder and City agency feedback

Minimum Qualifications:

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Demonstrate success in dealing with diverse constituents, including a complex business and non-profit community and local government agencies
- Mission District based community organization established for at least 10 years, or partner with a Mission District based community organization established for at least 10 years.

Supplementary Questions and Requirements:

The following must be addressed under Section II, *“Approach, Activities and Outcomes”* in your proposal narrative:

- (a) Describe how your organization plans to implement a robust training program and support system within the organization for ambassadors that may include, but is not limited to, violence prevention, Trauma-informed de-escalation, homelessness and mental illness sensitivity training, CPR and First Aid, NARCAN administration and/or distribution, harm reduction and culturally responsive engagement.
- (b) Please describe your organization’s experience in implementing mental health services, community- informed restorative violence interventions and trauma-informed practices.
- (c) Please describe your organization’s experience with Mission based coalitions.

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 1 and no more than 3 letters of support from relevant community partners of stakeholders to demonstrate community support for the proposal.

Program Area M: Noe Valley Townsquare Activations

Anticipated Number of Awards: 1

Initial Funding Awards: Total amount of funding available under this program area is \$135,000. Applicants may propose budgets of up to **\$135,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Noe Valley Town Square (24th Street in Noe Valley)

Physical Location: Applicant must operate from a physical location in San Francisco

Target Population(s): NA

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to improve the quality-of-life experience on Noe Valley's 24th Street commercial corridor for all community stakeholders by making the town square, and adjacent area, a desirable place to shop, meet neighbors and spend time by activating the space with on-going and one-time programming and improving it through capital improvements, such as lighting.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Performance Measures

Grantee shall provide bimonthly reporting focusing on events to be held and events already held, as well as any improvements or other activations.

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant must have an established physical location in San Francisco.
- Applicant's project team must include individuals with linguistic and cultural capacity to serve Arabic speaking businesses.

Preferred Qualifications:

- Demonstrated experience executing projects in Noe Valley
- Demonstrated experience on public space activation

Supplementary Questions and Requirements:

Applicant must submit 1 letter of support from a community group or organization

Program Area N: BigBelly Operations

Anticipated Number of Awards: Up to 8

Initial Funding Awards: Total amount of funding available under this program area is \$250,000. Applicants may propose budgets of up to **\$50,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Areas that currently have BigBelly units deployed.

Physical Location: Applicant must operate from a physical location in San Francisco

Target Population(s): Not applicable

Scope of Work:

OEWD is seeking proposals from **Community Benefit Districts (CBDs) and nonprofit** organizations that currently utilize BigBelly trash receptacle units within the City and County of San Francisco. The purpose of this program is to continue operating the BigBelly units until the Department of Public Works deploys their new trash cans.

Performance Measures

Grantee shall provide mid-year and annual reports that confirm the successful deployment and operation of the BigBelly units.

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant must have an established physical location in San Francisco.
- Applicant's budget for the proposed project must include leveraged, private resources of at least 25% of the budget amount, which should be used to maintain the receptacles during the grant period and take over funding for the entire system should the City decide to not continue this pilot.

Supplementary Questions and Requirements:

Applicant must submit 1 letter of support from a community group or organization.

Program Area O: SF Shines Storefront Improvement - Bayview

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$225,000. Applicants may propose budgets of up to **\$225,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Bayview/Hunters Point

Physical Location: Applicant and/or implementing partner (Program Lead) must be located within the Third Street Corridor and/or Bayview neighborhood.

Target Population(s): Third Street Corridor and Bayview/Hunters Point business owners, property owners, and residents

Scope of Work:

OEWD is seeking proposals from nonprofit or for-profit organizations to project manage Storefront Improvement projects on commercial corridors to be determined by OEWD. The purpose of the storefront improvement program is to:

- Attract and retain small businesses
- Increase visibility and improve business identity
- Encourage investment in the neighborhood
- Improve the pedestrian experience and increase neighborhood safety
- Help businesses become compliant with local codes
- Work collaboratively with OEWD to assist business owners in navigating other municipal resources that are available for business stabilization

Given these goals, the program will provide assistance to small businesses to execute minor changes or alterations to their business storefront. OEWD is especially interested in reaching small business owners with limited English proficiency, historically marginalized and/or underrepresented communities, women, and populations from low-income backgrounds. Storefront improvements may include, but are not limited to, architectural and branding design services, painting, signage, power washing, minor repairs, equipment, furniture, etc. Mini-grants are expected to be up to \$5,000 each. City grants are reimbursable so organizations must have capacity to cover mini-grant costs for at least 30 days.

The mini-grant program must be pre-approved by OEWD in writing prior to its implementation. Grantee shall provide a detailed program plan including, but not limited to, a timeline, selection criteria, question set, and the names and qualifications of individuals serving on selection panels. OEWD has final approval authority over the proposed program and reserves the right to appoint City staff or other stakeholders with relevant expertise as panelists/proposal evaluators. Following the selection of grantees, and prior to the issuance of any grant funds, OEWD reserves the right to request documentation (e.g. proposals, scores and documentation of the review process.). Should OEWD determine that the selection process was unfairly or improperly conducted, OEWD reserves the right to take appropriate remedies, which may include canceling the award(s), program, or rescinding grant funds.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Outreach to neighborhood organizations and small business owners with an emphasis on those with limited English proficiency, minorities, women, and other populations from low-income backgrounds.
- Facilitation of design process, if needed.
- Facilitation of City permitting and verification of contractor license, insurance, and prevailing wage compliance.
- Management of construction process to ensure quality and deadlines are met.
- Management of all vendors/contractors.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Performance Measures

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant and/or implementing partner (Program Lead) must be an established organization located within the Bayview neighborhood with demonstrated experience supporting small businesses, economic development programs and neighborhood marketing.
- Previous experience working with small business owners especially those with limited English proficiency, minorities, women, and other populations from low-income backgrounds.
- Knowledge of design, permitting, and/or construction process and requirements.
- Financial capacity to cover fund disbursements totaling up to \$30,000 per month.

Preferred Qualifications:

- Understanding of visual identity and branding for small businesses
- Strong understanding of neighborhood history and culture including visual language and cultural aesthetics.
- Experience with City permitting process for commercial space improvements.
- Strong knowledge of construction materials, processes and equipment.
- Knowledge of prevailing wages and competitive bidding processes.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “*Approach, Activities and Outcomes*” in your proposal narrative:

- (a) If applicable, please provide examples of any previous commercial space improvement projects with before and after photos and a description of the organization’s role in the projects.
- (b) Please include the projected number of mini-grants to be administered in the proposal. A strong proposal shall demonstrate proper resources and competitive administrative overhead costs to perform the services.

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 1 and no more than 3 letters of support to demonstrate the capacity to deliver the services described in this RFP. One letter of support should from a Cultural District, community institution or other relevant stakeholder.

Program Area P: SF Shines Storefront Improvement – Mission

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$225,000. Applicants may propose budgets of up to **\$225,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms up to the maximum amount allowed under procurement and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Mission

Physical Location: Applicant and/or implementing partner (Program Lead) must be located within the Calle 24 Corridor and/or Mission neighborhood.

Target Population(s): Calle 24 Corridor and Mission business owners, property owners, and residents

Scope of Work:

OEWD is seeking proposals from nonprofit or for-profit organizations to project manage Storefront Improvement projects on commercial corridors to be determined by OEWD. The purpose of the storefront improvement program is to:

- Attract and retain small businesses
- Increase visibility and improve business identity
- Encourage investment in the neighborhood
- Improve the pedestrian experience and increase neighborhood safety
- Help businesses become compliant with local codes
- Work collaboratively with OEWD to assist business owners in navigating other municipal resources that are available for business stabilization

Given these goals, the Program will provide assistance to small businesses to execute minor changes or alterations to their business storefront. OEWD is especially interested in reaching small business owners with limited English proficiency, historically marginalized and/or underrepresented communities, women, and populations from low-income backgrounds. Storefront improvements may include, but are not limited to, architectural and branding design services, painting, signage, power washing, minor repairs, equipment, furniture, etc. Mini-grants are expected to be \$5,000 per business, but may be less or more based on available

funding and program criteria. City grants are reimbursable so organizations must have capacity to cover mini-grant costs for at least 30 days.

The mini-grant program must be pre-approved by OEWD in writing prior to its implementation. Grantee shall provide a detailed program plan including, but not limited to, a timeline, selection criteria, question set, and the names and qualifications of individuals serving on selection panels. OEWD has final approval authority over the proposed program and reserves the right to appoint City staff or other stakeholders with relevant expertise as panelists/proposal evaluators. Following the selection of grantees, and prior to the issuance of any grant funds, OEWD reserves the right to request documentation (e.g. proposals, scores and documentation of the review process.). Should OEWD determine that the selection process was unfairly or improperly conducted, OEWD reserves the right to take appropriate remedies, which may include canceling the award(s), program, or rescinding grant funds.

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

The Scope of Work for the selected organization in this program area may include, but is not limited to, the following:

- Outreach to neighborhood organizations and small business owners with an emphasis on those with limited English proficiency, minorities, women, and other populations from low-income backgrounds.
- Facilitation of design process, if needed.
- Facilitation of City permitting and verification of contractor license, insurance, and prevailing wage compliance.
- Management of construction process to ensure quality and deadlines are met.
- Management of all vendors/contractors.

Performance Measures

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant and/or implementing partner (Program Lead) must be an established organization located within the Calle 24 Corridor and/or Mission neighborhood with demonstrated experience supporting small businesses, economic development programs and neighborhood marketing.
- Previous experience working with small business owners especially those with limited English proficiency, minorities, women, and other populations from low-income backgrounds.
- Knowledge of design, permitting, and/or construction process and requirements.
- Financial capacity to cover fund disbursements totaling up to \$30,000 per month.
- Language capacity in Spanish.

Preferred Qualifications:

- Understanding of visual identity and branding for small businesses
- Strong understanding of neighborhood history and culture including visual language and cultural aesthetics.
- Experience with City permitting process for commercial space improvements.
- Strong knowledge of construction materials, processes and equipment.
- Knowledge of prevailing wages and competitive bidding processes.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “*Approach, Activities and Outcomes*” in your proposal narrative:

- (a) If applicable, please provide examples of any previous commercial space improvement projects with before and after photos and a description of the organization’s role in the projects.
- (b) Please include the projected number of mini-grants to be administered in the proposal. A strong proposal shall demonstrate proper resources and competitive administrative overhead costs to perform the services.

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 1 and no more than 3 letters of support to demonstrate the capacity to deliver the services described in this RFP. One of the three letters of support should come from a Cultural District, community institution and/or other relevant stakeholder within the Mission District.

Program Area Q: Mission Corridor Economic Revitalization and Sustainability Plan

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Mission

Physical Location: Mission

Target Population(s): Mission Corridor, Latino Business Community, residents and property owners, Mission District Stakeholders

Scope of Work:

OEWD is seeking proposals from community-based **nonprofit** organizations with the ability to develop a community-rooted economic revitalization and sustainability plan and strategy for the Mission Street commercial corridor (between Duboce Street and Cesar Chavez Street in the Mission District). The plan will identify vacant commercial spaces and sites that can be utilized for economic recovery strategies including, but not limited to, master leasing, long term leases and or site acquisition

The plan shall support a stakeholder engagement process that will include a community economic recovery committee. The plan shall also identify potential funding opportunities to support implementation work for the long-term.

Performance Measures

The successful development of a strategic plan for Mission Corridor Economic Revitalization and Sustainability Plan

Minimum Qualifications

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant must be located in the Mission District
- Applicant must show experience in strategic planning or willing to contract an individual who has experience with development of strategic plans for economic development

Supplementary Questions and Attachments

Applicant must submit at least 1 and no more than 3 letters of support to demonstrate the capacity to deliver the services described in this RFP. One of the three letters of support should come from a Cultural District, community institution and/or other relevant stakeholder within the Mission District.

Program Area R: Business Development and Technical Assistance for Small Businesses and Entrepreneurs with Disabilities

Anticipated Number of Awards: 1 or more

Initial Funding Awards: Total amount of funding available under this program area is \$250,000. Applicants may propose budgets of up to **\$250,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Citywide

Target Population(s): Small businesses, and entrepreneurs with intellectual or developmental disabilities

Scope of Work:

OEWD is seeking proposals from nonprofit organizations to support the start and growth of microenterprises, small businesses, and entrepreneurs with intellectual or developmental disabilities. Services should be provided to a variety of business sectors and include cohort trainings, access to public facing resources as well as one on one coaching and mentorship.

The purpose of this program area is to support people with intellectual or developmental disabilities in starting, staying, and growing their small businesses in San Francisco. Intellectual and developmental disabilities may include, but are not limited to, psychiatric disability, autism spectrum disorders, deaf and hard of hearing and blindness. Applicants should partner with community organizations and or consultants to support outreach, referrals and services customized to address the unique challenges faced by these populations.

A strong application will clearly articulate and propose a program model that demonstrates expertise and understanding of small business development as well as a customized approach to best serve the intended audience. List partner organizations and consultants with diverse set of expertise that will implement a robust program to support new and existing entrepreneurs. Activities below include aspects related to launching or growing a small business which may include, but are not limited to, the following ways of supporting small businesses:

Outreach, Assessments and Referrals

- Conduct outreach to recruit program enrollees and participants
- Developing individual service plans and scopes of work for clients
- Identify training needs: business management, bookkeeping, marketing, and promotional
- Directing small business clients to appropriate business resources for their needs
- Connect businesses to capital resources in the form of grants and loans
- Create and conduct an initial assessment to identify needs and areas of opportunities

General Small Business Concept Development and Planning

- Product Development
- Micro-Enterprise Development/ Peer Mentoring
- Helping entrepreneurs with disabilities establish businesses in San Francisco
- Support small businesses and entrepreneurs with emerging needs on an ongoing basis

One on One Technical Assistance and Coaching

- Provide counseling, training, and research assistance to assist small businesses who are launching, growing, and innovating
- Offer capacity building services, technical assistance, and business development programs in order to strengthen existing businesses by providing technical assistance (1:1 coaching) for small businesses and entrepreneurs
- Support businesses with securing business licenses, permits, and other administrative needs.

Small Business Trainings

- Developing and conducting training programs for small businesses in 1:1 and/or group settings.
- Develop workshop or training academies to complement 1:1 coaching in key areas related to small business operations
- Training Program to build skills for under-resourced business owners to facilitate a comprehensive continuum of services

Small Business Operations Specialized Areas

Hire competent consultants and coaches or partner with organizations to meet the challenges of business owners with disabilities including expertise in one or more of the following areas, as they relate to small business operations such as:

Financial Management:

- Financial Analysis
- Profitability Tactics

Legal Support:

- Small Business Establishment and Formation
- Franchising
- Human Resource Management

Accounting; including, but not limited to:

- Accounting And Bookkeeping
- Business Taxes

Management/Operations; including, but not limited to:

- Inventory Management
- Restaurant Management
- Grocery Store Management
- Industry-Specific Expertise (I.E. Manufacturing, Retail, Hospitality, etc.)

Opening a Storefront:

- Searching for a space
- Rules and regulations (zoning)
- Budgeting
- Physical improvement cost estimates
- Lease negotiation

Digital Marketing:

Digital services/offerings intended to reduce the digital divide and assist businesses with online marketing and promotions to generate revenue. Coordinate technical assistance with other vendors around digital marketing offerings and be prepared to help business owner setup the following:

- Domain name
- Hosting platform
- Website hosting
- Website designer
- Content/Copywriter
- Photographer
- E-commerce platform

Performance Measures:

- Tracking and reporting on the economic impact of the work being provided
- Coordinating and maintaining regular contact with OEWD staff

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant demonstrates a deep and meaningful connection to microenterprises, small businesses and entrepreneurs with disabilities
- Strong community partnerships are incorporated into the delivery of business services, including experienced consultants and staff
- History of providing services to microenterprises, small businesses, entrepreneurs and people with disabilities within San Francisco

Preferred Qualifications:

- The organization's mission, values, and programs are working to advance economic empowerment initiatives supporting microenterprises, small businesses, and people with disabilities
- Experience working with entrepreneurs with disabilities

Supplementary Questions and Requirements:

The following must be addressed under Section II, "Approach, Activities and Outcomes" in your proposal narrative

- (a) Please describe how you plan to incorporate new and existing community partners and consultants in the delivery of business services that will support your program model to serve entrepreneurs with intellectual or developmental disabilities.
- (b) Please describe how you will implement and tailor unique strategies in the provision of services to supporting entrepreneurs and small businesses with intellectual or developmental disabilities.

In addition to answering the above questions within the body of the proposal narrative, applicant must provide three (3) letters of support from past clients, partner organizations, community leaders or other stakeholders that speak to your organization's ability to implement the activities proposed in the Application and demonstrate community support for the proposal. At least one of the letters of support must come from an individual with disabilities or an organization substantially serving the needs of the disability community.

Program Area S: Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building

Anticipated Number of Awards: 1

Initial Funding Awards: Total amount of funding available under this program area is \$50,000. Applicants may propose budgets of up to **\$50,000** to cover 12 months of services. Grant agreements are expected to be awarded for up to the maximum term allowed under this procurement (ending no later than June 30, 2028) and budgets will be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Lower Fillmore

Physical Location: Applicant and/or implementing partner (Program Lead) must be located within Fillmore

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to partner with OEWD to enhance community and economic development through community engagement, economic restructuring, events, and technical assistance. This grant will assist with capacity building, strengthening existing business, filling vacancies, and improving quality of life and economic vitality. OEWD is looking to fund programs that serve historically marginalized or underrepresented communities which include: people of color, women, persons with disabilities, LGBTQA+ and populations from low-income backgrounds.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Support existing neighborhood commercial district strategies
- Provide technical assistance to small business owners and nonprofits
- Spur economic activities, support existing nonprofits
- Improve physical conditions of Lower Fillmore
- Build capacity for small businesses, nonprofits, community-based organizations, and residents
- Organize and facilitate community meetings
- Develop, plan, and organize neighborhood and culturally relevant event

Partnerships, Coordination and Engagement Market

- Engage community and partners in providing input on projects that align with citywide public space management entity and leverage and build local leadership and social capital.
- Report, collaborate on and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.
- Collaborate to support coordination of activities between multiple parties, including, but not limited to, the following: business owners, property owners, public agencies, nonprofit organizations, residents and community leaders
- Maintain relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to the Bayview and Third Street Corridor partners and projects
- Conduct activities that leverage private resources, including financial commitments, in-kind donations, volunteer time, etc.

Business Outreach and Strengthening

Business Attraction and Retention: Support attraction and retention of neighborhood-serving businesses that promote the history and strengthen the character of the neighborhood and especially those who have been part of historically disenfranchised communities

Outreach: Conduct regular door-to-door business owner outreach to assess needs, connect businesses to programs and projects and provide referrals and support. Develop relationships with business owners, property owners and nonprofit partners to:

- o Follow up with businesses on progress of services and referrals
- o Support troubleshooting issues between small businesses and city
- o Promote and provide information on City services and programs to business owners

Referrals: Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor Programs to be promoted and delivered to businesses in the corridor may include, but are not limited to:

- o Shared Spaces
- o ADA compliance and awareness
- o Reopening Support
- o Workplace Safety Best Public Health Practices for COVID
- o Lease Negotiations
- o Marketing assistance
- o Permitting resources
- o Legacy business registry
- o Small business grants

Grant Programs: Develop and implement grant programs that support economic development goals and/or disburse funds to small businesses

Note: All projects must obtain the necessary City permits, and any contractors that the awardee of this RFP uses must be licensed and registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “Approach, Activities and Outcomes” in your proposal narrative:

- (a) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, support local artists, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (b) What previous experience does your organization have in building community support and implementing neighborhood events?
- (c) How will your organization’s experience producing similar events help you successfully complete the goals of a grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least two (2) and no more than four (4) letters of support from relevant community partners or stakeholders to demonstrate capacity and experience to implement the program. At least one letter of support must come from a community stakeholder from the Lower Fillmore neighborhood.

Program Area T: Community Process and Strategy for Twin Peaks Visitor Center

Anticipated Number of Awards: 1

Initial Funding Awards: Total amount of funding available under this program area is \$300,000. Applicants may propose budgets of up to **\$300,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Citywide

Physical Location: NA

Target Population(s): Twin Peaks and surrounding communities, American Indian Community

Scope of Work:

OEWD is seeking proposals from community-based nonprofit organizations that will design and lead the community engagement and data-gathering process and complete a master plan to support the economic recovery including the establishment of Twin Peaks as a visitor center that promotes the cultural history, stories and ongoing contributions of the American Indian community in San Francisco.

The organization (or consultant) will work closely with the surrounding neighbors, the American Indian Community, city departments, and all other impacted stakeholders to gather data and input on the improvement needs and desired resources for an improved public space and design of a visitor center. The consultant will develop a community-informed master plan for a visitor center with space design(s) that promotes economic development opportunities (retail space), educational and cultural opportunities (Ohlone history of SF and Mission Blue butterfly preservation efforts, art gallery space, etc.) as tourist attraction, and enhancement of public safety, including access. Additionally, this master plan must have a detailed estimated project budget and development timeline(s).

Performance Measures

- Comprehensive and effective community outreach and engagement, identifying all relevant stakeholders, including city agencies, American Indian community, and impacted neighbors.
- Culturally-competent facilitation to gather broad input from a diverse group of stakeholders, as described above.
- Organizing and articulating data/ input gathered.
- Completion of a revitalization master plan that identifies a proposed design of a visitor center and resources to improve accessibility, environmental sustainability, cultural and educational opportunities, economic development opportunities, safety, and cleanliness of Twin Peaks site.

Minimum Qualifications

- Applicant must be a fully established nonprofit or for-profit entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State and eligible to do business with the City and County of San Francisco
- Applicant must have a strong relationship with the American Indian Community
- Applicant must demonstrate capacity for robust community engagement and effective facilitation, or willingness and ability to contract an individual who has demonstrable experience with facilitation, community outreach capacity, and development of community-informed master plans for revitalization of public spaces, cultural and environmental preservation, and economic development.

Supplementary Attachments

Applicant must submit at least 2 and no more than 4 letters of support, and one letter must from an American Indian community based organization.

Program Area U: Latinx Citywide Business Technical Assistance and Street Vendor Support

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$150,000. Applicants may propose budgets of up to **\$150,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding, and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Mission; Citywide

Physical Location: Applicants and/or implementing partner (Program Lead) must be located within the Mission District

Target Population(s): Citywide Latinx businesses, Mission District Corridor business owners, Spanish speaking street vendors, Mission District property owners, and other residents.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations, to conduct small business technical assistance. OEWD already funds several small business technical assistance programs with highly qualified providers; however, this program area aims to diversify our pool of providers and engage with a new entity that can prioritize outreach and service provision to Spanish-speaking and Latino/a/x ("Latinx") owned businesses citywide, with a focus on businesses within the Mission Street Corridor (between Duboce and Cesar Chavez Streets). Applicants shall implement Mission Corridor economic vitality projects that will contribute to neighborhood vitality, increase economic activity, address current economic vitality trends such as street vendors and storefront vacancies and build upon existing efforts led by local community leaders and institutions.

A strong proposal shall demonstrate a supportive structure deeply rooted and reflective of the community with the capacity to compensate, supervise, support staff, and report on grant deliverables. It shall also include a detailed description of the coordination and

implementation of activities. The budget shall reflect compensation for staff as well as operational costs and a potential project budget for activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

Partnerships, Coordination and Engagement

- Collaborate to support coordination of activities between multiple parties including, but not limited to: business owners, property owners, public agencies, nonprofit organizations.
- Maintain relationships with City agencies and partners that support neighborhood efforts and can respond to needs.

Business Outreach and Strengthening

Business Attraction and Retention: Support attraction and retention of neighborhood-serving businesses that promote the history and strengthen the character of the neighborhood, especially those who have been part of historically disenfranchised communities. Applicants should be prepared to work directly with a Commercial Broker for the Mission Corridor.

Outreach: Conduct regular door-to-door business owner outreach to assess needs, connect businesses to programs and projects and provide referrals and support. Develop relationships with business owners, property owners and nonprofit partners to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

Referrals: Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor. Programs to be promoted and delivered to businesses in the corridor may include, but are not limited to, the following:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

Street Vendor Support

Collaborate to support and provide technical assistance for street vendors. Such support to include the following:

- Outreach and education on City’s vendor permit process
- Business registration
- Vendor permit registration
- Vendor business development
- Support in identifying space for vendors and other models beyond operating in the street

Economic Development Activations

Collaborate to support the development and implementation of economic development activities that promote positive interventions to promote small businesses.

Activities may include, but are not limited to, the following:

- o Enhancements of public space (e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations).
- o Outdoor space activation (e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space).
- o Neighborhood beautification projects (e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program).
- o Branding or marketing campaigns (e.g., shop local campaign, banners).
- o Events (e.g., neighborhood street fair or festival, art walk, local event series).
- o Economic development planning (e.g., merchant and community surveys, retail strategy development).

Performance Measures

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status

Note: All projects must obtain the necessary City permits and any contractors that the awardee of this RFP uses must be registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity, duly formed, validly existing and in good standing with the California Secretary of State and eligible to do business with the City and County of San Francisco.
- Must be currently supporting street vendors in San Francisco.
- Must be located in the Mission District.

Preferred Qualifications:

- Knowledge of prevailing wages and competitive bidding processes.

Supplementary Questions and Requirements:

The following must be addressed under Section II, “*Approach, Activities and Outcomes*” in your proposal narrative:

- (a) Please explain (with specific examples) how you plan to leverage existing resources and services to support Spanish-speaking and Latino/a/x businesses citywide during this economic recovery period.
- (b) Please explain how you plan to provide technical support to street vendors
- (c) Please address how you will support business attraction and retention of Latino/a/x businesses in the Mission Corridor

In addition to answering the above questions within the body of the proposal narrative, applicants must submit at least 1 and no more than 3 letters of support to demonstrate the capacity to deliver the services described in this RFP. A letter of support from a Cultural District, community institution and/or other relevant stakeholder is preferred, but not required.

Program Area V: American Indian Community Capacity Building Support - Securing Space

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$300,000. Applicants may propose budgets of up to **\$300,000** to cover 12 months of services. This is one-time funding, and grant renewals are conditioned on the availability of additional funding, as well as the grantee's performance in the initial grant period. If additional funding is secured following the issuance of this RFP, grant agreements may be negotiated for longer terms up to the maximum amount allowed under this procurement (ending no later than June 30, 2028) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: April 2023 or later

Eligible Neighborhood(s): Fort Mason

Physical Location: Applicants must have a signed Letter of Intent or lease in place for a program facility in Fort Mason.

Target Population(s): American Indian Community

Scope of Work:

OEWD is seeking proposals from community-based nonprofit organizations that will support improvements of a new space that supports American Indian communities and cultural events that are deeply rooted in the American Indian community. Funds may be used for planning, design, and improvements to a new space that will support the American Indian community, and incubate smaller American Indian-serving nonprofits in order to stabilize and sustain organizations. In addition, the organization shall be actively engaged in arts and culture activities, corridor activations and community support in the American Indian community and have an active, signed Letter of Intent or lease in Fort Mason. Deliverables may include but are not limited to:

- A signed lease for three years or more for a program facility in Fort Mason
- A detailed facility project budget with sources and uses that demonstrates funding commitments sufficient to open facility
- Multi-year budget projections reflecting new rent, and an explanation of any planned deficit spending.
- Non-profit incubation plan and list of smaller American Indian nonprofits being supported in the space

Note: All projects must obtain the necessary City permits and any contractors that the awardee of this RFP uses must be registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <https://sf.gov/information/understanding-prevailing-wage> and <https://www.dir.ca.gov/public-works/contractor-registration.html> for more information.

Performance Measures

- The successful planning and opening of a new facility to serve the American Indian community and support of smaller American Indian nonprofits

Minimum Qualifications

- Applicant must be a fully established **nonprofit** entity, duly formed, validly existing and in good standing with the California Secretary of State and eligible to do business with the City and County of San Francisco, and must not be part of another City agency or department
- The applicant organization's mission statement must be clearly focused on American Indian community
- Applicant must possess an active, signed Letter of Intent or lease for a new facility located in Fort Mason in San Francisco

Preferred Qualifications

- Knowledge of prevailing wages and competitive bidding processes
- Additional consideration will be given to entities with more substantial experience producing inclusive community events and programming as described in this RFP

Supplementary Questions and Attachments

The following must be addressed under Section II, "Approach, Activities and Outcomes" in your proposal narrative:

- (a) Please provide a detailed project budget narrative for the new facility, including sources and uses, committed revenue, and planned facility expenses (construction, furnishings, fixtures and equipment). The budget must consider all reasonable and necessary costs to implement the proposed improvements, including any permit costs and staffing, and must comply with Prevailing Wage requirements.
- (b) Please provide detailed multi-year organizational budget projections, including new rent, for the proposed facility.

In addition to answering the above questions within the body of the proposal narrative, applicant must attach a signed Letter of Intent or lease with their application.

III. Application Process

A. How to Apply

Complete applications shall include all of the items listed in the Proposal Package Checklist, below. Instructions and tips on completing all Proposal Package documents are included following the Checklist and all templates noted can be downloaded from <https://sf.gov/information/bid-opportunities>.

Proposal Package Checklist - The following items must be completed and included in the application package.

Templates provided as Appendices to RFP 225:

- Appendix B, Proposed Budget** template – Please list your proposed project budget on this template and upload it where prompted before you submit your application. Please do not convert this file to a PDF document before you upload it; the application will only accept Excel (.xls) file format.

Additional required attachments:

- Organizational Budget** (no template) – Organizational Budget for the current or last completed Fiscal Year for the Primary Applicant, the entity that will hold the contractual obligation if awarded (no template provided).
- Organizational Chart** (no template) – Organizational Chart for the Primary Applicant, the entity that will hold the contractual obligation if awarded (no template provided).
- Supplementary Questions and Requirements** – Reference whether **Supplementary Questions and Requirements** are requested for the particular Program Area(s) to which your organization is responding and include those items in the Proposal Package submission

Additional required attachments for **Program Area A Only**:

- Completed Capital for Communities Scorecard**. Click here to access the scorecard: <https://www.urban.org/C4CScorecard>
- Proof of good standing with the Internal Revenue Service (IRS)**. Search for your organization here: <https://apps.irs.gov/app/eos/>
- Proof of good standing as a tax-exempt entity with the State of California**. Search for your organization here: <https://bizfileonline.sos.ca.gov/search/business>
- Proof of San Francisco corporate address** (see Program Area A for detailed information on what to provide)

Most recent signed copy of your organization’s **IRS 990 or 990EX** from the last two (2) completed fiscal years

If you are a **fiscal sponsor** applying to Program Area A, you must also attach the following:

- Appendix F, Fiscal Sponsor Letter of Agreement (Area A)** – This form is only required if you are a fiscal sponsor to another organization and applying to Program Area A
- Fiscally sponsored lead’s Profit and Loss Statements and Balance Sheets** for the last two (2) completed fiscal years. These should be distinct from the fiscal sponsor’s financial statements

Please see Appendices A and D of this RFP for more details on these requirements.

Only Proposal Packages submitted using the approved templates with all required attachments will be considered for funding.

Alternative formats of templates may also be provided to individuals with disabilities by contacting oezd.procurement@sfgov.org before the submission deadline.

Additional Reference Materials, Requirements and Guidelines

The following documents are for reference only.

Appendix A, Application template – This template includes the question set that all applicants must respond to, for each application. The same questions are in the online application form, which can be accessed on the RFP website at <https://sf.gov/information/bid-opportunities>. Appendix A can be used to draft your narrative response, which can be copied and pasted into the online application. Please do not upload Appendix A with your application. Please note the additional question set that applies to Program Area A.

Appendix C, City Grant Terms (Form G-100), contains the standard requirements that apply to all nonprofit organizations doing business with the City.

Appendix D, Applicant Requirements and Guidelines

Appendix D is a reference document which outlines the standard administrative and compliance requirements, as well as providing additional details related to the following topics:

- Eligible Applicants
- Organizational Capacity
- Board of Directors/Leadership/Stability
- General City Grant Requirements
- Additional Local Requirements
- Collaborations

- Conditions of Proposal
- Additional details on all requirements that apply to Program Area A

Appendix E, Supplier Registration Instructions, provides registration instructions to Applicants who are not current City Suppliers (vendors).

B. Proposal Package Submission

When all items are complete, submit the entire Proposal Package through the online system by **5:00 p.m. on Wednesday, February 22, 2023**. Complete proposal packages must be received in the online system by the deadline.

Upon successful submission, you will receive an e-mail response to confirm your submission was received by the deadline. Save this information for future reference.

If you discover an error in your submission and need to submit a revised proposal, compile all items on the Proposal Package Checklist, follow the same steps as outlined above, and ensure that the revised submission is submitted before the deadline. Please also contact owd.procurement@sfgov.org and confirm when that you are replacing your prior submission so that OEWD is able to identify the correct proposal that the Review Committee receives.

Again, all submissions, including all appendices, must be received by 5:00 p.m. on February 22, 2023 to be considered as part of the Proposal Review Process. **Early submission is highly encouraged.**

If you have any challenges with the application templates, please contact the Contracts and Grants Division at owd.procurement@sfgov.org. The team will assist with technical issues until the submission deadline.

C. Best Practice Tips

- Use the Proposal Package Checklist to ensure your proposal is complete.
- Carefully review the minimum qualifications in the program area(s) you are interested in. Note that you may be eligible for some programs and not others.
- Write as clearly and succinctly as possible and respond directly to the questions as asked. Do not submit extra materials not requested.
- If you are submitting multiple proposals, please do not cross-reference content between proposals. For example, do not respond to questions with statements such as “Please see this answer in my proposal to Program Area B”.
- No links to outside materials should be included in proposals, as the Review Committee will not review any websites, articles, videos, or documents during the review process.
- Include all requested files as attachments with your proposal prior to submission; these attachments will not be accepted after the deadline.

IV. Proposal Review Process

First, OEWD will review all proposals to determine if they are complete and eligible. Incomplete, late or otherwise ineligible proposals will not be considered and applicants will be notified if their proposals have been disqualified.

Next, a Review Committee will read and score all complete and eligible proposals. The Review Committee may consist of City and non-City staff and other individuals who have experience in the Program Areas in this RFP. If applicants are current OEWD grantees or contractors, OEWD may consider prior performance in our review.

At the discretion of the City, the review process may require applicants to make an oral presentation before the panel and/or require the panel to conduct a site visit of the applicant's facility or proposed project area.

Selection Criteria

Applications will be reviewed and evaluated using the criteria described in this section. Please note that each OEWD Division has a distinct set of evaluation criteria. Point values indicate the relative importance placed on each section and points will be awarded based on the extent to which the application addresses the criteria listed. Applicants should prepare their proposals with these criteria in mind.

Business Development (Program Area A)

Business Development proposals will be evaluated on a **100-point scale**, broken down as follows:

Category: Who/Beneficiaries (15 points)

- The applicant is deeply rooted in Black, Indigenous, POC, LGBTQI+, Women, and/or Disabled San Francisco communities.

Category: You/Organization (15 points)

The applicant has a clear understanding of their core services and resources, and describes the impact of those activities for low-income San Francisco residents consistently since December 2020.

- The applicant has a clear understanding of their core services and resources, and the impact of those activities for Black, Indigenous, POC, LGBTQI+, Women, and/or Disabled San Francisco communities of focus as described in Question #1.

Category: What + How (70 points)

- The applicant describes their project and shows how it connects to an eligible project type.
- The applicant compellingly describes their project’s connection to economic mobility and opportunities.
- The applicant compellingly describes the current need for the funds.
- The applicant compellingly describes the impact of the funds – positive change for the organization that will result from this investment.
- Information in the Capital for Communities scorecard appears thorough, factual and consistent with applicant’s other answers. Project score is at least “moderate” (50 or above), and contains answers that could likely be strengthened with support from planning or pre-development funds.

Please review Appendix A for more details on the point value of each question in the application.

Economic Recovery and Regeneration (Program Area B)

Economic Recovery and Regeneration proposals will be evaluated on a **100-point scale**, broken down as follows:

Applicant Qualifications and Staff Assignments (30 points)

- The applicant’s professional qualifications and the experience of proposed partners, subcontractors/subgrantees, and staff
- Experience and track record implementing similar projects or proposed activities
- Clarity and feasibility of proposed staffing assignments, taking into consideration accessibility, availability and workload
- The application demonstrates a thorough understanding of the economic, social, financial, institutional or other issues that require a solution.

Approach, Activities, and Outcomes (50 points)

- The proposed project will contribute to achieving the goals and objectives stated in the RFP.
- The application presents a clear description of the proposed project, including a clear statement of goals and objectives
- The application presents a plan of action with details on the specific scope of services applicant(s) propose and how the proposed work will be accomplished.
- The application presents a reasonable timeline for implementing the proposed project including major milestones and target dates. It addresses factors that might speed or hinder implementation and explains how these factors would be managed.

- The design of the project reflects current knowledge on effective practices supported by applicants’ experience and/or research and literature.
- The proposed project would involve the collaboration of partner organizations, entities, consultants or key individuals who would maximize the effectiveness and efficiency of service delivery. If a collaborative application is proposed, specific activities and the role, capacity, and contributions each partner will make to the proposed project is detailed.
- The proposed project reflects performance targets appropriate for the program.
- The proposal demonstrates the organization’s capacity to carry out the proposed project by connecting current or previous experience with the proposed programming.
- The application demonstrates community support for the proposed project or program

Performance Measurement and Reporting (10 Points)

- Applicant addresses how data on project activities, outputs and outcomes will be collected and reported.
- Applicant demonstrates they have or will develop the capacity to collect and manage data.
- The application provides an appropriate and feasible plan describing how data will be used to determine whether the needs identified are being met and whether project results are being achieved.

Financial Management and Budget (10 Points)

- Applicant provides a detailed budget narrative presenting reasonable costs that relate to activities proposed.
- The proposed budget is submitted on the required template and applicant’s overall budget is of a size to reasonably expect successful delivery of the program.
- Applicant maintains strong fiscal controls and would ensure the prudent use, proper and timely disbursement and accurate accounting of funds awarded under this RFP.
- Additional resources are available to ensure implementation and sustainability of programming (preferred)

Community Economic Development (Program Areas C through V)

For Community Economic Development programs, the Review Committee consists of both “Tier 1” and “Tier 2” panels.

- Tier 1 Review - the primary review committee will review and score all responsive proposals on a 100-point scoring system as described below.
- Tier 2 Review – an additional review committee will review and score all proposals on a 50 point scale of how well each meets the district or neighborhood need, project feasibility, and fulfillment of key department priorities, as applicable.

Tier 1 review for Community Economic Development proposals will be evaluated on a **100-point scale**, broken down as follows:

Applicant Qualifications and Staff Assignments (30 points)

- The applicant’s professional qualifications and the experience of proposed partners, subcontractors/subgrantees, and staff
- Experience and track record implementing similar projects or proposed activities
- Clarity and feasibility of proposed staffing assignments, taking into consideration accessibility, availability and workload
- The application demonstrates a thorough understanding of the economic, social, financial, institutional or other issues that require a solution.

Approach, Activities, and Outcomes (50 points)

- The proposed project will contribute to achieving the goals and objectives stated in the RFP.
- The application presents a clear description of the proposed project, including a clear statement of goals and objectives
- The application presents a plan of action with details on the specific scope of services applicant(s) propose and how the proposed work will be accomplished.
- The application presents a reasonable timeline for implementing the proposed project including major milestones and target dates. It addresses factors that might speed or hinder implementation and explains how these factors would be managed.
- The design of the project reflects current knowledge on effective practices supported by applicants’ experience and/or research and literature.
- The proposed project would involve the collaboration of partner organizations, entities, consultants or key individuals who would maximize the effectiveness and efficiency of service delivery. If a collaborative application is proposed, specific activities and the role, capacity, and contributions each partner will make to the proposed project is detailed.
- The proposed project reflects performance targets appropriate for the program.
- The proposal demonstrates the organization’s capacity to carry out the proposed project by connecting current or previous experience with the proposed programming.
- The application demonstrates community support for the proposed project or program

Performance Measurement and Reporting (10 Points)

- Applicant addresses how data on project activities, outputs and outcomes will be collected and reported.
- Applicant demonstrates they have or will develop the capacity to collect and manage data.

- The application provides an appropriate and feasible plan describing how data will be used to determine whether the needs identified are being met and whether project results are being achieved.

Financial Management and Budget (10 Points)

- Applicant provides a detailed budget narrative presenting reasonable costs that relate to activities proposed.
- The proposed budget is submitted on the required template and applicant's overall budget is of a size to reasonably expect successful delivery of the program.
- Applicant maintains strong fiscal controls and would ensure the prudent use, proper and timely disbursement and accurate accounting of funds awarded under this RFP.
- Additional resources are available to ensure implementation and sustainability of programming (preferred)

Depending on the number and quality of proposals, applicants may be invited to be interviewed by the review committee to make a final selection. Each application will be considered individually and the organization's overall capacity in relation to the number of projects proposed will also be considered when projects and proposals are recommended for funding.

Clarifications

The City may contact applicants to clarify any portion of the proposal. All questions to the applicants will be submitted in writing and the answers, in writing, will be submitted, along with the proposals, to the Review Committee for scoring. Any attempt by an applicant to contact a member of the Review Committee during the proposal review process (other than submitting clarification questions or responding to any City-initiated contact) may result in the elimination of that proposal from consideration.

Selection

After the Review Committees have concluded the evaluation and scoring of the proposals, the results will be submitted to the Director of OEWD, and the appropriate oversight bodies, if necessary, for review and determination of the award. The tentative awardees whose proposal(s) are determined to meet the needs of the City will be recommended to negotiate a grant. If an applicant submits multiple proposals, the organization's overall capacity in relation to the number of projects proposed will also be considered when proposals are recommended for funding. All applicants will be notified of the results of the evaluation.

Applicants acknowledge that OEWD reserves the right to reject all proposals or cancel this RFP in whole or in part at any time prior to entering into a grant agreement and may republish the RFP.

The tentative award may be conditioned on inclusion of changes/additional terms. Negotiations over the specific terms and language may be required before submission to the Civil Service Commission for approval, if applicable. If the City is unable to negotiate a satisfactory agreement with the winning applicant(s), the City may terminate negotiations with that applicant and proceed to negotiate with other qualified applicants in the descending order of their ranking in the evaluation process. This process may be repeated until a satisfactory grant agreement has been reached. Final award of the grant may be subject to approval by the Civil Service Commission, Board of Supervisors, Mayor, or other governing body.

Applicants who do not receive an award may appeal the decision by filing a protest (described below). Applicants who receive a grant will be contacted to begin the grant negotiation process.

Negotiation Process

Following the conclusion of the protest process (described below), OEWD will contact all awardees to begin scope and budget negotiations. During the negotiation period, OEWD will provide additional details to include an offer of funding, the expected start date of the grant, a proposed scope of work and budget, and to disclose any fund source-specific criteria that the grantee will need to adhere to. OEWD will also request necessary compliance documentation that is required for all City grants.

V. Protest Process

A. Protest of Non-Responsiveness Determination

If your proposal is deemed non-responsive, you will receive notice from the City explaining the reason for removing it from consideration. Within five (5) calendar days of the City's issuance of a notice of non-responsiveness, any respondent that has submitted a proposal and believes that the City has incorrectly determined that its proposal is non-responsive may submit a written notice of protest. The protest must be received by the City on or before the fifth business day following the City's issuance of the notice of non-responsiveness.

The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the applicant, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

B. Protest of Grant Award

Within five (5) business days of the City's issuance of a notice of intent to award the grant, any applicant that has submitted a responsive proposal and believes that the City has incorrectly selected another proposer for award may submit a written notice of protest. The notice of protest must be received by the City on or before the fifth business day after the City's issuance of the notice of intent to award.

The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the applicant, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

C. Delivery of Protests

All protests must be received by 5:00 p.m. on the due date. OEWD highly recommends submitting the protest via email. If a protest is mailed in hard copy, the protestor bears the risk of non-delivery within the deadlines specified herein. Protests should be transmitted by a means that will objectively establish the date the City received the protest. Protests or notice of protests made orally (e.g., by telephone) or fax will not be considered. Scanned signed protest letters may be submitted via email to oewd.procurement@sfgov.org. Letters transmitted electronically must be sent in PDF format and be signed by an individual authorized to negotiate or sign agreements on behalf of the protesting organization.

Protests must be addressed to:

Contracts and Grants Director
Office of Economic and Workforce Development
One South Van Ness Avenue, 5th Floor
San Francisco, CA 94103

Following the City's receipt of a timely protest, the City may decide to schedule a meeting to review and attempt to resolve the protest. The meeting will be scheduled within ten (10) calendar days of the receipt of the protest, in a format that follows public health and accessibility guidelines. If the City determines a meeting is not necessary to address the protest, the protestor can anticipate a written response from the City within 10 calendar days of submission of the letter of protest. **All protest determinations made by the Director of OEWD are final.**