



# San Francisco CULTURAL DISTRICTS

## REQUEST FOR PROPOSALS

*"Community Building & Impact"*

RELEASED: Friday, Oct 2, 2020

REVISED: Monday, Oct 19, 2020

DUE: Friday, Oct 23, 2020

African American Arts & Cultural District  
American Indian Cultural District  
Calle 24 Latino Cultural District  
Castro LGBTQ Cultural District  
Japantown Cultural District  
Leather LGBTQ District  
SOMA Pilipinas Cultural District  
Transgender Cultural District

A program administered by the San Francisco  
Mayor's Office of Housing and Community Development

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# OVERVIEW

In May of 2018, San Francisco legislation formalized the creation of a place-based program that recognizes community-defined areas as Cultural Districts. Subsequently in November, Proposition E passed by a 75% majority allocating approximately \$3 million annually from the City's Hotel Tax Fund to support the Cultural Districts' efforts.

The Cultural Districts program is supported by an inter-departmental steering committee, including the Office of Economic and Workforce Development (OEWD), the Planning Department, the Arts Commission and the Mayor's Office of Housing and Community Development (MOHCD). These Departments work together to streamline City and community partnerships to coordinate resources aimed at stabilizing these communities which face displacement.

Each legislated Cultural District maintains a community-based advisory board, dedicated staffing, and funding for its operations. Each District works toward their community-defined vision for self-determination while also building power across all Districts. The Cultural District's collectively share policy strategies for strengthening community infrastructure.

The Cultural Districts legislation mandates that, in its first year, each district must create a "*Cultural History, Housing and Economic Sustainability Strategies Report*" (CHHESS) through a robust community engagement process. The CHHESS Report codifies the cultural legacy of the District, serves as a strategic policy plan, and ultimately is presented to the Board of Supervisors and approved by resolution. The CHHESS's primary goal is to facilitate measurable outcomes for both City Departments and the Cultural Districts to work toward together.

While the CHHESS serves as a long-term institutional document, the changing realities we are all currently facing present both an urgency and an opportunity to pilot and put into practice some immediate strategies that have surfaced in the Cultural District's community engagement efforts. During these times of change and transformation, we are deepening our commitment to community infrastructure and community social capital networks because we are stronger together.

Sincerely,

Brian Cheu, Director, Community Development  
Julia Sabory, Cultural Districts Manager



# FUNDING GUIDELINES

## Eligibility

1. Applicant must be (or has a fiscal sponsor that is) a nonprofit, public benefit corporation tax exempt under Internal Revenue Code 501(c)(3) as a public charity.
2. Only legislated SF Cultural Districts with recognized advisory boards are eligible to apply.
3. This funding opportunity is limited to those who already receive Cultural District operational grants.
4. Each of the eight Cultural District can apply for up to \$265,000 for one-time community building and impact grant funding.

## Racial Equity

In partnership with city and community leaders, MOHCD seeks to advance opportunities and improve programmatic outcomes for Black, Brown and low-income residents. As such, we are assessing programs, contracts, and procurements to ensure they advance the city’s racial equity goals. We will be working closely with our partner organizations to monitor the impact of our investments. We will provide capacity building, clear information to partners organization, and create channels to give and receive feedback to ensure that all parties are aligned in the expectation to create an inclusive and equitable City where all residents have the opportunity to thrive.

Mayor Breed recently established the Office of Racial Equity with the goal of transforming systems to support the collective liberation of Black, Indigenous/American Indian, and People of Color in San Francisco. MOHCD and the Cultural Districts Program are aligned with this effort and are proud of the fact that the Cultural Districts legislation clearly states that its focus is to “support cultural communities and ethnic groups that historically have been discriminated against, displaced and oppressed”. We continue this commitment during these changing times and will continue to center our work on culturally responsive solutions developed by the people most impacted by social inequities.

## This RFP’s Policy Framework

This RFP was developed through a robust research process by working with City and Community leaders to identify current challenges and new trends given the Pandemic, diving deeply into [www.racialequitytools.org](http://www.racialequitytools.org) with a focus on their “COVID-19 - Racial Equity & Social Justice Resources”. Finally, each program area in this RFP is aligned with the Cultural Districts’ original legislative goals, activities and intent.





# PROJECT AREAS

Each Cultural District is working to preserve, strengthen and promote their cultural communities. This RFP reinforces this purpose and is an opportunity to put into practice the strategies and themes that are surfacing in each District’s community engagement and CHHESS processes. The following are foundational policy strategies for the Cultural District Program-

- ⊕ Historic/Cultural Preservation
- ⊕ Tenant Protections
- ⊕ Arts & Culture
- ⊕ Economic & Workforce Development
- ⊕ Land Use
- ⊕ Cultural Competency
- ⊕ Crisis Response & Planning

We recognize that there is intersectionality in all community development work and each Cultural District should not feel limited to one policy or project area since many efforts are a combination of multiple lenses.

The following four project areas are intended to assist each proposal to weave together the Cultural District’s legislated policy strategies, above, along with the current pivotal landscape we are all experiencing.

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## I. CELEBRATING CULTURE

*Historic & Cultural Preservation is one of the primary strategies of the Cultural Districts legislation with goals of celebrating and promoting each District’s culture.*

Although we are in challenging times, we also face new opportunities and infinite possibility. The roles of community wisdom, culture and art have never been more important. Culture and art are often beacons that can help us see the light, both individually and collectively, encouraging both hope and awareness.

This project area is aimed at preserving the Cultural District’s community’s traditions, both tangible and intangible. All community and cultural activities **must** comply with the most recent Public Health guidelines.



# PROJECT AREAS

## **2. COMMUNITY RESILIENCE**

*The promotion of culturally competent and culturally appropriate services and policies that encourage the health and safety of the community, culture, or ethnic group is explicitly called out as a key strategy within the Cultural Districts legislation.*

Each Cultural District is responding to their community’s needs by supporting community awareness and coordinating resources while demands have grown exponentially. Supporting the community’s ability to shift in an ever-changing environment has presented new challenges.

This project area is aimed at ensuring that each District can rise to the new needs of their community by using culturally responsive strategies and building platforms for leveraging relationships and resources to respond to crises.

## **3. DIRECT SUPPORT**

*Tenant Protections are one of the primary strategies of the Cultural Districts legislation with the goals of preventing displacement, promoting affordable housing opportunities and home ownership.*

*Workforce Development is also called out in the legislations as a key solution to retain Cultural District’s residents and build equity within the neighborhood.*

Communities of color and low-wage workers are at disproportionate risk of being adversely affected both by the coronavirus and the response to its spread. Given this reality, we must continue to focus in on racial equity and build toward a just and equitable recovery.

This project area focuses on providing relief and support directly to community members or programs to counteract current economic challenges. The pandemic is showing how interconnected we all are; however, some communities are bearing the brunt of this virus’s wrath and require dedicated intentional support.

## **4. PUBLIC REALM**

*Stabilizing and strengthening the identity of the District and the ability to generate a vibrant economy are goals that fall under the legislation’s Economic Sustainability and Development section.*

Cultural Districts interpret this strategy to include various elements that make a vibrant economy possible- public safety, placemaking/place keeping, wayfinding, signage and programming that help people access and move through the whole Cultural District. The goals is to ensure that cultural legacy businesses and neighborhood roots are both stabilized and strengthened.

This project area is aimed to support economic sustainability and cultural identity of neighborhood corridors in new and creative ways.



# PROPOSAL INSTRUCTIONS

If you meet the Eligibility Criteria, you are welcome to submit a grant proposal. If you have any questions, please email them to [CommDevRFP@sfgov.org](mailto:CommDevRFP@sfgov.org).

1. Your proposal packet must consist of the following elements:

- ☐ Proposal Cover Sheet (page 9)
- ☐ Fiscal Lead Applicant’s Board of Directors (page 10)
- ☐ Cultural District’s Current Advisory Board (page 10)
- ☐ Proposal Narrative Responses (page 12)
- ☐ Project Budget Worksheet (online)

*The Proposal Cover Sheet, Fiscal Lead Applicant’s Board of Directors, Cultural District’s Current Advisory Board, and Project Budget Worksheet are posted in Word and Excel formats at <https://sfmohcd.org/community-development-funding-opportunities> for your convenience.*

3. Your Proposal Narrative should not exceed 10 total pages, or 5 double-sided sheets of paper. All Proposal Narratives must be typed. Font size must be at least 12 point. Pages must be standard 8-1/2" by 11".
4. You must email your proposal to MOHCD. Send your complete proposal packet to [CommDevRFP@sfgov.org](mailto:CommDevRFP@sfgov.org).
3. Emailed proposals must be received by 5:00PM on or before, the due date. No late submissions will be accepted. It is the responsibility of applicants to ensure email delivery prior to the submission deadline.

## TIMELINE:

RFP Issued	Friday, October 2, 2020
Pre-Submission Workshop (optional)	Friday, October 9, 2020 @ 10:30 a.m.
<b>Proposals Due</b>	<b>Friday, October 23, 2020 @ 5:00 p.m.</b>
Grant Award Notifications Sent	Friday, October 30, 2020



# PROPOSAL COVER SHEET

**Fiscal Lead Applicant Organization:** \_\_\_\_\_

**Fiscal Lead Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email** \_\_\_\_\_

**Cultural District:** \_\_\_\_\_

**Cultural District Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email** \_\_\_\_\_

**Total Proposal Request** (may not exceed \$265,000): \_\_\_\_\_

## PLEASE LIST THE PROJECTS IN THIS PROPOSAL:

<b>Project Area</b> (See page 10 for full list)	<b>Name of Project</b>	<b>One Line Description</b>
Ex. Arts & Culture	Sign Of the Times	Culturally relevant art around health & wellness





# BOARD MEMBERS

## FISCAL LEAD BOARD MEMBERS

You should have a Board of Directors with at least 7 members. We encourage representation from low-income residents and neighborhoods.

Name	Years on Board	Home Neighborhood	Employment or Relevant Experience

## CULTURAL DISTRICT ADVISORY BOARD MEMBERS

Name	Years on Board	Home Neighborhood	Employment or Relevant Experience



# PROPOSAL NARRATIVE

**Given that these are one-time funds, your proposal should describe actionable projects that are grounded in both your community’s immediate needs and the cultural fabric of your neighborhood.**

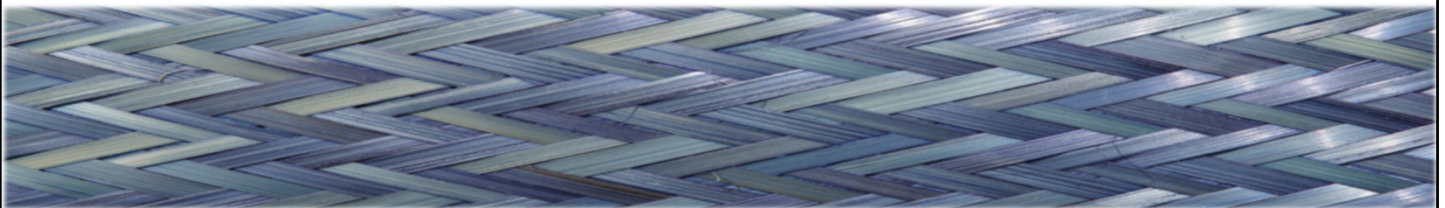
**Please select which of the strategies listed below best fit your projects/activities and use them as headers of your proposed projects.**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Culture Cures        | <input type="checkbox"/> Historic/Cultural Preservation | <input type="checkbox"/> Economic & Workforce Development |
| <input type="checkbox"/> Community Resilience | <input type="checkbox"/> Cultural Competency            | <input type="checkbox"/> Arts & Culture                   |
| <input type="checkbox"/> Community Support    | <input type="checkbox"/> Tenant Protections             | <input type="checkbox"/> Land Use                         |
| <input type="checkbox"/> Public Realm         |   |   |

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## QUESTIONS

1. Please describe in detail your *Community Building and Impact* proposal. For each project, describe:
  - a. The activities that will take place
  - b. How the projects advance economic recovery, maintain community identity and/or support resident well-being.
  - c. The phases of implementation and an estimated timeline.
  - d. Whether each of the proposed projects are new projects or expansions of existing projects.
2. How does your proposal support your overall Cultural District’s work?
3. How did you decide on these projects/activities? Which of your previous community engagement activities led you to choose the proposed projects/activities?
4. How will you be leveraging the community and City partnerships for your projects?
5. How are your projects intentional about impacting your community members most affected by social inequities (communities of color and marginalized communities)?
6. What is the staffing plan for the proposed projects, and what will each staff members role be in each project?



# SCORING

- Proposals that do not satisfy the Eligibility Criteria will be determined as non-responsive to this RFP and will not be further reviewed.
- Eligible proposals will be read and scored by reviewers with relevant programmatic expertise. Each reviewer will use a scoring rubric to assign a preliminary score between 0 and 100 points to each proposal they read.
- The point value of each section in the scoring rubric is shown below.
- MOHCD will average the preliminary scores for each proposal to generate a final score. Proposals with a final score of 70 points or higher will be considered fundable.
- MOHCD staff will allocate funds to those proposals until no dollars are left in the funding strategy.

Proposal Section	Point Value
Narrative Responses	50
Organizational Capacity and Budget	50



# APPEAL PROCEDURE

Proposals will be determined as non-responsive if they are incomplete, undelivered, or do not meet the Eligibility Criteria (see page 8). If we determine your proposal to be non-responsive, we will inform you. Applicants may appeal a determination of non-responsiveness to this RFP by submitting written notice to MOHCD setting forth the grounds for the appeal by no later than five (5) business days after receiving MOHCD’s determination.

If your proposal was not selected for an award after the scoring process, we will inform you. If you disagree with our decision, you may file a formal appeal within five (5) business days of the award announcement. We must receive the appeal on or before the fifth business day.

We will only accept appeals of non-responsiveness or an award decision in writing and in hard copy (i.e., email will not be accepted). The appeal must include a written statement of each of the grounds for appeal. An individual authorized to represent the respondent must sign the appeal.

The appeal must cite all applicable laws, rules, procedures or provisions that we did not follow faithfully, as documented in this RFP. The appeal must specify facts and evidence enough for us to determine its validity. Disagreements about program quality or value do not constitute grounds for appeal.

You must submit your hard copy appeal to: Attn: Director of Community Development, Mayor’s Office of Housing and Community Development (MOHCD), 1 South Van Ness Avenue, 5th Floor, San Francisco, CA 94103. You bear the risk of non-delivery within the deadlines specified if you use a mail service.

A panel selected by MOHCD will review all eligible appeals, and the panel decisions will be final. If necessary, we will schedule a meeting with the respondent within ten (10) calendar days of receiving the appeal. We will attempt to resolve the appeal during this meeting.

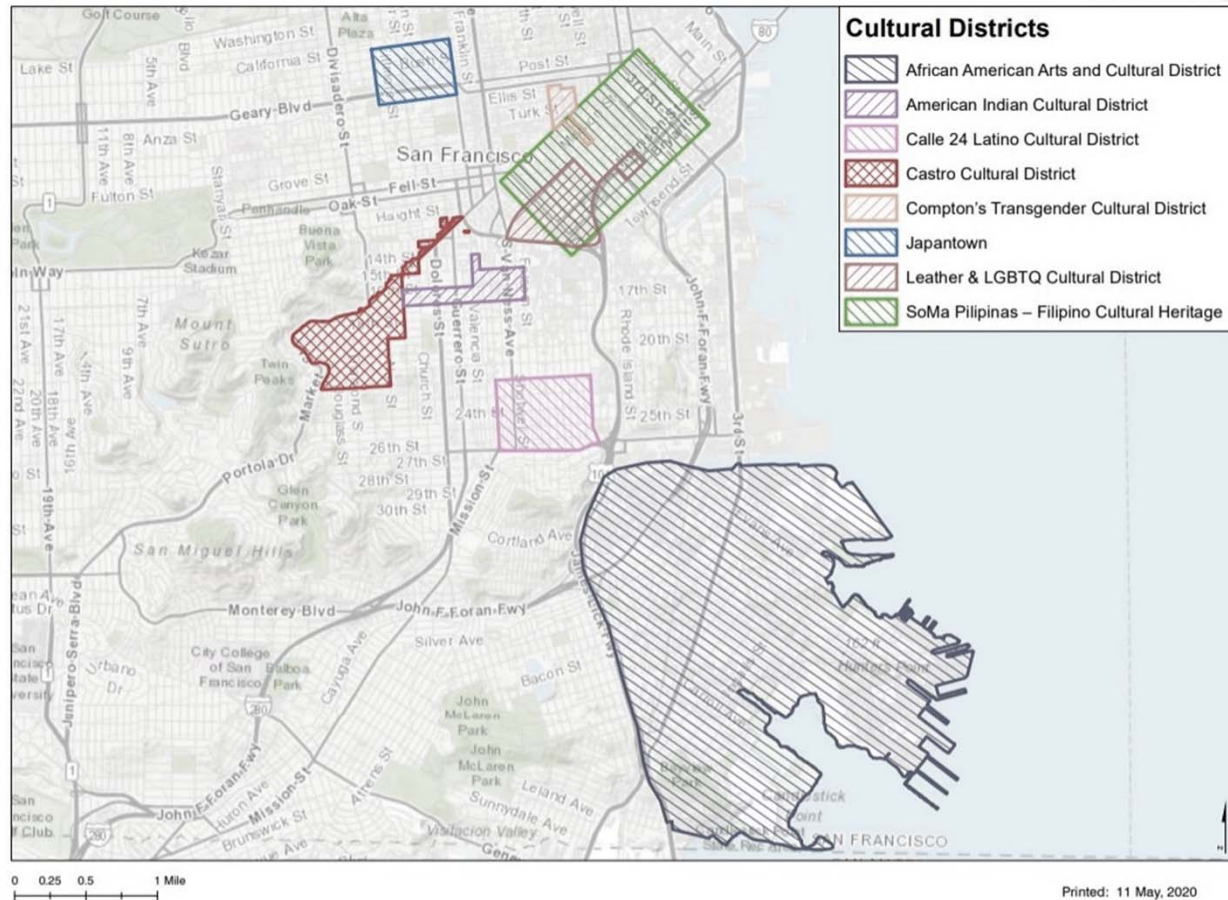
Failure to object or appeal in the manner and within the times set forth above will constitute a complete and irrevocable waiver of any appeal of MOHCD’s decision.





# San Francisco Cultural District

San Francisco  
**Planning**



Mayor's Office of Housing &  
Community Development (MOHCD)  
[www.sfmohcd.org](http://www.sfmohcd.org)

