



# **Request for Proposals #213**

**July 1, 2020 – June 30, 2026**

**Funding Cycle**

## **Technical Assistance and Commercial Corridor Improvement Grants**

**DATE ISSUED:**

**Monday, September 30, 2019**

**DEADLINE FOR SUBMISSION:**

**Tuesday, November 5, 2019 at 5:00 p.m.**



# A LETTER FROM THE INVEST IN NEIGHBORHOODS DIRECTOR

The City and County of San Francisco receives Community Development Block Grant (CDBG) Economic Development funds annually from the U.S Department of Housing and Urban Development (HUD) for financing eligible economic development projects, including microenterprise and small business development, support large-scale commercial and industrial businesses, job creation, and job retention activities.

On September 30th, 2019, the Office of Economic and Workforce Development (“OEWD”) issued a Request for Proposals (“RFP”) for grants to support a variety of key economic development activities from the Invest in Neighborhoods (IIN) Division. It was an opportunity for us to realign our grant making strategies with the most pressing needs of the San Francisco small business community.

The vision of the Invest in Neighborhoods (IIN) Division is to advance racial equity, diversity and inclusion in San Francisco’s neighborhood commercial corridors so they are economically thriving, safe, resilient, sustainable, and meet the needs of residents and users. In alignment with this vision, IIN’s objectives are to strengthen small businesses, improve physical conditions, increase quality of life, and build community capacity.

We received a total of 48 eligible proposals, requesting \$3,671,106 in annual grant funds. These totals represented an 141% and 204% increase, respectively, over our anticipated number of awards (34) and annual grant budget (\$1,797,439).

OEWD seeks to help all San Franciscans benefit equitably from the prosperity of our city, and we feel strongly that the organizations and funding recommendations listed on the following pages are well positioned to reach and serve those who have been traditionally excluded from that prosperity.

We look forward to working with our new and existing partner organizations to implement the variety of programs aimed at lowering barriers to entry, investing in the retention and stabilization of small businesses, and helping socially and economically disadvantaged business owners achieve their entrepreneurial goals.

Sincerely,



Jorge Rivas Jr.  
Invest In Neighborhoods  
San Francisco Office of Economic and Workforce Development

# RFP QUESTIONS & TIMELINE

These funding recommendations initiate the start of the public comment period. We are committed to providing as much clarity as possible about the evaluation process that led to these funding recommendations, as well as the next steps in the RFP process. All questions and public comment about the RFP and funding recommendations must be submitted in writing to [oe wd.procurement@sfgov.org](mailto:oe wd.procurement@sfgov.org). OEWD staff will not respond to questions or public comment via telephone or in person.

OEWD cannot provide proposal scores and reviewer comments to applicants and/or members of the public, or receive formal appeals of our funding decisions, until after we have delivered official award notifications to applicants. We will send notifications once the public comment period has ended.

We encourage you to attend the public hearing on February 4, 2020 to share your thoughts about these funding recommendations. Your input is important to us.

<b>Estimated Timeline</b> <i>(dates may be subject to change)</i>	
RFP Issued	Monday, September 30, 2019
Proposals Due	Tuesday, November 5, 2019 at 5:00 p.m.
Draft Funding Decisions Made Public	Wednesday, January 22, 2020
<b>Public Hearing</b> <i>(at San Francisco Public Library Main Branch, Koret Auditorium, 30 Grove Street)</i>	<b>Tuesday, February 4, 2020</b> <b>5:30 p.m. to 7:30 p.m.</b>
Public Comment Period Ends	Friday, February 21, 2020
<b>Award Notifications Sent</b>	<b>Monday, February 24, 2020</b>
Appeals Period Ends	Monday, March 2, 2020
Grant Negotiation Begins	Wednesday, April 1, 2020
Grant Term Start Date	Wednesday, July 1, 2020

# PROTEST PROCEDURES

OEWD will send official award notifications to applicants once the public comment period has ended. Within five calendar days of the City's issuance of a notice of intent to award the grant (tentatively scheduled for February 24, 2020), any firm 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. Such notice of protest must be received by the City on or before the fifth calendar 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 proposer, 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.

You must submit your hard copy appeal to:

Attention: Contracts and Grants Director  
Office of Economic and Workforce Development (OEWD)  
1 South Van Ness Avenue, 5th Floor  
San Francisco, CA 94103

All protests must be received by 5:00 p.m. on the due date. If a protest is mailed, 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 appeal letters may be submitted via email to [oewd.procurement@sfgov.org](mailto: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 submitting organization.

If the City determines that a meeting with the party submitting the appeal is necessary, such meeting will be scheduled within ten (10) calendar days of the receipt of a protest to review and attempt to resolve the protest. If the City determines a meeting is not necessary to address the appeal presented, the agency can anticipate a response letter from the City within 10 calendar days of submission of the letter of appeal.

Failure to object or appeal in the manner and within the times set forth above will constitute a complete and irrevocable waiver of any objection to this RFP or appeal of OEWD's decision.

# FUNDING RECOMMENDATIONS

When OEWD released RFP #213 in late September 2019, we anticipated awarding approximately \$1,500,000 in annual grant funding, beginning July 1, 2020. The following funding recommendations total \$1,797,439 in CDBG funding and represent our anticipated RFP awards for the initial grant term of July 1, 2020 through June 30, 2021.

In most cases, these recommended grant awards will be setup initially as three-year grants, from July 1, 2020 through June 30, 2023, with an option by OEWD for a three-year extension to June 30, 2026. Annual grant allocations are subject to availability of funds. OEWD has, at its sole discretion, the option to renew the grant agreement. The final terms and conditions of the grant are subject to negotiation.

All of these funding recommendations are strategy specific, and the funds provided must be used for the specific program purposes outlined under each strategy in this RFP. The below table is a snapshot of the proposals received under each of the 4 program areas solicited in RFP #213. Following this page, additional tables detail all 48 proposals submitted through this RFP with our recommended annual funding amount.

Program Area	Strategy	Total Proposals	Total \$ Amount of Requests	Total Proposed # of Awards	Total \$ Amount CDBG Funding
1	Small Business and Micro-Enterprise Technical Assistance	18	\$1,669,954	15	\$1,228,869*
2	Technical Assistance for Corridor Businesses	14	\$420,000	11	\$215,000
3	Neighborhood Commercial Corridor Revitalization	12	\$1,183,152	6	\$290,000
4	Commercial Corridor Improvements and Beautification	4	\$398,000	2	\$63,570
		<b>48</b>	<b>\$3,671,106</b>	<b>35</b>	<b>\$1,797,439</b>

\* Includes \$200,000 for SBDC Small Business Technical Assistance

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 1: Small Business and Micro-Enterprise Technical Assistance

Program Area 1 solicited proposals to provide technical assistance services to small businesses and micro-entrepreneurs citywide. Applicants were invited to propose projects up to \$100,000 for the initial grant term. Proposals are listed in alphabetical order by agency.

Agency Name	Proposal Name	FY 2020-21 CDBG Grant Recommendation
ASIAN, Inc.	San Francisco Multilingual Small Business and Micro-Enterprise Technical Assistance Project	\$38,869
Children's Council of San Francisco	9-Week Home-Based Child Care Entrepreneurship Training for Spanish Speakers	\$55,000
La Cocina	Microenterprise Food Business Incubation Services	\$70,000
Lawyers' Committee for Civil Rights	Legal Services for Entrepreneurs	\$100,000
Main Street Launch	Commercial Loans: San Francisco Revolving Loan Fund and Emerging Business Loan Fund	\$100,000
Mission Asset Fund	Expanding Small Business Loans and Financial Coaching	\$70,000
Mission Economic Development Agency	Technical Assistance and Commercial Corridor Improvement Grants	\$75,000

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 1: Small Business and Micro-Enterprise Technical Assistance (continued)

Agency Name	Proposal Name	FY 2020-21 CDBG Grant Recommendation
Renaissance Entrepreneurship Center	Technical Assistance for Entrepreneurs, Renaissance SoMa	\$75,000
Renaissance Entrepreneurship Center	Technical Assistance for Women Entrepreneurs in English and Spanish provided by Renaissance SoMa	\$40,000
Renaissance Entrepreneurship Center	Technical Assistance for Emerging and Established Entrepreneurs in Bayview Hunters Point Community	\$40,000
San Francisco LGBT Community Center	LGBT Small Business Assistance Program	\$70,000
San Francisco Small Business Development Center	Technical Assistance for Small Businesses	\$200,000
SFMade, Inc	Manufacturing Incubation and Accelerator Program	\$65,000
Southeast Asian Community Center	apiBIS+	\$75,000
Start Small Think Big, Inc.	Business Development Services for Low-and Moderate-Income Entrepreneurs in San Francisco	\$55,000
Wu Yee Children's Services	Family Child Care (FCC) Small Business Development Program	\$100,000
	<b>TOTAL</b>	<b>\$1,228,869</b>

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 1: Small Business and Micro-Enterprise Technical Assistance *Proposals Denied for Initial Funding Recommendations*

The below proposals are not currently being recommended for funding in Fiscal Year 2020-21 under Program Area 1, due to funding limitations. Should OEWD identify additional funds that align with the proposed projects, the Department will consider moving forward with additional awards. Proposals are listed in rank order.

Agency Name	Proposal Name	Funding Requested
L.C. and Lillie Cox Haven of Hope	Small Business Bootcamp	\$100,000
Kultivate Labs	New SOMA Pilipinas Small Business & Senior Push Cart Kiosk Micro Enterprise Support	\$100,000
Centers for Equity and Success (Success Centers)	"Entrepreneurship in a Nutshell" Education and Technical Assistance in Lower Fillmore	\$100,000
	<b>TOTAL</b>	<b>\$300,000</b>



# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 2: Technical Assistance for Corridor Businesses

Program Area 2 solicited proposals to provide technical assistance services to target commercial corridors. Applicants were invited to propose projects up to \$30,000 per corridor for the initial grant term. Proposals are listed in alphabetical order by agency.

Agency Name	Proposal Name	FY 2020-21 CDBG Grant Recommendation
Main Street Launch	Comprehensive business workshops for African American business owners in Bayview	\$15,000
Main Street Launch	Comprehensive business workshops for African American business owners in Lower Fillmore	\$15,000
Mission Economic Development Agency	Mission Street Commercial Corridor	\$30,000
Mission Economic Development Agency	Bernal Heights Commercial Corridor	\$20,000
Mission Economic Development Agency	Excelsior/Outer Mission Commercial Corridor	\$20,000
North of Market Neighborhood Improvement Corporation	Tenderloin Merchant Association Technical Assistance	\$20,000

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 2: Technical Assistance for Corridor Businesses (continued)

Agency Name	Proposal Name	FY 2020-21 CDBG Grant Recommendation
Renaissance Entrepreneurship Center	Technical Assistance to Lower Fillmore Corridor Businesses	\$20,000
Renaissance Entrepreneurship Center	Technical Assistance to Bayview Third Street Corridor Businesses	\$20,000
Southeast Asian Community Center	apiBIS\TL-CM-SOMA	\$20,000
Southeast Asian Community Center	apiBIS\Sunset	\$20,000
Southeast Asian Community Center	apiBIS\VisValley	\$15,000
	<b>TOTAL</b>	<b>\$215,000</b>

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 2: Technical Assistance for Corridor Businesses *Proposals Denied for Initial Funding Recommendations*

The below proposals are not currently being recommended for funding in Fiscal Year 2020-21 under Program Area 2, due to funding limitations. Should OEWD identify additional funds that align with the proposed projects, the Department will consider moving forward with additional awards. Proposals are listed in rank order.

Agency Name	Proposal Name	Funding Requested
La Cocina	Creating an Anti-Gentrifying and Community-Led Economic Model in the Tenderloin Commercial Corridor	\$30,000
Renaissance Entrepreneurship Center	Technical Assistance to Visitacion Valley Corridor Businesses	\$30,000
Chinese Newcomers Service Center	Chinatown Business Connection (CBC)	\$30,000
	<b>TOTAL</b>	<b>\$90,000</b>

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 3: Neighborhood Commercial Corridor Revitalization

Program Area 3 solicited proposals to provide business attraction and retention services that aim to strengthen neighborhood commercial corridors. Applicants were invited to propose projects up to \$100,000 for the initial grant term. Proposals are listed in alphabetical order by agency.

Agency Name	Proposal Name	FY 2020-21 CDBG Grant Recommendation
<b>Bay Area Community Resources (fiscal sponsor to Portola Neighborhood Association)</b>	Portola San Bruno Avenue commercial corridor revitalization	\$70,000
<b>Excelsior Action Group</b>	Excelsior Small Business Resiliency Project	\$70,000
<b>Mission Economic Development Agency</b>	Mission Street Commercial Corridor Revitalization	\$15,000
<b>North of Market Neighborhood Improvement Corporation</b>	Tenderloin Business Retention and Outreach	\$80,000
<b>Ocean Avenue Association</b>	Ocean Avenue Small Business Assistance Program	\$40,000
<b>Self-Help for the Elderly</b>	Neighborhood Commercial Corridor Revitalization	\$15,000
	<b>TOTAL</b>	<b>\$290,000</b>

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 3: Neighborhood Commercial Corridor Revitalization *Proposals Denied for Initial Funding Recommendations*

The below proposals are not currently being recommended for funding in Fiscal Year 2020-21 under Program Area 3, due to funding limitations. Should OEWD identify additional funds that align with the proposed projects, the Department will consider moving forward with additional awards. Proposals are listed in rank order.

Agency Name	Proposal Name	Funding Requested
San Francisco Parks Alliance	Stevenson Street Alley Mobile Activation Hub	\$100,000
San Francisco Housing Development Corporation	Leveraging Digital Signage as a Tool for Economic and Community Development in the Lower Fillmore	\$100,000
Northeast Community Federal Credit Union	Neighborhood Commercial Corridor Revitalization	\$100,000
Kultivate Labs	Revitalization of the Mission Corridor in SOMA	\$100,000
La Cocina	Neighborhood Revitalization: 101 Hyde - La Cocina's Municipal Marketplace	\$100,000
Filipino Community Development Corporation	Central Market Corridor Revitalization	\$100,000
	<b>TOTAL</b>	<b>\$600,000</b>

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 4: Commercial Corridor Improvement and Beautification Services

Program Area 4 solicited proposals to plan, market, develop and complete commercial corridor improvement projects, such as façade or tenant improvements, in targeted neighborhoods. Applicants were invited to propose projects up to \$100,000 for the initial grant term. Proposals are listed in alphabetical order by agency.

Agency Name	Proposal Name	FY 2020-21 CDBG Grant Recommendation
Kultivate Labs	Improvements and Beautification of Mission Street Corridor in SOMA	\$31,785
North of Market/Tenderloin Community Benefit Corporation	Community Pride through Environmental Design	\$31,785
	<b>TOTAL</b>	<b>\$63,570</b>

# RFP 213 FUNDING RECOMMENDATIONS

## Program Area 4: Commercial Corridor Improvement and Beautification Services *Proposals Denied for Initial Funding Recommendations*

The below proposals are not currently being recommended for funding in Fiscal Year 2020-21 under Program Area 4, due to funding priorities. Should OEWD identify additional funds that align with the proposed projects, the Department will consider moving forward with additional awards under this service area. Proposals are listed in rank order.

Agency Name	Proposal Name	Funding Requested
Asian Improv ARTs	Clay Corridor Enhancement Project	\$100,000
La Cocina	101 Hyde Building Façade Improvement	\$98,000
	<b>TOTAL</b>	<b>\$198,000</b>