

# OEWD REQUEST FOR PROPOSALS #212

## *Neighborhood Economic Development Grants*

### **Bidders Conference**

September 20, 2019 9:00 A.M. – 11:00 A.M.

San Francisco Public Library, Main Branch  
Koret Auditorium

<b>RFP issued by:</b>	<b>Office of Economic and Workforce Development</b>
<b>Date issued:</b>	Tuesday, September 10, 2019
<b>Proposals due:</b>	Friday, October 11, 2019 by 5:00 P.M.
<b>Questions about this RFP?</b>	Email: <a href="mailto:owd.procurement@sfgov.org">owd.procurement@sfgov.org</a>  <i>The deadline for all substantive questions is Monday, September 23 at 5:00 PM.</i>



# Presentation Overview

- Welcome & Programming Overview
- Program Area Details
- City Contracting Requirements
- RFP 212 Timeline and Web Resources
- Questions and Answers



# About OEWD

- OEWD's **Mission** is to advance equity and shared prosperity for all San Franciscans by:
  - growing sustainable jobs,
  - supporting businesses of all sizes,
  - creating great places to live and work, and
  - helping everyone achieve economic self-sufficiency.



# About this RFP

The **\$4.38 Million** investment in this RFP touches numerous aspects of San Francisco's diverse economy, with a focus on **advancing equity** and **shared prosperity** for **all residents**

- The RFP contains **27 distinct program areas** - grouped under two major headings of:
  - Neighborhood-Based Strategies (Areas A through T)
  - Citywide Strategies (Areas U through AA)
- A chart showing all the distinct areas, anticipated number of awards, anticipated total funding and eligible applicant notes begins on **page 7** of the RFP.



# Program Areas A through T

## Neighborhood-Based Strategies

Program Area	Title	Anticipated # of Awards	Anticipated Total Funding
A	Bayview Neighborhood Events	5-10	\$125,000
B	SF Shines Storefront Window Display	2-4	\$100,000
C	Castro Commercial Corridor Manager	1	\$75,000
D	Central Market/ Tenderloin Public Space Enhancements	2	\$30,000
E	Chinatown Tourist and Visitor Attraction Program	1	\$150,000
F	Chinatown Marketing for Small Businesses	1	\$100,000
G	SF Shines Storefront Improvement	1-3	\$750,000
H	District 6 Big Belly Pilot Program	8	\$160,000
I	Japantown Economic Vitality Support	1	\$170,000
J	Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building Program	1-2	\$60,000
K	Lower Fillmore Microenterprise and Small Business Development	1	\$25,000
L	Lower Fillmore Festivals and Events	2 or more	\$60,000
M	Event Support for Transgender Cultural District	1	\$25,000
N	Noe Valley Town Square	1	\$135,000
O	Ocean Avenue Community and Cultural Events	1	\$20,000
P	District 4 Small Business Public Safety Initiatives	1-2	\$50,000
Q	Event Support for SOMA Leather Cultural District	1	\$25,000
R	Tenderloin Block Safety Group Capacity Building	1	\$15,000
S	Tenderloin Arts Programming	2-4	\$65,000
T	Tenderloin Public Safety and Community Engagement Programs	1	\$65,000



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## A – Bayview Neighborhood Events - \$125,000

### Eligible Neighborhood(s): Bayview

- Seeking proposals from nonprofit organizations to coordinate neighborhood events in Bayview along the Third Street commercial corridor that contribute to neighborhood vitality by strengthening small businesses, improving physical conditions, increasing quality of life, and building community capacity. The Scope of Work for the selected organization(s) in this program area may include, but is not limited to the following:
  - Developing and promoting neighborhood events that target the Bayview and are neighborhood- and/or culturally-relevant
  - Coordinating and implementing neighborhood events
  - Engaging with community based organizations located within the neighborhood through outreach and promotions to encourage participation in events
  - Developing and implementing a plan to attract Bayview residents and outside visitors to attend events
- May apply for up to \$25,000 per proposal, covering one or more events
- Open to Nonprofit organizations only. Either Lead Applicant or Program Lead must maintain a physical location in Bayview/Hunters Point.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## **B – SF Shines Storefront Window Display - \$100,000**

**Eligible Neighborhood(s): Bayview, Excelsior, Lower Fillmore, Lower Haight, Mission, Ocean Avenue, Portola, Visitation Valley, Broad Street**

- Seeking proposals from firms or individuals to enhance and support the SF Shines Window Display program. The Scope of Work for the selected organization(s) in this program area may include, but is not limited to the following:
  - Create a process by which small businesses can apply to participate in the window display program
  - Create an outreach strategy targeting the priority business owner population listed above
  - Select qualified designers and match them with appropriate small businesses
  - Manage business and designer relations
  - Plan a public event to promote the project
  - Document the project with photographs and a post-project survey
  - Work collaboratively with OEWD to assist business owners in navigating other municipal resources that are available for business stabilization
- May apply for up to \$25,000 per neighborhood proposed for a 12 month term.
- Open to all applicants that provide services to the target neighborhoods, above.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## C – Castro Commercial Corridor Manager- \$75,000

### Eligible Neighborhood(s): Castro, Upper Market

Seeking proposals from nonprofit organizations to serve as the commercial corridor manager in the Castro and Upper Market commercial corridors. The corridor manager will be expected to meet with merchants to identify and promote strengths and opportunities and to identify and address weaknesses and challenges to the healthy functioning and success of the commercial corridor. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Developing and implementing ideas for programs, physical improvements, or activations.
  - Working with OEWD staff assigned to the area to check on vacancies.
  - Establishing and maintaining close relationships with both the Castro/Upper Market Community Benefit District and the Castro Merchants Association.
- May apply for up to \$75,000 for a 12 month term.
  - Open to nonprofit applicants only.





# Program Area Details: Neighborhood-Based Strategies Programs A to T

## D – Central Market/Tenderloin Public Space Enhancements - \$30,000

### Eligible Neighborhood(s): Central Market, Tenderloin

Seeking proposals from nonprofit organizations for programs that contribute to the beautification and activity in Central Market public spaces, including but not limited to sidewalks and alleys. Proposals should leverage existing community and neighborhood strategies for public space activation as well as other sources of funding to achieve complete projects.

- May apply for up to \$15,000 for a 12 month term.
- Open to nonprofit applicants only.
- Applicants must demonstrate a commitment to partnering with existing community based efforts to activate public space in Central Market.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## E – Chinatown Tourist and Visitor Attraction Program - \$150,000

### Eligible Neighborhood(s): Chinatown

Seeking proposals from firms or individuals to develop and administer a Chinatown Tourist and Visitor Attraction Program to promote tourist activities, improve marketing strategies, and strengthen neighborhood partnerships in Chinatown. The scope of work should seek to establish a cultural hub to stimulate tourism and welcome visitors, by implementing visitor attraction strategies, engaging the business community and community organizations, and using a variety of proven avenues to promote Chinatown, such as social media platforms, events, and communication tools.

- May apply for up to \$150,000 for a 12 month term.
- Open to all applicant types.
- Applicants must have an established physical location in the Chinatown neighborhood



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## F – Chinatown Marketing for Small Businesses - \$100,000

### Eligible Neighborhood(s): Chinatown

Seeking proposals from organizations to provide better support for Chinatown merchants by developing a new strategy to market businesses across Chinatown. This project focuses on long-term results like sustainable growth in regional customers and combining and leveraging marketing resources to encourage economic growth in Chinatown . The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Develop and implement a district marketing campaign to promote neighborhood-serving, small businesses and increase foot traffic and sales
  - Produce materials and/or a mobile application to promote legacy and anchor businesses
  - Engage merchants, residents, and stakeholders to develop a more robust tourist and visitor environment
  - Develop and implement media interaction, diverse nightlife attractions and activations
- May apply for up to \$100,000 for a 12 month term.
  - Open to all applicant types.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## G – SF Shines Storefront Improvement - \$750,000

**Eligible Neighborhood(s):** Chinatown, Excelsior, Lower Fillmore, Lower Haight, Mission, Ocean Avenue, Portola, Visitacion Valley, Broad Street

Seeking proposals from nonprofit organizations administer a Storefront Improvement Program on commercial corridors. 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.
  - Financial management and administration of construction grants.
- May apply for up to \$250,000 for an 18 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## H – District 6 Big Belly Pilot Program - \$160,000

### Eligible Neighborhood(s): Neighborhoods located within Supervisorial District 6

Seeking proposals from nonprofit organizations to pilot the Big Belly trash receptacle system within San Francisco Supervisorial District 6. The City's primary goals are to:

- Gauge the effectiveness of these units at decreasing the amount of litter and receptacle leakage compared with current designs
  - Determine what types of community based partners are most impactful at implementing this program, and
  - Determine if on-the-ground variables impact the effectiveness of the receptacles.
- May apply for up to \$30,000 for a 12 month term.
  - Open to nonprofit applicants only. CBDs/BIDs or Fix-It Zone applicants encouraged.
  - Leveraged resources required.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## I – Japantown Economic Vitality Support - \$170,000

### Eligible Neighborhood(s): Japantown

Seeking proposals from nonprofit organizations to support collaborative efforts, coordination, engagement and implementation of Japantown projects that support the Japanese Cultural Heritage and Economic Sustainability Strategy (JCHES) and that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Partnerships, Coordination and Engagement efforts
  - Business Outreach and Strengthening efforts
  - Cultural Heritage and Marketing efforts
  - Reporting
- May apply for up to \$170,000 for a 12 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## J – Lower Fillmore Neighborhood Strengthening , Stabilization, and Capacity Building - \$60,000

### Eligible Neighborhood(s): Lower Fillmore

Seeking proposals from nonprofit organizations to enhance community and economic development through community engagement, economic restructuring, and technical assistance. This grant will assist with capacity building, strengthening existing business, filling vacancies, and improving quality of life and economic vitality. 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 events
- May apply for up to \$60,000 for a 12 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## **K – Lower Fillmore Microenterprise and Small Business Training Program - \$25,000**

### **Eligible Neighborhood(s): Lower Fillmore**

Seeking proposals from nonprofit organizations to enhance community and economic development in the Lower Fillmore through trainings for microenterprises and small businesses. The training program should include business planning, finance management, access to capital, networking, skill building, and mentoring. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Implement a workshop series consisting of 2-3 trainings per year
  - Documentation and reporting of trainee attendance and outcomes
  - Conduct an assessment of the training program to identify strengths, weaknesses, and recommendations for modifying or improving the curriculum
  - Identify participants that may be placed in an incubator program or other training programs
- May apply for up to \$25,000 for a 12 month term.
  - Open to nonprofit applicants only.





# Program Area Details: Neighborhood-Based Strategies Programs A to T

## L – Lower Fillmore Festivals and Events - \$60,000

### Eligible Neighborhood(s): Lower Fillmore

Seeking proposals from nonprofit organizations to enhance and support neighborhood activation by providing festivals and events in District 5 (D5) commercial corridors. The grants can assist festivals with strategic planning, marketing, volunteer management, contractors, entertainment, licensing, permitting, supplies, and documentation of events. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Identifying and securing venues
  - Providing promotions and marketing
  - Securing licenses and permits
  - Designing, organizing and implementing the festival(s)/events(s) and related schedules
- May apply for between \$15,000 and \$40,000 for a 12 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## **M – Event Support for Transgender Cultural District - \$25,000**

### **Eligible Neighborhood(s): Central Market/Tenderloin**

Seeking proposals from nonprofit organizations to support events that take place within the Transgender Cultural District. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Organize outdoor events open to the public such as street festivals that explicitly relate to the mission of the Transgender Cultural District.
  - Organize indoor events open to the public that may feature art, music and/or performances and/or other activities that explicitly relate to the mission of the Transgender Cultural District.
- May apply for up to \$25,000 for a 12 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## **N – Noe Valley Town Square - \$135,000**

### **Eligible Neighborhood(s): Noe Valley**

Seeking proposals from nonprofit organizations to activate and improve the Noe Valley Town Square. The principal objective of this project is to improve the quality of life experience on Noe Valley's 24th Street commercial corridor for all community stakeholders by making the town square 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.

- May apply for up to \$135,000 for a 12 month term.
- Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## **O – Ocean Avenue Community and Cultural Events - \$20,000**

### **Eligible Neighborhood(s): Ocean Avenue**

Seeking proposals from nonprofit organizations to organize and implement cultural and community events in the District 7 portion of Ocean Avenue, which shall include an event surrounding the Lunar New Year. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Work with corridor merchants, community groups, the District 7 office of President Norman Yee, and OEWD on the implementation of the grant.
  - Organize all concessions, activities, shows, performances, and all other logistics for each event. All events shall be appropriate for all age groups.
- May apply for up to \$20,000 for a 12 month term.
  - Open to nonprofit applicants only.
  - Leveraged resources required.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## **P – District 4 Small Business Safety Initiatives - \$50,000**

### **Eligible Neighborhood(s): Outer Sunset**

Seeking proposals from nonprofit organizations to work with neighborhood commercial district organizations in Supervisorial District 4 to develop and implement neighborhood specific safety strategies, that support small businesses and encouraging residents to implement safety measures. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Working with small business organizations in District 4, create a pilot rebate program for the purchase of home security cameras that are purchased locally
  - Working with small business organizations in District 4, create a pilot program that encourages small businesses to securely receive resident package deliveries
  - Enhance collaboration with small businesses and nonprofit merchant associations to increase neighborhood safety, reduce property crime and strengthen commercial corridors
- May apply for up to \$50,000 for a 12 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## Q – Event Support for SOMA Leather Cultural District - \$25,000

### Eligible Neighborhood(s): South of Market Area (SOMA)

support events that take place within the SOMA Leather Cultural District. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Organize outdoor events open to the public such as street festivals that explicitly relate to the mission of the SOMA Leather Cultural District.
  - Organize indoor events open to the public that may feature art, music and/or performances and/or other activities that explicitly relate to the mission of SOMA Leather Cultural District.
- May apply for up to \$25,000 for a 12 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## R – Tenderloin Block Safety Group Capacity Building - \$15,000

### Eligible Neighborhood(s): Tenderloin

Seeking proposals from nonprofit organizations to partner with OEWD in a capacity building effort that will result in a model for assessing the impact of safety group programs implemented in the Tenderloin. This assessment should focus on analyzing the performance and outcomes of safety group efforts executed in the Tenderloin over the course of the last two (2) years. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Working with the City to identify all relevant data sets for measuring the impact of safety groups.
  - Compiling past meeting minutes, participants and a block-by-block analysis of representation in the safety groups to identify strengths and opportunities with community engagement efforts.
  - Identifying other safety and cleaning programs that may relate to the safety group work and articulate how these programs are coordinated and impact is measured alongside safety group efforts.
- May apply for up to \$15,000 for a 12 month term.
  - Open to nonprofit applicants only.



# Program Area Details: Neighborhood-Based Strategies Programs A to T

## S – Tenderloin Arts Programming- \$65,000

### Eligible Neighborhood(s): Tenderloin

Seeking proposals from nonprofit organizations for the implementation of arts programming in the Tenderloin neighborhood that incorporates the Tenderloin community. The goal of this program area is to provide additional support to Tenderloin art exhibits, installations, events and/or other forms of arts programming that create opportunities for a diverse group of Tenderloin residents to either showcase work or directly engage with arts programming.

- May apply for between \$15,000 to \$30,000.
- Open to nonprofit applicants only.





# Program Area Details: Neighborhood-Based Strategies Programs A to T

## T – Tenderloin Public Safety and Community Engagement Programs - \$65,000

### Eligible Neighborhood(s): Tenderloin

Seeking proposals from nonprofit organizations to develop and implement a program that delivers staffing at Tenderloin public parks, as well as projects to address cleanliness issues on Tenderloin sidewalks, specifically focused on dog waste abatement. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Working with the City to identify an adequate staffing arrangement for the newly renovated public parks in the Tenderloin neighborhood.
  - Working with the City to identify ideal locations to implement dog waste stations.
  - Reporting on the successes and challenges of public safety interventions as related to staffing at public parks.
  - Helping monitor/track safety conditions and resident perception of safety on select blocks where the program is active.
- May apply for up to \$65,000 for a term of 12 months.
  - Open to nonprofit applicants only.



# Program Areas U through AA

## Citywide Strategies

Program Area	Title	Anticipated # of Awards	Anticipated Total Funding
U	Citywide Big Belly Pilot Program	TBD based on applicant pool	\$250,000
V	Commercial Corridor Public Safety Initiatives	1-2	\$500,000
W	Community Benefit District Organizational Support	1-2	\$15,000
X	Economic Development Capacity Building Support	1-2	\$100,000
Y	SF Shines Fund Management	1	\$750,000
Z	Women's Entrepreneurship	1-2	\$310,000
AA	Commercial Corridor and Neighborhood Marketing Initiatives	1-5	\$250,000



# Program Area Details: Citywide Strategies Programs U to AA

## U – Citywide Big Belly Pilot Program– \$250,000

Seeking proposals from nonprofit organizations to partner with OEWD and the Mayor’s Fix-It Team to pilot the Big Belly trash receptacle system. The City’s primary goals are to:

- Gauge the effectiveness of these units at decreasing the amount of litter and receptacle leakage compared with current designs
  - Determine what types of community based partners are most impactful at implementing this program, and
  - Determine if on-the-ground variables impact the effectiveness of the receptacles.
- May apply for up to \$15,000 for a 12 month term.
  - Open to nonprofit organizations only.
  - Leverage funding is required



# Program Area Details: Citywide Strategies Programs U to AA

## V – Commercial Corridor Public Safety Initiatives– \$500,000

Seeking proposals from nonprofit organizations to work with neighborhood commercial district organizations to develop commercial corridor specific safety strategies and implement related safety measures. Specifically OEWD is seeking partners to provide to expertise in small business safety needs assessments and/or commercial corridor safety needs assessments. The Scope of Work may include, but is not limited to the following:

- Assessing and Developing Small Business Safety Needs
  - Assessing and Developing Commercial Corridor Needs
  - Plan Development for the Implementation of Safety Measures
  - Implementing Safety Plans and Installation of Safety Equipment
  - Budget Planning For Safety Plan Implementation
  - Community, Property Owner and Small Business Owner Engagement
- May apply for up to \$500,000 for a 12 month term.
  - Open to nonprofit organizations only.



# Program Area Details: Citywide Strategies Programs U to AA

## **W – Community Benefit District Organizational Support– \$15,000**

Seeking proposals from existing Community Benefit Districts (CBDs)/Business Improvement Districts (BIDs) to strengthen the organizational effectiveness of their management corporation. The grants can assist groups with strategic planning, retail strategy, business attraction, retailing, volunteer management, renewal, and improved fundraising.

- May apply up to \$15,000 for a 12 month term.
- Open to established CBDs and BIDs only.
- Leveraged funding is required



# Program Area Details: Citywide Strategies Programs U to AA

## **X – Economic Development Capacity Building Support – \$100,000**

Seeking proposals from organizations to provide capacity building facilitation and training for economic development staff, community and merchant associations and nonprofit partners. Projects and activities proposed under this program area should include at least two of the below strategies:

- Assessing and Developing a Capacity Building Strategy
  - Implementing Capacity Building Strategy
  - Providing Ad Hoc Coaching or Support
  - Developing and Implementing Workshop/Training Series
  - Engaging Subject Matter Experts
  - Coordinating Between Multiple Partners
  - Logistical Planning
- May apply for up to \$100,000 for a 12 month term.
  - Open to all applicant types.



# Program Area Details: Citywide Strategies Programs U to AA

## Y – SF Shines Fund Management– \$750,000

Seeking proposals from organizations to administer storefront improvement grant funds that support independently-owned and operated small businesses. The goal of the fund is to provide storefront improvements to business owners that have been identified by OEWD. Grants may cover eligible expenses relating to design, construction, and project management of SF Shines projects. The Scope of Work may include, but is not limited to the following:

- Financial Management and Administrative Support including providing construction grants
  - Keeping detailed records of invoices and disbursements
  - Providing the appropriate tax documentation to the business owners
- May apply up to \$750,000 for a 24 month term.
  - Open to nonprofit organizations only.



# Program Area Details: Citywide Strategies Programs U to AA

## Z – Women’s Entrepreneurship – \$310,000

Seeking proposals from nonprofit organizations to provide focused business development support including access to capital for women entrepreneurs, with an emphasis on those from historically disenfranchised communities. The Scope of Work may include, but is not limited to the following:

- Complete Individual Action Plans (IAPs) or Individual Development Plans (IDPs) with women entrepreneurs
  - Develop strategies that spur additional income or provide stability for the entrepreneurs e.g. accessing new markets, implementing marketing action steps and tracking results, hiring and training staff, purchasing equipment, securing funding for leasing space, or making other improvements to comply with local, state and federal laws.
- May apply up to \$155,000 for a 12 month term. Within the \$155,00 maximum budget request, an applicant may propose up to \$25,000 to operate and establish the eligibility and application process and up to \$130,000 for the grants to the entrepreneurs.
  - Open to nonprofit organizations only.
  - Please be sure to submit the additional Application Template, Appendix G, for this program area.





# Program Area Details: Citywide Strategies Programs U to AA

## AA – Commercial Corridor and Neighborhood Marketing Activities– \$250,000

Seeking proposals from organizations to work with neighborhood commercial district organizations to develop commercial corridor specific marketing strategies and implement projects that promote small businesses and neighborhood assets with the goal to increase visitors and shoppers in the neighborhood. The Scope of Work may include, but is not limited to the following:

- Assessing needs and developing Small Business marketing strategies
  - Assessing needs and developing Commercial Corridor marketing strategies
  - Plan Development and Implementation of Marketing Plans
  - Development and Production of Marketing Collateral
  - Community, Property Owner and Small Business Owner Engagement
- May apply up to \$50,000 for a 12 month term.
  - Open to all applicant types.



# City Contracting Requirements: Supplier Compliance

For general questions regarding the Supplier registration process, contact the User Support Desk  
415-944-2442 [sfcitypartnersupport@sfgov.org](mailto:sfcitypartnersupport@sfgov.org)



# City Contracting Requirements: Supplier Compliance

## Steps to Becoming a City Supplier

[sfcitypartner.sfgov.org](http://sfcitypartner.sfgov.org)

A completed W-9 form (the W-9 Form can be found at [irs.gov](http://irs.gov).) Federal Tax Identification Number or Social Security Number; Official Name of Company, as listed on W-9

### New to City Business?

If you are new to doing business with the City of San Francisco, you should start by registering in our system as a bidder. Our easy 5 step instructions are below. If you are already a supplier with a supplier i.d. number, go [here](#).

1

#### Gather Your Info

- A completed W-9 form (the W-9 Form can be found at [irs.gov](http://irs.gov).)
- Federal Tax Identification Number or Social Security Number
- Official Name of Company, as listed on W-9
- Business Type, Contact Name and Address

2

#### Register

- Go to the supplier portal. You will create a username for logging into our system while registering as bidder.
- After completing this step you will receive a Bidder ID and password to the portal.
- You can then log in using this password and your username.

3

#### Contact User Support

- After registering as a Bidder, contact User Support by email or by phone to let them know your intent to become a supplier and receive a Supplier ID.
- User Support will assign your ticket to Supplier Management.

4

#### Complete Compliance

- To become a Supplier, you must complete Business Tax Registration with the Treasurer and Tax Collector's Office (see link below).
- Suppliers must also submit a 12B Compliance Declaration.
- Bidders can submit the 12 Compliance Declaration by logging onto the Supplier Portal

5

#### Confirmation

- Once your business registration is processed and 12B Compliance Declaration is approved, the City will convert your profile from bidder to supplier and send you a Supplier ID number via email.
- Please allow 3 business days to receive a Supplier ID number.

# City Contracting Requirements: Supplier Compliance

Please visit: <https://sfcitypartner.sfgov.org/pages/become-a-supplier.aspx>

## First become a Registered Bidder...

The first step to begin working with the City is to [complete a short registration process](#) to become a "Registered Bidder". This will allow you to view and bid on Sourcing Events.

## ...then Become an Approved Supplier

After becoming a Registered Bidder, you can then advance your status to become an Approved Supplier, which allows you to be fully awarded City contracts. The steps to do this are as follows:

- 1 Complete a [San Francisco Business Tax Registration](#)
- 2 Complete a [12B Equal Benefits Declaration](#)

In addition to the hyperlinked directions above, you can click here to view step-by-step directions on [How to Become an Approved Supplier](#).

Additional Programs and Forms that may apply to you as you work with the City include the following:

OPTIONAL 14B LBE Certification  
for Small Local Businesses

Requirements Based on Your  
Annual Business with the City

Contract-Related Requirements

First Source Hiring Program



# City Contracting Requirements

- **Business Tax Compliance**
- **Equal Benefits (12B) Compliance**



# City Contracting Requirements: Business Tax Compliance

Visit <https://sftreasurer.org/registration> to register or renew with the Treasurer and Tax Collector's Office. Select the **"City Bidder/Supplier (Vendor) Business Registration"** link to get started.

All San Francisco businesses must renew their business registration annually by May 31 of each year.

For additional support, call 3-1-1 or visit: [https://sftreasurer.org/RG2019\\_instructions](https://sftreasurer.org/RG2019_instructions)



Secured Property Taxes

Unsecured Property Taxes

Delinquent Real Property Taxes

Public Auction - Sales of Tax-Defaulted Property

## Business Registration

San Francisco's Business and Tax Regulations Code requires that every person engaging in business within the City generally must register within 15 days after commencing business and renewed on an annual basis. To become a Supplier for the City and County of San Francisco, you must complete a Business Registration with our office.

- New Business Registration
- Renew Business Registration
- City Bidder/Supplier (Vendor) Business Registration**



# City Contracting Requirements: Equal Benefits (12B) Compliance

**Equal Benefits compliance information and  
assistance in completing the online 12B Declaration:**

**Equal Benefits Unit  
415-581-2310  
[cmd.equalbenefits@sfgov.org](mailto:cmd.equalbenefits@sfgov.org)**



# City Contracting Requirements: Equal Benefits (12B) Compliance

- 1 Have your username and password ready.  
*Tip: If you do not have a username and password, contact the User Support Desk at [Dtis.helpdesk@sfgov.org](mailto:Dtis.helpdesk@sfgov.org)*
- 2 Have the verification of employee count and verification of equal benefits ready.
- 3 Go to the Supplier Portal at <https://sfcitypartner.sfgov.org/>
- 4 *Returning Users:* Click the **Log In** button.  
*New Users:* Under the Help drop-down menu, select the **Become a Supplier** option.
- 5 *Returning Users:* Under the Get Started menu, click the **Log In** button and log in.  
*New Users:* Under the Get Started menu, click the **complete a short registration process** link and follow the steps for Bidder Registration.
- 6 *Returning Users:* Select 12B Declaration under the **Certifications** menu.  
*New Users:* go to Step 3, above, and follow the instructions for a Returning User.
- 7 Select **12B Declaration**.
- 8 Ensure the **SetID** field is set to **SHARE**.
- 9 Click **Add A New Value** (for a new Declaration) or **Find An Existing Value** (to locate a previous Declaration).
- 10 Under **Declaration Type**, select **Supplier** if you have a Supplier ID.  
If you do not have a Supplier ID, select **Bidder**. (**Bidder** numbers start with "B")
- 11 Enter your Supplier ID. If you do not have a Supplier ID, enter your Bidder ID.
- 12 Follow the prompts to complete the 12B Declaration.  
**IMPORTANT: Failure to attach the required supporting documentation will prevent compliance.**
- 13 At the end of the Declaration, click the following buttons in this order: **Save, Print, Submit, Cancel** or **Submit**.  
*Tip: Note the Declaration Number at the top of the page in case you need to contact the Equal Benefits Unit.*

2019 September





# RFP 212 Timeline & Web Resources

- **September 10:** RFP published on OEWD website
- **September 20:** Bidders Conference
- **September 23:** Deadline to submit questions (5 pm)
- **September 25:** Q & A Final Posting
- **October 11:** **Proposals due by 5pm Deadline**



# RFP 212 Timeline & Web Resources

**Deadline for Responses:  
Friday, October 11, 2019 by 5:00 PM.**

**1 complete response package may be submitted via email to [owd.procurement@sfgov.org](mailto:owd.procurement@sfgov.org)**

**(Preferred Method)**

**OR**

**1 copy of the completed response package including all supplementary materials may be hand-delivered by the deadline or received by OEWD by mail by the deadline at the following address:**

Office of Economic and Workforce Development

1 South Van Ness Avenue, 5th Floor

San Francisco, CA 94103

Attention: Contracts and Grants Director

**HAND DELIVERY RECOMMENDED IF SUBMITTING HARD COPY**



# RFP 212 Timeline & Web Resources

Website: <http://oewd.org/bid-opportunities/rfp-212>

## Document Downloads

[Full RFP 212 - Issued September 10, 2019](#)

[Appendix A: Sample Agreement for Grant \(Form G-100\)](#)

[Appendix B: Proposal Budget Template](#)

[Appendix C: Application: Request for Proposals 212](#)

[Appendix D: Staffing and Board Composition Chart Template](#)

[Appendix E: Submission Authorization Form](#)

[Appendix F: Supplier Registration Instructions](#)

[Appendix G: Applicable only to RFP 212 Area Z \(Womens Entrepreneurship\)](#)



# RFP 212 Timeline & Web Resources

APPLICATION PACKET CHECKLIST	
<p>All required appendix templates are available for download at: <a href="http://oewd.org/bid-opportunities">http://oewd.org/bid-opportunities</a>. All documents below must be submitted along with your complete application unless otherwise noted. If you are unable to provide a mandatory supplementary document for any reason, submit a statement in its place explaining why the information is not available.</p> <p><b>Complete application packets (including all supplementary materials) are due no later than 5:00pm PST on Friday, October 11, 2019.</b> Please check the boxes under "Submission Method" to confirm whether you are sending the attachment via email or in hardcopy. Email submissions must be sent to: <a href="mailto:oewd.procurement@sfgov.org">oewd.procurement@sfgov.org</a>. Please make sure to reference your <b>agency name</b> and "RFP 212" in the subject line. Alternative submissions may be accepted. See the Proposal Submission Requirements in the RFP for details.</p>	
Attachments and Supplementary Materials	Submission Method
<p><b>Appendix A: Sample Agreement for Grant (Form G-100)</b>                      Note that terms and conditions within the City's standard grant boilerplate may change as new legislation is enacted or to reflect specific regulations and requirements of the moneys funding the grant's programming. The template available for download at <a href="http://oewd.org/bid-opportunities">http://oewd.org/bid-opportunities</a> should only be used as a general guide.</p>	<p><i>Do not submit: this Appendix is for review only.</i></p>
<p><b>Appendix B: Budget Template</b>                      Include a budget for your proposed project activities using the Excel template provided. Please include leveraged funds in Column F, if requested. No other budget formats will be accepted.</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy</p>
<p><b>Appendix C: Application: Request for Proposals 212</b>                      Please fill out all required fields in this application. All required Supplementary Questions must be answered within Part II: Approach, Activities and Outcomes unless otherwise noted.</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy</p>
<p><b>Appendix D: Staffing and Board Composition Chart</b>                      Submit staffing/board information for the Lead Applicant and Program Lead, if applicable.</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy</p>
<p><b>Appendix E: Submission Authorization from Executive Director/Chief Executive Officer</b>                      This form must be signed by the Lead Applicant Executive Director or Chief Executive Officer and the Program Lead Executive Director or Chief Executive Officer, if applicable.</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy</p>
<p><b>Appendix F: Supplier Registration Instructions</b>                      This document walks applicants through the process of becoming an approved City Supplier, a prerequisite to entering into contract. Please review and ensure that you/your agency will be able to become a Supplier within ten (10) days of notice of award.</p>	<p><i>Not required: for review only.</i></p>
<p><b>Appendix G: Client Tracking Form for Area Z (Women's Entrepreneurship)</b>                      This document is only applicable to Program Area Z, Women's Entrepreneurship. If you are applying to other sections, please do not submit this appendix with your proposal packet.</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy</p>
<p><b>Organizational Budget</b>                      Please include an overall organizational budget for the Lead Applicant and the Program Lead, if applicable. (no specific template provided)</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy</p>
<p><b>Organizational Chart</b>                      Please include an organizational chart for the Lead Applicant and Program Lead, if applicable. (no specific template provided)</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy</p>
<p><b>Letters of Support</b>                      You must include letters of support as part of your complete application packet if indicated in the program area as a requirement. <b>Letters of support that have not been received by the RFP submission deadline will not be considered.</b> Letters of support are encouraged for most, however, if the program area does not require that you demonstrate support from other entities, agencies or communities, and you do not wish to provide letters of support, please check "N/A".</p>	<p><input type="checkbox"/> Email  <input type="checkbox"/> Hardcopy  <input type="checkbox"/> N/A</p>

# Questions & Answers

- 1. Fill out your question card(s). Staff will pick them up.**
- 2. Additional questions may be asked via email by the deadline to [owd.procurement@sfgov.org](mailto:owd.procurement@sfgov.org)**
  - Please put “RFP #212” and area of interest in the Subject Line
  - Questions may be submitted up until **Monday, September 23, 5 pm**
  - Questions and answers will be posted on OEWD website by Wednesday, September 25:

<http://owd.org/bid-opportunities/rfp-212>

Updates will be posted ongoing



# Questions & Answers:

Program Area	Title
A	Bayview Neighborhood Events
B	SF Shines Storefront Window Display
C	Castro Commercial Corridor Manager
D	Central Market/ Tenderloin Public Space Enhancements
E	Chinatown Tourist and Visitor Attraction Program
F	Chinatown Marketing for Small Businesses
G	SF Shines Storefront Improvement
H	District 6 Big Belly Pilot Program
I	Japantown Economic Vitality Support
J	Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building Program
K	Lower Fillmore Microenterprise and Small Business Development
L	Lower Fillmore Festivals and Events
M	Event Support for Transgender Cultural District
N	Noe Valley Town Square
O	Ocean Avenue Community and Cultural Events
P	District 4 Small Business Public Safety Initiatives
Q	Event Support for SOMA Leather Cultural District
R	Tenderloin Block Safety Group Capacity Building
S	Tenderloin Arts Programming
T	Tenderloin Public Safety and Community Engagement Programs

Program Area	Title
U	Citywide Big Belly Pilot Program
V	Commercial Corridor Public Safety Initiatives
W	Community Benefit District Organizational Support
X	Economic Development Capacity Building Support
Y	SF Shines Fund Management
Z	Women's Entrepreneurship
AA	Commercial Corridor and Neighborhood Marketing Initiatives

**Please cite Program Area (A to AA), if applicable. Please list “Administrative” for general RFP questions.**



# Thank you!

- **Visit the Bid Opportunities page** on our website ([oewd.org/bid-opportunities](https://oewd.org/bid-opportunities)) to review and apply for current funding opportunities. The direct link to the RFP 212 page is:

[oewd.org/bid-opportunities/rfp-212](https://oewd.org/bid-opportunities/rfp-212)

- **Subscribe to the “OEWD General Interest” email list** to make sure you are notified of all active funding opportunities. You may subscribe here:

[oewd.org/email](https://oewd.org/email)

- **Connect with OEWD** if you have any suggestions or questions related to our current procurement or programs:

[oewd.procurement@sfgov.org](mailto:oewd.procurement@sfgov.org) or (415) 701-4848

