

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
1/31/2022	Desi Danganan	Kultivate Labs	The RFP states "Talent at these concerts will be selected by San Francisco's indoor music venues and venue advocacy organizations." Question, has this body been convened? Who will convene these stakeholders, the applicant or OEWD? If it is OEWD or another body will the applicant be involved in the selection process?	Area A - "SF Live" - Event Production	This body has not been selected or convened. OEWD intends to work with the selected grantee(s) in the early phase of the grant to develop an application process to enable indoor music venues to participate in this program.
1/31/2022	Desi Danganan	Kultivate Labs	The RFP states "indoor venues will receive stipends of up to \$3,000 in exchange for curating and presenting these events." Question, does this mean indoor concerts are also expected to be produce as well as the outdoor events?	Area A - "SF Live" - Event Production	Indoor music venues are expected to play a leading role in selecting talent for the outdoor concert series. No indoor concerts are expected to be produced in this series.
1/31/2022	Desi Danganan	Kultivate Labs	Who will select the outdoor spaces for these SF Live events to occur? Is it the applicant in their proposal, or OEWD after contracting has been executed with the grantee?	Area A - "SF Live" - Event Production	As identified in the list of deliverables in Program Area A, it is expected that a series of concerts will be produced at the Golden Gate Park Bandshell and at Union Square. Additional concerts are expected to be produced at other outdoor spaces, which could include the Jerry Garcia Amphitheater, Embarcadero Plaza, or others. An applicant may identify additional spaces to use in their proposal, however, it is expected that the applicant will produce events at the spaces identified in the RFP, at minimum. OEWD will work with the selected grantee(s) to finalize the proposed set of outdoor spaces as part of the grant.
1/31/2022	Desi Danganan	Kultivate Labs	Do street festivals qualify as eligible venues for the SF Live events?	Area A - "SF Live" - Event Production	As described in Program Area A, SF Live funding will support the production of a series of live musical performances in outdoor parks and plazas in San Francisco. Street festivals will not be eligible venues for this particular program.
1/31/2022	Desi Danganan	Kultivate Labs	If the applicant proposes a re-granting program to support and / or new existing music festivals produced by other groups in the city, would this be an eligible program approach for this grant?	Area A - "SF Live" - Event Production	If such a program were to achieve the stated goals of the RFP, it would be considered an eligible approach for this grant. The cost of any mini-grants would need to be included in the overall deliverable limits in the RFP.
1/31/2022	Desi Danganan	Kultivate Labs	How does racial equity play a part on in the scoring process of this RFP?	Area A - "SF Live" - Event Production	There is no specific numerical equity score in this RFP, however, OEWD will ensure that an equity approach is included in selecting partners, negotiating project metrics, and implementing services. Examples of ways we will do this include: <ul style="list-style-type: none"> <li>- Assigning diverse proposal review panels that include individuals with relevant lived/professional experience</li> <li>- Requiring that venues participating in the selection of talent set equity targets to ensure inclusive talent line-ups reflective of the eclectic San Francisco music and entertainment sector</li> <li>- Promote events in multiple languages and utilize a variety of outreach and marketing strategies to reach communities across the city</li> </ul>
1/31/2022	Desi Danganan	Kultivate Labs	Will you accept letters of recommendation to prove "the organization's experience working with San Francisco music venues, or other evidence of your organization's familiarity with San Francisco's music ecosystem?"	Area A - "SF Live" - Event Production	Letters of recommendation are not being requested for and therefore will not be accepted as part of Program Area A. Applicants should provide clear evidence of their experience in the proposal narrative.

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
1/31/2022	Desi Danganan	Kultivate Labs	There are a high concentration of music venues in SOMA, does OEWD prefer the applicant to produce most of the SF Live events in District 6?	Area A - "SF Live" - Event Production	There is no preference for concentrating proposed SF Live programming in District 6.
1/31/2022	Desi Danganan	Kultivate Labs	Will the readers scoring the grant applications have any background in the music production / events industry?	Area A - "SF Live" - Event Production	Yes, the panel will include representation from individuals with experience producing music events.
1/31/2022	Desi Danganan	Kultivate Labs	In terms of outcomes, what does OEWD value more... attendance numbers or measurable economic output and activity?	Area A - "SF Live" - Event Production	OEWD will work with the selected grantee(s) to develop a set of metrics to evaluate this program's success, which will include number of attendees, number of local businesses directly or indirectly supported through the program, and other considerations
1/31/2022	Desi Danganan	Kultivate Labs	The events produced for this grant, is there a stipulation that they must be free to the public to enter?	Area A - "SF Live" - Event Production	In order to maximize the accessibility of SF Live concerts, it is expected that most or all of these events will be free to the public. Registration may be considered for free events if necessary to manage crowd sizes.
1/31/2022	Desi Danganan	Kultivate Labs	If the applicant can charge a ticket price or sponsorship sales to the proposed events, will the applicant be able to use that for operating costs and earned income, or is the monies generated from ticket sales and sponsorships suppose to go back to OEWD?	Area A - "SF Live" - Event Production	In order to maximize the accessibility of SF Live concerts, it is expected that most or all of these events will be free to the public. Sponsorship income earned by the grantee is allowable.
1/31/2022	Desi Danganan	Kultivate Labs	Will OEWD bar corporate sponsorships from the SF Live events?	Area A - "SF Live" - Event Production	OEWD will not prohibit appropriate sponsorship for SF Live events, subject to any applicable state or local restrictions on the use of sponsorship.
1/31/2022	Desi Danganan	Kultivate Labs	Do the events have to be all ages, or can they be strictly 21 and up?	Area A - "SF Live" - Event Production	Given that the events are expected to take place in outdoor parks, plazas, and open spaces, it is expected that most or all of the events will be all ages.
1/31/2022	Desi Danganan	Kultivate Labs	The RFP states "Talent at these concerts will be selected by San Francisco's indoor music venues and venue advocacy organizations." Question, who will be in-charge of booking the talent proposed by this group—is it the applicant?	Area A - "SF Live" - Event Production	Indoor music venues will be expected to propose and book talent, but it is possible that the applicant will also need to participate in booking talent to ensure the successful execution of these events.
1/31/2022	Desi Danganan	Kultivate Labs	If an applicant choses to focus on a certain segment of the music industry, for example only hiphop events in exchange for a lower grant award will OEWD look favorable towards this approach? Or does OEWD expect a successful applicant to produce a wide spectrum of events?	Area A - "SF Live" - Event Production	The selected grantee(s) will be expected to produce a diverse array of events that include a variety of music genres. An applicant may highlight experience producing events within a specific segment of the music industry, and that will be considered as qualifying experience.
1/31/2022	Desi Danganan	Kultivate Labs	If properly permitted, will OEWD allow cannabis sales to be part of the revenue mix of SF Live events?	Area A - "SF Live" - Event Production	Yes, if properly permitted and following the procedures outlined in San Francisco Police Code Article 16, Section 1621.5, cannabis sales may be considered for SF Live events.
2/1/2022	Katie Belena	Entire Productions	Talent sourcing responsibilities: Private SF Venues--How are the private SF venues determined? -will this outreach happen under the selected candidate's team or will OEWC be collecting applications from these venues for consideration?  -is the \$3,000 stipend for the private venue part of the overall \$1.9mil budget, or do these funds come from a different source?	Area A - "SF Live" - Event Production	OEWD intends to work with the selected grantee(s) in the early phase of the grant to develop an application process to enable indoor music venues to participate in this program.  Stipends to venues would be included within the \$1.9 million.

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
2/1/2022	Katie Belena	Entire Productions	<p>Permitting--are we required to secure all necessary permits? What assistance, if any, will OEWC provide in this area?</p> <p>Will the OEWC want there to be any concessions available for purchase? Alcohol?</p> <p>Any need for vendor/sponsor/expo booths at each location?</p>	Area A - "SF Live" - Event Production	<p>The selected grantee(s) will be expected to secure all necessary permits, although OEWD may provide technical assistance as appropriate.</p> <p>Depending on the location of the concert, concessions and alcohol sales may or may not be feasible. OEWD expects to work with the grantee(s) and city partners to determine whether concessions or alcohol sales are appropriate for concerts in different locations.</p>
2/1/2022	Katie Belena	Entire Productions	<p><b>Ticketing/Registration:</b></p> <p>Are these free to attend events?</p> <p>Are we handling any sort of registration/ticketing?</p> <p>What are the OEWC's expectations for attendee seating at locations that do not have existing seating built into the space?</p> <p>What are the OEWC's expectations and/or requirements for:</p> <ul style="list-style-type: none"> <li>-Security?</li> <li>-Crowd Control?</li> <li>-Ecology/trash?</li> </ul> <p>Does the city have any required partners for the above?</p>	Area A - "SF Live" - Event Production	<p>The selected grantee(s) will be expected to oversee security, trash, and any other required event production components in a manner sufficient to meet permitting requirements.</p> <p>In order to maximize the accessibility of SF Live concerts, it is expected that most or all of these events will be free. Registration may be considered for free events if necessary to manage crowd sizes.</p>
2/1/2022	Katie Belena	Entire Productions	<p>"Produce SF Live concert series in multiple public spaces. Spaces may include the Jerry Garcia Amphitheater, Embarcadero Plaza, and other locations."-- does the candidate need to present other locations as options within application? How are the other locations determined/sourced--by OEWC or by the selected candidate?</p>	Area A - "SF Live" - Event Production	<p>An applicant may identify additional spaces to use in their proposal, however, the selected grantee(s) will be expected to produce events at the spaces identified in the RFP. OEWD will work with the selected grantee(s) to finalize the proposed set of outdoor spaces as part of the grant based on the feasibility of staging concerts in these spaces.</p>
2/1/2022	Katie Belena	Entire Productions	<p>Is there any particular schedule or cadence for each concert date/location? Will these be daytime or nighttime outdoor concerts?</p> <p>What is the expected duration of each concert?</p>	Area A - "SF Live" - Event Production	<p>There is no specific expectation for the schedule of the series, other than an expectation that most or all performances will occur in 2022. It is expected that OEWD and the grantee(s) will work together to develop a proposed schedule for the series. Concerts in this series will be expected to occur on weekday evenings or weekend days/evenings. Concert timing and duration will likely depend on a variety of factors, including the length of time approved for amplified sound by City agencies, the availability of lighting, and other considerations.</p>
2/1/2022	Katie Belena	Entire Productions	<p>For budgeting, is "deliverable" for the entire scope of a concert (talent, staging, lighting, sound, security, etc.) or do you want the budget to individualize each line item??</p>	Area A - "SF Live" - Event Production	<p>OEWD will provide deliverable payments to support the eligible activities described in the RFP. In your budget narrative (section 4 of the application), please provide details related to the anticipated cost of each proposed deliverable. For example, under Deliverable 1 (Produce SF Live concert series at the Golden Gate Park Bandshell, \$150k), your budget narrative should reflect anticipated production costs (such as those described in your question) as well as any reasonable and necessary operating and/or administrative costs related to the execution of the deliverable.</p>

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
2/1/2022	Matt Feldberg	1015 Folsom	<p>- What was the original expectation or vision around how many events per year or the entire grant period that was in mind when first proposing the \$1.9M number?</p> <p>- And were there specific / utopian amounts of events per quarter that were to be expected per venue?</p> <p>*** Golden Gate Park Bandshell</p> <p>*** Union Square</p> <p>*** Various City Parks (Jerry Garcia Amp, etc.)</p>	Area A - "SF Live" - Event Production	<p>With this funding, OEWD's priority is to ensure a diverse array of high-quality, high-impact event programming that will contribute to the revitalization of the local music and entertainment sector and provide benefit to residents, visitors, and businesses citywide. The number of concerts produced through this series will be determined by the available budget and scale of each event. While there is no fixed number of events per venue or across the campaign overall, OEWD hopes to identify one or more grantees with the ability to execute at least 30 events within the grant period. To maximize the available funding, OEWD will work with relevant City agencies to reduce administrative costs wherever possible.</p>
2/1/2022	Matt Feldberg	1015 Folsom	<p>Is the hope / goal / preference of these concerts to be full and large in capacity (+2000-4000 guests)? Or is the intention to have only a small portion be large-scale events --- and majority of programming to focus on lower-capacity (250-1000) attendees?</p>	Area A - "SF Live" - Event Production	<p>The intention is for each concert to have robust attendance at the available seating configuration, and conform to public health and safety guidelines. Because different outdoor spaces have different capacity limits and larger spaces could be configured to serve smaller numbers of attendees through the inclusion of seating, events could range in expected size. The Recreation and Parks Department lists estimated capacities for a number of spaces within their jurisdiction at <a href="https://sfrecpark.org/737/Special-Event-Venues">https://sfrecpark.org/737/Special-Event-Venues</a></p>
2/1/2022	Matt Feldberg	1015 Folsom	<p>Is it mandatory that the recipient of the Production or Marketing grants involve local independent music venues either as booking talent or co-presenting? Is there added value given to bids who specifically propose working with local, independent music venues?</p>	Area A - "SF Live" - Event Production	<p>OEWD intends to work with the selected grantee(s) in the early phase of the grant to develop an application process to enable indoor music venues to participate in this program. Indoor venues that select and book talent for SF Live concerts will be expected to be identified as co-presenters.</p>
2/2/2022	Abigail Munn	Unknown	<p>I am currently working on a proposal fro RFP #222 and have a question about Part II, Section 2, Question 6 "Supplementary Questions and Requirements as required by Program Area A."</p> <p>The answers to these questions will be included in our previous narrative. Do you want us to answer them again in question 6 or can we reference the section of the proposal where the answer is located.</p>	Area A - "SF Live" - Event Production	<p>Please make sure to include your responses to the Supplementary Questions in the section that requests them, even if it seems duplicative to other content.</p>
2/2/2022	Duygu Gun	SFJAZZ	<p>"Indoor venues will receive stipends of up to \$3,000 in exchange for curating and presenting these events"</p> <p>Is this per event? Is this covered by OEWD or should it be included in the budget proposal?</p>	Area A - "SF Live" - Event Production	<p>This should be included in the budget proposal. There will not be additional resources available to support the stipends.</p>
2/2/2022	Duygu Gun	SFJAZZ	<p>Are organizations allowed to have corporate or individual sponsors and recognize them at these events? What are the limitations?</p>	Area A - "SF Live" - Event Production	<p>Corporate or individual sponsorship may be appropriate for SF Live events, subject to any applicable state or local restrictions on the use of sponsorship.</p>

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
2/2/2022	Katie Conry	Tenderloin Museum	<p>I had two questions about applying for Program Area A. We are planning to produce three live shows in an open parking lot at Turk and Hyde in summer of 2022 in the Tenderloin. These outdoors shows would be free and accessible to the public, Turk and Hyde is an active and lively street corner, and those standing in the adjacent streets will also be able to enjoy the music and see the performers. The parking lot is owned by Local 87 SIEU (<a href="http://seiu87.org/">http://seiu87.org/</a>), and the Tenderloin Museum is in dialogue with Local 87 to use the space for free and open-to-the-public live music programming.</p> <p>My question is: could this outdoor parking lot be considered a public space? And if so does this fits within the parameters of Program Area A? Also the three events will cost \$90,000 to produce. Is this within the scope of this RFP or is this too small scale?</p>	Area A - "SF Live" - Event Production	A proposal is competitive if it meets the goals of the Program Area. As a reminder, Program Area A seeks organizations to produce a series of live musical performances in several outdoor parks and plazas in San Francisco. Performances are expected to occur at Union Square, the Golden Gate Park Bandshell, and other public outdoor spaces, which could include the Jerry Garcia Amphitheater, Embarcadero Plaza, or others as proposed by applicants and negotiated with OEWD. Talent at these concerts will be selected by San Francisco's indoor music venues and venue advocacy organizations.
2/2/2022	Kevin Arnold	Noise Pop Industries	What's the intent or requirements of the split of funds between the deliverables of Program A, ie. Union Square, GGP Bandshell, and the other locations? Is 45% of programming expected to be in Union Square as per the budget breakdown?	Area A - "SF Live" - Event Production	Grantees should propose a level of programming for each deliverable that is achievable at the proposed funding allocation.
2/2/2022	Kevin Arnold	Noise Pop Industries	Is the intent to create one unified series and program across all the deliverables for Program A? Or are independent programs for each deliverable preferred?	Area A - "SF Live" - Event Production	All of the concerts produced through this Program Area are expected to be aligned as part of a single campaign to support the live music and entertainment sector. While each outdoor space will have its own layout and infrastructure, it is expected that talent at concerts across the campaign will be selected by San Francisco's indoor music venues and venue advocacy organizations.
2/2/2022	Kevin Arnold	Noise Pop Industries	Will standard permitting processes apply with all relevant parties (RPD, Ports, MTA) or will there be benefits or other considerations for the program? Will any special rates or consideration apply for needed permits?	Area A - "SF Live" - Event Production	The grantee(s) will be expected to use funding issued through this RFP to cover the costs of producing these events, including but not limited to, any required permitting, equipment, talent fees, and staffing. However, OEWD will work to identify any potential fee reductions, waivers, or other opportunities for City agencies to support the success of the program.
2/2/2022	Kevin Arnold	Noise Pop Industries	Are any other city services included or discounted - Police, Fire, EMT, DPH, etc.	Area A - "SF Live" - Event Production (assumed)	The grantee(s) will be expected to use funding issued through this RFP to cover the costs of producing these events, including but not limited to, any required permitting, equipment, talent fees, and staffing. However, OEWD will work to identify any potential fee reductions, waivers, or other opportunities for City agencies to support the success of the program.
2/2/2022	Kevin Arnold	Noise Pop Industries	What are the anticipated hours of operation or curfew for the outdoor events?	Area A - "SF Live" - Event Production (assumed)	Concerts in this series will be expected to occur on weekday evenings or weekend days/evenings. Concert timing and duration will likely depend on a variety of factors, including the length of time approved for amplified sound by City agencies, the availability of lighting, and other considerations.
1/31/2022	Desi Danganan	Kultivate Labs	Are points awarded if there is a Joint Venture with an WBE, LBE, MBE, or veteran business?	Area B - "SF Live" - Industry Promotion	Local preferences such as LBE, MBE, WBE or veteran business programs will not apply to this grant award.

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
1/31/2022	Desi Danganan	Kultivate Labs	Will preference be given to SF based applicants vs Bay Area based applicants (ie Marin).	Area B - "SF Live" - Industry Promotion	Local preferences will not apply to this grant award. One of the preferred qualifications under this Program Area is that applicants possess "a strong familiarity with San Francisco's music ecosystem, including knowledge of local musicians and music venues."
1/31/2022	Desi Danganan	Kultivate Labs	How does Racial Equity factor into the scoring of this RFP?	Area B - "SF Live" - Industry Promotion	There is no specific numerical equity score in this RFP, however, OEWD will ensure that an equity approach is included in selecting partners, negotiating project metrics, and implementing services. Examples of ways we will do this include: <ul style="list-style-type: none"> <li>- Assigning diverse proposal review panels that include individuals with relevant lived/professional experience</li> <li>- Requiring that venues participating in the selection of talent set equity targets to ensure inclusive talent line-ups reflective of the eclectic San Francisco music and entertainment sector</li> <li>- Promote events in multiple languages and utilize a variety of outreach and marketing strategies to reach communities across the city</li> </ul>
1/31/2022	Desi Danganan	Kultivate Labs	Will you accept letters of recommendation to prove "the applicants experience working with San Francisco music venues, or other evidence of your organization's familiarity with San Francisco's music ecosystem?"	Area B - "SF Live" - Industry Promotion	Letters of recommendation are not being requested for and therefore will not be accepted as part of Program Area B. Applicants should provide clear evidence of their experience in the proposal narrative.
1/31/2022	Desi Danganan	Kultivate Labs	Is the applicant expected to deliver promotional material in several languages? If so which ones?	Area B - "SF Live" - Industry Promotion	Promotional materials produced through this Program Area should be translated into the City's 3 most common non-English languages -- Chinese, Filipino, and Spanish -- to maximize accessibility. OEWD may encourage that additional languages are prioritized for particular grant activities.
1/31/2022	Desi Danganan	Kultivate Labs	What metrics of success will OEWD expect the applicant to track (beyond ticket sales, reach, and frequency)?	Area B - "SF Live" - Industry Promotion	OEWD will work with the grantee to develop a set of metrics to determine the success of this Program Area.
1/31/2022	Desi Danganan	Kultivate Labs	Will the readers of the applications have a industry background in marketing and promotions?	Area B - "SF Live" - Industry Promotion	Yes, the panel will include representation from individuals with experience with marketing and promotion.
1/31/2022	Desi Danganan	Kultivate Labs	What target audiences does OEWD want the promotions to be targeted to?	Area B - "SF Live" - Industry Promotion	While OEWD expects to work with the grantee to identify target audiences, we anticipate target audiences to focus on San Francisco residents and regional tourists of all ages.
1/31/2022	Desi Danganan	Kultivate Labs	Who will be deciding the creative direction of promotional materials and branding? Is it OEWD or a "selected by San Francisco's indoor music venues and venue advocacy organizations" as stated in Program Area A.	Area B - "SF Live" - Industry Promotion	The selected grantee will be expected to lead the development of the creative direction of promotion materials and branding, with input from OEWD and local venue advocacy organizations. OEWD will retain final approval of the creative direction.
1/31/2022	Desi Danganan	Kultivate Labs	If my organization applies for Program Area A & B, and if we are awarded a grant to Program Area A and score a close second in Program Area B will OEWD select my organization for Program B because there will be organizational efficiencies working with 1 grantee (aka 1 stop shop)?	Area B - "SF Live" - Industry Promotion	The applicants whose proposals 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.

OEWD Request for Proposals (RFP) #222 - Question and Answer Log

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
1/31/2022	Desi Danganan	Kultivate Labs	In detailing the budget for the SF Live campaign, does OEWD prefer the applicant spend more on salaries and wages to provide a living wage or to lean towards more ad buys to increase reach?	Area B - "SF Live" - Industry Promotion	OEWD expects applicants to propose all reasonable and necessary costs required to execute the scope of services, including adequate resources to pay staff at or above the City's Minimum Compensation Ordinance rates ( <a href="https://sfgov.org/olse/minimum-compensation-ordinance-mco">https://sfgov.org/olse/minimum-compensation-ordinance-mco</a> ). The selected grantee will be expected to provide high quality campaign work, while ensuring that sufficient funds will be spent on advertising, marketing, and outreach-related costs.
1/31/2022	Desi Danganan	Kultivate Labs	When does OEWD anticipate a SF Live music week to occur? Is it once during the grant term or several times at different instances (ie every 4th Friday).	Area B - "SF Live" - Industry Promotion	It is expected that "music week" will be a single week-long promotional period during 2022 designed to encourage attendance of music events. OEWD expects to work with the grantee and venue advocacy organizations to identify an appropriate week for this campaign.
1/31/2022	Desi Danganan	Kultivate Labs	How can applicants show previous work around campaign creatives such as videos, graphics, and event branding? Are portfolio attachments allowed?	Area B - "SF Live" - Industry Promotion	No links to outside materials or supplemental portfolios should be included in proposals, as the Review Committee will not review any websites, articles, videos, or documents during the review process. Applicants should clearly detail their experience in the proposal narrative.
1/31/2022	Desi Danganan	Kultivate Labs	How can applicants highlight past successes and outcomes around PR traction, reach, economic goals, etc.? Are attachments allowed?	Area B - "SF Live" - Industry Promotion	Applicants should include information relevant to their qualifications in their written proposal. 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.
1/31/2022	Stuart Schuffman	Broke Ass Stuart	Hi! I'm interested in turning in an RFP as part of the Industry Promotion for the SF Live campaign but I saw a note about having to be a nonprofit... I'm not set up as a nonprofit. Do I have to be set up as one? If so can I go through a fiscal sponsor?	Area B - "SF Live" - Industry Promotion	Yes, applicants to this RFP must be nonprofit entities. If you would like to partner with other individuals or groups to submit a proposal, you must apply under a nonprofit lead. The applicant can be solely a fiscal sponsor, or an entity that is performing a portion of the services described in the RFP.
1/27/2022	Anne Palermo	SF Parks Alliance	Can you clarify how the SF Live name will be used? Will all music programming be called SF Live? Or will it be used as a sponsorship, ie. "XXX Music Series, brought to you by SF Live"?  We have a branded music series that is already established, and we are wondering if we will have to retitle the series as SF Live if we receive the grant.	Areas A and B - "SF Live" - Event Production and Industry Promotion	While it is expected that the name "SF Live" will be referenced in some capacity in branding the concerts produced through this initiative, the series need not be called "SF Live" if another name is determined by the grantee and OEWD to be more appropriate.
1/31/2022	Anne Palermo	SF Parks Alliance	Is there an expectation for the duration of the performance schedule? For instance, would a more condensed series that happens over a course of weeks be considered similarly to one that happens over the course of months?	Areas A and B - "SF Live" - Event Production and Industry Promotion	There is no specific expectation for the duration of the series, other than an expectation that most or all performances will occur in 2022.
2/1/2022	Matt Feldberg	1015 Folsom	What people (their positions / departments) will be on the RFP review committee? Do any of the review committee members have specific industry experience within live music business and/or event production?	Areas A and B - "SF Live" - Event Production and Industry Promotion	The review committee for this RFP is currently being finalized, however, the panel will include representation from individuals with relevant experience.

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
2/2/2022	Anne Palermo	SF Parks Alliance	<b>If we are applying for the Event Production program area, is it ok to put a line item in our budget for promotion? If not, and all the promotion will be done by the awardee of the Industry Promotion program area, how are all of the different awardees expected to collaborate with each other?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>If multiple awardees are selected, OEWD will facilitate collaboration amongst all grantees. If an applicant wishes to supplement the campaign budget in Program Area B with additional resources, they should include detailed promotional needs within their Area A proposal.</b>
2/2/2022	Barbara Ockel	Bayview Opera House	<b>The RFP mentions popular centrally located public area such as Union Square. Would a proposal be considered potentially competitive that proposed</b> <b>1. Programs at the Hunters Point Shipyard in outdoor areas on parcels that are accessible to the public</b> <b>2. Programs on the Bayview Opera House outdoor stage or both.</b> <b>3. Would a proposal that only proposed say 4-5 events still be considered competitive?</b> <b>4. Will non-musical events such as a circus, or an alternative performance say of fighting robots or similar burning man type of events be considered?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>A proposal is competitive if it meets the goals of the Program Area. As a reminder, OEWD seeks organizations to produce a series of live musical performances in several outdoor parks and plazas in San Francisco. Performances are expected to occur at Union Square, the Golden Gate Park Bandshell, and other public outdoor spaces, which could include the Jerry Garcia Amphitheater, Embarcadero Plaza, or others as proposed by applicants and negotiated with OEWD. Talent at these concerts will be selected by San Francisco's indoor music venues and venue advocacy organizations.</b>
2/2/2022	Felice Nina Diamzon	Legacies of the Pacific	<b>Can you please clarify that a Non-Profit can apply as the main applicant, but have a For-profit entity as one of their project/program leads? We are sponsoring a 10th Annual Festival, however the entity that is planning and running the event is a for-profit. Can we still apply on their behalf since it aligns with our cultural mission?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>Correct -- the applicant must be a nonprofit. If you would like to partner with other individuals or groups to submit a collaborative proposal, you must apply under a nonprofit lead. The applicant can be solely a fiscal sponsor, or an entity that is performing a portion of the services described in the RFP. Please carefully review the scope of the RFP before you apply, and note that this RFP is asking for applicants that can coordinate a series of events citywide, not a sole festival or event.</b>
2/2/2022	Kevin Arnold	Noise Pop Industries	<b>What are expectations for what constitutes a series in terms of how many events, cadence, and timeframe?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>With this funding, OEWD's priority is to ensure a diverse array of high-quality, high-impact event programming that will contribute to the revitalization of the local music and entertainment sector and provide benefit to residents, visitors, and businesses citywide. The number of concerts produced through this series will be determined by the available budget and scale of each event. While there is no fixed number of events per venue or across the campaign overall, OEWD hopes to identify one or more grantees with the ability to execute at least 30 events within the grant period. To maximize the available funding, OEWD will work with relevant City agencies to reduce administrative costs wherever possible.</b>
2/2/2022	Kevin Arnold	Noise Pop Industries	<b>Is the program meant to be branded SF Live for public purposes going forward?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>While it is expected that the name "SF Live" will be referenced in some capacity in branding the concerts produced through this initiative, the series need not be called "SF Live" if another name is determined by the grantee and OEWD to be more appropriate.</b>
2/2/2022	Kevin Arnold	Noise Pop Industries	<b>Are there requirements for using this name in some capacity or are other brand concepts desired?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>While it is expected that the name "SF Live" will be referenced in some capacity in branding the concerts produced through this initiative, the series need not be called "SF Live" if another name is determined by the grantee and OEWD to be more appropriate.</b>



OEWD Request for Proposals (RFP) #222 - Question and Answer Log

Date Question Submitted	Name	Organization	Question	Program Area(s)	Response
2/2/2022	Kevin Arnold	Noise Pop Industries	<b>Who will comprise the Review Committee for the SF Live components? Will the beneficiary audience (entertainment venues) be represented?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>The review committee for this RFP is currently being finalized, however, the panel will include representation from individuals with relevant experience.</b>
2/2/2022	Kevin Arnold	Noise Pop Industries	<b>Which city agencies beyond OEWD will participate?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>The San Francisco Recreation and Parks Department, Entertainment Commission, and other relevant agencies will be involved at various stages of the project.</b>
2/2/2022	Kevin Arnold	Noise Pop Industries	<b>Can a qualified Event Production Applicant participate in applications with multiple non-profit applicants for the same Program Area of the grant? Or with multiple non-profit partners for different Program Areas of the grant?</b>	Areas A and B - "SF Live" - Event Production and Industry Promotion	<b>Applicants may elect to submit proposals under one or both areas, and may select any qualified partners (nonprofits, for-profits, sole proprietors, etc.) to participate in the project team(s). A nonprofit lead will need to be identified as the primary grantee.</b>
1/25/2022	Kia A. Harris Tattigran	Dare Humanity	<b>Can nonprofit consultants submit proposals as well?</b>	General Administrative Question	<b>If your firm is a 501(c)(3), (c)4 or (c)(6) and meets all other qualifications in the program area(s) you're interested in, you would be eligible to apply.</b>