

City and County of San Francisco



Request for Proposals (RFP) #223

Economic and Workforce Development Grants

Issued by:	Office of Economic and Workforce Development (OEWD)
Date issued:	Tuesday, April 19, 2022
Proposals due:	Thursday, May 19, 2022 by 5:00 P.M. Proposal submissions will be accepted online only. A link to the online application will be available starting Thursday, April 21, 2022 at the following website: www.oewd.org/bid-opportunities/RFP-223
<p>OEWD will host an <i>optional</i> Technical Assistance Conference on:</p> <p style="text-align: center;">DATE: Monday, April 25, 2022 TIME: 3:30 P.M. - 5:00 P.M. CLICK HERE TO REGISTER</p> <p>This event will be conducted remotely, in accordance with public health and accessibility guidelines. The event will include captioning. A recording of the meeting and all presentation materials will be posted to the OEWD website following the event at: www.oewd.org/bid-opportunities/RFP-223</p>	
Questions about this RFP?	All technical assistance will be provided by phone or email in accordance with public health and accessibility guidelines. Please email: oewd.procurement@sfgov.org
<p>Need the RFP or application materials in alternative formats for persons with disabilities? Please send an e-mail to: oewd.procurement@sfgov.org</p>	

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- A. Application Questions – Request for Proposals 223 – For Reference Only
- B. Proposal Budget Template – Required Document
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- E. Supplier Registration Instructions – For Reference Only

Introduction, Overview and Schedule

The funding in this Request for Proposals (RFP) provides critical economic and workforce development resources to support San Francisco's residents, businesses and visitors. The total amount of funding anticipated for initial grant awards is **\$11,450,000**. Additional details regarding the funding limits for each program area, and the expected term of initial grant agreements, are summarized below and detailed in Section II of this document.

The funding in this Request for Proposals (RFP) supports programs delivered through OEWD's Business Development ("Biz Dev"), Economic Recovery and Regeneration ("ERR"), Invest In Neighborhoods ("IIN"), Office of Small Business ("OSB"), and Workforce ("WF") Divisions.

About Business Development

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

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

About Economic Recovery and Regeneration

The Economic Recovery and Regeneration Division coordinates the City's economic recovery resources and initiatives to ensure that all communities can rebound from the devastating impacts of the COVID-19 pandemic. This team leads the design and delivery of public space activation, beautification, and safety initiatives in targeted areas throughout the City, with particular emphasis on communities and business sectors that have been most adversely impacted by COVID.

About Invest In Neighborhoods

Invest in Neighborhoods ("IIN") is committed to advancing racial equity, diversity and inclusion in San Francisco's neighborhood commercial corridors and meeting the needs of local residents and users by strengthening small businesses, improving physical conditions, increasing quality of life, and building community capacity. In pursuit of these objectives, IIN offers programs that are designed to provide focused, customized assistance that meets the specific needs of San Francisco's neighborhood commercial corridors by leveraging existing programs from across

multiple City departments and nonprofit partners. There are many programs offered through IIN for which more information can be found at <https://oewd.org/neighborhoods>

About the Office of Small Business

The mission of the San Francisco Office of Small Business (“OSB”) is to equitably support, preserve and protect small businesses in San Francisco. We provide high quality direct services and programs, drive practical policy solutions, and serve as a champion for San Francisco’s diverse small business community. Directed by the Small Business Commission, the Office of Small Business (OSB) functions as the City’s central point of information and referral for entrepreneurs and small businesses located in the City and County of San Francisco. For more information, visit: <https://sf.gov/OSB>

About Workforce Development

The Workforce Development Division of the Office of Economic & Workforce Development (OEWD) coordinates the San Francisco Workforce Development System, which is a network of public, private, and nonprofit service providers that serve San Francisco job seekers and employers. We offer San Francisco employers services and assistance to attract, grow and retain a diverse workforce. For more information, visit: <https://oewd.org/about-workforce>

We look forward to receiving your proposals, as our partnership with you and your organizations will strengthen our collective efforts in realizing an equitable recovery for San Francisco’s diverse communities.

A. Eligible Applicants

You are eligible to apply if you:

- Are a nonprofit 501(c)(3) organization, registered with the Internal Revenue Service and in good standing with the State of California's Registry of Charitable Trusts.
- Are not debarred or suspended from participation in local, State or Federal programs;
- Meet all minimum qualifications as described in Section II below;
- Can comply with all local, state or federal laws and regulations if funded. Please see **Appendix C** and **Appendix D** for more information about general terms and conditions of City funding opportunities.

B. Available Funding

The initial round of funding is expected to come from the following sources:

Initial grant awards for the following 4 program areas will be funded through a State discretionary grant provided by the California Governor's Office of Business and Economic Development, to support Asian Pacific Islander (API) neighborhood commercial recovery. Efforts under these areas will focus on boosting resources to community partners to provide linguistically and culturally humble small business technical assistance and produce cultural events citywide, but with emphasis in densely populated API commercial districts such as historic Chinatown, Japantown, Little Saigon, SOMA Pilipinas, Sunset and Richmond neighborhoods in San Francisco.

- [Program Area R, API Community Businesses ADA Compliance and Legal Services](#)
- [Program Area S, API Community Businesses Technical Assistance Services in Support of Economic Recovery](#)
- [Program Area T, Citywide Cultural Engagement through API-led Cultural Celebrations, Festivals and Events in Support of Economic Recovery](#)
- [Program Area U, Chinatown Cultural Celebrations, Festivals and Events in Support of Economic Recovery](#)

Through these program areas, OEWD will fund community partners to provide in-language small business technical assistance and boost cultural celebrations and events that attract customers to shop and dine within San Francisco's neighborhood commercial areas.

For all other program areas in this RFP, initial grants are expected to be funded with local City funds ("General Fund"). OEWD may also award a variety of federal, state or local funding to support these programs, including but not limited to:

- Department of Labor - Workforce Innovation and Opportunity Act (WIOA), American Apprenticeship Grant, Emergency Funds, etc.

- US Small Business Association (SBA)
- Housing and Urban Development - Community Development Block Grant (CDBG)
- Other city, state, federal and non-government sources, such as contributions from private foundations

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

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

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

C. Technical Assistance

OEWD is committed to ensuring all applicants have a fair chance to compete for this funding. In recognition of the current public health climate, all technical assistance will be provided online/by phone. OEWD will host multiple online drop-in sessions for applicants to receive guidance and support on the application process (please visit the [RFP 223 website](#) for details). If you have any questions about this RFP, or need assistance with the application, please get in touch with our office at the following email address: owd.procurement@sfgov.org

D. Service Period

Unless otherwise noted, successful proposals will be funded for an initial term of **twelve (12) months**. All grants are expected to begin July 1, 2022 or later (see program areas to confirm expected start dates). Grants may be negotiated for shorter or longer terms, and funding awards will be adjusted commensurate with the adjusted service period. In some cases, the City may renew or extend programming through fiscal year 2025-2026.

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

E. Schedule

The anticipated schedule for awarding initial funding is as follows:

Proposal Phase	Date
RFP is issued by the City	Tuesday, April 19, 2022
Technical Assistance Conference To register for the Technical Assistance Conference, Click Here	Monday, April 25, 2022 from 3:30pm-5:00pm
Deadline for submission of written questions*	Monday, May 9, 2022 at 11:59PM
Answers to questions posted online	Initial Posting: Friday, April 29, 2022 by end of day Final Posting: Wednesday, May 11, 2022 by end of day
Proposals due	Thursday, May 19, 2022 by 5:00 P.M.
Committee Review	Mid-May through early June, 2022
Grantee Selection and award notification	Anticipated June 7, 2022
Protest period ends	5 business days following award notification
Projects begin	July 1, 2022 or later (please see program areas for more details)

Each date is subject to change. For the latest schedule, check: <http://oewd.org/bid-opportunities/RFP-223>

*Note: Substantive questions regarding the program area in this RFP – such as clarifying questions regarding the eligibility of proposed projects – must be submitted by May 9, 2022. Purely technical questions regarding how to complete or submit the online RFP application will be answered until the proposal submission deadline. Send an email to oewd.procurement@sfgov.org if you have technical assistance needs.

II. Program Areas and Scope of Work

This RFP includes **twenty-four (24)** distinct programs across five (5) different OEWD divisions.

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

[Business Development Programs](#)

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
A	Business Attraction, Retention and Expansion Program	\$400,000	1	Citywide
B	Nonprofit Sustainability Initiative: Lease Stabilization	\$625,000	1 or more	Citywide

[Economic Recovery and Regeneration Programs](#)

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
C	Citywide Outdoor Movie Program	\$315,000	1 or more	Citywide

[Invest In Neighborhoods Programs](#)

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
D	Small Business Disaster Relief	\$100,000	1	Citywide
E	SF Shines Window Display	\$25,000	3	Chinatown, Tenderloin, Lower Fillmore, Mission, Bayview, Excelsior
F	SF Shines Storefront Improvement	\$250,000	1	Citywide

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
G	<u>Food Incubator and Commissary Kitchen Program</u>	\$250,000	2 to 3	Opportunity Neighborhoods, Cultural Districts, Community Benefit Districts
H	<u>Excelsior Ambassador Program</u>	\$400,000	1	Excelsior
I	<u>African American Cultural Preservation and Celebration Events</u>	\$100,000	Up to 10	Citywide commercial corridors/areas
J	<u>Chinatown Visitor Information and Welcome Program</u>	\$150,000	1	Chinatown
K	<u>SOMA Filipina Cultural District Economic Vitality</u>	\$100,000	1	South of Market (SOMA)
L	<u>Transgender Community Festivals</u>	\$100,000	1	Neighborhoods with ties to SF's Transgender Community
M	<u>Castro Street Fair</u>	\$25,000	1	Castro
N	<u>Castro District Commercial Corridors Events and Activations</u>	\$30,000	3 or more	Castro
O	<u>Castro Vacant Storefront Activation Program</u>	\$100,000	Up to 2	Castro
P	<u>Castro Mini Grant Program for Business Activations</u>	\$50,000	Up to 2	Castro
Q	<u>Securing Mission Arts and Cultural Festivals</u>	\$1,000,000	1	Mission
R	<u>API Community Businesses ADA Compliance and Legal Services</u>	\$350,000	1	Citywide

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
S	<u>API Community Businesses Technical Assistance Services in Support of Economic Recovery</u>	\$50,000	3	Citywide
T	<u>Citywide Cultural Engagement through API-led Cultural Celebrations, Festivals and Events in Support of Economic Recovery</u>	\$50,000	7 to 8	Citywide, not including Chinatown
U	<u>Chinatown Cultural Celebrations, Festivals and Events and Events in Support of Economic Recovery</u>	\$50,000	3 to 4	Citywide

Office of Small Business Programs

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
V	<u>Contracting and Payment Improvement Support</u>	\$500,000	1	Citywide

Workforce Development Programs

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods
W	<u>COVID-Response Resource Hub Coordinator</u>	\$6,400,000	1	Bayview, Excelsior, Mission, and Visitation Valley
X	<u>Advanced Manufacturing On-Ramp Program</u>	\$100,000	1	Citywide

Business Development Programs

Program Area A: Business Attraction, Retention and Expansion Program

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$400,000. Applicants may propose budgets of up to **\$400,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets will be adjusted commensurate with the extended service period.

Expected Term Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

Physical Location: None specified

Target Population(s): A cross-section of business sizes and levels of maturation from key business sectors that will complement San Francisco's business ecosystem. At-risk San Francisco businesses of any size from key business sectors that may leave San Francisco. San Francisco businesses of any size from key business sectors that have a need to expand within San Francisco.

Scope of Work:

As we emerge from the pandemic, business attraction, retention and expansion efforts are vital to achieving an equitable and strong recovery in San Francisco. These efforts must be designed to support an evolving business ecosystem as well as our residents. OEWD seeks an organization to support sector-based business attraction while also supporting work to retain and expand businesses and jobs within San Francisco. The selected organization will work with OEWD to prioritize and target key business sectors identified by the City as being growth opportunities that bring people and jobs to our office core. As the needs of our business ecosystem may change throughout the course of the grant term, OEWD anticipates the selected organization will work with OEWD to regularly refine its priorities and approaches as well as the targeted key business sectors.

As San Francisco is an international city, OEWD remains committed to international business attraction and expansion and will expand its focus beyond China, Latin America and Asia to include all geographies that present opportunities for San Francisco's identified targeted sectors.

OEWD is seeking proposals from **nonprofit** organizations to support sector-based business attraction into San Francisco from domestic and international markets and support sector-based retention and expansion of businesses and jobs within San Francisco.

This Program Area is for the City of San Francisco's business attraction, retention and expansion program, which will have two focal elements. The scope of work for the selected organization in this program area may include, but is not limited to the following:

1. Sectors-based business development

- Attraction of key sectors from domestic and international markets
- Retention of key businesses and sectors
- Expansion of San Francisco businesses within San Francisco

2. City marketing and branding

- Sector specific messaging, data and information to promote San Francisco's business opportunities and business ecosystem
- General marketing, data and information to promote San Francisco as a place to do business
- Business brand development in coordination with other city branding efforts

Expected Deliverables

It is anticipated that the selected organization will work closely with OEWD on activities that may include, but are not limited to, the following:

- **Outreach**: Build relationships, identify leads in target sectors and convert these leads into decisions by foreign or domestic companies to locate or expand operations in San Francisco. Promote San Francisco and its key value proposition to targeted sectors. Conduct direct, proactive, iterative business outreach to targeted companies that may be considering expansion into San Francisco, have opened in San Francisco or who may be interested in investing or staying in San Francisco.
- **Real Estate Assistance**: Provide real estate assistance and site selection support by helping companies understand the local real estate market; support companies searching for space in San Francisco and connect companies to real estate professionals. Develop and provide OEWD with real estate data, specifically commercial lease expirations for largest employers in priority sectors, tenants currently in the market or exploring the San Francisco market and aggregate demand for commercial real estate.
- **Information Resources**: Serve as an information clearinghouse on resources for companies by providing guidance, details, data and other information that supports a company's due diligence and decision-making for relocation and expansion into San Francisco and a San Francisco company's efforts to expand outwards. This may include developing or sharing

case studies, reports, fact sheets, presentations, or other materials to the aforementioned companies.

- **Connect to Assistance Programs, Services and Resources:** Educate and connect companies to relevant City, State, Federal and other assistance programs including tax incentives, financing programs, and workforce development services. Identify and maintain a list of local service providers (e.g., legal, finance, marketing, potential partners, etc.) and facilitate introductions between companies with relevant providers.
- **Marketing Information and City Promotion:** Develop a marketing plan that proposes strategies for all media formats for the promotion of San Francisco to targeted sectors across an array of media formats. Ensure plan addresses analytics to demonstrate success of campaigns and other efforts. Furthermore, include market research, focus groups, and use of quantitative and qualitative data to ensure the efficacy of campaign messages as part of the process. Produce marketing campaigns and attend events (such as conferences, trade shows and industry networking events) to promote San Francisco as a place to do business for targeted sectors. Propose and create content for print, web and social, and other multimedia formats that supports business outreach, attraction and retention. Propose and create other marketing and promotional collateral that supports OEWD's messaging and branding for program area and ensure alignment with other branding efforts led by or involving OEWD.
- **Partnerships:** Coordinate and collaborate with San Francisco, Bay Area and nationally based trade and investment organizations representing and advocating for priority sectors in order to build cooperative economic development programs and projects. Additionally, coordinate and collaborate with San Francisco and Bay Area based Consulates, trade and investment organizations representing international geographies in order to build economic development programs and projects.
- **Refer to the City:** Refer business issues to OEWD or relevant city departments.
- **Reporting:** Track, measure and regularly report on program area outcomes. When necessary, establish data metrics for program area activities and provide detailed analysis on outcomes.

Performance Measures: There are no specific minimum criteria or performance measures for this program area, however, Applicants should provide metrics within the proposal regarding prior similar projects (e.g. number of businesses served, number of clients that successfully negotiate leases, etc.), as well as indicate how you would propose success of this programming be measured

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Experience managing the type of program/projects proposed in a city of similar or greater size than San Francisco
- Key personnel with experience in the type of program/project proposed

Preferred Qualifications:

- Established relationships with trade organizations (domestic and international), economic development organizations, consulates and other groups representing a diverse set of potential targeted sectors.
- Established relationship with commercial brokers representing one or more commercial real estate type (e.g. office, industrial, laboratory)
- Feasible and efficient budget with identified leveraged or matching funds

Collaborations and Subgrantees/Subcontractors

The prime applicant to this RFP will need to deliver the full scope, and bring in relevant partners. OEWD strongly encourages collaborative proposals from teams of organizations with complementary skills and experience. Collaborations must designate a Primary (Lead) Applicant, which must be a nonprofit organization. The Primary Applicant will hold the contractual obligation with the City and will be responsible for coordinating across all subgrantees/ subcontractors assigned to the project, and ensuring completion of contract deliverables. All contract payments will be paid to the Primary Applicant. Subgrantees/ subcontractors will be paid by the Primary Applicant. While OEWD encourages collaborations to identify Subgrantees/ Subcontractors in its proposal, based on the variability of this program area over the course of the grant term and the potential need for alterations to the partnerships, the Primary Applicant may elect not to identify its specific Subgrantees/ Subcontractors at this time and instead can speak generally about the type(s) of Subgrantees/ Subcontractors it may partner with to complete its work for this program area. OEWD will require the Primary Applicant to submit to OEWD for review and approval its Subgrantees/ subcontractors prior to the finalization of an agreement.

If you are interested in proposing as a collaboration and have questions regarding the obligations and expectations of Primary Applicants and/or collaborative partners, please contact OEWD before the Question and Answer (Q&A) deadline at oewd.procurement@sfgov.org. More details regarding collaborative partnerships will be provided at the Technical Assistance Conference.

Supplementary Questions and Requirements:

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

- (a) Please provide detailed information in your proposal narrative regarding your organization’s experience in achieving positive outcomes for in supporting a business (es) to start or grow their business in San Francisco or another city.
- (b) If you have identified any potential partners with experience relevant to meeting the minimum or preferred qualifications, please ensure that the experience of proposed partners, and roles they will play in implementing the project, are detailed in your proposal narrative.
- (c) Please provide information in your proposal narrative that describes how your organization would define and measure success for this program area.

The following must be addressed under Section IV, *“Financial Management and Budget”*, in your proposal narrative:

- (a) Please provide information in your proposal narrative regarding your organization’s approach to budgeting for activities related to the development of marketing information and city promotion. See the “Marketing Information and City Promotion” subsection under the “Scope of Work” section for examples of some activities.

Program Area B: Nonprofit Sustainability Initiative: Lease Stabilization

Anticipated Number of Awards: 1 or more

Amount: Total amount of funding available under this program area is \$625,000. Applicants may propose budgets of up to **\$625,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets will be adjusted commensurate with the extended service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

Physical Location: None specified

Target Population(s): Outreach must target nonprofit businesses led by and substantially serving low-income residents, including, but not limited to, Black, Indigenous, Latinx, Asian, Pacific Islander, LGBTQIA residents, and people with disabilities, as these organizations are disproportionately destabilized by rising occupancy and operating costs in San Francisco. Program design will also prioritize nonprofits that do not qualify for other ongoing city grants supporting the one-time costs of facilities stabilization or renovation and have limited unrestricted revenue.

Scope of Work:

The objective of the Nonprofit Sustainability Initiative is to ensure access to quality of life resources as well as education, health and human services for residents in San Francisco by supporting and stabilizing nonprofit businesses. OEWD will select a **nonprofit** intermediary to meet the objectives described above by providing technical and financial assistance for nonprofits at risk of displacement as well as those experiencing barriers to growth due to the high cost of real estate.

OEWD anticipates allocating funding of \$675,000 in 2022-23 and \$675,000 in 2023-24 for grants to be awarded under this program area. This amount is not guaranteed, and actual funding may be less or more. Renewal and extension options on this program may continue through FY 2025-2026, subject to OEWD approval and funding appropriation. OEWD reserves the right to change or combine program area allocations as needed to ensure that the best overall complement of services is provided in light of OEWD goals. Budget targets for distinct pieces of work are described below. Proposers should demonstrate compliance with these limits as part of their budget narrative.

The scope of work for the recipient(s) in this program area may include (but are not limited to) the following:

- Technical Assistance: Nonprofit Workshops (up to \$20,000 of total proposal for each fiscal year)

The selected intermediary/ies will work with City agency staff to design a minimum of one workshop each year for nonprofit directors, staff and board leadership. Workshops will address the challenges and opportunities of running nonprofit facilities, available resources, and related activities including financial planning, site evaluation, lease and legal review, and securing planning and permit approvals.

- Direct Financial Assistance (\$500,000 each fiscal year)

The selected intermediary/ies will work with OEWD to promote a call for proposals from eligible nonprofits that will assist them with one-time costs related to infrastructure for a new commercial space. Applications will be reviewed by a panel consisting of City agency staff, the intermediary's staff and other experts from related fields. The selected intermediary or intermediaries will administer the awarded funds, and support nonprofits in meeting the deliverables required to receive the award. Awards are anticipated to be unrestricted grants payable upon submission of a real estate readiness package that demonstrates the awardees have a signed lease, permitted use, and will soon be opening their doors, as well as a final report.

- Technical Assistance: Real Estate Readiness Assistance (up to \$50,000 each fiscal year)

Intermediary/ies will support nonprofit awardees in meeting the deliverables required to receive the award, and may also provide professional real estate readiness services to nonprofits that have not yet secured the materials required to qualify to apply for a City grant program related to arts space, community facilities space, or other nonprofit space. This may include improving the accessibility of online tools and resources by creating online and printable resource documents that can be housed on or linked to OEWD.org and disseminated to the nonprofit community.

- Evaluation and Documentation (up to \$10,000 of total proposal for each fiscal year)

The intermediary/ies will provide fiscal and programmatic updates to OEWD along with invoices for reimbursement based on ongoing performance, and share data required to meet the strategic goals of OEWD, the Office of Racial Equity, and the City and County of San Francisco. The intermediary/ies will collect final reports from the awardees.

The requirements listed above are to be used as a general guideline and are not intended to be a fixed target or a complete list of all work necessary to meet program area objectives. It is anticipated that the breadth and scope of assistance to nonprofits may only be adequately determined once the level of need is articulated through the nonprofit sub-granting application and review process.

Performance Measures

- -Number of nonprofits assisted
- -Number of financing products (grants, loans) successfully referred
- -Number of square feet stabilized for three years or more
- -Number of jobs created
- -Number of jobs preserved
- -Number of socially disadvantaged nonprofit businesses supported (based on Small Business Administration guidelines, 51% of executive or board leadership is by socially disadvantaged individuals)

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Key personnel with experience in the type of program/project proposed
- Sufficient level of staffing and high level of experience of staff to be assigned to oversee program.

Preferred Qualifications:

- A minimum of three years of experience in the type of program/project proposed
- Experience managing the type of program/projects proposed in a city of similar or greater size than San Francisco
-

Supplementary Questions and Requirements:

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

- (a) Provide evidence of expertise and success providing formal capacity-building support within a racial equity framework.
- (b) Provide evidence of past success engaging nonprofits to attend capacity-related workshops.
- (c) Provide evidence of success supporting nonprofits with varying levels of capacity.
- (d) Define the target demographic(s) served by the proposal and clearly articulate goals for how racial equity will be ensured throughout outreach and implementation.
- (e) Identify clear program evaluation targets.
- (f) Describe experience with small business and/or nonprofit retention and relocation in San Francisco.

Economic Recovery and Regeneration Programs

Program Area C: Citywide Outdoor Movie Night Program

Anticipated Number of Awards: 1 or more

Amount: Total amount of funding available under this program area is anticipated to be up to \$315,000. Applicants may propose budgets up to **\$315,000** to cover 12 months of services. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more. It is anticipated that there may be funding to continue activities in Fiscal Year 2023-2024 at the same or higher amount. All funding awards, including renewals, are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

Physical Location: None specified

Target Population(s): San Francisco public space stakeholders including residents and businesses

Scope of Work:

Public space is crucial to San Francisco's ability to provide a vibrant civic life and is critical for seeing through a meaningful, equitable civic and economic recovery. It will also be especially crucial for the recovery of our economic core. OEWD is seeking proposals from **nonprofit** organizations to partner with government agencies and community stakeholders to activate a variety of public spaces across the City with outdoor movies, in alignment with the City's recovery goals of catalyzing neighborhood recovery. The focus of this request is on activations that engage residents and visitors in safe, outdoor community building, entertainment, and recreation in a variety of spaces across the city, on a recurring basis.

Outdoor movie nights should be geographically dispersed to public spaces throughout the city, including locations in equity neighborhoods. Activities will need to be permitted by the appropriate jurisdiction.

Performance Measures: None specified

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must have a mission that allows it to work citywide

- Applicant must have experience implementing outdoor movie nights
- Track record activating multiple spaces and working with multiple jurisdictions and agencies that own public spaces, including parks and plazas.
- Track record managing project budgets in excess of \$250,000

Preferred Qualifications:

- Track record in fundraising private dollars for the type of projects proposed
- Track record of doing business in San Francisco and contracting experience with the City and County of San Francisco is desired.

Supplementary Questions and Requirements:

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

- (a) What previous experience does your organization have in implementing outdoor movie nights?
- (b) Please describe your experience fundraising private dollars for similar projects
- (c) Please detail your experience managing budgets in excess of \$250,000

In addition to answering the above questions within the body of the proposal narrative, applicants must include at least 1, and no more than 4, letters of support from relevant stakeholders – community organizations, government agencies, or businesses – that can speak to your organization’s ability to carry out the proposed program.

Invest In Neighborhoods Programs

Program Area D: Small Business Disaster Relief

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

Physical Location: None specified

Target Population(s): Small Businesses impacted by disaster, with emphasis on business owners from historically disenfranchised communities

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to administer small business grant funds that support independently-owned and operated small businesses. The goal of the fund is to provide immediate financial assistance and resources to business owners in the wake of a fire disaster or to businesses that have been identified by OEWD for stabilization support.

Grants may cover eligible, unmet rehabilitation, repair, replacement and mitigation needs or projects that will increase sales, increase foot traffic, and retain and create jobs. The program will make a conscious effort to reach business owners from historically disenfranchised communities.

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

- Coordinate the disbursement of grant funds to participating small business owners
- Keep detailed records of applications and disbursements
- Provide the appropriate tax documentation to the business owners
- Work collaboratively with OEWD to assist business owners in navigating other municipal resources that are available for business stabilization

Performance Measures

- Number of small businesses supported
- Number of employees supported
- Award amounts per business

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Previous experience working with small business owners especially those with limited English proficiency, minorities, women, and other populations from low-income backgrounds.
- At least three years of experience conducting similar programs
- Financial capacity to cover fund disbursements totaling up to \$50,000 per month.

Preferred Qualifications:

- A history of performing services in partnership with the City and County of San Francisco as part of an ongoing economic or workforce development strategy.
- A strong proposal shall demonstrate proper resources and a competitive fee structure to perform the services.
- Language capacity in Spanish, Cantonese, Mandarin, Vietnamese, Korean, and Arabic.

Supplementary Questions and Requirements:

There are no supplementary requirements for this Program Area.

Program Area E: SF Shines Window Display

Anticipated Number of Awards: 3

Amount: Total amount of funding available under this program area is \$75,000. Applicants may propose budgets of up to **\$25,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: October 1, 2022 or later

Eligible Neighborhood(s): Prioritizing, but not limited to, Chinatown, Tenderloin, Lower Fillmore, Mission, Bayview, Excelsior

Physical Location: None specified

Target Population(s): Outreach must target small business owners with limited English proficiency, historically marginalized and/or underrepresented communities, women, and populations from low-income backgrounds.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to partner with OEWD to enhance and support the SF Shines Window Display program, which provides temporary creative installations in small business storefronts. Current priority neighborhoods for funding include Chinatown, Tenderloin, Lower Fillmore, Mission, Bayview, and Excelsior. If additional funding should become available, additional neighborhoods may be considered for funding.

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

- Create a process by which small businesses and/or property owners can apply to participate in the window display program
- Create an outreach strategy to the target population
- Select qualified designers and match them with appropriate storefronts
- Manage business and designer relations
- Plan a public event and/or marketing strategy 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

Performance Measures

- Number of businesses engaged,
- Number of installations in vacant storefronts,
- Percentage of businesses from target population,
- Number of people engaged through event and/or marketing,
- Before and after photos

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must have previous experience working with designers, and/or small business owners in the chosen neighborhood(s)

Preferred Qualifications:

- Connections to local designers who are able and willing to participate in the project.
- Language capacity in Spanish, Cantonese, Mandarin, and Filipino.
- Understanding of visual identity, branding, and merchandising for small businesses
- Strong understanding of neighborhood history and culture including visual language and cultural aesthetics.

Supplementary Questions and Requirements:

There are no supplementary requirements for this Program Area.

Program Area F: SF Shines Storefront Improvement

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$250,000. Applicants may propose budgets of up to **\$250,000** to cover 36 months (3 years) of services. Grant agreements may be negotiated for longer terms (e.g. 4 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide.

Physical Location: None specified

Target Population(s): Outreach must target small business owners with limited English proficiency, historically marginalized and/or underrepresented communities, women, and populations from low-income backgrounds.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to administer a Storefront Improvement Program citywide. Storefront improvements may include, but are not limited to, architectural and branding design services, equipment and furniture for health and safety compliance, painting, signage, power washing, minor repairs, etc. Mini-grants are expected to be up to \$5,000 each. City grants are reimbursable so organizations must have capacity to cover mini-grant costs for at least 30 days.

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

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

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

Performance Measures

- Number of small businesses supported
- Scope of work of projects
- Before and after photos of projects
- Award amounts per project

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- At least 3 years of previous experience working with small business owners especially those with limited English proficiency, minorities, women, and other populations from low-income backgrounds on storefront improvement projects.
- Knowledge of design, permitting, and/or construction process and requirements.
- Financial capacity to cover fund disbursements totaling up to \$100,000 per month.

Preferred Qualifications:

- Understanding of requirements to meet current health and safety standards for small business operation.
- Understanding of visual identity and branding for small businesses
- Strong understanding of neighborhood history and culture including visual language and cultural aesthetics.
- Experience with City permitting process for commercial space improvements.
- Strong knowledge of construction materials, processes and equipment.
- Knowledge of prevailing wages and competitive bidding processes.
- Language capacity in Spanish, Cantonese, Mandarin, Vietnamese, Korean, and Arabic.

Supplementary Questions and Requirements:

There are no supplementary requirements for this Program Area.

Program Area G: Food Incubator and Commissary Kitchen Program

Anticipated Number of Awards: 2 to 3

Amount: Total amount of funding available under this program area is \$500,000. Applicants may propose budgets of up to **\$250,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Opportunity Neighborhoods, Cultural Districts, Community Benefit Districts (CBDs)

Physical Location: Citywide, however, preference will be given to applicants located within Opportunity Neighborhoods, Community Benefit Districts, or Cultural Districts

Target Population(s): Outreach must target low income communities, startups, street food vendors, businesses and entrepreneurs that are Black, Indigenous and People of Color

Scope of Work:

This program area responds to the growing need of a food incubation program as the number of food entrepreneurs in the City has grown during the COVID-19 pandemic.

OEWD is seeking proposals from local **nonprofit** organizations to provide a food incubation program to microbusinesses and entrepreneurs. Applicants shall show experience supporting entrepreneurs through business development and technical assistance, as well as having commercial kitchen space available for participants in the program. The scope of work for the selected organization(s) in this program area may include, but is not limited to the following:

- **Outreach and Recruitment**
 - Provide assistance in crafting guidelines for the acceptance of vendors into the program
 - Assist in identifying and recruiting potential microbusinesses and entrepreneurs to participate in the program

- **Curriculum Delivery**
 - Deliver product and operations curriculum to participants, including
 - workshops
 - 1:1 coaching
 - business plan development

- Marketing support for participants in program
- Access to a kitchen, which has the ability to meet all requirements to prepare food for public consumption under the Planning Code and Department of Public Health regulations.
- Business Technical Assistance
- **Establishment of Businesses**
 - Identify clients ready to establish successful food business
 - Provide small business technical support in business launch, identifying potential locations for business, complying with regulatory requirements, etc
- **Develop and have access to a commissary kitchen for use by program participants**

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

Performance Measures: None noted.

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must have at least 3 years of experience managing and providing the type of program proposed.
- Applicants shall have Commercial kitchen space available for proposed program, either directly or through established partnerships. **Note:** Applicants solely proposing to provide outreach and recruitment services must also demonstrate existing partnerships with one or more organizations with access to kitchen space.

Preferred Qualifications:

- -Additional consideration will be given to applicants located in OEWD's Opportunity Neighborhoods, Cultural Districts and/or Community Benefit Districts (CBD's), as this will facilitate better accessibility for the target program participants-
- Knowledge of prevailing wages and competitive bidding processes

Supplementary Questions and Requirements:

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

- (a) How does the proposed project support existing Neighborhood Commercial District strategies? Provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, and support microbusinesses and entrepreneurs within the Commercial District? Is the proposed project supported by local residents, Cultural Districts, Community Benefit Districts (CBDs)?
- (c) Within how many months is the proposed project anticipated to be complete?
- (d) What previous experience does your organization have in developing similar projects as the one being proposed? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood served; the names of the organizations, resident and/or merchant groups, small businesses, etc. you worked with; the dates for and number of year(s) that the project spanned, and the funding source(s)

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

Program Area H: Excelsior Ambassador Program

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$400,000. Applicants may propose budgets of up to **\$400,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Excelsior

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

Target Population(s): None noted.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to partner with government agencies and community stakeholders to manage an Excelsior Community Ambassador Program, in alignment with the City's Recovery Plan goals of catalyzing neighborhood recovery and supporting health and safety along commercial corridors and public spaces within the Excelsior.

The grantee will manage a new program to expand the presence of Community Ambassadors within commercial corridors and public spaces within the Excelsior. Community Ambassadors will provide a consistently welcoming atmosphere for workers, residents, and visitors to support the reopening of storefront businesses and economic recovery. They will engage with residents, small businesses and visitors to provide a welcoming environment and engage with people who may be in distress to address safety issues and access appropriate City services, and will monitor the conditions of sidewalks and public spaces, calling in issues to City departments as needed.

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

Specific tasks may include, but are not limited to:

- Developing a detailed scope of work that describes the desired locations, numbers and schedules for community ambassadors stationed at locations, to be approved by OEWD.

- Establishing mechanisms for regular coordination with City agencies with frontline workers; community benefit districts- if applicable; businesses, property owners, and other community stakeholders.
- In the case that applicant proposes a partnership with a vendor/organization that provides staff ambassadors, they are responsible for identifying, securing and overseeing the contract with the community ambassador vendor /organization
- Developing training with community ambassador vendor, ensuring adequate training in de-escalation and referrals to City outreach teams
- Overseeing daily deployment of community ambassadors, providing direction to vendors, facilitating reporting and communicating to stakeholders
- Communicating about the program to the general public
- Collecting feedback by surveying key community and City stakeholders, at minimum quarterly
- Managing City grant requirements, including programmatic and financial reporting

Performance Measures:

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

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

Minimum Qualifications:

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco
- Include area businesses as part of its membership and governance
- Demonstrate success in dealing with diverse constituents, including a complex business and non-profit community and local government agencies

Preferred Qualifications:

None.

Supplementary Questions and Requirements:

There are no supplementary requirements for this Program Area.

Program Area I: African American Cultural Preservation and Celebration Events

Anticipated Number of Awards: Up to 10

Amount: Total amount of funding available under this program area is \$500,000. Applicants may propose budgets of **\$25,000 per 100 estimated event attendees, not to exceed \$100,000 per proposal** (see below table). The initial service term is expected to be 12 months. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhoods: Citywide commercial corridors/areas

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

Target Population(s): Applicant must target outreach to business owners, entrepreneurs and individuals from African American/Black communities in San Francisco

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to collaborate with the Invest In Neighborhoods (IIN) Division of OEWD to coordinate and implement African American/Black-centered cultural events, activations and festivals citywide that to reinforce cultural identity and encourage visitor engagement.

Strong proposals must clearly articulate the positive impact this program will have on African American/Black communities, including economic impacts such as hiring staff to support event production activities, and/or creating opportunities for entrepreneurs, artists and local storefront businesses.

Funding in this area may support **new and existing** neighborhood festivals to support African American cultural preservation and celebration. Proposed budgets should be no more than \$100,000, and can include a series of events or one large event. Award amounts should be estimated at approximately \$25,000 per event, for a minimum of 100 projected attendees (not including event staff, volunteers and performers).

Budget Request	Minimum Attendance	Number of Events
\$25,000	100+	One or more
\$50,000	200+	One or more
\$75,000	300+	One or more
\$100,000	400+	One or more

For example, a budget of \$50,000 may be requested to host one event with projected attendance of at least 200 individuals, or two smaller events with an estimated attendance of at least 100 individuals. The cost-per-attendee should average no more than \$250.

To determine the projected attendance, applicants must demonstrate the capacity to deliver programming at a similar size and scale of the event(s) proposed. For example, if you have already hosted the same event in the past, you must provide details in your proposal to confirm the number of attendees, as well as your outreach and engagement plans to meet or exceed those numbers. If the proposed event is new, your proposal should clearly describe how you will attract the number of participants proposed, including any partnerships with community organizations that are committed to support your outreach and engagement plans. Event venues must accommodate the number of individuals projected to attend, and be able to comply with all public health and safety guidelines.

Proposals funded in this area may include events held citywide, including but not limited to the following neighborhoods: Bayview Hunters Point, Fillmore/Western Addition, Ocean View-Merced Heights-Ingleside (OMI), Tenderloin, Potrero Hill, and Visitacion Valley.

Collaborative proposals from multiple organizations are encouraged. If you are interested in proposing as a collaboration and have questions regarding the obligations and expectations of Primary Applicants and/or collaborative partners, please contact OEWD before the Question and Answer (Q&A) deadline at owd.procurement@sfgov.org. More details regarding collaborative partnerships will be provided at the Technical Assistance Conference.

The scope of work for the selected organization(s) in this program area may include, but is not limited to the following:

- Production of one event, a series of events or a mini-grant program to fund several events/activations. If the proposal includes a mini-grant program it should include support to mini-grant recipients with planning, marketing, permitting and reporting of event impact.
- Event coordination and implementation, including costs associated with city permits, insurance and navigating processes to comply with city rules and regulations.
- Marketing, honorariums, equipment, entertainment, supplies and documentation of events.

Funds must support free events open to the public.

Performance Measures:

Event Participation

- Attendance
- Number of vendors
- Number of volunteers
- Number of organizations
- Number of small businesses/entrepreneurs
- Donations received

Estimated economic impacts including but not limited to:

- Vendor sales
- Number of artists, performers, entertainers hired or provided honorariums

Feedback from Event Participants and attendees:

- Surveys or other methods including social media feedback, comments, etc.

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Must have experience designing, coordinating, and implementing successful neighborhood events
- Must demonstrate experience working in the neighborhoods outlined
- The proposed program will target outreach and recruitment efforts to service participants who are African American/Black and/or from neighborhoods and communities with a high concentration of African American/Black residents

Preferred Qualifications:

- Strong familiarity with neighborhoods and existing populations that use public spaces
- Event planning and production experience

Supplementary Questions and Requirements:

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

- (a) Describe the systems your agency will use for selection of vendors and measures you will put in place to ensure they comply with all city policies, permitting and requirements.

- (b) Describe how your proposed project/program will have a positive impact on African American/Black communities, including economic impacts (hiring for event production activities, opportunities for entrepreneurs, artists and local storefront businesses).
- (c) Describe how your proposal promotes and contributes to the celebration of African American/Black culture through events, activations and/or festivals.
- (d) What previous experience does your organization have in building community support and implementing neighborhood events at the scale/attendance level proposed?
- (e) How will your organization's (or collaboration's) experience producing similar events help you successfully complete the goals of a grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicants must submit at least 1 and up to 3 letters of support from past clients, community leaders or other stakeholders that speak to your organization's ability to implement the activities proposed in the Application, to demonstrate community support for the proposal. If you are proposing as a collaboration, please also include a Memorandum of Understanding or signed letter confirming that all named program partners are prepared to assume the roles described in the proposal.

Program Area J: Chinatown Visitor Information and Welcome Program

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$150,000. Applicants may propose budgets of up to **\$150,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: January 1, 2023 or later

Eligible Neighborhood(s): Chinatown

Physical Location: Applicants must operate from a physical location in the Chinatown neighborhood.

Target Population(s): None specified

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to develop and administer the Chinatown Visitor Information and Welcome Program to increase economic and tourism activity and contribute to neighborhood vitality in Chinatown through neighborhood events, neighborhood marketing and branding, business attraction and retention activities.

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

- Establish a cultural hub to welcome visitors and highlight the experience and legacy of Chinatown community.
- Develop culturally-appropriate strategies that attract and encourage visitors to better appreciate Chinatown's economy vitality.
- Develop customer attraction strategies, business involvement plans, and social media pages.
- Promote Chinatown events and businesses through multi-channel participants and conduct satisfaction surveys.
- Engage in neighborhood collaboration to strengthen community, business, and media partnerships.

Performance Measures

Grantee shall provide twenty four (24) reports annually on each objective, on an agreed-upon schedule with OEWD, as follows:

- 3 planning and coordination reports
- 3 outreach and promotion reports
- 3 business attraction and assistance reports
- 3 implementation and evaluation reports
- 12 monthly tourism promotion reports

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must have at least 10 years of demonstrated experience providing cultural and/or community-based events in San Francisco, centered on API communities.
- Applicants must have an established physical location in Chinatown.
- Applicant's project team must include individuals with linguistic and cultural capacity to serve Chinatown merchants, residents, and visitors

Preferred Qualifications:

- Applicant should have a strong track record of collaborative partnerships within the Chinatown community.
- Applicant should have a demonstrated history of successfully producing/coordinating API-led festivals and events in San Francisco.

Supplementary Questions and Requirements:

Applicants must submit at least 2 and no more than 4 letters of support demonstrating the capacity to deliver the services described in this RFP. A letter of support from the San Francisco API Council is preferred but not required.

Program Area K: SOMA Filipina Cultural District Economic Vitality

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: October 1, 2022 or later

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

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

Target Population(s): SOMA Filipina Cultural District Business owners, property owners, and residents

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to support collaborative efforts, coordination, engagement and implementation of SOMA Filipina Cultural District economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership. Applicants should have experience providing services to this community as demonstrated by successful current and/or past projects. A strong proposal shall demonstrate a supportive structure deeply rooted and reflective of the community with the capacity to compensate, supervise, support staff and report on grant deliverables. It shall also include a detailed description of the coordination and implementation of activities. The budget shall reflect compensation for staff as well as operational costs and a potential project budget for activities.

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

Partnerships, Coordination and Engagement

- Engage community and partners in providing input on projects that align with the SOMA Filipina Cultural History, Housing and Economic Sustainability Strategies (CHHESS).
- Report, collaborate on and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.

- Collaborate to support coordination of activities between multiple parties including, but not limited to: business owners, property owners, public agencies, nonprofit organizations, residents and community leaders?
- Maintain relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to SOMA Filipina Cultural District partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

Business Outreach and Strengthening

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

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

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

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

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

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

Cultural Heritage and Marketing

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

Activities may include, but are not limited to:

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

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

Performance Measures

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

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant and/or implementing partner (Program Lead) must be an established organization located within the SOMA Filipina Cultural district with demonstrated experience supporting small businesses, economic development programs and neighborhood marketing.

Preferred Qualifications:

- Knowledge of prevailing wages and competitive bidding processes

Supplementary Questions and Requirements:

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

- (a) How does the proposed project support existing Neighborhood Commercial District strategies? Provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, and support microbusinesses and entrepreneurs within the Cultural District? Is the proposed project supported by local residents, merchants and property owners?
- (c) Within how many months is the proposed project anticipated to be complete?
- (d) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood served; the names of the organizations, resident and/or merchant groups, small businesses, etc. you worked with; the dates for and number of year(s) that the project spanned, and the funding source(s)

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

Program Area L: Transgender Community Festivals

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Neighborhoods with ties to San Francisco's historic transgender community, including the transgender cultural district, the Castro LGBTQ+ cultural district, the Leather and LGBTQ+ cultural district, or in designated areas with a clear and articulated connection to San Francisco's transgender community.

Physical Location: Applicants must be located within the Transgender Cultural District, the Castro LGBTQ+ Cultural District, the Leather and LGBTQ+ Cultural District, or in designated areas with a clear and articulated connection to San Francisco's transgender community. For more information on the Cultural Districts program, visit this link: [Cultural Districts Program | San Francisco \(sf.gov\)](#)

Target Population(s): Outreach must target the transgender community and LGBTQ+ communities

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to support a film festival dedicated and focused on the transgender community and transgender artists. Applicants should have extensive experience running similar events, with an estimated attendance of over 100 individuals per event. While this program area must focus primarily on the film festival, proposed programming may also include collaborations with events promoting transgender and LGBTQ+ performers and artists.

Performance Measures

- Plans for festival(s)
- Attendance
- Number of artist submissions
- Marketing pieces

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Locations must be within the Transgender Cultural District, the Castro LGBTQ+ Cultural District, the Leather and LGBTQ+ Cultural District, or in designated areas with a clear and articulated connection to San Francisco's transgender community.

Preferred Qualifications:

- Additional consideration will be given to proposals that demonstrate 10 or more years of experience organizing similar film festivals and events.

Supplementary Questions and Requirements:

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

- (a) How do you plan on incorporating cultural districts, CBDs, merchant associations, and other neighborhood groups into the film festival and, if applicable, collaborate with other scheduled festivals?
- (b) What previous experience does your organization have in building community support and implementing neighborhood events at the scale/attendance level proposed?
- (c) How will your organization’s experience help you successfully complete the goals of the grant, if awarded?

Program Area M: Castro Street Fair

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$25,000. Applicants may propose budgets of up to **\$25,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Castro

Physical Location: Applicant must operate from a physical location in the Castro District

Target Population(s): Castro neighborhood.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to implement the Castro Street Fair. The Castro Street Fair is a community street celebration that was founded by Harvey Milk in 1974. Local artists, vendors, craftspeople, and organizations line the streets and celebrate the diversity of the Castro neighborhood.

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

- Organize, host, and implement the Castro Street Fair. Including procuring artists, vendors, craftspeople, and organizations.
- Additionally, the grantee will be responsible for all permits necessary to host this event.

Performance Measures

- Attendance
- Number of vendors
- Numbers of craftspeople
- Number of artists
- Number of organizations
- Donations received and sent for charitable causes

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must maintain a physical location in the Castro District
- Applicant must have experience hosting events at a similar size and scale of the Castro Street Fair

Preferred Qualifications:

- Additional consideration will be given to proposals that reflect more substantial experience (e.g. 20+ years) delivering events of a similar size and scale of the Castro Street Fair.

Supplementary Questions and Requirements:

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

- (a) What previous experience does your organization have in building community support and implementing neighborhood events?
- (b) How will your organization’s experience producing similar events help you successfully complete the goals of a grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, Applicants must submit a minimum of 2 and no more than 4 letters of support with their proposal to demonstrate capacity and experience to implement the program. Letters of support that come from the District 8 Supervisor’s office, the Castro Community Benefit District, or the Castro LGBTQ+ Cultural District are preferred, but not required.

Program Area N: Castro District Commercial Corridors Events and Activations

Anticipated Number of Awards: 3 or more

Amount: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of **up to \$30,000 per event** to cover costs for up to 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Castro

Physical Location: Applicants must operate from a physical location in the Castro District.

Target Population(s): Castro neighborhood.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations that will support collaborative efforts, coordination, engagement and implementation of commercial corridor events and programming that encourages visitors, small business collaboration and activations that reflect the unique character of the Castro. Events and activations shall include robust marketing to a local and regional audience. All events must be compliant with all City requirements and permits.

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

Performance Measures

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

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must have a strong track record of collaborative partnerships within the Castro District.

- Applicants must maintain a service location within the Castro District
- Applicants must have previous experience building community support and implementing neighborhood projects
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within the Commercial District
- The proposal must be supported by local residents, merchants and property owners
- The project timeline must anticipate completion within 6 to 12 months

Preferred Qualifications:

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

Supplementary Questions and Requirements:

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

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

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 2 and no more than 4 letters of support to demonstrate capacity and experience to implement the program. A letter of support that comes from the District 8 Supervisor’s office is preferred, but not required..

Program Area O: Castro Vacant Storefront Activation Program

Anticipated Number of Awards: Up to 2

Amount: Total amount of funding available under this program area is \$100,000. Applicants may propose budgets of up to **\$100,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Castro

Physical Location: Applicants must operate from a physical location in the Castro District.

Target Population(s): Castro neighborhood.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations that will support collaborative efforts, coordination, engagement and implementation of programming and or activation of currently vacant storefronts for a period of no less than 10 months. The activations do not have to be contiguous, and can be hosted in multiple locations.

The selected grantee(s) will be responsible for developing a plan, including marketing activities, a detailed timeline for activations. The grantee(s) will also be responsible for setting up individual agreements (contracts or MOUs) between property owners and partners that will be activating the spaces. The activations should reflect the unique cultural character of the Castro. Events and activations shall include robust marketing to a local and regional audience.

Proposals submitted under this area shall describe and include eligible costs related to, but not limited to, Staff (e.g. fiscal support, supervision, program implementation), Program Delivery (i.e., coordination of activities, outreach, marketing, management of space), and operating costs such as occupancy (rent, utilities, or insurance).

Performance Measures

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

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must have a strong track record of collaborative partnerships within the Castro District.
- Applicants must have previous experience building community support and implementing neighborhood projects
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within the Castro Commercial District
- The proposal must be supported by local residents, merchants and property owners
- The project timeline must anticipate completion within 6 to 12 months
-

Preferred Qualifications:

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

Supplementary Questions and Requirements:

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

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

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 3 and no more than 4 letters of support to demonstrate capacity

and experience to implement the program. Letters of support that come from the District 8 Supervisor's Office, a property owner with a vacant storefront, community partners or other relevant stakeholders are preferred, but not required.

Program Area P: Castro Mini Grant Program for Business Activations

Anticipated Number of Awards: Up to 2

Amount: Total amount of funding available under this program area is \$50,000. Applicants may propose budgets of up to **\$50,000** for 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Castro

Physical Location: Applicants must have a physical service location in the Castro.

Target Population(s): Castro small business owners.

Scope of Work:

The Office of Economic and Workforce Development (OEWD) is seeking proposals from community-based **nonprofit** organizations to implement a mini-grant program to produce small business activations within the Castro Commercial Corridor. The mini-grant program should support the distribution of funds through an application process to produce activations within Castro small business storefronts or outdoor storefront spaces. The activations should reflect the unique character of the Castro. Events and activations shall include robust marketing to a local and regional audience.

Eligible costs may include, but are not limited to:

- Staff (e.g., fiscal support, supervision, program implementation)
- Program Delivery (i.e., shared, direct costs)
- No less than 75% of funds shall go to support event costs through a grant program
- A minimum of 12 activations shall be supported with funding under this program area

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

- Supporting grantees in navigating City permit processes to comply with City rules and regulations.
- Developing the criteria and process for distributing the mini-grants to support small business activations. The mini-grant program shall include, but not be limited to, criteria development, an application process, and outreach. Funds must support free events open to the public.

Performance Measures

- Targeted surveys of businesses and community members who attend the event
- Improved services based on survey findings
- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must demonstrate experience designing, coordinating, and implementing successful events
- Applicants must have a strong track record of collaborative partnerships within the Castro District.
- Applicants must have previous experience building community support and implementing neighborhood projects
- The proposed approach must support existing neighborhood commercial district strategies, spur economic activities, support existing businesses, improve quality of life, or build community capacity within the Commercial District
- The proposal must be supported by local residents, merchants and property owners
- The project timeline must anticipate completion within 6 to 12 months

Preferred Qualifications:

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

Supplementary Questions and Requirements:

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

- (a) How does the proposed project support existing Neighborhood Commercial District strategies? Provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?

- (c) What previous experience does your organization have in building community support and implementing neighborhood events?
- (d) How will your organization's experience producing similar events help you successfully complete the goals of a grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicant must submit at least 2 and no more than 4 letters of support to demonstrate capacity and experience to implement the program. A letter of support that comes from the District 8 Supervisor's office is preferred, but not required.

Program Area Q: Securing Mission Arts and Cultural Festivals

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is anticipated to be \$1,000,000. Applicants may propose budgets of up to **\$1,000,000** for a 12-month term. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Mission District

Target Population: Local, regional, national and international artists, residents and visitors

Physical Location: Applicants must have a signed Letter of Intent or lease in place for a new program facility located in the Mission District.

Scope of Work:

OEWD is seeking proposals from community-based nonprofit organizations that will support improvements of a space that supports cultural events and festivals that are deeply rooted in the Mission District and draw local, regional, national and international audiences of over 200k in support of local businesses and the economy. Funds may be used for planning, design, and improvements to a new commercial storefront space that will support local artists in the production of events throughout the year for years to come in order to stabilize and sustain the organization and cultural events in the Mission.

Additional consideration will be given to applicants with substantial experience producing inclusive community events and programming that encourages visitors, small business collaboration and support, art activations centered in Xicanx/Latino/a/x culture, and vibrant community celebrations including, but not limited to festivals and parades. In addition, the organization shall be actively engaged in arts and culture activities in the Mission and have an active, signed Letter of Intent or lease in the Mission District.

Deliverables may include but are not limited to:

- A signed lease for three years or more for a new program facility in the Mission District
- A detailed facility project budget with sources and uses that demonstrates funding commitments sufficient to open new facility
- Multi-year budget projections reflecting new rent, and an explanation of any planned deficit spending.

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

Performance Measures

- The successful planning and opening of a new facility for community-focused arts and culture

Minimum Qualifications

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco, and must not be part of another City agency or department.
- The applicant organization’s mission statement must be clearly focused on arts and culture activities, and should explicitly reference Xicanx/Latino/a/x culture and place-keeping
- Applicant must possess an active, signed Letter of Intent or lease for a new facility located in the Mission District in San Francisco, suitable for arts and culture use.

Preferred Qualifications

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

Supplementary Questions and Attachments

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

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

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

IIN Programs funded through State Discretionary Grant Funds

Initial grant awards for the following 4 program areas will be funded through a State discretionary grant provided by the California Governor's Office of Business and Economic Development, to support Asian Pacific Islander (API) neighborhood commercial recovery. Efforts under these areas will focus on boosting resources to community partners to provide linguistically and culturally humble small business technical assistance and produce cultural events citywide, but with emphasis in densely populated API commercial districts such as historic Chinatown, Japantown, Little Saigon, SOMA Pilipinas, Sunset and Richmond neighborhoods in San Francisco.

Through these program areas, OEWD will fund community partners to provide in-language small business technical assistance and boost cultural celebrations and events that attract customers to shop and dine within San Francisco's neighborhood commercial areas.

Program Area R: API Community Businesses ADA Compliance and Legal Services

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$350,000. Applicants may propose budgets of up to **\$350,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

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

Target Population(s): Outreach must target small businesses within Asian and Pacific Islander (API) communities and neighborhoods with high concentration of API residents and/or businesses in San Francisco, especially those with language access barriers.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to provide technical guidance and assistance to businesses related to their compliance requirements under the Americans with Disabilities Act (ADA) with targeted outreach to those businesses within Asian and Pacific Islander (API) communities and neighborhoods with high concentrations of API residents and/or businesses in San Francisco that are vulnerable to predatory lawsuits and have language access barriers. Services will include small business technical assistance, small business outreach/communication, and property owner engagement.

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

- Provide technical guidance and assistance to 100 businesses that have received a complaint of non-compliance with the ADA within API communities.
- Conduct a needs assessment and provide case management to de-escalate and/or resolve ADA complaints.
- Coordinate CASp inspection and support early legal advocacy, education and mediation before court involvement related to ADA.
- Develop culturally-appropriate intervention strategies to better serve vulnerable API businesses.

- Assist API businesses in navigating and applying for available resources and funding to achieve ADA compliance.

Performance Measures

Grantee shall provide (4) quarterly reports annually describing progress on each objective, as follows:

- Up-to-date business information
- Spending summary
- Actions taken and follow-up services provided
- Other referred resources

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must have at least 10 years of demonstrated experience providing technical guidance and assistance to small businesses.
- Applicants must have an established physical location in San Francisco.
- Applicant's project team must include one or more legal professionals, eligible to practice law in the State of California, either budgeted or as a leveraged resource to support this project.
- Applicant's project team must include individuals with linguistic and cultural capacity to serve Asian and Pacific Islander (API) businesses

Preferred Qualifications:

- Applicant should have a strong track record of collaborative partnerships within the API community.
- Applicant should have a demonstrated history of successfully developing culturally appropriate intervention strategies to better serve vulnerable small businesses.
-

Supplementary Questions and Requirements:

Applicants must submit at least 2 and no more than 4 letters of support demonstrating the capacity to deliver the services described in this RFP. A letter of support from the San Francisco API Council is preferred but not required.

Program Area S: API Community Businesses Technical Assistance Services in Support of Economic Recovery

Anticipated Number of Awards: 3

Amount: Total amount of funding available under this program area is \$150,000. Applicants may propose budgets of up to **\$50,000** to cover 12 months of services. Grant agreements may be negotiated for longer terms (e.g. 2 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

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

Target Population(s): Outreach must target small businesses within underserved Asian and Pacific Islander (API) communities and neighborhoods with high concentrations of API residents and/or businesses in San Francisco, especially those with language access barriers.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to provide specific technical services through targeted outreach to the unserved and underserved businesses in San Francisco's Asian and Pacific Islander (API) communities. Proposals in this area must prioritize providing culturally-humble programming tailored to the diverse API communities in San Francisco. Priority will be given to services providing language accessibility in the following languages: Tagalog, Vietnamese, Thai, Korean and Japanese. Services shall include small business technical assistance, entrepreneurship training, outreach to small businesses, and community engagement.

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

- Develop culturally-specific services and strategies to strengthen vulnerable API community businesses and prioritize legacy/unique business sustainability.
- Assist API startups and entrepreneurs to identify and secure available resources and funding to improve operational efficiency and achieve revenue growth.
- Build linkages and public-private partnerships that promote social responsibility and neighborhood revitalization.
- Utilize linguistically and culturally-appropriate social media and marketing tools in association with activities described in the Scope of Work.

Performance Measures

Grantee shall provide quarterly reports annually describing progress on each objective, as follows:

- Updated old and new requests
- Action taken and follow-up
- Referrals and partnerships
- Positive impacts/outcomes
- Qualitative vs quantitative performance indicators

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must have an established physical location in San Francisco.
- Applicant's project team must include individuals with linguistic and cultural capacity to serve Asian and Pacific Islander (API) businesses.

Preferred Qualifications:

- Applicant should have a strong track record of collaborative partnerships within the API community.
- Applicant should have a demonstrated history of successfully developing culturally appropriate invention strategies to better serve vulnerable small businesses.

Supplementary Questions and Requirements:

Applicants must submit at least 2 and no more than 4 letters of support demonstrating the capacity to deliver the services described in this RFP. A letter of support from the San Francisco API Council is preferred but not required.

Program Area T: Citywide Cultural Engagement through API-led Celebrations, Festivals and Events in Support of Economic Recovery

Anticipated Number of Awards: 7-8

Amount: Total amount of funding available under this program area is \$350,000. Applicants may propose budgets of up to **\$50,000** to cover 24 months of services. Grant agreements may be negotiated for longer terms (e.g. up to 4 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide, not including Chinatown (see separate program for Chinatown)

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

Target Population(s): Asian and Pacific Islander (API) communities, neighborhoods with high concentrations of API residents and/or businesses, and residents and visitors interested in learning about and celebrating the diverse API communities in San Francisco.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to organize and facilitate culturally specific Asian and Pacific Islander (API) festivals and events to reinforce cultural identity and encourage visitor engagement through business incubation, community engagement, neighborhood marketing and branding. Strong proposals should speak to the positive impact the proposed program will have on API communities, including economic impacts such as hiring staff to support event production activities, and/or creating opportunities for entrepreneurs, artists and local storefront businesses. Funding in this area may support **new and existing** neighborhood festivals to support API cultural preservation and celebration.

The scope of work for the selected organizations in this program area may include, but is not limited to the following:

- Production of one event per year, a series of events or a mini-grant program to fund several events/activations.
- If the proposal includes a mini-grant program it should include support to mini-grant recipients with planning, marketing, permitting and reporting of event impact.
- Develop, coordinate, promote and facilitate two-year festivals/events highlighting a diverse array of API experiences.

- Develop culturally-appropriate strategies that attract and encourage participants/visitors to better appreciate cultural and historical assets within API communities.
- Produce aforementioned events in outdoor spaces, obtain required permits and comply with all City regulations for public events.
- Develop promotional materials, media/marketing opportunities, and merchant/partnership guides to promote local spending.
- Assist local merchants to prepare for and get involved in project activities, e.g. joint-effort to promote events, decorate storefronts, and provide discounts and contributions.

Performance Measures

Grantee shall provide eight (8) quarterly reports over the course of the 2-year grant, describing progress on each objective, as follows:

- Logistics/details for each event (date, location, partners, activities, program rundown, permits, required equipment).
- List of engagement (partners, sponsors, businesses, media, community, promotional materials).
- Merchant survey, participant guidelines, action taken, stakeholder/community involvement, business guidelines/flyer.
- Evaluation (Descriptions, highlights, images, of the event; summary of estimated participants and businesses; satisfaction survey or event feedback; economic impact or other positive impacts/outcomes).

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must have an established physical location in San Francisco.
- Minimum 3 years' experience producing events or festivals.

Preferred Qualifications:

- Applicant should have a strong track record of collaborative partnerships within the API community.

Supplementary Questions and Requirements:

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

- (a) Describe how your proposal promotes and contributes to the celebration of API culture through events, activations and/or festivals
- (b) Describe how your proposed project/program will have a positive impact on API communities, including economic impacts (hiring for event production activities, opportunities for entrepreneurs, artists and local storefront businesses)
- (c) What previous experience does your organization have in building community support and implementing neighborhood events at the scale/attendance level proposed?
- (d) How will your organization's experience help you successfully complete the goals of the grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicants must submit at least 2 and no more than 4 letters of support demonstrating the capacity to deliver the services described in this RFP. A letter of support from the San Francisco API Council is preferred but not required.

Program Area U: Chinatown Cultural Celebrations, Festivals and Events in Support of Economic Recovery

Anticipated Number of Awards: 3-4

Amount: Total amount of funding available under this program area is \$150,000. Applicants may propose budgets of up to **\$50,000** to cover 24 months of services. Grant agreements may be negotiated for longer terms (e.g. up to 4 years) and budgets may be adjusted commensurate with the extended service period. All funding awards (including renewals) are contingent on available funding and actual funding may be less or more.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Chinatown

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

Target Population(s): Outreach must target Asian and Pacific Islander (API) communities, neighborhoods with high concentrations of API residents and/or businesses, and residents and visitors interested in learning about and celebrating the diverse API communities in San Francisco

Scope of Work:

OEWD is seeking proposals from nonprofit organizations to organize and facilitate culturally specific Asian and Pacific Islander (API) led festivals and events to reinforce cultural identity and encourage visitor engagement through business incubation, community engagement, neighborhood marketing and branding. Strong proposals should speak to the positive impact the proposed program will have on API communities, including economic impacts such as hiring staff to support event production activities, and/or creating opportunities for entrepreneurs, artists and local storefront businesses. Funding in this area may support **new and existing** neighborhood festivals based in Chinatown, which support API cultural preservation and celebration.

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

- Production of one event, a series of events or a mini-grant program to fund several events/activations.
- If the proposal includes a mini-grant program it should include support to mini-grant recipients with planning, marketing, permitting and reporting of event impact.

- Develop, coordinate, promote and facilitate two-year festivals/events highlighting a diverse array of API experiences.
- Develop culturally-appropriate strategies that attract and encourage participants/visitors to better appreciate cultural and historical assets within API communities
- Produce aforementioned events in outdoor spaces, obtain required permits and comply with all City regulations for public events.
- Develop promotional materials, media/marketing opportunities, and merchant/partnership guides to promote local spending.
- Assist local merchants to prepare for and get involved in project activities, e.g. joint-effort to promote events, decorate storefronts, and provide discounts and contributions.

Performance Measures

Grantee shall provide eight (8) Quarterly reports annually describing progress on each objective, as follows:

- Logistics/details for each event (date, location, partners, activities, program rundown, permits, required equipment).
- List of engagement (partners, sponsors, businesses, media, community, promotional materials).
- Merchant survey, participant guidelines, action taken, stakeholder/community involvement, business guidelines/flyer.
- Evaluation (Descriptions, highlights, images, of the event; summary of estimated participants and businesses; satisfaction survey or event feedback; economic impact or other positive impacts/outcomes).

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must have an established physical location in San Francisco.
- Minimum 3 years' experience producing events or festivals.

Preferred Qualifications:

- Applicant should have a strong track record of collaborative partnerships within the API community.

Supplementary Questions and Requirements:

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

- (a) Describe how your proposal promotes and contributes to the celebration of API culture through events, activations and/or festivals.
- (b) Describe how your proposed project/program will have a positive impact on API communities, including economic impacts (hiring for event production activities, opportunities for entrepreneurs, artists and local storefront businesses)
- (c) What previous experience does your organization have in building community support and implementing neighborhood events at the scale/attendance level proposed?
- (d) How will your organization’s experience help you successfully complete the goals of the grant, if awarded?

In addition to answering the above questions within the body of the proposal narrative, applicants must submit at least 2 and no more than 4 letters of support demonstrating the capacity to deliver the services described in this RFP. A letter of support from the San Francisco API Council is preferred but not required.

Office of Small Business Programs

Program Area V: Contracting and Payment Improvement Support

Anticipated Number of Awards:1

Amount: Total amount of funding available under this program area is anticipated to be up to \$500,000 over a four-year term. Applicants may propose budgets of up to **\$500,000** for the full term. This amount is expected to increase with commensurate need, and any changes to funding amounts will be negotiated with OEWD. Grant agreements may be negotiated for shorter terms (e.g. 2 years) and budgets may be adjusted commensurate with the adjusted service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

Target Population: Individuals and organizations with minimal administrative capacity, or entities that need to quickly comply with rigorous grant requirements

Physical Location: Not applicable; services can be conducted remotely.

Scope of Work:

OEWD is seeking proposals from **nonprofit** organizations to provide logistical, administrative, and program improvement support to independent contractors and organizations (herein after referred to as “Program Partners”), to assist them with navigating complex local and federal grant compliance requirements. Additional services may include coordinating a team of advisors to improve business service delivery. Activities under this area may include, but are not limited to the following:

- Reviewing federal, state, and local grant requirements and explaining them to program partners that receive funding from OEWD, individually or in workshops/small groups
- Assisting program partners with meeting City, State and Federal requirements on a quick timeline, to ensure minimal delays in securing City contracts
- Documenting compliance efforts, best practices, and outcomes in monthly, quarterly and annual reports as requested by OEWD
- Coordinating with OEWD to create promotional materials for the services described, and conducting outreach to program partners to bring visibility to the program

A strong proposal should demonstrate proper resources and a competitive fee structure to perform the services. Fiscal administration costs should not exceed 15% of direct costs, and different rates may be negotiated depending on the size and scale of the program or project.

Performance Measures

- Decreased amount of time for independent contractors and other entities to receive payment (from initiation of invoice to payment).
- Amount of Contractor time freed up for assisting clients, rather than focusing on compliance or invoicing issues

Minimum Qualifications:

- The lead applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must have experience providing high-quality, accurate, and timely services to a large volume of stakeholders, including those with minimal administrative capacity
- Applicant must be familiar with Generally Accepted Accounting Principles (GAAP), federal funding requirements listed in the Office of Management and Budget (OMB) Uniform Guidance, registration and renewals of accounts in the System of Award Management (SAM), and registration with the California Secretary of State's Business Registry, at minimum.
- Applicant must be able to assign lead staff to serve as a point of contact for this program
- The resulting agreement with the selected contractor will be cost reimbursement. The contractor must have the financial capacity to cover pass-through grant disbursements totaling \$100,000 per month or more, while awaiting reimbursement from the City for the pass-through grants plus payment of fiscal administration costs.

Preferred Qualifications:

- Additional consideration will be given to applicants with substantial experience (10 years or more) delivering the services described in this RFP.

Supplementary Questions and Requirements

There are no supplementary requirements for this Program Area.

Workforce Development Programs

Program Area W: COVID-Response Resource Hub Coordinator

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is \$6,400,000. Applicants may propose budgets up to **\$6,400,000** for 12 months of services. Grant agreements may be negotiated for shorter or longer terms, and budgets may be adjusted commensurate with the adjusted service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Hubs will be located in Bayview/Hunters Point, Excelsior, Mission, and Visitacion Valley

Target Population(s): Outreach must target Latinx, Black/African American, and Asian/Pacific Islander residents impacted by COVID-19

Physical Location: The primary applicant may be located anywhere, however, the project team must have the ability to operate service locations within the Eligible Neighborhoods listed above.

Scope of Work:

In order to sustain efforts to better assist residents impacted by COVID-19, OEWD will partner with local community-based organizations to provide a variety of support and referral services targeted to low-income, and vulnerable communities through COVID-19 Resource Hubs. The ongoing COVID-19 pandemic continues to present many challenges to San Franciscans on the path to an equitable economic recovery, with disproportionate impact on low income communities.

Through this RFP, OEWD is seeking a primary grantee to manage a cohort of nonprofit service providers that are based in four target neighborhoods – Bayview, Excelsior, Mission, and Visitacion Valley. The primary grantee will be responsible for all programmatic and fiscal reporting, as well as coordination across all partner organizations.

The Resource Hub network is charged with being a point of entry into the public workforce system, affiliated government agencies and community-based organizations for information, referral and delivery of essential services. The Resource Hub network will support individuals with light-touch services from intake, assessment, and referrals to address their immediate needs and directly connect them with essential services. The Provider will deliver in-house services, where applicable, and partner with the broader workforce system and the social assistance network depending on an individual's needs.

Resources and referrals include (but not limited to): Family Relief funds, COVID testing information, vaccine administration, employment and training, personal protective equipment, housing, unemployment insurance information, public-aide assistance, mental wellness, legal services, transportation assistance, and post-secondary education information.

Applicants should be prepared to immediately begin services to **12,000 clients** collectively across all four neighborhoods through the following services:

Outreach and Recruitment

Grantee will implement targeted outreach and recruitment strategies to increase awareness of Resource Hub services available and identify appropriate/eligible participants to be enrolled in services, including low-income, unemployed, underemployed, and dislocated workers that have been impacted by COVID-19. Standard marketing tools such as brochures, speakers, ads, and flyers should be created and utilized to attract individuals eligible for services.

Grantee may receive participant referrals from OEWD, other workforce system Providers, and partnering agencies under an agreed-upon referral process. Outreach and recruitment efforts should be coordinated with other partners in the workforce system, including OEWD-funded programs and other stakeholders.

Assessment and Intake

Assessment: Grantee must assess each participant to determine immediate needs to prepare for resource referrals and supportive services.

Intake: Grantee must work with potential participants to determine eligibility, complete intake form that will inform assessment of needs. These and any additional forms required to facilitate or provide services must be completed and entered into data tracker provided by OEWD. Enrollment into services establishes that Provider has documentation of potential participant's eligibility and has determined individuals' participation in Resource Hub services. Participation eligibility is not limited to residency within one of the four designated neighborhoods. All documents must be signed, where applicable, and kept in the case file, including electronic documents.

Services and Referral to Workforce Connection, Essential Resources and Services and Supportive Services

Workforce Connection Referrals: For those participants that require workforce connection referrals, the Grantee must successfully refer and connect individuals to required services that meet the participants workforce needs. Referral services must provide participants with information on how to access services within and across the Resource Hub network and the larger workforce system. Referral services must include guided referral to services and workforce programs for which individuals are eligible and prepared and which are most appropriate to their goals, abilities and needs, based on the results of intake and assessment.

- General Employment and Job Placement Assistance
- Sector Trainings
- On-Ramp Programming
- Subsidized and Boot Camp Programming (Young Adults)

Essential Resources and Services Referrals: When assessment identifies participants need for essential services, Provider must successfully refer and directly connect individuals to identified services must provide participant and information on how to access services. Referral services must provide participant with information on how to access services. Referral services must include guided referral to services. Essential services include, (but not limited to) the following:

- Family Relief Fund
- Housing
- Unemployment Insurance
- Public Benefits
- Mental Wellness
- Legal Services
- Transportation Assistance
- Post-Secondary Education
- COVID Testing
- Personal Protective Equipment

Supportive Services:

Grantee will facilitate, distribute and record supportive services or safety net services either directly or indirectly to individuals based on intake and assessment needs. If the Grantee is unable to deliver supportive services directly to eligible individuals, the Grantee will offer an appropriate connection to referral partners. Eligible individuals for Supportive Services include San Francisco residents, ages 16 and older identified as in-need of supportive services from intake and assessment. This funding may be used to provide food vouchers/gift cards to assist with immediate essential needs.

Data Collection and Evaluation

The Grantee will utilize an OEWD standardized form, “Resource Hub Intake Assessment Tool” for eligibility criteria and proof of San Francisco Residence and age and populate data into a standardized sheet in a timely manner. Assessment tools and trackers will be used to accurately demonstrate and report activity frequently and demographic information of participants served. The Grantee will perform and be responsible for all Resource Hub ad hoc reports on an ongoing and needed basis to OEWD to track participant information, services delivered, and referral status.

Performance Measures:

Metric	Goal
Total Potential Participants for Intake and Assessments	12,000
Total Participants Enrolled and Provided Referral	12,000
Total Potential Participants Provided Support Services	12,000

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicants must demonstrate an understanding of and experience providing services in the four target neighborhoods (Bayview, Excelsior, Mission, and Visitacion Valley).
- Applicants must be able to propose and implement a service model to prioritize services to the Latinx community as well as other diverse populations.
- Applicants must have existing staff with the capacity to deliver services in Spanish.
- Demonstrated history of successful coordination and management of subcontracts as a fiscal agent and programmatic delivery model lead.
- Strong and existing relationships with key community partners and resources and capacity to conduct community outreach.
- Capacity to administer comprehensive essential resources, supportive services, and services referrals to a broad network of partners.
- Applicants must present evidence of robust partnership efforts or agreements with essential service partners including a record of positive participant outcomes achieved through such partnership.
- Applicant’s budget must include leveraged resources (e.g., financial commitments, in-kind donations, program space, staff or volunteer time).
- Experience working with neighborhoods, nonprofit organizations, and historically disinvested communities.
- Experience in developing culturally and linguistically appropriate outreach materials.

Preferred Qualifications:

- A demonstrated commitment to hiring and/or partnering with residents and organizations serving the City’s disadvantaged and disproportionately unemployed neighborhoods.
- A demonstrated history of delivering COVID-19 response services.
- Demonstrated experience in partnering with San Francisco's network of workforce providers, affiliated government agencies and community based organizations to provide streamlined referrals to essential services.

- Past success in engaging or collaborating with residents and community partners to implement the proposed program.

Supplementary Questions and Requirements:

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

- (a) Provide a list of any proposed nonprofit community-based partners for this project. Include the organization's name, proposed funding amount, and the role the partner will play in the delivery of the program model. Additional consideration will be given to applicants with existing partnerships in place, as demonstrated by letters of support, contracts, or Memoranda of Understanding.
- (b) Provide a statement summarizing similar services currently delivered through contracts for the City of San Francisco or other similar initiatives.

In addition to answering the above questions within the body of the proposal narrative, applicant must attach any existing Memoranda of Understanding (MOU), or a signed letter from each partner organization in the project team, describing their role in delivering the services described in the proposal.

Program Area X: Advanced Manufacturing On-Ramp Program

Anticipated Number of Awards: 1

Amount: Total amount of funding available under this program area is between \$60,000 and \$100,000. Applicants may propose budgets up to **\$100,000** for 12 months of services to collectively support between 30 to 50 participants (dependent on funding level) enrolled in the Advanced Manufacturing On-Ramp Program. Grant agreements may be negotiated for shorter or longer terms, and budgets may be adjusted commensurate with the adjusted service period.

Expected Start Date: July 1, 2022 or later

Eligible Neighborhood(s): Citywide

Target Population(s): High School Students enrolled in the San Francisco Unified School District

Physical Location: The primary applicant may be located anywhere, however, services must be accessible to San Francisco residents via public transportation.

Scope of Work:

Sector On-Ramps deliver sector-contextualized foundational learning and career exploration within particular sectors. On-Ramp services equip participants with basic academic and technical skills so that they may participate fully and benefit from the other programs within the Sector. Advanced Manufacturing On-Ramp serves as feeders to one or more of the following: provides an articulated path to postsecondary education/degree, further industry-recognized sector training (resulting in stacked certifications or credentials), or sector-related employment. Successful models will incorporate postsecondary education enrollment, financial incentives, and work-based learning models and opportunities, so that participants can build education credentials while learning skills and earning money.

The Advanced Manufacturing On-Ramp Programs should be designed to target young adults, particularly those enrolled in the San Francisco Unified School District (SFUSD), in an effort to provide career exploration to gain a better understanding of what local manufacturing entails, including, but not limited to: careers in manufacturing, supply chain, and the manufacturing process. Students should gain an understanding of specific sector occupations including *Computer Numerical Control (CNC) Operator, Junior Machinist, Shipping and Receiving Clerk, Fabrication Technician, Customer Service Representative, Prototype Test Technician, Additive Manufacturing and Production.*

On-Ramp Programs are responsible for participants' program completion and outcomes; therefore, intensive support services through case management, barrier remediation, building job readiness, academic supports, etc. are essential to ensure program retention and overall participant program success. Upon completion of On-Ramp programming, transition services

must be provided to ensure participants are successfully connected to sector-related additional training, postsecondary education or employment.

The scope of work for the grant recipient in this program area should include, but is not limited to, the following requirements specific to Sector On-Ramp Programs:

Planning and Design:

- Develop research-based occupational programming that is employer-driven, meets local and industry labor market needs, builds foundational technical skills, removes barriers to employment and advances participants along career pathways.
- Programming is in partnership with the San Francisco Unified School District to effectively outreach, enroll and serve students.
- Ensure On-Ramp training provider can offer in-person, virtual and/or hybrid delivery service models to participants.
- Develop formal transition linkages, or articulated agreements, to advanced job training leading to a certificate/degree, including the City's Sector Workforce Programs, outside workforce providers and/or higher education.

Coordination and Implementation:

- Deliver innovative, classroom-based On-Ramps Program instruction, including the following:
 - Innovative delivery methods such as accelerated learning, online learning and experiential learning.
 - Integrated instruction on soft skills, career exploration, career goals, pathways, and education planning.
 - Contextual work-based learning that integrates digital literacy, exposure to sector professional networks, exposure to career trajectory options and opportunities for skills-based practice
 - Flexible programming to meet the needs of individual learning styles.
- Provide sector-specific, paid internship, work-based learning or subsidized employment opportunities during training and/or in the summer.
- Curate student experiences as field trips, guest classroom speakers, tactile projects, etc.
- Implement culmination projects, reports or year-end demonstrations
- Deploy a customer satisfaction survey to all participants to gauge customer success and overall satisfaction with programming.
- Ensure access to services is provided to persons with Limited English Proficiency (LEP).
- Coordinate with the SFUSD College and Career Pathways Showcase, highlighting the program's support from OEWD.

Performance Measures

Metric	Goal
Total Participants enrolled in On-Ramp Job Readiness & Career Exploration	100% of participants enrolled
Total Participants that complete On-Ramp Job Readiness & Career Exploration	80% of participants enrolled
Total Participants placed in work-based learning, paid internship or specified subsidized employment during training or summer	75% of participants enrolled
Total Participants placed in employment, advanced training or postsecondary education after completion of training	75% of participants enrolled
Total participants retained in placement 2nd and 4th quarter after exit	60% of all participants placed in unsubsidized employment, advanced training, and/or postsecondary education

Note: The selected grantee will work with OEWD during scope negotiations to identify the breakdown of outcomes to meet overall targeted placement goal. Placement percentages per category may be negotiated upon receipt of OEWD Sector On-Ramp funding. Should additional funding be identified to support this program, OEWD may negotiate changes to select measurable outcomes.

Minimum Qualifications:

- Applicants must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant has an in-depth understanding of the Advanced Manufacturing Sector, including foundational skills needed to enter the industry, career pathways within the industry and employment opportunities available for target population.
- Must have direct experience and existing relationships with SFUSD.
- Ability to provide a language access plan to ensure students with Limited English Proficiency (LEP) to have meaningful access to services.

Preferred Qualifications:

- A minimum of one year of experience managing On-Ramp, Bridge and/or Career Exploration Programming for Young Adults enrolled in SFUSD
- Applicant should have capacity to provide wraparound services to support participants in training

Supplementary Questions and Requirements:

There are no supplementary requirements for this Program Area.

III. Application Process

A. How to Apply

Complete applications shall include all of the items listed in the Proposal Package Checklist, below. Instructions and tips on completing all Proposal Package documents are included following the Checklist and all templates noted can be downloaded from <http://oewd.org/bid-opportunities/RFP-223>

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

Templates provided as Appendices to RFP 223:

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

Additional required attachments:

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

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

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

Additional Reference Materials, Requirements and Guidelines

The following documents are for reference only.

Appendix A, Application template – This template includes the question set that all applicants must respond to, for each application. The same questions are in the online application form, which can be accessed on the RFP website at <http://oewd.org/bid-opportunities/RFP-223>. Appendix A can be used to draft your narrative response, which can be copied and pasted into the online application. Please do not upload Appendix A with your application.

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

Appendix D, Applicant Requirements and Guidelines

Appendix D is a reference document which outlines additional details related to the following topics:

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

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

B. Proposal Package Submission

When all items are complete, submit the entire Proposal Package through the online system by **5:00 p.m. on Thursday, May 19, 2022**. Complete proposal packages must be received in the online system by the deadline.

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

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

Again, all submissions, including all appendices, must be received by 5:00 p.m. on Thursday, May 19, 2022 to be considered as part of the Proposal Review Process. **Early submission is highly encouraged.**

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

C. Best Practice Tips

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

IV. Proposal Review Process

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

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

For Invest In Neighborhoods and Economic Recovery and Regeneration programs, the Review Committee consists of both “Tier 1” and “Tier 2” panels.

- Tier 1 Review - the primary review committee will review and score all responsive proposals on a 100-point scoring system as described in this RFP.
- Tier 2 Review – an additional review committee will review and score all proposals on a 50 point scale of how well each meets the district or neighborhood need, project feasibility, and fulfillment of key department priorities, as applicable. Proposals will then be ranked and awarded on the total points received from both reviews.

Business Development, Office of Small Business and Workforce Development programs will be scored at the Tier 1 level only. At the discretion of the City, the review process may require applicants to make an oral presentation before the panel and/or require the panel to conduct a site visit of the applicant’s facility or proposed project area.

Selection Criteria

Applications will be reviewed and evaluated using the criteria described in this section. Point values indicate the relative importance placed on each section and points will be awarded based on the extent to which the application addresses the criteria listed. Applicants should prepare their proposals with these criteria in mind.

Proposals will be evaluated on a 100-point scale at the Tier 1 level, broken down as follows:

Applicant Qualifications and Staff Assignments (30 points)

- The applicant’s professional qualifications and the experience of proposed partners, subcontractors/subgrantees, and staff
- Experience and track record implementing similar projects or proposed activities
- Clarity and feasibility of proposed staffing assignments, taking into consideration accessibility, availability and workload

- The application demonstrates a thorough understanding of the economic, social, financial, institutional or other issues that require a solution.

Approach, Activities, and Outcomes (40 points)

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

Performance Measurement and Reporting (15 Points)

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

Financial Management and Budget (15 Points)

- Applicant provides a detailed budget narrative presenting reasonable costs that relate to activities proposed.
- The proposed budget is submitted on the required template and applicant's overall budget is of a size to reasonably expect successful delivery of the program.

- Applicant maintains strong fiscal controls and would ensure the prudent use, proper and timely disbursement and accurate accounting of funds awarded under this RFP.
- Additional resources are available to ensure implementation and sustainability of programming (preferred)

Tier 2 scoring criteria (IIN and ERR programs only)

Applicant Qualifications and Neighborhood Connection (15 points)

- Demonstrates capacity to implement projects related to the proposed activities
- Demonstrates an understanding of community and economic development principles
- Demonstrates an understanding of the neighborhood and connection to the needs and goals of the neighborhood

Program Goals and Objectives (35 points)

- The proposed project will contribute to achieving Invest In Neighborhood goals and objectives
- The proposed project demonstrates clear community support
- The proposal demonstrates an understanding of community stakeholders and community organizations, and possible considerations for project implementation
- The design of the project reflects deep knowledge and understanding of the neighborhood and/or City
- The proposed project is innovative and creative in implementing a solution to meet neighborhood needs

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

Clarifications

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

Selection

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

to the number of projects proposed will also be considered when proposals are recommended for funding. All applicants will be notified of the results of the evaluation.

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

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

Negotiation Process

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

V. Protest Process

A. Protest of Non-Responsiveness Determination

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

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

B. Protest of Grant Award

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

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

C. Delivery of Protests

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

Protests must be addressed to:

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

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