



August 16, 2022
4:00P.M.-5:00 P.M.

Technical Assistance Conference

Request for Proposals #224

Economic Development Grants

RFP Issued: August 11, 2022
Proposals Due: September 1, 2022 by 5:00 P.M.



Presentation Overview

- **Welcome and Overview**
- **Program Area Details**
- **City Supplier Requirements**
- **RFP Timeline and Application Process**
- **Q&A**

About OEWD

OEWD's **Mission** is to advance equity and shared prosperity for all San Franciscans by:

- growing sustainable jobs,
- supporting businesses of all sizes,
- creating great places to live and work, and
- helping everyone achieve economic self-sufficiency.

About ERR

The **Economic Recovery and Regeneration (“ERR”) 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 RFP #224

The **\$3.45 Million** initial investment in this RFP touches numerous aspects of San Francisco's diverse economy, with a focus on **advancing equity and shared prosperity for all residents**

The RFP contains **4 distinct program areas** focused on realizing an equitable recovery for San Francisco's diverse communities

A chart showing all the distinct areas, anticipated number of awards, anticipated total funding and eligible applicant notes begins on **page 8** of the RFP.

www.oewd.org/bid-opportunities/RFP-224

QUESTIONS?

- Please submit your questions in the chat.
*Please include the **program area** you are interested in, or list “Administrative” if your question is general in nature.*
- Our team will answer as many questions as possible live; all questions will be logged, answered, and posted to the RFP 224 website no later than August 22, 2022.
- You may still submit questions until 11:59 P.M. on **Friday, August 19, 2022** by email (oewd.procurement@sfgov.org)

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Program Area A: Activation for Economic Core Recovery

Maximum Budget Request: \$500,000*

Anticipated # of Awards: Up to 8

Total Funding: OEWD expects to allocate a total of \$2 Million for initial awards, and may increase any single award up to \$2.5M through a grant renewal.

Target Neighborhoods: Financial District, Union Square, East Cut, Yerba Buena, South of Market Area (SOMA), Embarcadero, Mission Bay, and Market Street

Target Population(s): Small businesses, residents and property owners in the economic core neighborhoods, prioritizing those with the most sustained economic impacts from the COVID-19 pandemic.

- Grants will fund activation activities in public spaces and vacant storefronts, with the goal of driving foot traffic to the neighborhood(s) and encouraging workers, residents and visitors to build community
- Budget requests can range between up to \$100k for smaller scale activations, and \$500k for larger/ongoing activations
- Evaluation Process will include splitting submitted proposals into the target neighborhood(s)

Program Area B: Economic Core Recovery Area-Wide Planning and Communications

Maximum Budget Request: \$250,000

Anticipated # of Awards: 1 to 2

Total Funding: OEWD expects to allocate a total of \$250,000 for initial awards, and may increase any single award up to \$1M through a grant renewal.

Target Neighborhoods: Financial District, Union Square, East Cut, Yerba Buena, South of Market Area (SOMA), Embarcadero, Mission Bay, and Market Street

Target Population(s): Businesses, residents and property owners in the economic core, as well as the labor force with jobs based in the economic core neighborhoods, prioritizing those with the most sustained economic impacts from the COVID-19 pandemic.

- Grants will support management of community engagement and convening efforts citywide, across multiple stakeholder groups, to market and communicate out the City's economic recovery activities and opportunities
- Proposals should focus on how your agency/project team can leverage existing relationships in the economic core neighborhoods, and build strategic partnerships toward the goals of attracting residents and visitors to key economic corridors, expanding economic opportunity, and increasing the accessibility of public space

Program Area C: Pop-up Acceleration and Technical Assistance

Maximum Budget Request: \$600,000

Anticipated # of Awards: 1 to 3

Total Funding: OEWD expects to allocate a total of \$600,000 for initial awards, and may increase any single award up to \$1.5M through a grant renewal.

Target Neighborhoods: Citywide, with initial emphasis on Financial District, Union Square, East Cut, Yerba Buena, South of Market Area (SOMA), Embarcadero, Mission Bay, Market Street

Target Population(s): Small businesses, entrepreneurs, artists and cultural organizations, and economic core property owners, prioritizing those with the most sustained economic impacts from the COVID-19 pandemic.

Grants will support groups that can ensure the success of pop-up activation activities, including but not limited to:

- Outreach to property owners for temporary activations
- Outreach to entrepreneurs, micro and small businesses, artists, arts organizations, cultural institutions, others to activate program spaces
- TA and consulting on business plans, budgets, and revenue generating strategies to ensure success
- TA and support to potential pop-up entities in negotiating leases, licenses, insurance, security, etc
- TA and support in navigating permitting requirements
- Issuing micro-grants (\$1k-\$10k) to cover activation costs
- Partnering on marketing efforts

Program Area D: Visitor Attraction Campaign

Maximum Budget Request: \$600,000

Anticipated # of Awards: 1 to 2

Total Funding: OEWD expects to allocate a total of \$600,000 for initial awards, and may increase any single award up to \$2.5M through a grant renewal.

Target Neighborhoods: Citywide

Target Population(s): Domestic and international tourists, meetings and convention professionals

Grants will support the development of a marketing campaign focused on San Francisco's economic recovery. The ideal campaign will include some or all of the following strategies:

- Resonant visual images with a strong call to action
- Traditional media (TV, billboards in key domestic and international markets)
- Digital media, social media, influencers
- Public relations and communications that reinforce campaign messages
- Grassroots marketing opportunities to increase awareness of the campaign.
- Other creative strategies may be proposed.

Supplier Instructions

For general questions regarding the
Supplier registration process, contact
the User Support Desk 415-944-2442
or email
sfcitypartnersupport@sfgov.org

Supplier Instructions - *sfcitypartner.sfgov.org*

First become a Registered Bidder...

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

...then Become an Approved Supplier

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

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

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

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

OPTIONAL 14B LBE Certification
for Small Local Businesses

Requirements Based on Your
Annual Business with the City

Contract-Related Requirements

First Source Hiring Program

Supplier Instructions

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

Supplier Instructions – Business Tax

- To renew your tax registration, visit <https://sftreasurer.org/business/renew-business-registration>
- San Francisco businesses were required to renew their business registration by **May 1, 2022** for the current year, and typically renewal is required each May.
- For additional support, visit the Help Center at the above website

The screenshot shows the website for the Treasurer & Tax Collector of the City and County of San Francisco. The navigation bar includes links for Property, Business, Payments, Banking & Investments, and In the Community. The main content area is titled 'Renew Business Registration' and contains the following text:

Most businesses should have received a bill for the 2021-22 Business Registration Fee and do not need to file a return. If you received instructions from our office to complete the 2021-22 Business Registration Renewal (Due November 1, 2021), use the button below to download the renewal form. Please fill out, print and sign the form before mailing it to the address provided along with your payment.

2021-22 Business Registration Renewal Form

Supplier Instructions – Equal Benefits (12B)

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

Equal Benefits Unit
415-581-2310
cmd.equalbenefits@sfgov.org

Supplier Instructions – Equal Benefits (12B)

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

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- September 1, 2022: **Proposals due by 5pm Deadline**

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HOW TO APPLY

Applications will be accepted online only.

- Visit www.oewd.org/bid-opportunities/RFP-224

APPLY

Applications will be accepted online, and all elements of the proposal package must be submitted by the application deadline.

APPLY

Need help with the online application? Join one of our Drop-in TA Sessions (links available at: www.oewd.org/bid-opportunities/RFP-224)



SAN FRANCISCO

OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

www.oewd.org/bid-opportunities/RFP-224

Email our team: oewd.procurement@sfgov.org

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