



# OEWD RFP #203

**Invest in Neighborhoods (IIN)  
and Nonprofit Sustainability Programming  
Technical Assistance Conference  
September 13, 2016**



# Presentation Overview

- RFP Programming Overview
- Program Area Details
- City Contracting Requirements
- Timeline and Submission Options
- Questions and Answers



# RFP Programming Overview

- The RFP contains 31 distinct program areas - grouped under four major headings of:
  - Neighborhood Economic and Community Development Programs
  - Business Assistance Programs
  - Community Benefit District Programs
  - Nonprofit Support Programs
- Agencies may submit for funding under more than one area, however, separate applications must be submitted for each area of interest.
- The chart showing all the distinct areas can be found on pages 7-8 of the RFP. An additional chart on pages 56-57 details the funding available for each area and the anticipated number of awards.



# Invest In Neighborhoods Overview

San Francisco's neighborhood commercial districts will be economically thriving, safe, resilient, sustainable, and meet the needs of local residents.

- Supporting Existing Businesses
- Creating Attractive Physical Conditions
- Increasing Quality of Life
- Building Strong Community Capacity



# Program Area Details

## Neighborhood Economic and Community Development Programs (A-Q)

### **A - Neighborhood Improvement Projects - \$25,000**

- Contributes to neighborhood vitality, increase economic activity, improve quality of life, and leverage and build local leadership and social capital
- Nonprofit organizations
- IIN Commercial Districts
- 6-12 month project

### **B - Castro Cares - \$175,000**

- Focuses on street outreach, with the goal of getting people engaged in the social service system and into housing
- Provides a range of homeless-related services and connects to existing city services
- Nonprofit organizations
- Castro Commercial District

### **C - Central Market and Sixth Street Community Safety - \$150,000**

- Augments police foot patrol, community ambassadors, and services from additional safety entities
- Focused on Sixth Street from Market to Howard and on Central Market from 5th to 8th.
- Supplemental Questions and Criteria



# Program Area Details

## Neighborhood Economic and Community Development Programs (A-Q)

### **D - Central Market / Sixth Street Corridor Manager - \$50,000**

- Identifies and addresses weaknesses and challenges to the healthy functioning and success of the corridor
- Partners with Sixth street merchants to identify and promote strengths and opportunities

### **E - Central Market, Sixth Street, and Tenderloin Business Retention and Relocation - \$125,000**

- Provides business retention services to existing storefront businesses
- Provides technical assistance with leases, such as lease negotiation
- Nonprofit organizations
- Focuses on Central Market, Sixth Street and the Tenderloin Commercial Districts

### **F - Chinatown Business Support Program - \$75,000**

- Provides business outreach, community networking, technical assistance, appropriate referrals, legacy business retention and improvement, industry-focused recruitment and development, storefront reactivation, and cultural preservation support
- Focuses in Chinatown
- Nonprofit Organizations



# Program Area Details

## Neighborhood Economic and Community Development Programs (A-Q)

### **G - Chinatown Corridors Cleaning Program - \$75,000**

- Administers a 12-month sidewalk cleaning program for the two construction-impacted corridors: 758-1301 Stockton Street (117 storefronts) and 601-799 Broadway Street (40 storefronts)
- Contributes to support business activity, improve public cleanliness, utilize local workforce, provide community education
- Nonprofit Organizations

### **H - Japantown Neighborhood Improvement Projects - \$125,000**

- It supports and/or is a catalytic project in Japantown
- Supports the Japanese Cultural Heritage and Economic Sustainability Strategy
- Contributes to neighborhood vitality, increase economic activity, and build upon existing local leadership

### **I - Judah Street Corridor Improvements - \$100,000**

- Nonprofit Organizations
- Focused on Judah Street in the Outer Sunset (44th Avenues through La Playa, and possibly applied between 30th and 33rd Avenues)
- Contributes to neighborhood vitality, increase economic activity, and leverage and build local leadership and social capital



# Program Area Details

## Neighborhood Economic and Community Development Programs (A-Q)

### **J - Larkin Street Corridor Manager - \$50,000**

- Support the Larkin Street Merchants and Property Owners Association (LSA)
- Promote a healthy and vibrant business environment
- Nonprofit Organizations
- Focused in Little Saigon (Larkin Street)

### **K - Ocean Avenue Activation - \$15,000**

- Activates Ocean Avenue (from Manor Drive to Interstate 280)
- Promote small, independent businesses
- Augments and refines Second Sundays
- Non-profit Organization

### **L - Ocean Avenue Merchant Beautification - \$20,000**

- Beautification project along Ocean Avenue (from Manor Drive to Interstate 280)
- Builds up existing efforts, such as the Arts Alive Ingleside arts banner project and the Ocean Avenue mural at Ocean and Geneva avenues
- Increases the vibrancy of the business district
- Nonprofit Organizations



# Program Area Details

## Neighborhood Economic and Community Development Programs (A-Q)

### **M - Portola Garden Activities - \$2,500**

- Nonprofit Organizations
- Supports gardening or greening related activities in the Portola

### **N - Portola Neighborhood Asset Activation - \$50,000**

- Administers a program to activate key existing and potential neighborhood gathering places, including but not limited to specific businesses, pocket parks, the Avenue Theater, and the Jerry Garcia Amphitheater
- Supports the activation of vacant or underutilized properties of critical importance to the success of surrounding neighborhoods
- Supplementary Questions and Criteria

### **O - Safe Passage - \$100,000**

- Engages with merchant and property owners along the designated Safe Passage routes
- Develops a strategic plan for the program's future; plan for broad community and volunteer engagement, in particular through and between Tenderloin Action Zones
- A detailed fundraising plan to secure operational funding for FY16-17
- Coordination with SFPD and other City and neighborhood stakeholders



# Program Area Details

## Neighborhood Economic and Community Development Programs (A-Q)

### **P- Strategic Planning for Latino Cultural - \$75,000**

- Produce a five year strategy for Carnaval
- The Strategic Planning product will be a five-year strategy document with particular elements (i.e, process, recommendations, priorities, governance, long-term sustainability)
- Develop a work plan and schedule detailing the timing of key project activities, meetings, individuals to be engaged and resources needed to carry out activities
- Outlines data gathering and stakeholder/community engagement activities
- 12 month Project Timeframe
- Supplementary Questions and Criteria

### **Q - Tenderloin Merchant Outreach - \$50,000**

- Supports outreach and business engagement
- Periodic door-to-door outreach to merchants to advertise new or existing grant or technical assistance programs or other incentives
- Assists merchants with applications to City-funded programs
- Data collection and demonstrates strong organizational and staff capacity to implement this program
- Nonprofit Organizations



# Program Area Details

## Business Assistance Programs

### Programs (R-Y)

#### **R. Americans with Disabilities Act (ADA) Small Business Accessibility Assistance Program - \$50,000**

- Support an ADA Small Business Accessibility Assistance Program. The program shall provide education and assistance to San Francisco small businesses to better understand ADA laws and steps towards compliance.

#### **S. Commercial Loans - Emerging Business Loan Fund - \$125,000**

- Provide commercial loans of up to \$250,000 and consulting services to the City's small businesses with a focus on IIN commercial corridor businesses. The loan fund program, the Emerging Business Loan Fund (EBLF), shall provide access to capital that is not readily availability via traditional markets.
- OEWD will not provide lending capital for the program and is seeking organizations with access to other sources to support San Francisco small businesses
- Nonprofit organizations
- Applicants must be San Francisco-based or operate a San Francisco office
- Applicants are in good standing with the State of California's Registry of Charitable Trust
- Funds are for operating costs to support the EBLF Program
- Supplementary Questions and Criteria

#### **T. Legacy Business Program Check-Printing Services - \$25,000**

- Check-printing services for the Legacy Business Program
- Contractors must be able to print and deliver checks at a third-party Contractor-run facility or service
- Nonprofit organizations



# Program Area Details

## Business Assistance Programs

### Programs (R-Y)

#### **U. Microloans - Revolving Loan Fund (RLF) Program \$150,000**

- Develop and support the City sponsored Revolving Loan Fund (RLF) that provides microloans and consulting services to the City's micro and small businesses with a focus on IIN communities for up to 6 years
- The City may provide up to \$1,455,000 in lending capital to seed the RLF. Funds for the RLF are being made available through local and federal funding sources
- Applicants must be San Francisco-based or operate a San Francisco office
- Applicants must be a 501(C)(3) non-profit corporation registered with the Internal Revenue Service
- Applicants must be in good standing with the State of California's Registry of Charitable Trusts
- Applicants must be a Community Based Development Institutions (CDFI) as certified by the CDFI Fund under the US Treasury Department; or demonstrate that they are on the path to achieve such status within calendar year 2017; or have a California Lender's License with experience lending to and consulting with small businesses
- Supplementary Questions Supplementary Questions and Criteria

#### **V. Outer Sunset Small Business Minor Façade Improvement - \$120,000**

- Minor Façade Improvement Program on commercial corridors in Supervisorial District 4 Outer Sunset
- Nonprofit organizations
- At least one new business will benefit from the Minor Façade Improvement Program

#### **W. SF Shines: Façade and Tenant Improvement Program- \$200,000**

Provide architectural design and technical assistance to property and business owners to improve commercial façades, business interiors, and provide accessibility upgrades.



# Program Area Details

## Business Assistance Programs

### Programs (R-Y)

#### **X. Small Business Retention and Relocation Program- \$535,000**

- Support retention and relocation services for the City's small businesses. Goals of the program are to provide proactive outreach and direct case management to help small businesses better understand their rights as commercial tenants in the City and provide resources to help them achieve long term stability.
- \$135,000 of which must be for retention for bookstores.
- Nonprofit organizations
- Supplementary Questions and Criteria

#### **Y. Women Entrepreneurship Grant Program - \$155,000**

- Provide grants to women entrepreneurs and businesses that support the success of women business clients
- Nonprofit organizations
- Supplementary Questions and Criteria



# Program Area Details

## Community Benefit District Programs (Z, AA and BB)

### **Z. Community Benefit District – Feasibility Analysis Grants- \$25,000**

- Communities who are considering the formation or renewal of Community Benefit Districts in Commercial Districts, in San Francisco, for a CBD feasibility analysis.
- Supplementary Questions and Criteria

### **AA. Community Benefit District – Formation Assistance Grants - \$50,000**

- Communities who are pursuing the formation or renewal of Community Benefit Districts in San Francisco, for CBD formation assistance. The purpose of this program area is to provide funding to existing organized steering committees that have passed all minimum thresholds for CBD Feasibility Analysis.
- Supplementary Questions and Criteria

### **BB. Community Benefit District – Organizational Support Grants – \$30,000**

- Community Benefit Districts (CBD) Management Corporations for Capacity Building and Organizational Support projects. The purpose of this program area is to provide funding to existing CBDs to strengthen the organizational effectiveness of the CBD's management corporation.
- Supplementary Questions and Criteria



# Nonprofit Sustainability Initiative Overview

## Program Areas (CC, DD and EE)

- One of the key sectors supported by OEWD's Business Development Division
- Ensure access to quality of life resources as well as education, health and human services for San Francisco residents
- Support and stabilize nonprofit businesses
- Continues a partnership with MOHCD, SFAC and other city departments



# Nonprofit Sustainability Initiative

## Nonprofit Accelerator Program (Area CC)

Support increased effectiveness, extended reach or improved financial health through partnership

### *Services include:*

- Conduct workshops
- Create educational materials
- Administer participant assessments
- Small group consultation
- Evaluation and documentation



# Nonprofit Sustainability Initiative

## Nonprofit Space Stabilization Program (Area DD)

Address instability, seed growth and co-location.

- Develop online tools and improve accessibility of resources
- Administer call for proposals for \$500k financial assistance annually
- Provide monthly updates and annual reports to OEWD and partners



# Nonprofit Sustainability Initiative

## Nonprofit Space Investment Fund (Area EE)

Financial support for permanent space acquisition

- Outreach to undercapitalized organizations
- Administer call for proposals and funding disbursement
- Provide monthly updates and annual reports to OEWD and partners



# Contracting Requirements

- Contractors must comply with SF City & County Ordinances and contracting requirements, including being/becoming an approved City Vendor
- See Office of Contract Administration website at <http://www.sfgov.org/oca> for forms and more information
- **Requirements include:**
  - General Liability & Auto Insurance
  - Compliance with Equal Benefits Ordinance
  - Current S.F. Business Tax Certificate (if applicable)
  - ACH/Automatic Deposit Payments



# RFP 203 Timeline and Submission Options

- Sept. 2:** RFP and all application materials published – <http://oewd.org/bid-opportunities/RFP-203>
- Sept. 13:** Technical Assistance Workshop
- Sept. 15:** Deadline (noon) to submit programmatic questions through [oewd.procurement@sfgov.org](mailto:oewd.procurement@sfgov.org)
- Sept. 19:** Q & A Final Posting
- Sept. 30:** **Proposals Due, 5:00 PM sharp!**

## Submission methods (choose 1)

- Email completed application and all supplemental materials to [oewd.procurement@sfgov.org](mailto:oewd.procurement@sfgov.org) by the posted deadline (preferred)
- Drop off or mail a completed and signed application with all supplemental materials **plus** a CD or USB drive with electronic versions of the application and all supplemental materials, to:  
**Office of Economic and Workforce Development (OEWD) at  
San Francisco City Hall 1 Dr. Carlton B. Goodlett Place, Room 448 San Francisco, CA 94102**

Proposals delivered in person must be left with Myisha Hervey, and proposals delivered by mail must be sent to the attention of Myisha Hervey.



# Questions & Answers

Questions may be asked via email to [owd.procurement@sfgov.org](mailto:owd.procurement@sfgov.org)

- Please put “RFP #203” in the Subject Line.
- Questions may be submitted up until Thursday, **September 15 at 12:00 PM NOON.**
- Questions and answers will be posted on OEWD website:  
<http://owd.org/bid-opportunities/RFP-203>

Updates will be posted ongoing.

