The San Francisco CULTURAL DISTRICTS

A program administered by the Mayor's Office of Housing and Community Development

REQUEST FOR PROPOSALS FY2021-22 (#2021-10)

"Sunset Chinese Cultural District Launch"

RELEASED: March 1, 2022
DUE: April 1, 2022

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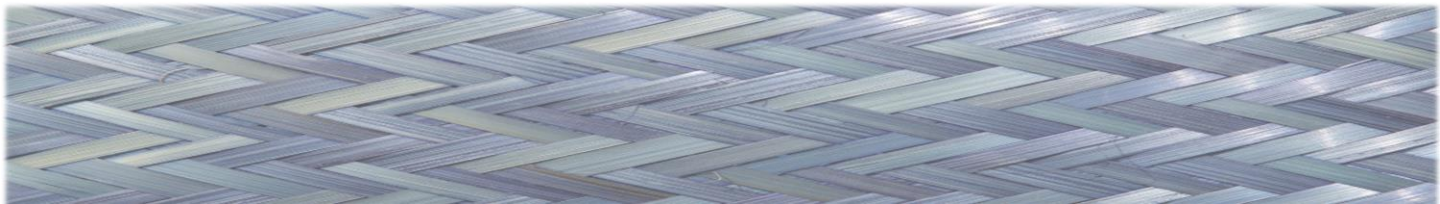


OVERVIEW

In May of 2018, San Francisco legislation formalized the creation of a place-based program that recognizes community-defined areas as Cultural Districts. Subsequently in November, Proposition E passed by a 75% majority allocating approximately $3 million annually from the City's Hotel Tax Fund to support the Cultural Districts' efforts.

The Cultural Districts program is supported by an inter-departmental steering committee, including the Office of Economic and Workforce Development (OEWD), the Planning Department, the Arts Commission and coordinated by the Mayor's Office of Housing and Community Development (MOHCD). These Departments work together to streamline City and community partnerships to coordinate resources aimed at stabilizing these communities which face displacement.

Each legislated Cultural District maintains a community-based advisory board, dedicated staffing, and funding for its operations. Each District works toward their community-defined vision for self-determination community stabilization. The Cultural District's collectively share policy strategies for strengthening each of their community infrastructures.

The vision of the Cultural District program is to preserve, strengthen and promote cultural assets and diverse communities. If achieved, this will enable individuals, families and the businesses that serve and employ them, as well as nonprofit, community arts and educational institutions to live, work and prosper within the city.

In the first year of a Cultural District's existence, legislation calls on City departments to collaborate and partner with each Cultural District's community-based leadership body to establish a clear strategic plan to fulfill each District's vision and goals, resulting in a Cultural History, Housing and Economic Sustainability Strategies (CHHESS) Report. Extensive community engagement and City reports and data will inform each District's CHHESS Report so that it can serve as a roadmap to stabilize vulnerable communities facing, or at risk of, displacement.

This Cultural Districts Request for Proposals (RFP) is the vehicle by which the City begins resourcing newly-legislated Cultural Districts to start this important work.

RFP Scope

MOHCD is seeking grant proposals from the newly-legislated Cultural District in San Francisco: the Sunset Chinese Cultural District . This RFP will provide up to $230,000 in grant funding for the launch and operations of the Cultural District. All grant awards will be setup as an annual award with an option by MOHCD to extend. The final terms and conditions of each grant are subject to negotiation.

Grant proposals must request funding for the monthly reimbursement of expenses related to the eligible activities listed in the Grant Activity Requirements of this RFP (Page 5).

ELIGIBILITY REQUIREMENTS

MOHCD Eligibility Requirements- All applicants must meet all the following eligibility requirements to be considered for MOHCD funding.

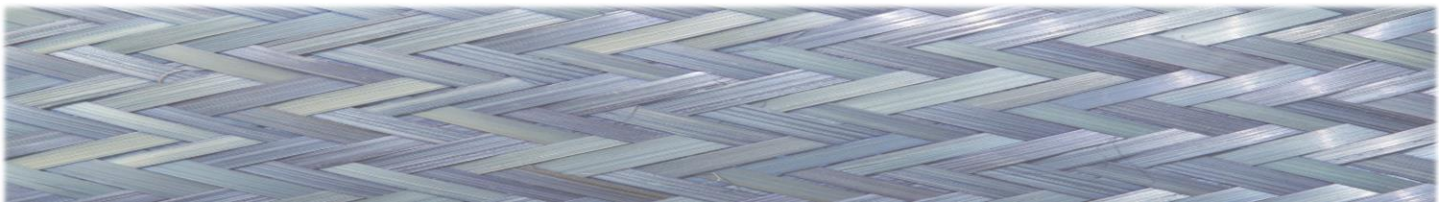
- Applicants must be a community-based agency that is non-profit and tax-exempt under Section 501(c)(3) of the Internal Revenue Code or apply under a valid fiscal sponsor.
- Organizations receiving a grant from this RFP must be approved City suppliers or have started the process of becoming a City Supplier at time of proposal submission.
- MOHCD contracts are administered on a cost reimbursement basis. Grantees are reimbursed after invoicing for expenses incurred.
- No City agencies or departments may apply for funding under this RFP.
- Additional requirements may be detailed under each funding opportunity description on pages 5-8.

Supplier Status- Agencies funded through this RFP must be City-approved suppliers and not be on the City Supplier Debarred list before receiving funds.

- Organizations must be approved City suppliers in order to enter into contract with MOHCD. If your agency is not currently a City Supplier you must begin the process of becoming one with the submission of your proposal, in order to avoid lengthy and avoidable delays.
- Supplier application packets can be obtained from the Office of Contract Administration at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 430, San Francisco, CA 94102 or downloaded from the Office of Contract Administration website at www.sfgov.org/oca.
- More information on becoming a City supplier is available at the San Francisco City Supplier Portal, at https://sfcitypartner.sfgov.org/ .
- Subcontractors are not required to be City-approved suppliers; only the lead agency or fiscal sponsor must be City-approved.

Compliance Standards- Applicants must agree to meet Compliance Standards established by the City and MOHCD throughout the grant term and participate in fiscal and program monitoring.

- **Insurance** - General liability, workers compensation and auto insurance must be compliant and current to encumber funds and must remain current throughout the grant.
- **Equal Benefits Ordinance** - Organizations agree to administer benefits equally to employees with domestic partners and employees with spouses. More information is available at https://sfgov.org/cmd and is managed by the Office of Contract Administration.
- **SF Human Rights Commission**- Organizations must comply with prohibitions against discrimination in fair housing and equal employment opportunity.
- **Sunshine Ordinance**- Under Chapter 12L of the San Francisco administrative code, non-profits that receive more than $250,000 in city funds must comply with specific open government requirements and respond to requests for financial and meeting information from members of the public.
- **Accessibility**- Programs and services must be accessible to persons with disabilities. Program access can be achieved in many cases without having to alter the existing facility.
- **Religious Activity**- Funds may not be used for religious purposes or for the improvements of property owned by religious entities except where the grant recipient is a secular non-profit organization with a long-term lease.
- **Political Activity**- No funds received through this RFP shall be used to provide financial assistance for any program that involves political activities. Applicants must comply with Section 1.126 of the San Francisco Campaign and Governmental Conduct Code.



GRANT ACTIVITY REQUIREMENTS

Up to $230,000 in local funds is available for the Sunset Chinese Cultural District. Grant funding will support the launch of Sunset Cultural District within a COVID-19 reality.

1. CHHESS LAUNCH - CULTURAL DISTRICT ASSESMENT & COMMUNITY ENGAGEMENT

External Consultant Recommendation - $65,000-$100,000
Community Engagement Recommendation- $25,000-$30,000

The Cultural District Initiative is an innovative strategy for combating displacement and stabilizing neighborhoods. Given it is a place-based strategy, it is important to do an assessment and analysis of the neighborhood and engage community voices in the process of identifying strengths, needs, gaps and opportunities.

This process will be a coordinated broad effort and landscape analysis that will serve as a tool for the community stakeholders to launch the Cultural District. The product of this information gathering process will set the pathway for the forthcoming CHHESS Report. MOHCD Staff will support the process of identifying and selecting an external consultant.

Phase 1 - Research and learning to understand current landscape and create a long-term sustainable cultural stabilization approach. This will be a technical assistance opportunity that will support the Sunset Cultural District's Advisory Board to identify their vision and goals. This will inform the CHHESS process directly.

Phase 2 - The Cultural District legislation mandates City departments and the community to work together to develop a strategic plan to fulfill each District's vision and goals. This plan is the CHHESS Report. Each District must implement an extensive community engagement process to identify and prioritize strategies for stabilizing vulnerable communities facing, or at risk of, displacement or gentrification. This phase will create the community engagement plan-

- **Preparation** – Question development, structure approach, agenda development, facilitation, recording, transcribing etc.
- **Community Voice-** Focus Groups, Interviews, surveys, town halls focusing on the Cultural District Program's 6 focus areas
- **Cultural Legacy-** Interviews and documentation, including storytelling, oral histories, and documenting other tangible and intangible elements of the District's cultural heritage.
- **Report Writing-** How will decisions be made, **w**ho will write, edit, and gather info to present back to community?

GRANT ACTIVITY REQUIREMENTS

2. CULTURAL DISTRICT LAUNCH

Staff Recommendation- $70,000-$80,000
Community Launch- $7,000-$12,000

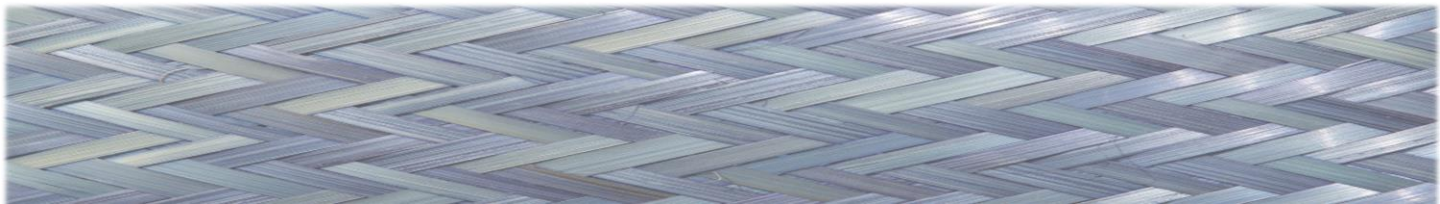
The Cultural District Program supports not only place-based strategies but also the community-based infrastructure necessary to create healthy communication and equitable access to resources and information. Therefore, there are key elements to launching and maintaining a Cultural District-

A. Staff hired; the District may choose to hire one full-time equivalent (FTE) or part-time equivalent (PTE) or a contract-based consultant who will be hired by the Cultural District Advisory Board in close coordination the fiscal sponsor. This position will fulfill the following roles and responsibilities-

- Comply with all federal, state and local laws, regulations, policies and protocols applicable to receiving grant funding from the City.
- Work with MOHCD staff on grant management, workplan development, budget management and contract compliance.
- Build and maintain the community-based governing structure, the Advisory Board, as well as navigate the District's work
- Create and implement a community communications and outreach and engagement strategy
- Oversee the development and implementation of the CHHESS Report, in coordination with MOHCD staff

B. **Community Launch;** the District will create communication mechanisms for the Cultural District and align efforts with the Citywide San Francisco Cultural District Program. This effort will begin the Cultural District's branding and work to educate the Sunset community's awareness and knowledge of the Cultural District program. This includes but is not limited to:

- Engaging existing community networks to engage, support and intersect with the District
- Website development and maintenance
- Marketing/Outreach materials development and distribution
- Newsletter
- Committee and working group activities



PROPOSAL INSTRUCTIONS

If you meet the Eligibility Criteria, you are welcome to submit a grant proposal.
If you have any questions, please email them to CommDevRFP@sfgov.org.

1. Your proposal packet must consist of the following elements:
   - ☐ Proposal Cover Sheet (page 8)
   - ☐ Fiscal Lead Applicant's Board of Directors (page 9)
   - ☐ Cultural District's Current Advisory Board (page 9)
   - ☐ Proposal Narrative Responses (page 10)
   - ☐ Project Budget Worksheet

   The Proposal Cover Sheet, Fiscal Lead Applicant's Board of Directors, Cultural District's Current Advisory Board, and Project Budget Worksheet are posted in MS Word and Excel formats at https://sfmohcd.org/community-development-funding-opportunities for your convenience.

3. Your Proposal Narrative should not exceed 10 total pages. All Proposal Narratives must be typed. Font size must be at least 12 point. Pages must be standard 8-1/2" by 11" and may be single or double spaced.

4. You must email your proposal to MOHCD. Send your complete proposal packet to CommDevRFP@sfgov.org in one email. Subject Line should state "MOHCD Sunset Chinese Cultural District Launch RFP Final Proposal" and include your agency name.

3. Emailed proposals must be received by 5:00PM on or before, the due date. No late submissions will be accepted. It is the responsibility of applicants to ensure email delivery prior to the submission deadline.

TIMELINE:

RFP Issued	**Tuesday, March 1, 2022**
MOHCD Pre-Submission Webinar **Click here to register.**	March 4, 2022 10 am-11am
Deadline to submit questions	Monday, March 7, 2022
Response to questions issued	Thursday, March 10, 2022
Proposals Due	**April 1, 2022 at 5:00 pm**
Intent to Award Letters Sent	Friday, April 15, 2022
Appeals period ends	Friday, April 22, 2022

PROPOSAL COVER SHEET

Fiscal Lead Applicant Organization: _____

Fiscal Lead Contact: _____

Address: _____

Phone: _____ **Email**_____

Cultural District: _____

Cultural District Contact: _____

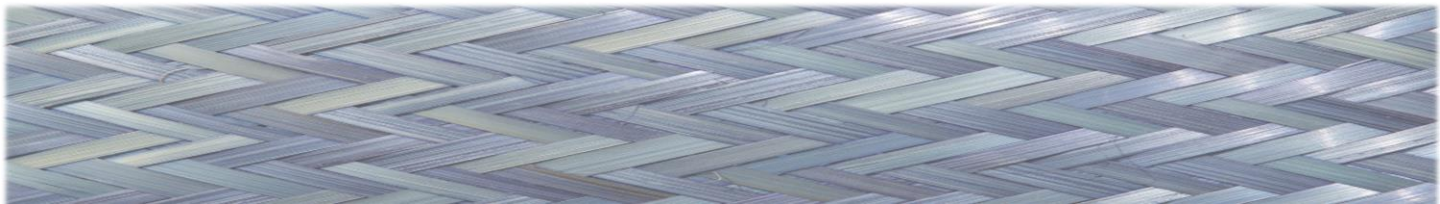
Address: _____

Phone: _____ **Email**_____

Total Proposal Request (may not exceed $230,000): _____

Fiscal Lead Executive Director Signature **Date**

_____ _____



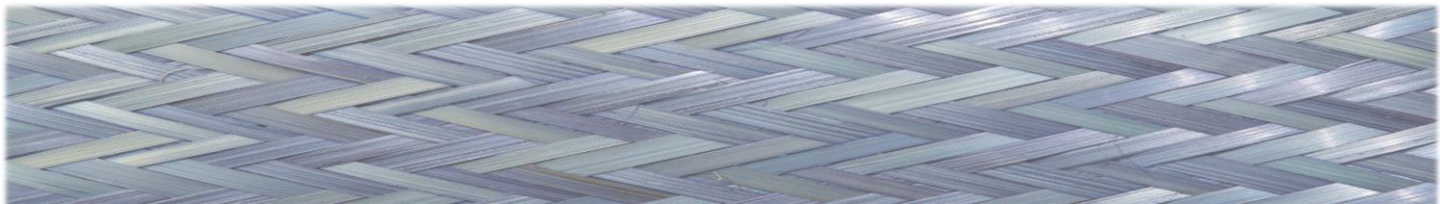
BOARD MEMBERS

FISCAL LEAD BOARD MEMBERS

Name	Years on Board	Home Neighborhood	Employment or Relevant Experience

CULTURAL DISTRICT ADVISORY BOARD MEMBERS

Name	Time on Board	Home Neighborhood	Employment or Relevant Experience



PROPOSAL NARRATIVE

Please answer the following questions in your Proposal Narrative. Your answers should not exceed 6 total pages,. We will not accept any handwritten narratives. Font size must be at least 12 point. Pages must be standard 8-1/2" by 11", and may be double or single spaced.

Cultural District Description (up to 20 points)

1. Describe the Cultural District. Include its geographic area, demographics, and a brief overview of your mission and goals for the residents, cultural community members and visitors.

2. For each of the 6 strategy areas listed below, which derive from the Cultural District program legislation, briefly summarize the District's strengths, challenges and opportunities (for more info see Appendix A)
    a) Cultural Preservation
    b) Tenant Protections
    c) Arts and Culture
    d) Economic and Workforce Development
    e) Land Use
    f) Cultural Competency

3. Describe any other priorities identified by the Advisory Board that fall outside of the six categories listed above.

Cultural District Advisory Board (up to 10 points)

4. Describe your District Advisory Board and its community-based governance including details on the items listed below:
    a) How are Advisory Board members currently selected?
    b) Do members have term limits? If yes, describe.
    c) Please describe your advisory board and any aspects that you plan on expanding, changing or developing within the first year.
    d) How does the advisory board make decisions?
    e) Are their committees? Chairs? What is the structure by which it will operate?
    f) Please describe anything else about the current or future advisory board's goals and vision
    g) How often does your Advisory Board meet?

PROPOSAL NARRATIVE

Oversight (up to 20 points)

5. Describe how your Cultural District Staff and Advisory Board will coordinate and work with your fiscal sponsor.

6. Please provide a draft job description for your Cultural District Manager.

7. Who will supervise and/or oversee the work of the Cultural District Manager?

Community Communications and Engagement & District Launch (up to 20 points)

8. Please describe how you will implement Cultural District launch.

9. Please describe your community engagement strategy, please include key partners and relationships with other entities in the District.

10. Describe how your Advisory Board will gather and incorporate general community input.

11. Briefly describe your vision for your Cultural District's first 6 months.

Advancing Racial Equity (up to 10 points)

12. How do you seek to engage all underserved communities in this district in order to address social and racial inequities?

SCORING

Grant proposals that meet our Eligibility Requirements (see page 4) will be scored and receive a funding recommendation. Proposals that do not satisfy the Eligibility Criteria will be determined as non-responsive to this RFP and will not be further reviewed.

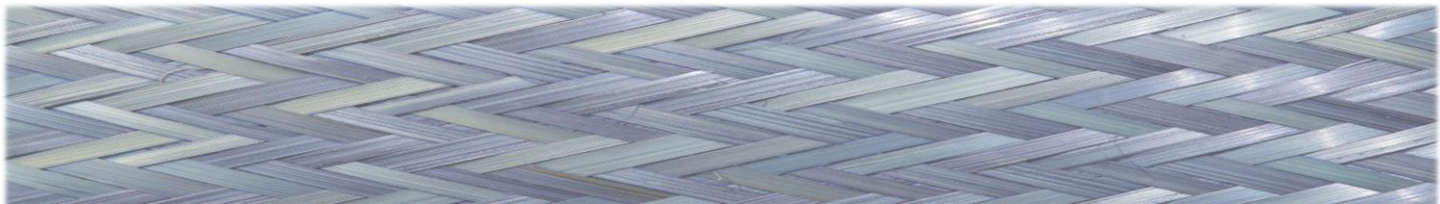
Eligible proposals will be read and scored by reviewers with relevant programmatic expertise. Each reviewer will use a scoring rubric to assign a preliminary score between 0 and 100 points to each proposal they read.

The point value of each section in the scoring rubric is below.

MOHCD will average the preliminary scores for each proposal to generate a final score. Proposals with a final score of 70 points or higher will be considered fundable.

MOHCD staff will allocate funds to those proposals until no dollars are left in the funding strategy.

Proposal Section	Point Value
Cultural District Description	20
Advisory Board	10
Oversight	20
Community Communications, Engagement, and District Launch	20
Advancing Racial Equity	10
Project Budget	20



APPEAL PROCEDURE

Proposals will be determined as non-responsive if they are incomplete, undelivered, or do not meet the Eligibility Requirements (see page 4). If we determine your proposal to be non-responsive, we will inform you. Applicants may appeal a determination of non-responsiveness to this RFP by submitting written notice to MOHCD setting forth the grounds for the appeal by no later than five (5) business days after receiving MOHCD's determination.

If your proposal was not selected for an award after the scoring process, we will inform you. If you disagree with our decision, you may file a formal appeal within five (5) business days of the award announcement. We must receive the appeal on or before the fifth business day.

We will only accept appeals of non-responsiveness or an award decision in writing and in hard copy (i.e., email will not be accepted). The appeal must include a written statement of each of the grounds for appeal. An individual authorized to represent the respondent must sign the appeal.

The appeal must cite all applicable laws, rules, procedures or provisions that we did not follow faithfully, as documented in this RFP. The appeal must specify facts and evidence enough for us to determine its validity. Disagreements about program quality or value do not constitute grounds for appeal.

An individual authorized to represent the respondent must submit the appeal by email to CommDevRFP@sfgov.org.

A panel selected by MOHCD will review all eligible appeals, and the panel decisions will be final. If necessary, we will schedule a meeting with the respondent within ten (10) calendar days of receiving the appeal. We will attempt to resolve the appeal during this meeting.

Failure to object or appeal in the manner and within the times set forth above will constitute a complete and irrevocable waiver of any appeal of MOHCD's decision.

Appendix A

THE 'CHHESS' REPORT: COMMUNITY PRIORITIES

The Cultural Districts legislation mandates that a coordinated plan be created called the "Cultural History, Housing and Economic Sustainability Strategies Report" (CHHESS) .

The CHHESS Report is a cultural legacy document and strategic plan and provides guidance for achieving cultural stabilization within each District. A set of stabilization strategies are created related to 6 key areas and are listed below. The set of strategies are created through a robust community engagement process and are coordinated with City Departments. The full CHHESS report is approved by the full Board of Supervisors by resolution.

1. HISTORIC PRESERVATION

A. **Preserve, maintain, and develop unique cultural and historic assets,**

B. **Preserve and promote significant assets such as buildings, businesses, organizations, traditions, practices, events-** including venues/outdoor special events & their geographic footprints.

C. **Preserve works of art and public-facing physical elements/characteristics** that have contributed to the history or cultural heritage or highlight people important to San Francisco history.

2. TENANT PROTECTIONS

A. **Stop the displacement of residents of Cultural Districts** who are members of vulnerable communities that define those Districts.

B. **Promote affordable housing opportunities and homeownership** within the Districts.

C. **Develop and strengthen new tools to prevent displacement.**

3. ARTS & CULTURE

A. **Attract and support artists, creative entrepreneurs, cultural enterprises** and people that embody and promote the unique cultural heritage of the District especially those who were displaced.

4. ECONOMIC & WORKFORCE DEVELOPMENT

A. **Promote tourism to stabilize and strengthen the identity of the district** while contributing to the district's economy.

B. **Promote employment and economic opportunities for residents** of Cultural District

5. LAND USE

A. **Create appropriate City regulations, tools, and programs such as zoning and land use controls** that will promote and protect businesses and industries that advance the culture and history of Cultural Districts.

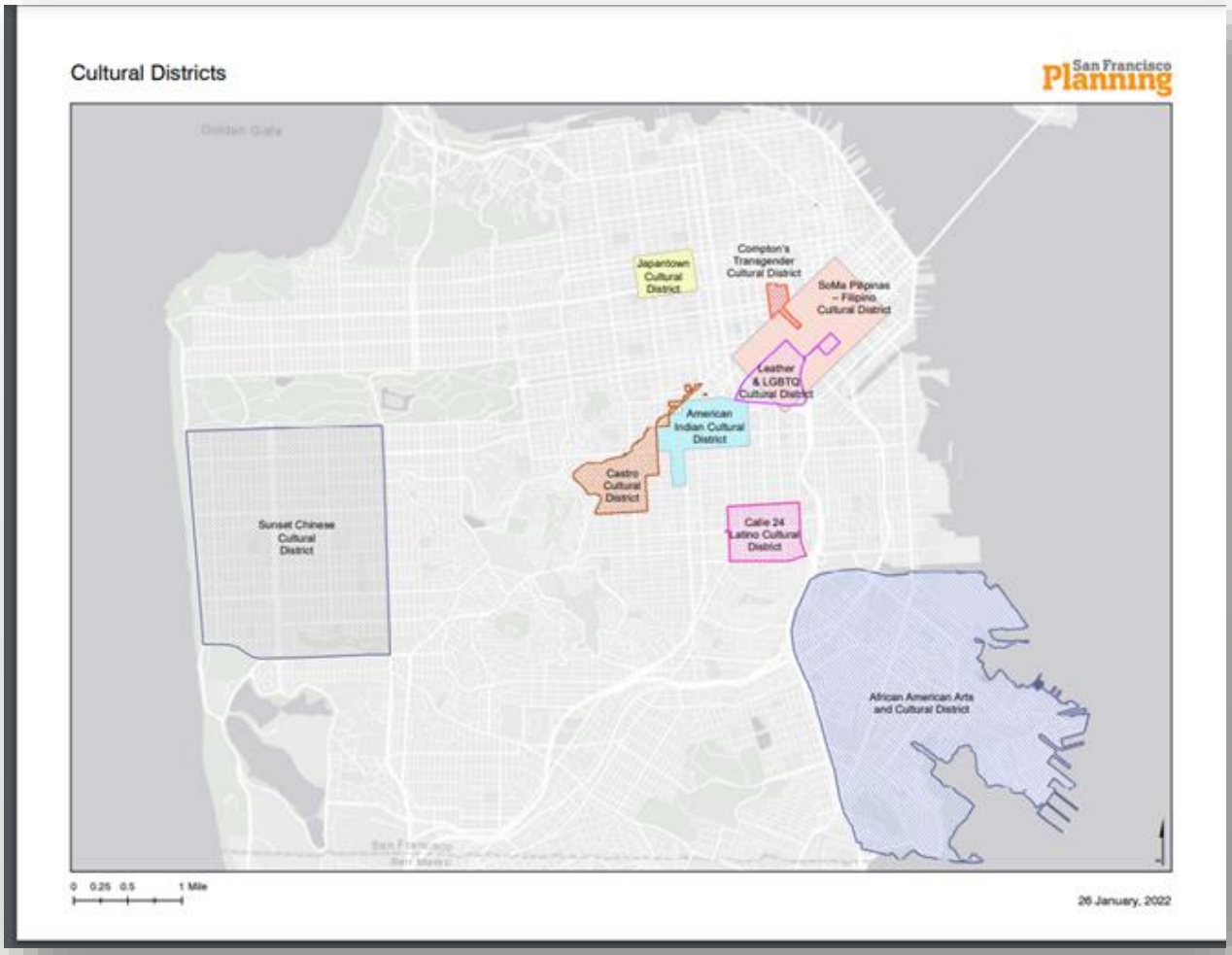
6. CULTURAL COMPETENCY

A. **Promote cultural competency and education** by diversifying historic narratives on the history of San Francisco's many diverse cultural and ethnic communities, with an emphasis on those who have been previously marginalized and misrepresented in dominant narratives.

B. **Promote culturally competent and culturally appropriate City services and policies** that encourage the health and safety of the community, culture, or ethnic groups in Cultural Districts.

C. **Promote and strengthen collaboration between the City and communities** to maximize cultural competency and pursue social equity.

Appendix B



Mayor's Office of Housing &
Community Development (MOHCD)
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