

# *3rd on Third*

# **Request for Proposals**

## **Guidelines and Application**

**Application Deadline: November 25, 2013**



**sfac**  
san francisco  
arts commission

## **IMPORTANT DATES**

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Application Deadline ..... November 25, 2013 by 5:00 p.m.  
Community Arts, Education and Grants Committee Review ..... December 10, 2013  
Full Commission Review and Approval ..... January 6, 2014  
Grant Agreement Issued ..... January 2014  
Grant Period..... January – June 2014

## **DEADLINE: Must be in office by November 25, 2013 at 5 p.m.**

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### **Deliver proposals to:**

Community Arts and Education  
25 Van Ness Avenue (at Market Street)  
Suite 345 – Third Level

### **Mail proposals to:**

San Francisco Arts Commission  
Community Arts and Education  
25 Van Ness Avenue, Suite 345  
San Francisco, California 94102

For questions about this grant application, please contact Program Manager Tyra Fennell at [tyra.fennell@sfgov.org](mailto:tyra.fennell@sfgov.org) or 415-252-2597.

## **ABOUT THE SAN FRANCISCO ARTS COMMISSION**

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The San Francisco Arts Commission (SFAC) is the City agency that champions the arts in San Francisco. We believe that a creative cultural environment is essential to the City's well-being. Established by charter in 1932, the SFAC integrates the arts into all aspects of City life. Programs include: Civic Art Collection, Civic Design Review, Community Arts & Education, Cultural Equity Grants, Public Art, SFAC Gallery, Street Artists Licensing, and the San Francisco Symphony Youth and Community Concert Series. The agency's core values are committed to the principle that all residents have equal access to arts experiences in all disciplines, that programs are provided comprehensively and evenly throughout the City, and that they are innovative and of the highest quality.

## **INVESTMENT ON THE 3RD STREET CORRIDOR**

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With funding secured from Supervisor Malia Cohen's office, this grant application continues SFAC's Community Arts and Education Program investment in the Bayview Hunters Point neighborhood with innovative arts programs that build community partnerships and engagement, and enhance economic vitality through the arts. The intent of the *3rd on Third* grant is to continue to build on the *3rd on Third* event (originally funded by the San Francisco Public Utilities Commission) by transitioning the management, execution, and vision of the program to a community-based organization that has direct links to the merchants, artists, and residents of the neighborhood.

## CALL FOR PROPOSALS

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The San Francisco Arts Commission seeks a nonprofit organization to manage *3rd on Third*; engage local merchants and artists; and sustain, promote, and grow the event into an ongoing community celebration.

### Goals

- Retain, support, and expand merchant participation in *3rd on Third* activities and create increased opportunities for merchant engagement
- Provide high quality performances and art exhibitions along the 3rd Street corridor
- Provide leadership to secure additional and long-range funding
- Represent the depth and breadth of the Bayview community through programmatic activity that both acknowledges the Bayview's rich history and current demographics
- Support artists who live or work in the Bayview as a priority, in addition to supporting artists from throughout the City and beyond

### Grant Award

Grant requests may be up to \$45,000.

## ELIGIBILITY AND QUALIFICATIONS

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### Eligibility

Entries not meeting eligibility guidelines will be withdrawn from consideration.

- Eligibility is open to any Bayview-based nonprofit that meets the qualifications.
- Applicant must be a nonprofit 501c3 status or provide proof of fiscal sponsorship.
- Organization must be able to meet the requirements to enter into a grant agreement with the City and County of San Francisco, which includes registering as a business, meeting vendor compliance, and following all insurance requirements as outlined in the City grant agreement.
- Organizations may partner, but one organization must serve as the lead applicant and have a Bayview mailing address that is not a post office box.
- The proposed events must take place between January and June 30, 2014.
- Applicant must be in good standing with any other grants from the City and County of San Francisco, including other SFAC grants or commissions.

### Qualifications

- Ability to provide accurate bookkeeping, record keeping, and reporting as required by a grant agreement.
- Ability to make timely payments (within three weeks) to vendors and artists.
- Demonstrated history of work with the Bayview community of no less than three years, including: partnering with merchants along the 3rd Street corridor, direct experience working with the local arts community with an understanding of presenting and/or producing both visual and performing arts.
- Proven track record of raising funds through private or philanthropic sources.
- Organizational capacity to dedicate existing staff and financial resources to support and grow the *3rd on Third* program.
- Ability to partner with the SFAC on all marketing and outreach efforts.
- Ability to meet regularly with Bayview stakeholders, City partners, and others as required.

## SELECTION PROCESS AND EVALUATION

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### Selection Process

Grantee will be selected through an online review process. A panel comprised of representatives from the Bayview community and City departments will review the proposals based on the criteria listed below.

### **Criteria for Evaluation**

- Ability to provide consistent management and leadership for the *3rd on Third* event and carry out project goals.
- Ability to meet project deadlines and perform work in a timely and professional manner.
- Capacity to implement project, including organization's financial health.
- Rapport with Bayview community to provide leadership and build consensus.
- Ability to program artistic work of the highest quality and community relevance.

## **APPLICATION PROCEDURE**

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### **Project Budget**

The total grant award will be up to \$45,000. This includes all event fees and expenses for visual and performing artists; technical setup, including any proposed stages or sound systems; installation costs; security and staffing costs; marketing; and merchant-based activation expenses to produce the *3rd on Third* project. Applicants may allocate an administrative fee based of up to 15 percent of the project budget; but a full time staff position will not be funded.

You are required to submit a proposed project budget, as it provides further detail to supplement the project narrative and should represent your financial plan for *3rd on Third*.

### **Budget Notes**

Budget Notes are required because they provide a level of detail that helps the panelists understand how you arrived at your projected expenses. These notes can also explain external or unusual factors, and demonstrate your decision-making process. Panelists carefully review budgets and budget notes.

These points will assist you in providing the panel with the necessary information to evaluate your proposal:

- Project budgets should not project a deficit. If you are projecting a surplus, provide an explanation of how the surplus will be used.
- Be as detailed as you can in your budget notes and explain how the numbers are derived. Discuss any significant in-kind support in your budget notes.
- Indicate your plans for obtaining additional support (indicate: secured, pending, to apply) and if you have had previous success with each support sources.

### **Letters of Support**

Please provide three letters of support, one of which must be from a merchant along the Third Street corridor. If this is a partnership with another organization, please have the executive director write a letter of support (of no more than two pages) that provides the following:

- Provide your official mission and vision. Describe your history, programming, services; experience and/or interest in working in art and culture and how it relates to *3rd on Third*.
- Why did you choose to become a partner on this project? What resources and knowledge do you bring to the project? How does this project fit with or further your mission, purpose, programming and/or services?