



**Supervisor
Ross Mirkarimi
District 5**



The Fillmore Events & Promotions Mini Grant Program

January 28, 2011

Thank you for your interest in **The Fillmore** Events & Promotions Mini Grant Program. Please read the enclosed documents carefully to ensure that your grant application is complete and timely.

Introduction

*This program is the outcome of **The Fillmore** Economic Development Project, a project of the Office of Economic & Workforce Development (OEWD), Local Initiatives Support Corporation (LISC), and Supervisor Mirkarimi's Office. **The Fillmore** Economic Action Plan called for a funded initiative to support and market additional community-driven musical events, parties, festivals and promotional activities that celebrate the culture of the Fillmore on a regular basis, which would occur in open spaces, on sidewalks, and in restaurants venues along Fillmore. The goal is to activate key public spaces, and build neighborhood identity and cohesiveness. Individual one-off promoter or organizational fundraisers are not the focus of this program.*

The Fillmore Events & Promotions Mini Grant Program

The Fillmore Events & Promotions Mini Grant Program is intended to assist in funding local and community driven events and promotions including musical and arts events, festivals and fairs, food and music events in public spaces and plazas, and cultural projects that promote the neighborhood.

Overall Application Criteria

- The event or promotional activity must take place within the boundaries of The Fillmore; priority will be given to events that take place on Fillmore Street (McAllister & Post)
- The event/promotional activity must meet the goals of promoting the neighborhood and should align with the Economic Action Plan (see OEWD web site).
- There must be a clearly identified target audience and process for evaluating the success of the event or promotional activity
- The event/promotional activity must include a detailed budget
- The event/promotional activity must include a youth component that engages young residents from the district

- The event/promotional activity must include a comprehensive Project Plan including a marketing and promotion plan with tasks, timeline and responsible entity clearly indicated
- The event/promotional activity should have a scheduled date of performance
- Each applicant will be required to submit an event evaluation

Who Can Apply

- Any business, community based organization or individual planning an event/promotional activity within The Fillmore may apply. Note: Individual applicants that are funded will be asked to apply with a fiscal sponsor that is a 501c3. Please contact Andrea Baker (415-749-2496) for assistance on selecting a fiscal sponsor.
- *Please Note:* Preference is given to Fillmore based businesses, organizations and residents of The Fillmore. Activities and events that are located on The Fillmore commercial corridor (McAllister – Post Streets), and attract additional foot traffic to the commercial corridor are also given preference.

Grant Amounts

Generally, grants are available for up to \$5,000. Events that have a proven track record and reflect a capacity to draw a wide and diverse audience to The Fillmore commercial corridor may be considered for increased funding. We have allocated \$55,000 for this second grant cycle.

Co-Sponsors Requirement

The Co-sponsors of this Program are: Supervisor Mirkarimi's Office, the Office of Economic & Workforce Development (OEWD) and Local Initiatives Support Corporation (LISC). Co-sponsors will require that the event/promotional activity producer conform to all stated requirements, and work actively with the co sponsors to ensure a well marketed and promoted event. As funders, we reserve the right to place additional event requirements at the time of acceptance into the program

Technical Assistance (*provided free of charge*)

One-on-one technical assistance will also be provided to ensure that all events and activities are professionally executed and receive the support and resources available to promote successful and sustainable events. Successful grantees will be required to pre-review their event, meet to follow up on event technical suggestions and finalize their budget with the assistance/input of the Event Consultant prior to the event and prior to submitting invoices for payment/reimbursement. FEPMGP will only reimburse invoices and specific line items agreed upon during this budgetary review.

Timeline and Important Dates

This current grant cycle is intended to fund events/activities planned for the next eight months period (April 2011 – October 2011).

Important Dates

- Application Submittal Deadline Friday, February 18,2011 by 5 PM
- Presentation by applicants to Selection Panel TBD
- Notification of funding TBD

Applicants with questions regarding this RFP or completing the application may contact Andrea Baker at (415)-749-2496 or Andrea.Baker@sfgov.org

Selection Panel

The Fillmore Events & Promotions Mini Grant Program's Selection Panel will be comprised of representatives from Supervisor Mirkarimi's Office, Office of Economic & Workforce Development (OEWD), Local Initiatives Support Corporation (LISC) and The Fillmore community. The decision of the Selection panel shall be final.

Submittal Requirements & Process

All submitted proposals must include the following completed documents using the Application Check List and Cover Sheet attached. All submitted proposals will be initially screened to determine completeness and eligibility. Ineligible and incomplete proposals will be eliminated at this stage. The Selection Panel will evaluate all complete and eligible proposals. Each grant applicant will be asked to give an oral presentation to the Selection Panel. Oral presentations should last no more than five minutes, and may include any relevant information regarding the proposed event/activity, other successful events produced by the applicant, applicant's professional capacity and related marketing collateral and articles. Following the oral presentation the Selection Panel will have an opportunity to direct questions to the applicant.

We are committed to awarding mini grants to a diverse group of residents and business owners in the Fillmore, including people who have been directly affected by Redevelopment policies dating back to the 1950's.

The Fillmore Events & Promotions Mini Grant Selection Panel will make the final selection of the events/activities to be awarded a grant, and determine the amount of the grant.



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APPLICATION INSTRUCTIONS

1. Each grant application submittal must include the following:
 - Checklist
 - Cover Sheet
 - Proposal Narrative
 - Detailed Budget
 - Two letters of support from partner organizations
2. Submittal must include one original set and five copies of the completed RFP.
3. Please be as succinct as possible. Use the space provided on the cover sheet to answer questions. Reviewers will not consider text beyond the space provided.
4. The Proposal Narrative must be no more than three pages in length.
5. No hand written proposals will be accepted. Proposals must be typed or computer generated. The font must be at least 10 point.
6. Pages should be standard 8-1/2" by 11". All copies should be double sided.
7. Original signatures must be in blue ink on the original set.
8. Do not bind proposals or submit extra materials not requested.
9. Each applicant will be asked to make a five minute oral presentation on their proposal. This oral presentation may include videos, pictures and vendor or business endorsements
10. Substantially incomplete, faxed or late applications will not be considered. **Hand delivery is recommended.**

Application Deadline

The deadline for submitting applications is:

By 5 PM Friday, February 18, 2011

One original and five copies of the completed proposal should be submitted to:

City Hall, Office of Economic & Workforce Development

1 Dr. Carlton B. Goodlett Place, Suite 448

San Francisco, CA 94102

Attn: Andrea Baker

HAND DELIVERY RECOMMENDED



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APPLICATION CHECKLIST

The following checklist identifies all RFP forms and other items required for submission. Use this checklist to put together the proposal packet for submission.

*All submission copies (one original and five complete copies) are due
by 5 PM on Friday, February 18, 2011*

Name of Organization: _____
Event Name: _____

Contact Person: _____
Phone Number: _____

| ITEM REQUESTED | COMPLETED |
|---|-----------|
| Cover Sheet | |
| Proposal Narrative (not to exceed three pages) | |
| Detailed Budget | |
| Two letters of support from partner organizations/individuals | |
| Five additional copies of the completed proposal | |

For additional information or questions regarding this Request for Proposal (RFP), please contact:

Andrea Baker - (415)-749-2496 Andrea.Baker@sfgov.org



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COVER SHEET

Applicant Name _____

If individual applicant, please designate a 501c3 fiscal sponsor: _____

Street Address: _____ San Francisco, CA 941 _____

Main Phone: _____ Fax: _____ Cell: _____

Contact Person: _____ Phone: _____ Email: _____

Event/Activity Name: _____ Event Date & Time: _____

Location/Venue: _____

Number of Attendees Anticipated: _____

Have you managed this event/activity in the past? Yes No

If so,when? _____

Please check the appropriate box:

| | | |
|--------------------------|--------------------------------------|----------------------------|
| <input type="checkbox"/> | Organization is a non-profit 501 c 3 | Tax Identification Number: |
| <input type="checkbox"/> | For -Profit | Tax Identification Number: |
| <input type="checkbox"/> | Individual | Social Security Number: |

Fillmore Business or Resident Yes No

REQUESTED GRANT AMOUNT \$ _____ TOTAL BUDGET \$ _____

Please check the box that best describes your event

- Business District Promotion
- Community Activity
- Holiday Festivity
- Cultural Experience
- Musical/Art Activity
- Food & Music Event



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Proposal Narrative Questions

The Proposal Narrative should include numbered answers to the questions below, and should not exceed three pages.

1. Please provide a complete description of your proposed event or promotion activity.
2. How will you publicize, promote and market the event or promotion activity?
3. Describe how the event or promotional activity meets the goals of promoting The Fillmore, and the businesses along the Fillmore commercial corridor? How would you include and cross promote these businesses?
4. Describe your experience as it relates to the event or promotional activity, reference previously produced events/activities that highlight your relevant experience.
5. Please identify the partner organizations/individuals that you will be working with, and describe in detail the role of each partner.
6. Please describe how this effort will target local youth population. How will you meaningfully engage local youth in the planning or implementation of your event or promotional activity? Will there be activities in which the local youth can participate?
7. Please include a detailed Project Plan, including timeline for start and finish of the project, tasks and activities, and person responsible for each.
8. What is your total budget for the event, and how will the requested funds be used? Please reflect this response on the budget form provided. Please also identify any additional funding you expect to receive.
9. Please describe which event activities will be provided for free/low cost to The Fillmore Community.



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TOTAL PROJECT BUDGET

[Please ensure that the budget is balanced with a net of 0]

| REVENUES | | | | |
|---|----------------------------------|-----------------------------------|-----------------------------|-------|
| | REVENUES | FILLMORE MINI-GRANT PROGRAM | OTHER FUNDING SOURCES | TOTAL |
| | Income from ticket sales | | | |
| | Income from advertising | | | |
| Grant Requests or Sponsors contributions | A.- | | | |
| | B.- | | | |
| | C.- | | | |
| | D.- | | | |
| | TOTAL REVENUES | | | |
| EXPENSES The following expenses are allowable: Please provide detail | | | | |
| | EXPENSES | FILLMORE MINI-GRANT PROGRAM | OTHER FUNDING SOURCES | TOTAL |
| | Venue/Location Rental | | | \$ |
| | Rental Equipment/Furniture | | | \$ |
| | Marketing/ Promotion/Advertising | | | \$ |

| | | | |
|--|------|--|----|
| Printing & Production Costs | | | \$ |
| Mailing Costs | | | \$ |
| Professional Services: (consultant, fiscal agent) Identify each individual cost | | | \$ |
| Insurance | | | \$ |
| Permits & License | | | \$ |
| Entertainment | | | \$ |
| Decorations | | | \$ |
| Labor Please detail labor cost/activity | | | \$ |
| Supplies Please include detail | | | \$ |
| Miscellaneous | | | \$ |
| TOTAL EXPENSES | | | \$ |
| Net should equal 0 | ---- | | |