

REQUEST FOR PROPOSALS

FESTIVALS & SPECIAL EVENTS

FY20/21



General Services Department
Cultural & Public Art Program

Deadline:
Responses accepted until
3:00 p.m. EST, Monday,
August 3, 2020

919-560-4197 ex. 21245
Rebecca.Brown@durhamnc.gov
www.durhamnc.gov

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I. INTRODUCTION

1.00 Return Mailing Address, Contact Person, Telephone & Fax Numbers, Deadline for Receipt of Proposals

Offerors must submit their proposals, in writing via email, to:

General Services Department

Attention: **Rebecca Brown**

Project Name: Cultural Festivals

rebecca.brown@durhamnc.gov

Proposals must be received no later than 3:00 p.m. EST on Monday, August 3, 2020.

Delays caused by any delivery service, including the email provider, will not be grounds for an extension of the proposal due date and/or time. Any proposals received after that time will be returned. Faxed and hard copy mailed proposals are not acceptable.

Any responder's failure to submit their proposal before the deadline will cause their response to be disqualified. Late responses or amendments will not be opened or accepted for evaluation. All other questions regarding this RFP may be submitted prior to Monday, July 20, 2020 by e-mail **only** to the contact listed below:

Rebecca Brown

Cultural and Public Art Program Manager

Telephone: (919) 560-4197 ext.21245

e-mail: rebecca.brown@durhamnc.gov

The project coordinator will distribute all questions and answers to those respondents who have requested RFP's from the City. No other City official or employee is empowered to speak for the City with respect to this RFP. Respondents who seek to obtain information, clarification, or interpretation from another City official or employee are advised that such material is used at the Contractor's own risk, and that the City will not be bound by any such representations. "Contractor" is defined as the non-profit applicant who is approved for City funding and enters a contract with the City of Durham.

1.01 Purpose of the Request for Proposals (RFP)

The City of Durham seeks qualified organizations, agencies and firms for the provision of the following service:



The General Services Department invites qualified agencies, not-for-profit organizations, non-for-profit fiscal agents, and firms to propose projects and planning activities to improve arts and culture festivals in Durham County.

1.02 Budget

The Project Manager estimates a budget allowance up to \$190,000 to be disseminated to multiple festival and special event approved proposals.

1.03 Location of Work

The location(s) the work is to be performed is Durham County, North Carolina. The City can assist in the provision of public meeting space as needed. The Contractor must provide its own workspace.

1.04 Notice under the Americans with Disabilities Act (ADA)

The City of Durham will not discriminate against qualified individuals with disabilities on the basis of disability in the City's services, programs, or activities. The City will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities so they can participate equally in the City's programs, services, and activities. The City will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all City programs, services, and activities. Anyone who requires an auxiliary aid or service for effective communications, or a modification of policies or procedures to participate in the City program, service, or activity, should contact the office of Logan Small, ADA Coordinator, Voice: 919-560-4197; logan.small@durhamnc.gov, as soon as possible but **no later than 48 hours** before the scheduled event.

1.05 Right of Rejection

The City of Durham reserves the right to reject any or all responses.

1.06 City of Durham Not Responsible for Preparation Costs

The City of Durham will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any qualifications or statement of qualifications.

1.07 Disclosure of Proposal Contents

All proposals and other material submitted become the property of the City of Durham. All information, including detailed price and cost information, will be held in confidence during the evaluation process and before the contract award is issued. Thereafter, proposals will become public information.

1.08 Trade Secrets and Confidentiality.

As a general rule, all submissions to the City are available to any member of the public. However, if materials qualify as provided in this section, the City will take reasonable steps to keep trade secrets confidential.

Definitions.

In this section (Trade Secrets and Confidentiality) –

The term “candidate” includes the candidate as contractor (that is, after it is a party to a contract with the City).

The term “trade secret” means business or technical information, including but not limited to a formula, pattern, program, device, compilation of information, method, technique, or process that:

- a. Derives independent actual or potential commercial value from not being generally known or readily ascertainable through independent development or reverse engineering by persons who can obtain economic value from its disclosure or use; and
- b. Is the subject of efforts that are reasonable under the circumstances to maintain its secrecy. The existence of a trade secret shall not be negated merely because the information comprising the trade secret has also been developed, used, or owned independently by more than one person, or licensed to other persons.

The term “record” means all documents, papers, letters, maps, books, photographs, films, sound recordings, magnetic or other tapes, electronic data-processing records, artifacts, or other documentary material, regardless of physical form or characteristics, received by the City of Durham in connection with the candidate’s proposal.

(a) Designation of Confidential Records. To the extent that the candidate wishes to maintain the confidentiality of trade secrets contained in materials provided to the City, the candidate shall prominently designate the material with the words “trade secrets” at the time of its initial disclosure to the City. The candidate shall not designate any material provided to the City as trade secrets unless the candidate has a reasonable and good-faith belief that the material contains a trade secret. When requested by the City, the candidate shall promptly disclose to the City the candidate’s reasoning for designating material as trade secrets; the candidate may need to label parts of that reasoning as trade secrets. In providing materials to the City, the candidate shall make reasonable efforts to separate those designated as trade secrets from those not so designated, both to facilitate the City’s use of the materials and to minimize the opportunity for accidental disclosure. For instance, if only a sentence or paragraph on a page is a trade secret, the page must be marked clearly to communicate that distinction. To avoid mistake or confusion, it is generally best to have only trade secret information on a page and nothing else on that page.

To the extent authorized by applicable state and federal law, the City shall maintain the confidentiality of records designated “trade secrets” in accordance with this section. Whenever the candidate ceases to have a good-faith belief that a particular record contains a trade secret, it shall promptly notify the City.

(b) Request by Public for Access to Record. When any person requests the City to provide access to a record designated as a trade secret in accordance with subsection (a) above, the City may

(1) decline the request for access,

(2) notify the candidate of the request and that the City has provided, or intends to provide, the person access to the record because applicable law requires that the access be granted, or

(3) notify the candidate of the request and that the City intends to decline the request.

Before declining the request, the City may require the candidate to give further assurances so that the City can be certain that the candidate will comply with subsection (c) below.

(c) Defense of City. If the City declines the request for access to a record designated as trade secrets in accordance with subsection (a), then, in consideration of the promises in (b) above and for considering the candidate's proposal, the candidate agrees that it shall defend, indemnify, and save harmless Indemnitees from and against all Charges that arise in any manner from, in connection with, or out of the City's non-disclosure of the records. In providing that defense, the candidate shall at its sole expense defend Indemnitees with legal counsel. The legal counsel shall be limited to attorneys reasonably acceptable to the City Attorney.

Definitions. As used in this subsection (c), "Charges" means claims, judgments, costs, damages, losses, demands, liabilities, fines, penalties, settlements, expenses, attorneys' fees, and interest. Indemnitees" means the City, and officers, officials, independent contractors, agents, and employees, of the City. "Indemnitees" does not include the candidate. The City may require the candidate to provide proof of the candidate's ability to pay the amounts that may reasonably be expected to become monetary obligations of the candidate pursuant to this section. If the candidate fails to provide that proof in a timely manner, the City shall not be required to keep confidential the records whose non-disclosure gives rise to the potential monetary obligation. Nothing in this agreement shall require the City to require any person (including the City itself) to be placed in substantial risk of imprisonment, of being found by a court to be in contempt, or of being in violation of a court order. This subsection (c) is separate from and is to be construed separately from any other indemnification and warranty provisions in the contract between the City and the candidate.

II. BACKGROUND

The City of Durham recognizes that festivals, parades, and other celebrations play an important role in fostering community well-being, creating local identity, and in contributing to an improved quality of life of Durham residents and visitors. Community-based festivals and events reflect the vibrant, distinct, and diverse character of Durham and its residents while offering opportunities to create economic, social, health, and community benefits.

Important Notices:

The City may support festivals, events, parades, and other celebrations in the circumstances where economic and social benefits are provided for the community and the eligibility criteria in this policy are met. The level of support by the City of Durham will be determined by:

- Available funding and other demands on the City's annual budget
- The Economic and Social benefits of the Event to the community
- The Durham community's support of the Event
- The level of Community support of previous Events held in the proposed location or organized by the same organization
- Expressions of interest received by the City of Durham in providing other festivals/events.

If the agency or fiscal agency is not a legally formed non-profit entity recognized in the State of North Carolina, it does not meet eligibility requirements for this program. The agency must provide Proof of Tax Exempt Status prior to contract execution. Agencies submitting proposals and currently receiving City funding must be in good standing with the City; the agency must be in compliance with all terms of their existing agreement.

The City reserves the right to request supplementary information in support of the request for funding. Submitting a Request for Funding does not guarantee the awarding of any funding to the requester. Previous year's funding allocations will not be considered and each request will be reviewed on its own merit. The City reserves the right to deny or approve any and all requests.

Any financial support provided shall be administered in accordance with this Policy. The administration of the Festivals and Events Policy is managed through the City of Durham's General Services Department's Cultural and Public Art Program. Questions should be directed to Rebecca Brown (see contact section).

III. STANDARD INFORMATION

3.01 Discussions with Responders

The City may conduct discussions with responders for the purpose of clarification. The purpose of these discussions will be to ensure full understanding of the requirements of the RFP. Discussions will be limited to specific sections of the RFP identified by the procurement officer. The project coordinator will only hold discussions with responders who have submitted a response deemed reasonably susceptible for award. Discussions, if held, will be after initial evaluation of qualifications by the review committee. Following discussions, the project coordinator may set a time for “best and final” submissions from those responders with whom discussions were held. Responses may be reevaluated after receipt of “best and final” submissions.

Responder’s with a disability needing accommodation should contact the project coordinator before the date set for discussions so that reasonable accommodation can be made.

3.02 Prior Experience

In order for their offers to be considered responsive, applicants must meet these minimum prior experience requirements:

- Demonstrated experience working with festival-planning processes preferably in conjunction with public-sector initiatives, for at least one year.

An applicant’s failure to meet these minimum prior experience requirements will cause their qualifications to be considered non-responsive and their response **will be rejected**.

3.03 Evaluation of Proposals

The City will use the Durham Cultural Advisory Board as an evaluation committee to evaluate all proposals. The evaluation will be based on the relevant experience, qualifications, purpose, and capabilities of the responding party including project methodology, as well as consideration for clients served.

3.04 Contract Negotiations

After completion of the evaluation, including any discussions held with responder’s during the evaluation, the City may elect to initiate contract negotiations. The option of whether or not to initiate contract negotiations rests solely with the City. If the City elects to initiate contract negotiations, these negotiations cannot involve changes in the City's requirements or the contractor's qualifications, which would, by their nature, affect the basis of the source selection and the competition previously conducted. If contract negotiations are commenced, they will be held at a location to be determined in the City of Durham, North Carolina.

3.05 Failure to Negotiate

If the selected Contractor

- fails to provide the information required to begin negotiations in a timely manner; or
- fails to negotiate in good faith; or
- indicates they cannot perform the contract within the budgeted funds available for the project; or
- the contractor and the City, after a good faith effort, simply cannot come to terms,

the City may terminate negotiations with the Contractor initially selected and commence negotiations with the next highest ranked responder.

IV. STANDARD CONTRACT INFORMATION

4.01 Insurance Requirements

The selected contractor will be required to maintain the workers' compensation insurance described in (b.) below. In addition, for each event, the contractor will be required to provide general liability insurance in amounts that are appropriate for the risks of the various events. At a minimum, such insurance will be in accordance with (a.) below, but it may be modified by the City's Finance Director during the planning of the event. The selected contractor must show evidence of workers' compensation insurance and, in addition, must provide a letter from their agent/broker that stating that if selected, they either have or can obtain events liability insurance that meets or exceeds the requirements in (a.) below.

- a. Commercial General Liability, covering
 - i. premises/operations
 - ii. products/completed operations
 - iii. broad form property damage
 - iv. contractual liability
 - v. independent Contractors, if any are used in the performance of this contract.
 - vi. City of Durham must be named additional insured, and an original of the endorsement to effect the coverage must be attached to the certificate (if by blanket endorsement, then agent may so indicate in the GL section of the certificate, in lieu of an original endorsement)
 - vii. Combined single limit not less than \$1,000,000 per occurrence.
- b. Workers' Compensation Insurance, covering
 - i. statutory benefits;
 - ii. employees; owner's partners, officers, and relatives (who work on this contract and must be so stated on the certificate)
 - iii. Employers' liability, any limits.
- c. All Insurance shall be provided by companies authorized to do business in the State of North Carolina and with a Best rating of A or better
- d. Insurance shall be evidenced by a certificate:
 - i. providing notice to the City of not less than 30 days prior to cancellation or reduction of coverage
 - ii. Certificates of Insurance shall be addressed to:

City of Durham, North Carolina
Attention: Finance Director
101 City Hall Plaza
Durham, NC 27701

Both the insurance certificate and the additional insured endorsement must be originals and must be approved by the City's Finance Director before Contractor can begin any work under this contract.

4.02 Proposed Payment Procedures

The City will make payments based on a negotiated payment schedule, normally on a reimbursement schedule. Each billing must consist of an invoice and progress report. No payment will be made until the project coordinator has approved the progress report and invoice.

4.03 Contract Payment

No payment will be made until the contract has been fully executed by all parties. Payment will not be made for services performed or expenses incurred prior to the date of contract execution. Under no conditions will the City be liable for the payment of any interest charges associated with the cost of the contract.

4.04 EEO Provisions

During the performance of this Contract the Contractor agrees as follows:

- a. The Contractor shall not discriminate against any employee or applicant or employment because of race, color, religion, sex, national origin, political affiliation or belief, age, or handicap. The Contractor shall take affirmative action to insure that applicants are employed and that employees are treated equally during employment, without regard to race, color, religion, sex, national origin, political affiliation or belief, age, or handicap. Such action shall include but not be limited to the following: employment, upgrading, demotion, transfer, recruitment or advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Contractor shall post in conspicuous places, available to employees and applicants for employment, notices setting forth these provisions.
- b. The Contractor shall in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, political affiliation or belief, age, or handicap.
- c. The Contractor shall send a copy of the EEO provisions to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding.
- d. In the event of the Contractor's noncompliance with these EEO provisions, the City may cancel, terminate, or suspend this contract, in whole or in part, and the City may declare the Contractor ineligible for further City contracts.

Unless exempted by the City Council of the City of Durham, the Contractor shall include these EEO provisions in every purchase order for goods to be used in performing this contract and in every subcontract related to this contract so that these EEO provisions will be binding upon such subcontractors and vendors.

V. ELIGIBILITY REQUIREMENTS

To be eligible for City funding, the applicant must meet the following eligibility criteria to the satisfaction of the General Services Department:

- The Event must address the principles in this Policy
- The Event should occur primarily within the boundaries of the City of Durham (events in Durham County may be considered)
- The Event must prominently feature art, dance, heritage, music, and/or cultural content
- The Event must be supported by budgets which are distinct from the regular operating budget of the lead organizations.
- The Event budget must demonstrate financial support from sources other than the City of Durham. The event(s) must not be fundraising events.
- The requesting organization must be a not-for-profit entity in good standing with the NC Secretary of State and IRS, or partner with a not-for-profit fiscal agent in good standing with the NC Secretary of State and IRS
- Requests for funding shall not be considered if the Event relates to an organization that is a church or religious organization, a government agency or office, a business or private club that excludes minors as patrons, or a residential project
- Requests for funding shall not be considered if the Event is a Sporting and/or Athletic event or competition that has no demonstrated link to an artistic and/or cultural activity
- Requests for funding shall not be considered if the Event is a one-time, non-recurring event.
- Requests for funding shall not be considered if the Event is related to demonstrations, marches, rallies, or other protests
- Requests for funding shall not be considered if the Event is related to a Trade show and/or trade fair, or if the Event is related to a business conference, workshop, and employee training and/or professional development activity
- Requests for funding shall not be considered if the Event will be used as a platform for political purposes
- Requests for funding shall not be considered if there is more than one (1) request in any fiscal year, or if the Event is already funded by another City grant or program

All Requests for Funding must address the following evaluation criteria to the satisfaction of GSD:

- Supports the key goals and objectives as outlined in the City's Strategic Plan (see URL: <http://durhamnc.gov/183/Strategic-Plan>)
- Clearly defines aims, objectives and outcomes that are measurable
- Is well planned and achievable within clear timeframes

- Encourages community engagement and cross cultural exposure
- Demonstrates ability to raise additional funding and/or in-kind support, and
- Involves working in partnership with community and/or business organizations

All Requests for Funding must include the following elements:

- Details of the organization requesting support, outlining the ability to hold the festival/event
- Details of the festival/event, the date, location, and type of activities
- Funding amount requested
- An itemized event budget, to include projected expenses and revenues as well as actual expenses and revenues (if any)
- Details of other external funding and assistance being sought, including in-kind support
- Evidence that any required insurance coverage can be obtained

VI. SUBMISSION REQUIREMENTS

The City invites organizations with a proven track record of delivering transformative festivals and special events in the Durham community to submit proposals in response to this RFP. **Respondents must submit their responses via email to Rebecca.brown@durhamnc.gov, and as posted on the General Services' website, no later than 3 p.m. EST, Monday, August 3, 2020.**

This is not a postmark deadline. Applications that are incomplete, submitted via fax, mail, or submitted late will not be eligible for consideration. Applicants will receive confirmation of application receipt via email from Rebecca Brown within 48 hours of submission. If an applicant does not receive confirmation receipt, it is the responsibility of the applicant to contact the Cultural & Public Art Program by Thursday, August 6, 2020 by 5:00 p.m. EST. All documents related should be typed and submitted as electronic files, in a letter sized format (8.5" x 11"). Electronic file formats include Word (.docx), Excel, PDFs, and JPEGs. Incomplete or late Requests for Funding will not be accepted. No Requests for Proposals will be considered from organizations that received funding in the past that did not submit a final report.

All responses should be email and sent to:

Subject Line: FY21 Cultural Festivals
To: Rebecca Brown, rebecca.brown@durhamnc.gov
General Services Department, City of Durham

Complete RFP responses will be evaluated according to the objective criteria described below. To be considered for funding, respondents must clearly, completely, and concisely address each of the following areas in their responses to this RFP:

1. Details of the organization requesting support, outlining the ability to hold the festival/event
2. Details of the festival/event, the date, location, and type of activities
3. Funding amount requested
4. An itemized event budget, to include projected expenses and revenues as well as actual expenses and revenues (if any)
5. Details of other external funding and assistance being sought, including in-kind support
6. Evidence that any required insurance coverage can be obtained
7. Organizational Documents: IRS Letter of Determination, NC Secretary of State Business Registration, and One-page Budget with expenses and revenue of the proposed events.

VII. APPLICATION

The application form requires the applicant to identify the following:

1. Is the applicant a nonprofit entity as defined in the RFP document?
2. Is the festival and/or special event based on arts, culture, or history?
3. Name of Event/Dates of the Event
4. Legal Name of applying not-for profit/Federal Tax I.D. Number
 - Provide the organization's 9-digit Federal Identification Number. This number (also known as Federal Employer Identification) is recorded on the 990 Tax Returns or W-2 forms.
5. Event Coordinators and their contact information
6. Event History
 - Identify the number of years the event was produced in Durham.
 - Describe the audience attendance of past events.
7. Event Budget
 - Enter the dollar amount (rounded the nearest whole number) requested from the City of Durham's Festival and Special Event Grant.
 - Enter the Percentage of the request from the City of Durham of the total festival/special event budget

7.01 Application Questions

Event Description (4,000 character limit)

Tell us about this event. Describe its purpose/vision.

This section should address the Who, What, Where, When & Why questions of the festival/event.

Goal 1 – Encourages art, historical, and/or cultural awareness (5,000 character limit)

In what way(s) does your event encourage art, historical and/or cultural awareness within the Durham community?

Discuss how the event encourages awareness of various visual /performing arts, history, and/or various cultures; introduces new or non-traditional perspectives of art, history, or culture; encourages awareness of Durham's art, history, and culture; exemplifies innovative and creative programming with clear objectives and strategies that focus on artistic quality; etc.

Goal 2 – Creates vibrancy for Durham's communities (5,000 character limit)

How will this event create vibrancy within and around the Durham community?

Use this space to discuss any of the following: how the event is unique to Durham; creates a sense of community pride; is complementary to (and does not duplicate) other festivals; conducts community engagement in the design and implementation of the event; promotes any neighborhood-based offerings; includes any community events hosted outside of actual event; presents events that are relevant to neighborhoods; etc.

Goal 3 – Promotes equity, diversity, inclusion and accessibility (5,000 character limit)

How have you included equity, diversity, inclusion and accessibility in your planning?

Use this space to discuss any of the following: describe how the event promotes equity and expands cultural perspectives; describe the event's strategies that allow all individuals of the community to have equitable access to cultural and arts programming; describe how the event uses inclusive methods that impact the event's marketing, staff, board, volunteers, and contracted services; include strategies the event has to welcome under-resourced communities; address the accessibility of the event's physical location and parking (ADA); considers opportunities for free admission or open public access;

Goal 4 – Benefits Durham's economy and communities (6,000 character limit)

How will your event benefit Durham's economy and communities?

Use this space to discuss any of the following: describe the event's contribution to the economy of the City of Durham; identify any economic impact of the event, including number in attendance, amount spent locally, number of hotel/motel stays, etc.; describe partnerships with visitors and hospitality sectors; identify how the event promotes local hiring, local businesses, and/or local artists and historians; describe the marketing mix of the event, on the local, regional, national and/or international level; etc.

Goal 5 -- Demonstrates organizational efficiency and effectiveness

How does the event demonstrate organizational efficiency and effectiveness?

Use this space to discuss any of the following: long-range and short-term goals; planning strategies; past successful events; budget; etc. Collaboration, coordination or resource sharing with community partnerships/alliances; collaborates with other festivals and/or organizations; collaborative efforts that guide event design and/or advertising/promotion of arts and culture; etc.

7.02 Attachments

Attachments must be emailed to durhampublicart@gmail.com and mailed in the hard-copy packet (3 copies).

1. Letter of Determination from IRS stating nonprofit status (required; electronic file)

2. Current “Charitable Solicitation License” from the North Carolina Department of Secretary of State (required; electronic file)
3. Budget of Proposed Festival and Special Events (required; electronic file)
 - a. The Budget attachment must be one-page. Outline the income and expenses related to the proposed festival and/or special event. The budget should be provided as e-file.
4. Support Materials, for example images, news articles, videos, marketing campaigns, etc. (optional; electronic files only. Maximum of 5 files. No more than 10 pages per file).

VIII. EVALUATION CRITERIA FOR RFP RESPONSES

The City will review all RFP submissions for completeness and compliance with the submission requirements delineated above. Only complete submissions will be evaluated, and the City retains the right to disqualify any Respondent that does not submit all the required components. All Respondents with complete proposals will be evaluated based on the criteria and scoring described below.

Applications to the FY21 Festivals and Special Events RFP will be reviewed individually according to the following criteria by members of the Cultural Advisory Board, a public advisory body that service the City Council and the City Manager. Each criteria category is worth points and totals a maximum score of 55 points. CAB members have the opportunity to provide written comments for each goal and for the overall application. The CAB members use the statements below to determine if the applicant has fully addressed the goal and determine the points to award. The application is reviewed holistically and in context of all other applications. The CAB review and score the application to assess how the applicant met the following goals:

GOAL 1: Encourages awareness of art, history, and/or culture. (__ out of 10 points)

- Encourages awareness of various visual and/or performing arts.
- Encourages awareness of history.
- Encourages awareness of various cultures.
- Introduces new or non-traditional perspectives of art, history, or culture.
- Encourages awareness of Durham’s art, history, and culture.
- Exemplifies innovative and creative programming with clear objectives and strategies that focus on artistic quality.

GOAL 2: Creates vibrancy for Durham’s communities. (__ out of 10 points)

- Is unique to Durham.
- Creates a sense of community pride.
- Includes community events hosted outside of actual event.
- Complements (and does not duplicate) other festivals.
- Conducts civic engagement in the design and implementation of programming.
- Presents events that are relevant to neighborhoods, and/or promotes neighborhood-based offerings.

GOAL 3: Promotes equity, diversity, inclusion, and accessibility. (__ out of 10 points)

- Promotes equity and inclusivity.

- Defines strategies that allow all individuals of the community to have equitable access to cultural and arts programming; strategies for inclusion are implemented during the planning process. Plans for how barriers to access may be addressed.
- Uses inclusive methods that positively impact the event's marketing outreach, staff, board, volunteers, and contracted services.
- Employs a marketing strategy that promotes the programs to the target audience as well as to a wide segment of the community.
- Includes strategies to welcome under-resourced communities.
- Provides for an accessible physical location and parking (ADA).
- Considers opportunities for free admission or open public access.

GOAL 4: Benefits Durham's economy and communities. (__ out of 20 points)

- Contributes to economy of Durham.
- Produces creative programming that has measurable impact on the local economy, including number in attendance, amount spent locally, number of hotel/motel stays, in addition to other economic metrics.
- Encourages and tracks attendance to assess economic impact.
- Has established partnerships with visitors and hospitality sectors to impact organizational reach.
- Promotes local hiring, local businesses, and/or local artists or historians.
- Has a defined marketing mix that ensures national, regional, and/or local recognition.

GOAL 5: Demonstrates organizational efficiency and effectiveness. (__ out of 5 points)

- Well-defined long-range and short-term plans/goals.
- Demonstrates careful planning and a realistic execution strategy for the event.
- Provides a clear and reasonable budget.
- Provides evidence of successful events in the past.
- Has diverse board and staff (age, gender, ethnicity, professions, geographic representation, etc.) reflective of the community.
- Collaborates, coordinates or shares resources with community partnerships/alliances.
- Collaborates with other festivals and/or organizations.
- Identifies and explains planned collaborative efforts and/or partnerships for the purpose of guiding program design, sharing resources, and/or promoting the arts and culture. Provides marketing mix of the event (local, regional, national and/or international level).

IX. ANTICIPATED SOLICITATION SCHEDULE

The City of Durham will in most cases advertise a call for ‘Festival and Event Requests for Proposals’ prior to the adoption of the Annual Budget.

City staff will host two virtual RFP Overview Workshop for interested applicants to review the RFP process and application. The workshop will be held virtually on Zoom, on Thursday, July 9, 2020, 5:30 p.m. to 6:30 p.m. EST and Friday, July 17, 2020, from 8:00 a.m. to 9:00 a.m. EST. All meeting links and call-in conference phone numbers will be posted on the City’s website on the Cultural & Public Art Program’s webpage.

In FY 21, the process for Requests for Proposals is as follows:

Thursday, July 2, 2020	Announcement to Public
Thursday, July 2 – Monday, August 3, 2020	Application Process Open
Thursday, July 9, 2020, 5:30 – 6:30 p.m. EST	RFP Overview Workshop: Session One
Friday, July 17, 2020, 8:00 – 9:00 a.m. EST	RFP Overview Workshop: Session Two
Monday, July 20, 2020 by 3:00 p.m. EST	Deadline to submit questions about the RFP in writing
Monday, August 3, 2020 by 3:00 p.m. EST	Deadline to submit Application Packet via email
August 10 - 21, 2020	Durham Cultural Advisory Board reviews and scores applications. DCAB’s open to the public meeting will be held on Wednesday, August 19 from 3:00 p.m. to 5:00 p.m.
September 2020	DCAB submits recommendations to City Administration
October - November 2020	City Administration submits recommended funding request to City Council

X. REPORTING REQUIREMENTS

Within ninety (90) days of the completion of the event, the recipient must submit a final report which includes a brief description of the event; event evaluation; a financial statement of actual revenue and expenses; copies of print material (ads, programs etc.), which acknowledge the financial support from the City; attendance figures and the number of participants in the event (volunteers and audience). The City may require additional financial documentation information (in addition to the required report), including but not limited to accounts, records, budget-to-actual statements, and other supporting documents.

XI. CONDITIONS OF FUNDING

11.01 Funding Approval

Each Request for Funding will be reviewed and assessed by the Durham Cultural Advisory Board members. Following the Board review, the Requests for Funding along with a report and recommendations are provided to the City Administration and City Council for consideration and final approval. Requesters will receive written notification on funding decisions once the funding recommendations have been finalized.

11.02 Contract

Successful requestors must execute a Funding Agreement with the City of Durham, and comply fully with the terms therein. All payments made to successful requestors will be pursuant to the executed Funding Agreement. The City requires that funded organizations secure insurance, specifications to be included on insurance certificate will be provided to funded organizations upon receipt of the contract.

11.03 Funding

Funds received from the City must be applied to current expenses associated with the approved project, and not used to subsidize any other project of the applicant, or to reduce or eliminate accumulated deficits. The City must be notified in writing of any significant changes to the funded event scale and or purpose. The City reserves the right to withdraw funding if the purpose of the festival /event alters significantly from the intention stated in the funding request. In the event that the project is not completed, the City of Durham reserves the right to request the return of the grant funds.

11.04 Marketing

As a condition of funding, the support of the City of Durham must be acknowledged prominently on all promotional materials related to funded activities, including brochures, print ads, programs, posters, signage and media releases as well as websites, e-newsletters, and social media campaigns. City of Durham logo files and usage standards will be provided to successful applicants by the City of Durham's Office of Public Affairs. The City of Durham reserves the right to an onsite presence, or formal role, at signature events. Failure to acknowledge the City's support will result in forfeiture of funding and may result in the inability of an organization to obtain grant support in future years.

11.05 Terms

The term of the project funding shall not exceed one year based on the contract, and previously funded projects must be completed before a new application can be approved. Receipt of funding does not guarantee financial support in any subsequent year. The successful requestor agrees that the City shall not be liable for any incidental, indirect, special or consequential damages, injury or any loss of use, revenue or profit of the applicant arising out of or in any way related to the program.