



GENERAL SERVICES

CITY OF DURHAM

Cultural & Public Art Program

RFP Festivals & Special Events FY20/21

RFP Festivals & Special Event Proposals

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.



GENERAL SERVICES

CITY OF DURHAM

RFP Festivals & Special Event Proposals

REQUEST FOR PROPOSALS

FESTIVALS & SPECIAL EVENTS

FY 20/21



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



Is the applicant a non-profit entity as defined in the RFP document? *
If you answered "NO", the festival and/or special event is NOT ELIGIBLE to apply and the application will not be considered.

- Yes
 No

Is the festival and/or special event based on arts, culture, or history? *
If you answered "NO", the festival and/or special event is NOT ELIGIBLE to apply and the application will not be considered.

- Yes
 No

What is the legal name of the applying non-profit organization?

What is the associated Federal Tax ID Number?

What is the name of the Festival or Special Event?

What are the dates of the festival/special event?

Start Date: End Date:

Event Coordinators

Primary Contact

Name, Job Title:

Email address:

Phone number:

Secondary Contact

Name, Job Title:

Email:

Phone:



FY21 RFP Festivals and Special Events Durham Cultural Advisory Board: Review Criteria

Reviewer:

Applicant:

Reviewer Instructions:

STEP ONE: Review and score the application to assess how the applicant met the following goals. Use the statements below each to determine if the applicant has fully addressed the goal and determine the points to award.

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.

Comments:

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.

Comments:

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.

RFP

Requirements for Submission

(Page 11)

- 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**

RFP

Requirements for Submission

Insurance Requirements (Page 9) *Subject to change*

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.** (*Insurance Requirements (Page 9) Subject to change*)

RFP

Requirements for Submission

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

Goal 1

Encourages awareness of art, history and/or culture.

(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 1

Encourages awareness of art, history and/or culture.

Questions

Goal 2

Creates vibrancy for Durham's communities.

(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 2

Creates vibrancy for Durham's communities.

Questions

Goal 3

Promotes equity, diversity, inclusion and accessibility.

(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 3

Promotes equity, diversity, inclusion and accessibility.

Questions

Goal 4

Benefits Durham's economy and communities

(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 4

Benefits Durham's economy and communities

Questions

Goal 5

Demonstrates organizational efficiency and effectiveness.

(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).

Goal 5

Demonstrates organizational efficiency and effectiveness.

Questions

Timeline

Timeline for Proposal Process

Thursday, July 2, 2020

Announcement to Public

Thursday, July 2 – Monday, August 3, 2020

Application Process Open

Thursday, July 9, 2020 from 5:30 p.m. - 6:30 p.m. EST

RFP Overview Workshop: Session One

Friday, July 17, 2020 from 8:00 a.m. to 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 via email to
Rebecca.Brown@durhamnc.gov

MONDAY, AUGUST 3, 2020 BY 3:00 P.M. EST

DEADLINE TO SUBMIT APPLICATION PACKET VIA EMAIL



GENERAL SERVICES

CITY OF DURHAM

Timeline

Timeline for Approval and Contracting Process

MONDAY, AUGUST 3, 2020 BY 3:00 P.M. EST

DEADLINE TO SUBMIT APPLICATION PACKET VIA EMAIL

August 10 - August 21, 2020

Durham Cultural Advisory Board (DCAB) 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. EST.

September 2020

Submit recommendations to City Administration

October - November 2020

Submit recommended funding request to City Council



GENERAL SERVICES
CITY OF DURHAM

Submission Process

[Request for Proposals](#)



[Application Form](#)



[Review Criteria](#)



- **Application Form**
- **Attachments 1, 2, and 3: *Required***
- **Attachment 4: *Optional***

A checklist is located on the last page of the Application Form

Submission Process

Attachment 1: Letter of Determination from the IRS stating nonprofit status

For more information on nonprofit status from the IRS is available here: <https://www.irs.gov/charities-and-nonprofits>

Attachment 2: Charitable Solicitation License

Not-for-profit organizations are required to complete a Charitable Solicitation License from the North Carolina Secretary of State, unless they are determined to be [exempt](#). "Any organization or person that intends to directly solicit contributions in North Carolina, or intends to hire a person or business to solicit contributions in North Carolina, must first obtain a license from the Charities Division. Organizations must renew their licenses each year to maintain licensed status." More information on Charitable Solicitation Licensing can be found on the North Carolina Secretary of State's website, here:

<https://www.sosnc.gov/divisions/charities>

<https://www.sosnc.gov/divisions/charities/licensing>

Submission Process

Attachment 3: One-page Budget of Festival/Event including the income & expenses

Outline the income and expenses related to the proposed festival and/or special event. The budget should be provided as e -file.

Attachment 4: Support Materials

Maximum of 5 files. No more than 10 pages per file.

Submission Process

Email proposals to: rebecca.brown@durhamnc.gov

Subject Line: "Project Name: Cultural Festivals"

for Example: "The Festival of Durham: Cultural Festivals"

Rebecca Brown
Cultural and Public Art Program Manager
City of Durham, General Services Department
2011 Fay Street
Durham, NC 27701
(912) 398-8075 (c)

MAILED, FAXED or HAND-DELIVERED PROPOSALS WILL NOT BE ACCEPTED.

Questions?

Monday, July 20th by 3:00 p.m. EST

Deadline to submit questions about the RFP in writing via email to Rebecca.Brown@durhamnc.gov



GENERAL SERVICES

CITY OF DURHAM

Thank you!