



FY21 RFP Festival & Special Events

All proposals must be submitted electrically on or before:

Monday, August 3, 2020 by 3:00 p.m. EST

A complete Request for Proposal (RFP) and guidelines must be obtained through the department's webpage at <https://durhamnc.gov/450/Cultural-Public-Art-Development> or by contacting Rebecca Brown via email at Rebecca.Brown@durhamnc.gov.

The application form and attachments must be sent as an electrical submission of to rebecca.brown@durhamnc.gov.

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.

Questions about the FY21 Festivals & Special Events RFP process and forms must be submitted in writing by Monday, July 20, 2020 by 3:00 p.m. to the following point of contact:

Rebecca Brown
Rebecca.Brown@durhamnc.gov

Timeline of RFP

Thursday, July 2, 2020	RFP Opens to the public
Thursday, July 2 – Monday, August 3, 2020 at 3:00 pm EST	Application Process open
Thursday, July 9, 2020	Workshop – Meeting and time TBD
Friday, July 17, 2020	Workshop – Meeting and time TBD
Monday, July 20, 2020 at 3:00 pm EST	Last Day for written questions
Monday, August 3 at 3:00 pm EST	RFP Deadline



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:



Non-profit Mailing Address

Street Address:

Suite, Apt, etc.:

City:

State:

Zip Code:

Event History

How many years has the festival/event been held in Durham, NC?

Provide the festival/event's total attendance figure for the last year the event was produced.

Event Budget

Funds requested from the City of Durham:

(Please round to the nearest whole dollar amount)

Percentage of city-requested funds of the total festival/event budget:

(Please round to the nearest whole percentage)



Event Description

Limit Response to 4000 characters

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

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



Event Description (continued)

Limit Response to 4000 characters



Goal 1: Encourages art, historical and/or cultural awareness

10 Points. Limit Response to 5000 characters

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

Use this space to 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 1: Encourages art, historical, and/or cultural awareness (**continued**)
10 Points. Limit response to 5000 characters.



Goal 2: Creates vibrancy for Durham's communities

10 Points. Limit response to 5000 characters.

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 2: Creates vibrancy for Durham's communities **(continued)**
10 Points. Limit response to 5000 characters.



Goal 3: Promotes equity, diversity, inclusion and accessibility

10 Points. Limit response to 5000 characters.

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; etc.



Goal 3: Promotes equity, diversity, inclusion and accessibility **(continued)**
10 Points. Limit response to 5000 characters.



Goal 4: Benefits Durham's economy and communities

20 Points. Limit response to 6000 characters.

How will the 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 4: Benefits Durham's economy and communities **(continued)**
20 Points. Limit response to 6000 characters.



Goal 4: Benefits Durham's economy and communities **(continued)**
20 Points. Limit response to 6000 characters.



Goal 5: Demonstrates organizational efficiency and effectiveness

5 Points. Limit response to 5000 characters.

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.



Goal 5: Demonstrates organizational efficiency and effectiveness **(continued)**
5 Points. Limit response to 5000 characters.



Attachments

The following checklist outlines the supporting documents. Submit the following required and optional attachments to Rebecca.Brown@durhamnc.gov.

- (1) Letter of Determination from IRS stating nonprofit status (*required*)
- (2) Current "Charitable Solicitation License" from the North Carolina Department of the Secretary of State (*required*)
- (3) One-page budget, including income and expenses of the festival/event (*required*). The Budget attachment must be one-page (PDF, Spreadsheet, .docx). Outline the total income and expenses related to the proposed festival or special event.
- (4) Any additional media to help share the story of your event (*optional*; maximum of 5 files. No more than 10 pages per file.) For files too large to share via email, please share a Dropbox or G-drive folder with the attachments. For technical assistance on the submission process, please email Rebecca.Brown@durhamnc.gov.

City of Durham's General Services Department Staff Only

Date received electronically: _____