



Economic & Workforce Development Department

Cultural Affairs Division

REQUEST FOR QUALIFICATION (RFQ)

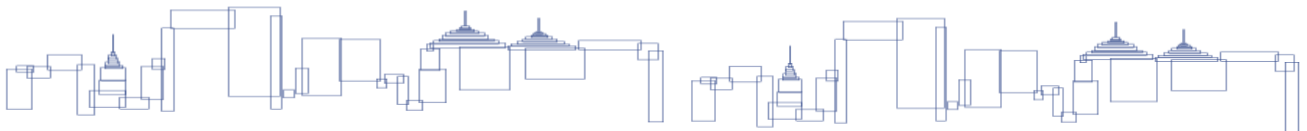
For

GRANTS PROJECT MANAGER

Project Manager, Roberto Bedoya

April 12, 2022

Oakland Rising Together!



INTRODUCTION

This Request for Qualifications (RFQ)/ is being issued by the City of Oakland, Office of the Economic & Workforce Development Department, Cultural Affairs Division

Deadline for Questions: April 22, 2022 by 2:00 PM. Please email the Cultural Affairs Manager Roberto Bedoya at rbedoya@oaklandca.gov

Due Date and Time April 26, 2022 at 2:00 PM PST

Deliver To:

City of Oakland, Cultural Affairs Manager
1 Frank Ogawa Plaza, 9thFloor
Oakland, CA 94612

Phone: (510) 238-2136

Or via email rbedoya@oaklandca.gov

Contact Information: The following City staff is available to answer questions regarding this RFQ:

Cultural Affairs Manager, Roberto Bedoya at rbedoya@oaklandca.gov or(510)238-2136

REQUEST FOR QUALIFICATIONS CITY OF OAKLAND GRANTS PROJECT MANAGER

The City of Oakland, Cultural Affairs Division is seeking a project manager to work with Senior Staff on the management of **“The Cultural Economies of Belonging: Jobs, Network and Catalysts” Grant Opportunity for Oakland Cultural Organizations**. This opportunity is supported by the Federal Government’s American Rescue Plan Act of 2021 (ARPA) allocated to the National Endowment for the Arts (NEA.)

Oakland is the largest city and the county seat of Alameda County, California. It is the eight largest city in California and the 45th largest city in the United States, with a population of 419,267 as of 2015. Oakland has more than 50 distinct neighborhoods and a diverse and active cultural sector.

PURPOSE

The ARPA funds awarded from the NEA to the Cultural Affairs Division will be used to create a new grant opportunity “The Cultural Economies of Belonging: Jobs, Network and Catalysts.” Unlike other Arts Endowment funding programs that offer project-based support, these ARPA funds are intended to support specific operating costs only. Funds allocated to (NEA) in this historic legislation represent a significant commitment to the arts and a recognition of the value of the arts and culture sector to the nation’s economy and recovery. Through a competitive application process, the NEA awarded \$500,000 in ARPA funds to the City of Oakland’s Cultural Affairs Division due to its status as a Local Arts Agency and its ability to sub-grant these funds to organizations in Oakland’s cultural sector. These funds are intended to help support jobs in the arts sector, keep the doors open to arts organizations nationwide, and assist the arts sector in recovery from the COVID-19 pandemic.

“The Cultural Economies of Belonging: Jobs, Network and Catalysts” opportunity, will support the employment of our cultural workforce by restoring lost jobs or supporting existing jobs through grants to Oakland-based nonprofit arts and cultural organizations.

The City’s Economic Recovery Plan states that “[t]he pandemic did not just hurt sales at local businesses and cancel cultural events; it kept Oaklanders away from each other and from the community-building connections and daily interactions that are essential to a vibrant, healthy City. Under the Cultural Plan goal of ‘Belonging in Oakland,’ the Cultural Affairs Division, is uniquely positioned to support this part of the recovery.”¹ The Cultural Economies of Belonging: Jobs, Network and Catalysts opportunity is in deep alignment with this recovery goal.

The potential impact of this new grant support is broad – not just employment, but also new ways of working and building community resilience. Oaklanders view COVID 19 as a civic trauma, coupled with the movement for racial justice that is reshaping our civic life. Culturally, the weakening of the social networks that make a city livable and sustainable need repair. “The Cultural Economies of Belonging: Jobs, Network and Catalysts” grant opportunity

¹ City of Oakland, Economic Recovery Plan. https://cao-94612.s3.amazonaws.com/documents/Economic-Recovery-Plan_FINAL.pdf.

will support community healing by supporting jobs within the cultural sector that stabilize and offer recovery for our cultural community, organizations, artists, and audiences.

BACKGROUND

The City of Oakland’s Cultural Affairs Division is a unit of the City’s Economic and Workforce Development Department (EWDD). Cultural Affairs forms strategic alliances between business, government agencies, private philanthropy, and Oakland’s cultural communities, so as to advance the city and currently supports programs and initiatives that provide accessible arts and culture experiences for its residents. These programs and initiatives include:

- The Cultural Funding Program: A competitive grant-funding process for Oakland-based arts and cultural activities that reflect the diversity of the city. It focuses on the key areas of General Support and Neighborhood Arts through four grant making categories: Individual Artist Projects, Organization Projects, Organizational Assistance, and Festivals
- Public Art Program: Public Art provides an opportunity to enliven, enrich and enhance our visual environment and public spaces. Funding through the Public Art Ordinance, Capital Improvement Projects and Measure DD allows for new temporary and permanent installations throughout the city. Additionally, the public art program facilitates temporary, community and artist-initiated projects for City property, as well as privately funded public art projects in compliance with the City’s municipal code.
- Special Projects: Cultural Affairs forms partnership with other philanthropic organizations and conduct cultural policy research that advance Oakland’s cultural community.
- Advocacy: At the local, regional, and national levels advocate for the cultural vitality and distinctiveness of the Oakland cultural sector.

The City's arts programs are managed by Cultural Affairs staff with advice from the Public Art Advisory Committee, the Funding Advisory Committee, and the Cultural Affairs Commission.

QUALIFICATIONS/EXPERTISE

The selected individual will possess the following qualifications and expertise:

- Knowledge of the principles and practices of project management.
- Knowledge of grantmaking procedures and program design.
- Ability to manage a grantmaking process from initial application to reporting requirements.

- Strong public contact and community relations techniques.
- Research and analysis techniques.
- Computer applications, including word processing, spreadsheets, databases, and project management.
- A knowledge of Oakland/ Bay Area cultural arts organizations, both public and private, and their methods of organization and operation.
- A knowledge of federal, state and local laws and ordinances related to the arts.
- Ability to work with the Division's City colleagues to assure that fiscal practices advance and support grant making strategies.
- Ability to conduct targeted outreach with artists and organizations, particularly in historical marginalized communities.
- History of building and maintaining positive working relationships with agencies, committees and constituents; excellent written and oral communication skills.
- Ability to work with the Cultural Affairs Manager to ensure alignment with other external-facing programmatic offerings and strategic engagement with arts organizations/grantees.

SCOPE OF SERVICES

The Consultant will do the following:

- Manage project administration, developing and executing work plans that outline project strategies, tasks, responsibilities, logistics, and deadlines.
- Management of project activations, and other expertise required to deliver projects.
- Be the Lead on application development, "how to apply" info sessions, and workshops, in collaboration with Senior Staff
- Recruit, train, and manage volunteer grant review panelists
- Provide a judicious review of applicant pools for the Senior Staff and Grants Advisory Committee
- Review and annotate proposals, draft recommendations, and present recommendations
- Assist Senior Staff with draft agenda report for City Council
- Conduct targeted outreach with artists and organizations, particularly in historically marginalized communities

COMPENSATION

The budget for this consultancy is \$40,000. Estimated effective dates of contract are May 1 2022 through December 31, 2023. The selected contractor will be required to enter into a Professional Services Agreement with the City of Oakland, which includes holding a City-approved insurance policy and Business Tax Certificate.

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated by the Cultural Affairs Division based on, but not limited to, the following considerations and criteria:

- Demonstrated knowledge of Oakland or a process to reach an understanding of it.
- An innovative and effective approach to cultural planning and the development of cultural policy strategies.
- An innovative and effective approach to grantmaking policies and strategies.
- Proposal of a planning process that fits the project budget guidelines.
- Demonstrated and applicable experience in:
 - creating strategy and implementation plans for grantmaking.
 - engaging diverse communities thoughtfully in a deliberation process.
 - leading, coordinating, and facilitating complex grantmaking processes.
 - devising and executing a communications plan for this funding opportunity.

As part of the evaluation process, the consultant may be asked to participate in a phone interview or present his/her/their proposal to the Cultural Affairs Manager.

Submittal Requirements

- A cover letter summarizing the consultant's interest in the plan, experience and qualifications, as it relates to developing a comprehensive cultural plan.
- A work plan describing your approach to designing, managing, and coordinating this project,
 - a. The description should address the task in the scope of service.. In addition, include any steps/tasks not included in the "Scope of Services" that the consultant feels would materially affect the quality of the project.
 - b. Please include a brief narrative explanation of how your work plan will ensure Oakland's funding opportunity is appropriately inclusive, diverse, and representative.
 - c. Please provide a written summary identifying the types of information, data, and administrative assistance expected from the City to complete this project.

Supplemental Information:

- Report and /or description of similar project you have completed
- Resume/CV
- Three professional references