



ARTPLACE GRANT

REQUEST FOR APPLICATIONS (RFA)
for
ARTS AND CULTURE TEMPORIUMS

Section I: Funding Opportunity Description

A. Background

The District of Columbia Office of Planning (DCOP) is responsible for guiding development of the city, including the preservation and revitalization of our distinctive neighborhoods. OP has received a grant of \$250,000 from a new private-public collaboration, ArtPlace (www.artplaceamerica.org). An initiative of 11 of America's top foundations working in conjunction with the National Endowment for the Arts and seven federal agencies, ArtPlace's aim is to drive revitalization across the country by putting the arts at the center of economic development. Each project supported by ArtPlace has been selected for developing a new model of helping towns and cities thrive by strategically integrating artists and arts organizations into key local efforts in transportation, housing, community development, job creation, and more.

Through this Request for Applications (RFA), DCOP seeks to select two qualified project managers/curators to create Arts and Culture Temporiums in two emerging creative neighborhoods (Brookland and greater Deanwood), where vacant and/or underutilized storefronts and empty lots would be transformed into an artist showcase in each neighborhood for 3-6 months. This effort leverages OP's completed [Creative DC Action Agenda](#) and [Small Area Plans, Studies](#) for those neighborhoods.

Brookland is an established neighborhood in the northeast component of Ward 5 in the District of Columbia. Originally known for its farmland and pastures in the 19th century, much of the residential development took place after World War II. It is a diverse community both racially and economically, with eclectic architecture expressed in the style of the homes and building facades in the commercial area. Brookland is known for its artistic community. Many of the local artists residing in Brookland are former professors from Catholic University who settled in Brookland over the years. Other artists were drawn to the community because of the affordable rents and large industrial warehouse spaces conducive to the creative and performing arts. Brookland is currently undergoing a branding exercise to create an identity for the community to make it an even more desirable and marketable destination.

Deanwood, located in Ward 7, is one of East Washington's oldest communities; much of its housing stock dates from the early 20th century. Several well-known African-American architects, including W. Sidney Pittman and Howard D. Woodson, and many skilled local craftsmen designed and built many of its homes. The Deanwood neighborhood, including the Minnesota Avenue and Benning Road intersection, is experiencing some

redevelopment and has the potential to become a more robust and economically active area of the city. New public and private investments are creating new opportunities for the communities near Minnesota Avenue and Benning Road. Two Metrorail stations form the transportation hub for a variety of financial institutions, grocery stores, government offices, and residential developments.

B. Project Objectives

This RFA is for the award of two separate grants to develop and manage Arts and Culture Temporums in vacant and underutilized spaces in the Brookland and Deanwood neighborhoods in the District of Columbia. (For more information on the Brookland and Deanwood neighborhoods please see the addendum for their neighborhood profiles.) The project objectives include:

- Stimulate community building and promote neighborhoods through creative placemaking by seeding temporary arts, cultural, retail, entertainment, recreation, education, or demonstration activities in vacant spaces
- Support creative entrepreneurs and provide residents with access to unique arts and cultural activities and experiences
- Showcase the District of Columbia's creative economy and innovative energy, by building partnerships among private property owners, city agencies, and creative stakeholders
- Highlight the long-term tenanting and creative use opportunities along corridors
- Help realize strategies identified through neighborhood planning efforts, the Creative DC Action Agenda, the Retail Action Strategy, and other citywide programs like Great Streets

C. Project Considerations

- i. Services and activities to be carried out by each grantee shall include:
 - a. Identifying and securing three to five locations/properties in the target neighborhood (Brookland or Deanwood) to hold Arts and Culture Temporums.
 - b. Building out/transforming the spaces into showcases for arts, cultural, and creative activities. Build-out should be visually engaging and should also reflect an inventive use of as much recycled, re-purposed, or reclaimed materials as possible to reduce costs and waste and demonstrate creativity.
 - c. Marketing and promotion. This will include design of electronic and print materials such as promotional postcards, signage, website, blog entries, and e-invitations. Marketing shall include a special focus on neighborhood outreach and DC residents, and extend to surrounding jurisdictions as possible. Marketing should reach major news media outlets to feature the Arts and Culture Temporums.
 - d. Selecting and managing participating entrepreneurs. A minimum of 15 unique DC-based artists, creatives, and cultural entrepreneurs are required to participate in each Temporium through regular operations or special events. More than 15 participating creative/entrepreneurs are encouraged but should be balanced with available space and overall project concept.
 - e. Programming of space. Activities shall focus on arts, cultural, and creative programming inside properties, as well as programming in outside/external space. The grantees are also encouraged to organize a minimum of two special promotion events at each Temporium to promote participants, integrate creative activities, provide training or education, and draw visitors to the neighborhood.

- f. Coordinating with the local community and businesses.
- g. Monitoring, project management, and final reporting.

ii. Creative Requirements

- a. DCOP seeks to support Arts and Culture Temporiums that showcase innovation, individuality, and creativity. Grantees, through their selected artists and creatives, shall transform 3-5 vacant spaces and/or underutilized storefronts and empty lots into multi-dimensional and multipurpose uses (e.g., gallery for visual artists, performing arts space, artist production space, etc.). Each applicant should locate vacant buildings and empty lots in proximity to each other (e.g., within 2-4 blocks) which could be completely transformed and promote artist entrepreneurship and community building in the process.
- b. The Arts and Culture Temporiums should not replicate or greatly resemble previous or current projects or business endeavors. Innovative elements may include a unique theme or selection of entrepreneurs, special activities that take place as part of attracting visitors or engaging residents and local businesses, and generally incorporating aspects that help create a distinctive pop-up arts and cultural center. Applicants may create a unique title to identify the concept and the Arts and Culture Temporiums project.

iii. Implementation Timeframe

- a. The Arts and Culture Temporiums must be launched by June 30, 2012, and remain active for three to six months.
- b. The applicant is required to state the proposed dates of the Arts and Culture Temporiums on the appropriate application form. The Arts and Culture Temporium should be active for a minimum of three months, and be open with programming on each weekend for the duration of the project.¹ Applicants are eligible to receive extra points during the application review process if the performance period extends beyond a period of three months (See Section V.B). Applicants are encouraged to balance the length of time the space is active with creating a successful pop-up arts, cultural, and creative space and related activities.

¹ For the purpose of this RFA, a ‘weekend’ is defined as a three-day period, spanning either Thursday through Saturday, or Friday through Sunday.

Section II: Award Information

A. Award Amount

The total amount available per grant award is \$75,000. Funding is available for costs associated with the design, installation, programming, insurance, operation, and maintenance of the project, as well as upgrades to and leasing of space. (See Section III.F for ineligible uses). The project must meet all District health, safety, and business operation regulations, and the selected applicant is responsible for acquiring all necessary permits or licenses.

B. Reporting Requirements

The selected applicant will track project objectives and provide a final report summarizing the project. Examples of required tracking include number of visitors, number of artists and creatives participating, and the number of vacant spaces activated. Progress reports may be required.

Section III: Eligibility Information

A. Eligible Applicants

An organization/entity meeting the following criteria is eligible to apply for the Temporium grant funds under this Request for Applications:

- Licensed to do business in the District of Columbia and based in the District of Columbia
- Demonstrated experience in developing and promoting events in vacant spaces, curating or selecting creative products and managing entrepreneurs (artists/creatives), designing unique interiors, and overall project and budget management as described Section V.B.

Projects must be implemented in the Brookland and Deanwood neighborhoods in the District of Columbia. Lead applicants must be based in the District of Columbia and preference will be given to collaborating organizations and participating entrepreneurs based in the District of Columbia. The lead applicant will be responsible for ensuring local participation. Ineligible applicants include political organizations and government agencies.

B. Collaboration Requirements

Lead applicants are encouraged to partner with other organizations and form collaborations. Each collaborator shall describe its proposed program/services and should discuss its capabilities, roles, and responsibilities. The lead applicant shall manage and monitor any collaborator relationships. The lead applicant shall submit a Collaboration Commitment Form found in Attachment C for each partner/collaborator. Preference will be given to collaborating organizations based in the District of Columbia. The participating entrepreneurs (artists/creatives) are not considered collaborators.

C. Property Owner Collaboration Commitment Requirement

Each applicant must demonstrate commitment of the property owner to collaborate and host the Arts and Culture Temporiums by providing the form found in Attachment D. The form certifies that the proposed Temporium locations are approved by the property owner(s) and that the property owner(s) will allow for the uses and time frames outlined in the applicant's application. An applicant shall submit the Property Owner Collaboration Commitment Form with the owner's signature along with a letter from the property owner supporting the use for each respective property.

D. Community Notification & Promotion

Upon award, the grantee shall inform and as possible collaborate with the appropriate Advisory Neighborhood Commission (ANC) and other active community groups regarding the locations and hours of the Temporiums. The grantee shall make special effort to promote the Temporium to the surrounding community.

E. Eligible Arts and Culture Temporium Locations

Applicants shall identify the specific locations of the proposed Arts and Culture Temporiums and must certify the respective property owner(s) has approved the use (see Section III.C). The lead applicant is responsible for ensuring that the proposed locations comply with applicable building codes, is in a condition suitable for occupancy by the proposed dates, and has a certificate of occupancy.

The proposed Arts and Culture Temporium locations must be vacant, underutilized (partially vacant), or unoccupied. Each location or site must be within the Brookland and/or the greater Deanwood neighborhoods as defined by their small area plan.

- Based on the Deanwood small area plan (approved July 2008), Greater Deanwood is defined generally by Kenilworth Avenue (west), Eastern Avenue (east), and Marvin Gaye Park (south).
- Based on the Brookland/CUA small area plan (approved March 2009), Brookland is defined generally by Taylor Street (north), 13th Street (east), Rhode Island Avenue (south), and 7th Street to Michigan Avenue to John McCormack Road (west).

Proposed Arts and Culture Temporium locations should be near public transit and among retail, cultural or other foot-traffic generating anchors.

F. Funding Restrictions

Ineligible uses of the grant include:

1. Construction of permanent structures and/or major demolition activities²
2. Operating expenses not related to the implementation of the Temporium or the administration of the grant
3. Ineligible applicants include political organizations and government agencies

Lead applicants may submit only one Temporium application per neighborhood. Collaborators, property owners, and participating entrepreneurs may participate in more than one application.

Section IV: Application and Submission Information

A. Pre-Application Conference

The Pre-Application Conference will be held on **Friday, March 23, 2012, from 1:30pm-2:30pm** at the DC Office of Planning, 1100 4th Street SW, Suite E650, Washington, DC. To participate via conference call please contact Sakina Khan at Sakina.Khan@dc.gov.

B. Application Information

Six (6) copies (one original and five (5) copies) of the application must be submitted in a sealed envelope or package conspicuously marked "Application in Response to ArtPlace Arts and Culture Temporium RFA".

² Upgrades or improvements to the property, as well as leasing or payment of rent are eligible uses of grant funding. A maximum of 30% of total project funding may go towards these types of expenses.

Application documents shall be typed in a 12-point font, and all pages must be numbered and labeled with the applicant name. All sections should be tabbed and include the section title. Applications must be mailed or delivered. Mailed copies must arrive by the due date and time. Electronic applications will not be accepted.

C. Application Forms and Content

- i. See attachments A-E. Each application form is required.
- ii. Current Board list with names, affiliation and contact information, if applicable
- iii. Resumes of key staff (up to three resumes)
- iv. Current fiscal year budget (projected income and expenses) for the current fiscal year
- v. The most recent audited financial statement or brief letter explaining why none are available
- vi. The most recent IRS 990 form
- vii. A line-item budget narrative for the proposed Temporiums
- viii. A letter from the respective property owner(s) on letterhead stating their approval and support of the proposed Temporium

The applicant may include supplemental application appendices to be used as supporting documentation. Appendices may not total more than ten (10) additional pages. Supplemental application appendices may include, for example:

- Additional staff resumes
- Additional letters of endorsement
- Previous work samples

D. Additional Written Disclosure

The applicant must disclose in a written statement, the truth of which is sworn or attested to by the applicant, whether the applicant, or where applicable, any of its officers, partners, principals, members, associates, or key employees, within the last three (3) years prior to the date of the application, has:

- i. Been indicted or had charges brought against them (if still pending) and/or been convicted of (a) any crime or offense arising directly or indirectly from the conduct of the applicant's organization or (b) any crime or offense involving financial misconduct or fraud, or
- ii. Been the subject of legal proceedings arising directly from the provision of services by the organization.

If the response is in the affirmative, please fully describe any such indictments, charges, convictions, or legal proceedings (and the status and disposition thereof) and surrounding circumstances in writing and provide documentation of the circumstances.

E. Submission Dates and Location

Applications are due no later than **5:00 pm on Friday, April 13**. All applications will be dated and/or otherwise recorded upon receipt. Applications received after 5:00pm on Friday, April 13 will not be forwarded to the review panel.

Six (6) copies of the application must be delivered to:

DC Office of Planning
Attn: Kimberly Driggins
1100 4th Street, SW, Suite E650
Washington, DC 20024
(202) 442-7600

F. Contact information

For further information contact Sakina Khan, Senior Economic Planner, at 202-442-7600, or Kimberly Driggins, Associate Director for Citywide Planning, at 202-442-7600.

Section V: Application Review Information

A. Review Panel

The review panel will review, score, and rank each application. When the review panel has completed its review, the panel shall make a recommendation for award(s) based on the scoring process. DCOP will make the final decision. DCOP reserves the right to reject all grant applications or to reissue the RFA.

The recommendations of the review panel are advisory and are not binding on DCOP. After reviewing the recommendations of the review panel and other relevant information, DCOP shall decide which applicant, if any, will receive funds and the amount to be funded.

B. Scoring Criteria

Applications will be objectively reviewed against the following scoring criteria:

i. Demonstrated Experience in the following categories – 40 points

- Converting vacant or underutilized spaces into visually engaging arts and cultural showcases
- Marketing and development of marketing materials
- Organizing and managing special promotion, education, training or other events
- Selecting and managing artists and creatives

ii. Project Feasibility & Managerial Capability – 40 points

- The project has a realistic plan
- The applicant has the ability to implement the project as demonstrated in submitted forms. This includes financial solvency and a viable management and operations framework
- The applicant has a realistic and accurate budget, and the application provides a clear budget with line-item detail and budget narrative information
- The application clearly states the collaborating organizations and their role, as well as the support of the property owner(s) of the proposed Temporiums
- The project includes an approach to engage the local resident and creative community, and links to neighborhood businesses

iii. Neighborhood Site Locations– 20 points

- The applicant shall identify a **minimum of three locations or sites** in the target neighborhoods of Brookland or Deanwood, with letters of commitment from the respective property owner(s).
- The application should include both indoor and outdoor spaces and describe how those spaces will be activated.
- Proposed locations should be near public transit and among retail, cultural or other foot-traffic generating anchors.
- Please see addendum for list of potential neighborhood sites (please note applicant is not limited to only these sites)

iv. Additional Points – up to 15 points

The applicant has an opportunity to receive additional points if:

- It identifies up to five sites, with letters of commitment from the respective property owner(s). (Up to five points)
- It successfully demonstrates that the project has the potential to attract additional financial support, such as sponsorships. (Up to five points)
- It proposes a project performance period of more than ninety days but not more than 180 days. Applicants are encouraged to balance the length of time the space is activated with creating a successful pop-up arts, cultural and creative space and related activities. (Up to five points)

v. Total maximum Points - 115

C. Anticipated Award Announcement Date

DCOP plans to announce the ArtPlace Arts and Culture Temporium Awards the week of April 30, 2012. This date may change.

Upon Award, DCOP shall provide the citations to the statute and implementing regulations that authorize the grant; payment provisions identifying how the grantee will be paid for performing under the award; reporting requirements, including programmatic, financial, and any special reports required; and compliance conditions that must be met by the grantee.

D. Terms and Conditions

- DCOP reserves the right to accept or deny any or all applications if DCOP determines it is in the best interest of the District and the Arts and Culture Temporiums initiative to do so. DCOP shall notify the applicant if it rejects its application. DCOP reserves the right to suspend or terminate an outstanding RFA. DCOP reserves the right to issue addenda and/or amendments subsequent to the issuance of the RFA, or to rescind the RFA. DCOP may suspend or terminate an outstanding RFA pursuant to grantmaking rules or any applicable federal or District regulation or requirements.
- DCOP may conduct pre-award visits to the proposed locations to verify information submitted in the application and to determine facilities are appropriate for the proposed project.
- DCOP shall not be liable for any costs incurred in the preparation of applications in response to the RFA. Applicant agrees that all costs incurred in developing the application are the applicant's sole responsibility.
- DCOP may enter into negotiation with an applicant and adopt a firm funding amount or other revision of application that may result from negotiations.
- If there are any conflicts between the terms and conditions of the RFA and any applicable federal or local law or regulations, or any ambiguity related hereto, then the provisions of the applicable law or regulation shall control and it shall be the responsibility of the applicant to ensure compliance.