



**Events DC Cultural Institutions Grant Program  
Request for Proposals (RFP)**

**APEX BID # 20-S-003-628**

The Washington Convention and Sports Authority t/a Events DC is seeking proposals from qualified organizations for its Fiscal Year 2020 Cultural Institutions Grant Program.

Interested parties can view a copy of the RFP by accessing Event DC's e-procurement website at [www.wcsapex.com](http://www.wcsapex.com).

**Key Dates**

RFP Release Date: December 23, 2019

Pre-response conferences: January 16, 2020 at 6:00 PM EST  
January 17, 2020 at 9:00 AM EST.

RFP Proposals Due: 3:00 PM EST on February 7, 2020

Date of Grant Awards: on or before April 10, 2020



## I. GENERAL INFORMATION

### **Grant Authority**

The Fiscal Year 2020 Budget Support Act of 2019, *D.C. Law 23-0016*, directs the Washington Convention and Sports Authority t/a Events DC (“Events DC” or “the Authority”) to issue not less than ten million dollars (\$10 million) in grants from the Authority’s Convention Center Fund to support cultural institutions operating in the District of Columbia (the “District”); provided that funds are available for such purpose and that the Authority first satisfy its current liabilities and legally required reserves.<sup>1</sup> *See* DC Code § 10-1202.08(g). The Authority’s goal in making these grants is to support our arts and cultural institutions across all 8 Wards of the District, while also ensuring that we remain in compliance with all applicable Authority debt indentures and other legal agreements into which the Authority has previously entered.

### **Organizational Description and History**

Events DC is the face of conventions, sports, entertainment and cultural events within the District of Columbia. Events DC leverages the beauty, rich history and diversity of the most powerful city in the world to attract, promote, and host an extensive variety of events and generate economic and community benefits for the city.

Our success comes by focusing on three core lines of business: Conventions and Meetings, Sports and Entertainment, and Creative Services where we make a range of strategic investments in the region’s marquee sports, entertainment and cultural properties, resulting in amazing experiences for residents and visitors alike.

Events DC owns and manages the Walter E. Washington Convention Center, the anchor property of the local hospitality and tourism economy, generating over \$400 + million annually in total economic impact for the District. In addition, Events DC owns, manages, and/or operates the RFK Stadium-Armory campus (which includes Robert F. Kennedy Memorial Stadium, the DC Armory, the Festival Grounds, the Skate Park, and The Fields at RFK Campus), the Carnegie Library at Mount Vernon Square, the Entertainment and Sports Arena, the R.I.S.E Demonstration Center, and the Gateway DC Pavilion. Events DC also serves as landlord of and maintains Nationals Park, home to the World Series Champions Washington Nationals.

As an active and engaged member of the DC community, Events DC is proud to continue to support the City through not only events and activities, but also through initiatives that enhance the resident and visitor experience culturally. The fabric of Washington is comprised of many non-profit organizations that promote culture, history and art. Events DC seeks to collaborate with

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<sup>1</sup> The grants referenced in the FY 2020 Budget Support Act are distinct from the current Community Grant program administered by the Authority. The Events DC Community Grant Program provides financial support to qualifying non-profit organizations dedicated to supporting youth through sports, performing arts or cultural arts in the District of Columbia. Under this program Events DC awards \$200,000 during two grant cycles in a fiscal year.



such organizations on projects that will bring more people to the District and provide amenities and cultural experiences that make Washington DC a great place to visit, live, work and play.



## II. SCOPE OF EVENTS DC CULTURAL INSTITUTIONS GRANT PROGRAM

### Overview

The Events DC Cultural Institutions Grant Program is a competitive grant program that offers financial assistance to qualified non-profit Cultural Institutions based in the District of Columbia that engage in the conservation, interpretation, and dissemination of cultural and artistic knowledge and offer and promote activities meant to inform, educate and attract residents and visitors alike to the District of Columbia.

“Cultural Institution” is defined as a non-profit organization that supports or promotes the arts, including a museum or theater, incorporated under the laws of the District. *See* DC Code § 10-1202.01(3A). Traditional examples of Cultural Institutions include museums, libraries, art galleries, studios, theaters, and performing arts associations or societies.

### Eligibility Requirements

To qualify for an Events DC Cultural Institutions Grant, an organization must meet the following minimum requirements:

1. Applicant is a Cultural Institution as defined above;
2. Applicant is incorporated in the District of Columbia as evidenced by a Certificate of Incorporation from the District of Columbia Department of Consumer and Regulatory Affairs);
3. Organization is incorporated as a nonprofit with a federally designated tax-exempt status under section 501(c)(3) of the United States Internal Revenue Service (IRS) code, as evidenced by an IRS determination letter dated at least one year prior to the RFP proposal due date; and
4. Organization is registered to do business in the District of Columbia (as evidenced by an active business license) and is in compliance with the following agencies:
  - District of Columbia Department of Consumer and Regulatory Affairs (DCRA) – Corporations Division (by evidence of a DCRA Certificate of Good Standing); and
  - District of Columbia Office of the Chief Financial Officer, Office of Tax and Revenue (OTR) (by evidence of a Clean Hands Certificate); and

**Please Note:** Applicants that do not meet the minimum requirements set forth above will be automatically disqualified.

*Events DC will **not** consider the following for a cultural grant:*

- Federal and District of Columbia government entities;



- Religious-based organizations that plan to use the grant funds to benefit specific denominations or congregations; however, applications from religious groups that have non-sectarian cultural arts programs will be considered eligible;
- Capital Projects based outside of the District of Columbia;
- Individuals; and
- Organizations or institutions that in policy or practice discriminate on the basis of race, ethnic, gender, religion, sex, creed or origin, or any other protected class under the DC Human Rights Act and/or any federal anti-discrimination statute or regulation

### **Eligible Projects and Programs**

Events DC will consider proposals from Cultural Institutions for two types of Projects/Programs: (1) new or existing **Capital Projects** related to land and/or facilities located in the District of Columbia; and (2) art or cultural **Exhibitions and Installations**.

*The following Projects/Programs are **eligible** for grant funding:*

#### **Capital Projects**

- Acquisition (land or facility)
- Renovation, refurbishment, remodeling, rehabilitation, and/or restoration of existing facilities
- Development/construction of new facilities (includes costs associated with typical construction and development)
- Predevelopment costs (e.g., studies, surveys, plans and specifications, and architectural, engineering, or other special services directly related to a Capital Project)
- Permanent equipment and major materials purchases

#### **Exhibitions and Installations**

- Permanent and temporary exhibits
- Art showcases
- Traveling art installations
- Art preservation or conservation
- Cultural activations/visual artist displays

*The following Projects/Programs are **ineligible** for grant funding:*

- Improvements to residential properties or properties for commercial use
- Long-term loans or operational deficits
- Individual artist grants
- Private art collections, studios or galleries
- General business operational expenses (including production costs for performing arts shows)
- Sub-grants



### **Grant Award Amounts**

Cultural Institutions Grants for FY 2020 will be made in accordance with the schedule set forth on the cover page. Awards for Capital Projects will start at a minimum of one hundred thousand dollars (\$100,000.00) per Project. Awards for Exhibitions and Installations will range from a minimum of one hundred thousand dollars (\$100,000.00) to a maximum of five hundred thousand dollars (\$500,000.00) per Project/Program. **PLEASE NOTE:** Depending on the number of grants awarded and the types and nature of the Projects/Programs being funded, grantees may not receive the full amount of funding requested. Please be sure the organization's Project/Program can proceed, even if the full grant amount requested is not received, as grantees will not be permitted to materially change the scope of the Project/Program being funded once the grant award is made.

An applicant seeking funding for more than one Project/Program may submit a single application provided that the applicant provides sufficient detail (as set forth in Section III below) for each Project/Program.



### III. RFP SUBMISSION REQUIREMENTS

#### General

Organizations wishing to respond to this RFP (“Applicants”) must register in the Events DC procurement system, APEX ([www.wcsapex.com](http://www.wcsapex.com)). All Applicants must submit responses to this RFP in both hard copy format and electronically as set forth below to be considered for an award. All responses must be typewritten in 12-point font size on 8.5” by 11” paper, must be submitted by the deadline on the cover page (**3:00 PM EST on February 7, 2020**), and must include information on each of the Proposal Categories identified below. All proposal documents shall be the property of Events DC and retained by Events DC, and thereafter will not be returned to the respondents. Applicants are expected to examine the requirements of all instructions (including all amendments, addenda, attachments and exhibits) in this RFP. Failure to do so shall be at the sole risk of the Applicant and may result in disqualification.

#### Hard Copy Submission Requirements

Responses should be mailed to the following address:

Washington Convention and Sports Authority  
801 Mount Vernon Place, NW  
Washington, DC 20001  
Attn: Erin Oliver

The envelope must be sealed and conspicuously marked with the following: Proposal in Response to RFP No. **20-S-003-628 –Events DC Cultural Institutions Grant Program**.

#### APEX Electronic Submission Requirements

1. All Applicants must also submit proposals electronically via APEX.
2. The following APEX Tabs must be accessed by the Applicant and requested information provided:
  - (a) **Attachments Tab:** Upload completed Proposal and all certifications/documents required into this Tab; and
  - (b) **Summary Tab:** Transmit proposal electronically by selecting the “Submit Quote” button.
  - (c) Further information regarding APEX submissions can be found in the “Vendor Quick Reference Guide - Responding to Solicitations in APEX” found in the Attachments Tab.
3. You may confirm whether your submission has been successfully transmitted to Events DC by logging into APEX and opening Bid # **20-S-003-628**. **The status will show as “submitted” if the proposal was successfully submitted or “in-progress” if additional action is required.**



### **Pre-Proposal Conference/Site Visit**

Optional/Voluntary Pre-Proposal Conferences for all prospective Applicants will be scheduled on the following dates:

- January 16, 2020 at 6:00 PM EST
- January 17, 2020 at 9:00 AM EST

Notification of intent to attend must be provided via e-mail to Erin Oliver at [coliver@eventsdc.com](mailto:coliver@eventsdc.com).

Prospective Applicants that wish to attend either of the Pre-Proposal Conferences shall meet at the Walter E. Washington Convention Center, 801 Mount Vernon Place, NW, Washington, DC 20001 at the East Mezzanine Executive Offices. The number of individuals representing each prospective Applicant is limited to three (3).

The purpose of the Pre-Proposal Conference is to provide an opportunity for applicants to ask informal questions about the Cultural Institutions Grant Program. If a prospective Applicant desires a binding answer to any question asked and answered informally at the Pre-Proposal Conference, the question must be submitted in writing through the APEX system (see instructions below).

### **Questions**

If a prospective Applicant has any questions relative to this RFP, the Applicant must submit the questions in the APEX system via the "Q&A" Tab of the APEX Bid to receive a binding answer. Any question asked and answered outside of the APEX system will be considered informal and non-binding.

Questions must be received no later than 5:00 PM EST on Friday, January 24, 2020. Events DC will not consider any questions received after this date.

Events DC will furnish responses promptly to the requesting prospective Applicant and to other prospective Applicants if deemed by Events DC to be necessary to prepare a complete and accurate proposal, or if the lack of a copy of the response would be prejudicial to any other prospective Applicant.



## IV. PROPOSAL CATEGORIES

Eligible Applicants shall organize their RFP proposal as follows:

1. **Tab 1: Organizational Structure and Overall Mission.** The Applicant shall provide a written narrative providing the following information regarding the organization seeking funding:
  - (a) A description of the organization and its background and structure, including key staff, officers and board members;
  - (b) An overview of the organization's mission, programs and services, including summaries of the strategic/business plan(s) and marketing plan(s);
  - (c) A financial overview of the organization including total budget (topline revenue and expense figures) and major sources of funding (note: applicant must submit current audited financial statements or IRS Form 990 in Tab 5);
  - (d) A discussion of the sustainability of the organization, including financial stability (e.g., reserve and contingency planning), progress towards strategic/ goals, personnel and succession planning, etc.
  
2. **Tab 2: Project/Program Description.** The applicant shall describe the Capital Project or Exhibition/Installation, including
  - (a) Project/Program Overview;
  - (b) Objectives/Outcomes (including results of any impact analysis conducted);
  - (c) Timeline;
  - (d) Program/Project overall budget and description of how the grant funds will be used; and
  - (e) Drawings/Plans/Illustrations (if applicable)
  
3. **Tab 3: Project/Program Feasibility.** The applicant shall discuss the cultural merit, value and long-term impact of the Project/Program, including demonstration of the feasibility of the Project/Program and the sustainability of the Project/Program.
  
4. **Tab 4: Economic Impact/Community Benefit.** The applicant shall describe how the Capital Project or Exhibition/Installation benefits the District of Columbia and aligns with Events DC's mission to create unique experiences for residents and visitors and to generate economic and community benefits for the District. Specifically, applicants should include information on how the Project/Program:
  - (a) Serves as an asset or attraction that enhances the cultural landscape of Washington, DC;
  - (b) Drives economic impact through attracting visitors to the destination, measurable by number of hotel room nights and restaurant patronage;



- (c) Provides access for destination marketing, activations, community uses, and offers a set number of days of the venue/space or access to the program for Events DC uses;
  - (d) Demonstrates a direct connection back to the residents of the District of Columbia by creating opportunities of exposure through internships, training, jobs and access to an allotment of tickets to events, activities and programs.
5. **Tab 5: Required Attachments.** The applicant shall include the following certifications and documents in the Attachments Tab in APEX:
- (a) A copy of the determination letter from the IRS confirming the organization's 501(c)(3) status;
  - (b) A Certificate of Incorporation from DCRA confirming the organization is incorporated in the District of Columbia;
  - (c) A copy of the organization's active business license from DCRA;
  - (d) A Certificate of Good Standing from DCRA;
  - (e) A Clean Hands Certification from OTR;
  - (f) A copy of the organization's audited financial statements for the organization's most recent fiscal year; or if the organization does not have audited financials, a copy of IRS Form 990 for the most recent tax year;
6. **Tab 6- Disclosures**
- (a) Applicant must certify in writing that it knows of no conflict between its interests and those of Events DC and it knows of no facts or circumstances that might create the appearance of a conflict between its interests and those of Events DC;
  - (b) Applicant must disclose if it is involved in litigation against Events DC or the District of Columbia;
  - (c) Applicant must disclose any existing condition or interest which might conflict with the interest, operation or reputation of Events DC; and
  - (d) Offer must agree to promptly update Events DC upon learning of facts or circumstances rendering inaccurate these disclosures.
7. **Tab 7 – Representations, Certifications and Other Statements**
- (a) Applicant must submit a Representations, Certifications, and Other Statements of Applicants form (located under the Attachments Tab in APEX);
  - (b) Applicant must submit a Disclosure Statement (form located under the Attachments Tab in APEX); and



- (c) Applicant must provide a sworn statement, under penalty of perjury, that to the best of the Applicant's knowledge, after due diligence, the Applicant is in compliance with subsections (c) and (d) of DC Code § 1-328.15<sup>2</sup> and is therefore eligible to receive a grant.

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<sup>2</sup> DC Code § 1-328.15 sets forth various eligibility requirements for persons receiving certain grants from District of Columbia entities. Pursuant to DC Code § 1-328.15(c), “[a] person that makes a contribution or solicitation for contribution to a covered recipient shall be ineligible to receive a grant from the District valued at \$100,000 or more during the time period set forth in subsection (d) of this section.” “Covered recipients” are defined in DC Code § 1-328.11(3) and include, *inter alia*, elected District officials or candidates for District office that are or could be involved in influencing or approving the award of a grant.



## V. EVALUATION CRITERIA

Events DC will make one or more grant awards to the Applicants whose proposals conform to the RFP requirements and based on the criteria set forth below. The total MAXIMUM score is **100 points**.

Category	Points
<b>Organizational Structure and Overall Mission (Tab 1)</b> This factor will be evaluated on a qualitative assessment of the organization's history, structure, mission, goals, objectives, activities, budget and sustainability	20
<b>Project/Program Description (Tab 2)</b> This factor will be evaluated on the goals and objectives of the Project/Program, including how it aligns with the organization's overall mission, and an assessment of the Project/Program budget, funding plan, outcomes and sustainability	30
<b>Project/Program Feasibility (Tab 3)</b> This factor will be evaluated on a qualitative assessment of the cultural merit long-term impact and value proposition of the Project/Program	30
<b>Economic Impact/Community Benefit (Tab 4)</b> This factor will be evaluated on the degree to which the Project/Program aligns with Events DC's mission to create unique experiences for residents and visitors and to generate economic and community benefits for the District	20



## VI. TERMS OF AWARD

**Award Letter:** All Applicants will be notified of their award status. Each successful grant Applicant will receive an award letter confirming its selection by Events DC for a grant.

**Grant Agreement:** Each grant recipient must sign a Grant Agreement before receiving grant funds. The Agreement will include specific terms and conditions related to the award, including a requirement that the Grantee use the funds exclusively for the Project/Program outlined in the RFP response. The term of the Grant Agreement and the terms for disbursement of grant funds will be determined by Events DC based on the nature of the Project/Program and will be specified in the Grant Agreement.

**Reports:** Grantees will be required to submit a final report that includes:

- A narrative summary of the activities/milestones related to the project or program supported by the grant, including photos of the completed Project/Program; and
- A budget report showing budgeted expenditures for the Project/Program indicating how grant funds were spent/used.

*All projects funded through this Cultural Institutions Grant Program are subject to Events DC review before Project/Program work begins. Events DC reserves the right to request and review grant progress anytime throughout the term of the grant.*