



Frequently Asked Questions

ELIGIBILITY - APPLICANTS

Is this RFP open to fiscally sponsored arts organizations? Is it open to non-profits? For-profits? Do we need to be M/WBE certified?

Yes, ArtsBloom is open to fiscally sponsored arts organizations, non-profits and for-profits. However, you are not required to be a licensed business, non-profit, or M/WBE-certified to be eligible for ArtsBloom funding.

Individuals and groups do not need to have or be a fiscal sponsor to qualify, but we recommend considering whether or not you will need to issue checks to artists or businesses as part of your programming or project, and if so, whether you are comfortable doing that.

It is important to note that the City has M/WBE and Workforce Goals (see Attachment C of the RFP), and accordingly, proposals that request \$20,000 will be awarded bonus points if the Respondent is M/WBE-certified, will use M/WBE-certified subcontractors, and/or meets or exceed the City's workforce goals. For information about M/WBE certification, please refer to page 7 of this FAQ.

Our group intends to submit a proposal. Can we submit a second proposal in collaboration with another organization?

The RFP asks proposals to be submitted either by an individual or a group.

If you are submitting as a group, that group's name is only allowed to be on one proposal. However, a person can be involved in more than one proposal. For example, a person may be involved in two different organizations, and each of those organizations may submit a proposal. That is allowed.

If you are submitting as an individual, you are only allowed to submit one proposal from yourself. However, you can be involved in more than one proposal. For example, you may also be part of an organization that is submitting a proposal, or you may be an artist subcontractor on another proposal. That is allowed.

ArtsBloom
Frequently Asked Questions (cont'd)

Are there restrictions on family members of City staff applying?

Generally, no. Submitting an ArtsBloom proposal would only be a conflict of interest for family members of the five City staffers who worked on or contributed to writing the ArtsBloom Request for Proposals.

To prevent a conflict of interest, any City employee with a family member who has applied for ArtsBloom funding will not be allowed to participate on the review panel for ArtsBloom.

Do you have to live in the city to submit a proposal? Do all artists taking part in this project have to be city residents?

There is no requirement to live or work in the city. However:

- One of the ArtsBloom goals is to increase economic opportunities for local artists and small arts organizations in Rochester. We will review proposals for alignment with this goal and score accordingly.
- The City awards bonus points for Rochester location, so individuals (including artists) that live in the city, and groups that are located in the city will receive additional points in review.

ELIGIBILITY – PROGRAMMING AND PROJECTS

Are murals eligible for ArtsBloom funding?

No, murals are not eligible for this round of ArtsBloom funding. There will be other opportunities in the future through this Percent for the Arts Program to fund murals.

I operate a program that engages youth in STEAM learning activities. Am I eligible for ArtsBloom funding?

To qualify for ArtsBloom funding, programming and projects must fall into one or more of these categories:

- Arts education
- Performing arts
- Temporary art

Only the arts education component of STEAM programming would be eligible for ArtsBloom funding.

For the ‘temporary art’ category, can a medium (that is not paint) be eligible if it is removable and does not leave a trace when removed? For example, using yarn to decorate a fence.

Yes.

ArtsBloom
Frequently Asked Questions (cont'd)

What do you mean by ‘public art’? Do you mean that it is open to the public?

For the purposes of ArtsBloom, we have developed the “public benefit” criteria (at the bottom of page 3 of the RFP) to determine whether the programming or project is ‘public.’ In the assessment of whether proposed programming or projects meet the “public benefit” criteria, we will consider factors that impact public accessibility. A primary question in review will be whether, given the location, date, time and cost to audiences or participants (if there is a cost), the programming or project is accessible to Rochester residents.

As far as public benefit, what would be the threshold for “low cost” if the proposal will not be free to the public? Would a pay-what-you-can option circumvent this?

There is no specific threshold for “low cost.” The review of cost will be a proposal-by-proposal review based on an assessment of the cost versus the programming or project (an analysis on the return on investment), as well as an exploration of whether the proposed programming or project is publicly accessible.

A pay-what-you-can approach could be a great option for accessibility depending on how you implement it. If that will be your approach, please describe the details as much as possible.

Can ArtsBloom fund an event or activity that is free but has options for donations or other fundraising opportunities?

Generally, yes, but please include details in your proposal of what is intended. If the event is heavily advertised as a fundraiser and attendees are likely to feel pressure to pay, that could negatively affect scoring.

At an event funded through ArtsBloom, would artists be allowed to sell their creative products and/or merchandise?

Yes, this is aligned with the ArtsBloom goal to increase economic opportunities for local artists and small arts organizations in Rochester. Please include a description in your proposal of what you intend in terms of sales so that we can review the specifics for alignment with this ArtsBloom goal.

My organization is producing a performance that will take place the last week of June and the first week of July. Is it eligible for ArtsBloom funding?

No. Programming and projects must be entirely completed or performed between July 1, 2023 and June 30, 2024.

Our programming takes place outside of Rochester but primarily serves youth from the City of Rochester. Would it be eligible for ArtsBloom funding?

No. To qualify for ArtsBloom funding, programming and projects must be located in the City of Rochester. That requirement is one of the “public benefit” criteria. See all eligibility requirements on pages 3 – 4 of the RFP.

ArtsBloom
Frequently Asked Questions (cont'd)

PROPOSALS

The total budget for my project is \$18K. Is \$10K the maximum I can apply for?

ArtsBloom includes three funding request options: \$5,000, \$10,000 or \$20,000. So, \$20,000 is the maximum request that an individual or group can make in a proposal. If an individual or group requests a different funding amount, we will assess the feasibility of that request within the context of other requests and the scores of all proposals. If someone submits a request for more than \$20,000, that request will be considered a request for \$20,000.

Do you require the resume of the arts organization applying or do you require resumes of every artist working on the project (even if there will be many)?

The ArtsBloom RFP does not require resumes.

If you are applying as an organization, we care most about your organization's experience and ability to complete a project. You are expected to include specific details about your organization's relevant experience in Section E. (Programming or Project History) and Section F. (Relevant Experience). (See page 7 of the RFP.)

Section H. (Programming or Project Personnel) and Section I. (Subcontractors) provide an opportunity to share information about the team members that will be involved in the project. You are only asked to submit resumes if the experience of any Project Personnel or subcontractor is not adequately illustrated in Sections E. and F. As an alternative to submitting resumes, you could include a selection of short biographies or a summary of the relevant work experience of the proposed team members to communicate the spectrum of talent on the team.

I represent a community choir. Does the City need biographic information about everyone or just the conductor, artistic director, accompanists?

Information about the primary project coordinators will be sufficient. See also, the previous question and response.

What is an acceptable percentage of the requested funding to go toward administration of the arts project?

ArtsBloom does not have a restriction on the percentage of funding to be spent on administrative fees. However, proposals will be reviewed for alignment with the ArtsBloom goals, and accordingly, proposals with administrative fees that exceed 20% of the programming or project total will likely not score as high as other proposals. In other words:

- If the proposed programming or project will be solely funded through ArtsBloom, administrative fees should not exceed 20% of the funding requested.
- If the proposed programming or project will have multiple sources of funding, administrative fees should not exceed 20% of the total programming or project cost.

ArtsBloom
Frequently Asked Questions (cont'd)

Do you require/favor projects that pay artists for their participation?

It is not a requirement. However, since one of the ArtsBloom goals is to increase economic opportunities for local artists and small arts organizations in Rochester, proposals that include payment of artists for their work will score higher than those that do not.

Do we have to fill out and submit Attachment B Standard PSA Form as part of our proposal?

No.

PROPOSAL REVIEW

Please describe the proposal review process.

The City typically convenes a review panel of seven people, consisting of four City staff and three stakeholders. Panelists receive the proposals, complete a preliminary review, then meet to discuss the proposals. After the meeting, panelists submit their final scores. The recommended awardees are shared with the Mayor for approval. Awards over \$20,000 also need to be approved by City Council.

For arts-related review panels, we usually include staff that are involved in public art implementation (from our City Arts Team), and have identified stakeholder panelists from the Arts and Creative Community Committee (the City's arts stakeholder group). To prevent conflicts of interest, anyone who intends to respond to a specific Call or RFP, or who has a relationship with someone who intends to respond, is discouraged from participating on a review panel for that specific Call or RFP.

In an effort to further diversify review panels, the City recently conducted an internal and external Call for panel volunteers, with the aim of creating panels that better reflect Rochester residents. If you are interested in volunteering for a review panel in the future, please fill out [this form](#).

Will awards be given for an amount different than what was asked for? Does the City anticipate considering proposals below the funding level requested? That is to say, if an applicant requests \$20K, is it evaluated solely at that amount, or would the City consider funding that project at the \$5 or \$10K level?

We plan to award selected individuals and groups at the amount they request in their proposals. However, we recognize the selected proposals may not add up to \$100,000 evenly. If that is the case, we will have to consider whether that means one or more proposals are offered less than their funding request.

ArtsBloom
Frequently Asked Questions (cont'd)

OTHER ARTSBLOOM QUESTIONS

Is this money is connected to NYSCA funding at all? (New York State Council on the Arts)

No. ArtsBloom is funded with City money through the City's Percent for the Arts program. Programming and projects that are receiving funding through NYSCA are eligible for ArtsBloom funding. Be sure to include all sources of funding in your budget (as required in the RFP).

I am an artist. I would like to do more community-based projects where I involve residents, schools and community groups. How do I do that? Do I approach them or would the City choose?

Your first decision is at what point(s) you would like to involve community in the project. Some examples: You could involve them in conceptualizing the project, using ideas they come up with to inspire the project; you could involve them in the final decision for the project, offering options and allowing them to essentially vote for one; and/or you could have community members help with completing the project. If you have community members help with completing the project, you could propose to use some of the ArtsBloom funding to pay them for their time.

If you intend to involve the community in the project, please let us know in your proposal and as best as possible, describe your plan for how to do that. The City is happy to connect awardees with community groups, schools, etc., in order to support participatory artmaking.

If you would like to get a conversation started with residents or a school prior to submitting a proposal, we recommend that you reach out to the community group, R-Center and/or school in the neighborhood that you are proposing your programming or project. If you need help connecting with a community group, reach out to the quadrant's [Neighborhood Service Center \(NSC\)](#) and ask; NSCs have a list of all city neighborhood associations and business associations with contact information.

Additionally, if you are unsure of the location for your programming or project but are open to using a City-owned property, please feel free to propose a specific City-owned property, or let us know that you are open to the City suggesting a City-owned property.

What sort of final reporting requirements will there be?

Selected individuals and groups will enter into a Professional Services Agreement (PSA) with the City. The City typically requires regular meetings with City staff during the term of the PSA and monthly invoicing with submission of receipts for all expenses. However, the City anticipates that each program and/or project that is awarded ArtsBloom funding may have different schedules. For example, a theatre production may show throughout November, while a street painting may be planned for next spring. Accordingly, a meeting and invoicing schedule will be determined with each awardee based on their program or project. That schedule will be included along with a Scope of Services tailored to the specifics of the program or project in the PSA. The City does not anticipate a "final report" at the completion of the programming or project other than a reconciling of the invoicing and budget.

ArtsBloom
Frequently Asked Questions (cont'd)

OTHER NON-ARTSBLOOM QUESTIONS

Can not-for-profit organizations obtain M/WBE certification?

No. M/WBE certification is for licensed businesses only.

Can you provide instructions on how to obtain official M/WBE Certification?

New York State administers certification of Minority- and Women-Owned Business Enterprises (M/WBE). The City has a team of staff that support local businesses in pursuing certification. Learn more by visiting <https://cityofrochester.gov/mwbe/>.

We are working with relevant City staff to organize M/WBE certification workshops for artists and arts organizations. If you are interested, please email Heather Anderson at heather.anderson@cityofrochester.gov.

How many applications did you receive for your current Mosaics and Murals programs, and how many were ultimately funded?

My Rochester (murals program): 17 concepts were submitted. Six were selected as Finalists. We are still determining how many will be awarded. (It will be at least two.)

LOCUS:FOCUS (mosaics program): 13 were concepts submitted. Five were selected as Finalists. They are working on their final proposals now. There will be one artist awarded to create two or more mosaics.