

# CREATIVE INDUSTRY WORKFORCE GRANTS

Requests for Proposals



**The City of Philadelphia**

**Office of Arts, Culture and the Creative Economy**

**Department of Commerce**



# INTRODUCTION

- Gary P. Steuer, Chief Cultural Officer  
Office of Arts, Culture and the Creative Economy
- Kevin Dow, Deputy Commerce Director,  
Neighborhood & Business Services,
- Q & A
  - Moira Baylson, Deputy Cultural Officer, Office of  
Arts, Culture and the Creative Economy
  - Andrew Frishkoff, Director, Neighborhood Economic  
Development, Commerce Department





# AGENDA

- Timeline
- eContract Philly
- ARRA & CDBG Overview
- Review of RRP
  - Grant Description
  - Grant Eligibility
  - Project Priorities
  - Application Content
  - Application Requirements
- FAQ





# TIMELINE

- **FAQ Available: November 25 and updated on December 15**
- **QUESTIONS DEADLINE: 5pm, Friday, December 11**
- **SUBMISSIONS DEADLINE: 5pm, Friday, December 18**
- **NOTIFICATION: On or after February 1, 2010**





# ECONTRACT PHILLY

- **MUST APPLY ONLINE** at eContract Philly  
(<https://ework.phila.gov/econtractphilly/>)
- You must Login/Register to submit an application
- Website is NOT compatible with Macs; must use a PC with Internet Explorer 5.0 or higher to ensure full functionality
- Give yourself plenty of time to upload materials
- Finding the Contract:
  - Click on “New Contract Opportunities” on left for the list
  - Listed by Department “Commerce”
  - Listed by date posted: 11/13/09
- **For technical assistance:**
  - [econtractphilly@phila.gov](mailto:econtractphilly@phila.gov)
  - 215-686-4914





# ARRA & CDBG ELIGIBILITY

- American Recovery and Reinvestment Act of 2009
  - Create jobs – stimulate the economy- within short period of time
  - Prohibits the use of funds for **casinos, aquariums, zoos, golf courses, or swimming pools.**
  - <http://www.recovery.gov>
- Community Development Block Grants Recovery Program
  - Develop low/mod income communities
  - Maximize job retention and creation
  - Carry out infrastructure improvements
  - <http://www1phila.gov/ohcd/consolplan.htm>





# CDBG LOW/MOD INCOME JOBS

## APPENDIX

### REFERENCE TABLE: SECTION 8 ELIGIBILITY, ANNUAL INCOME

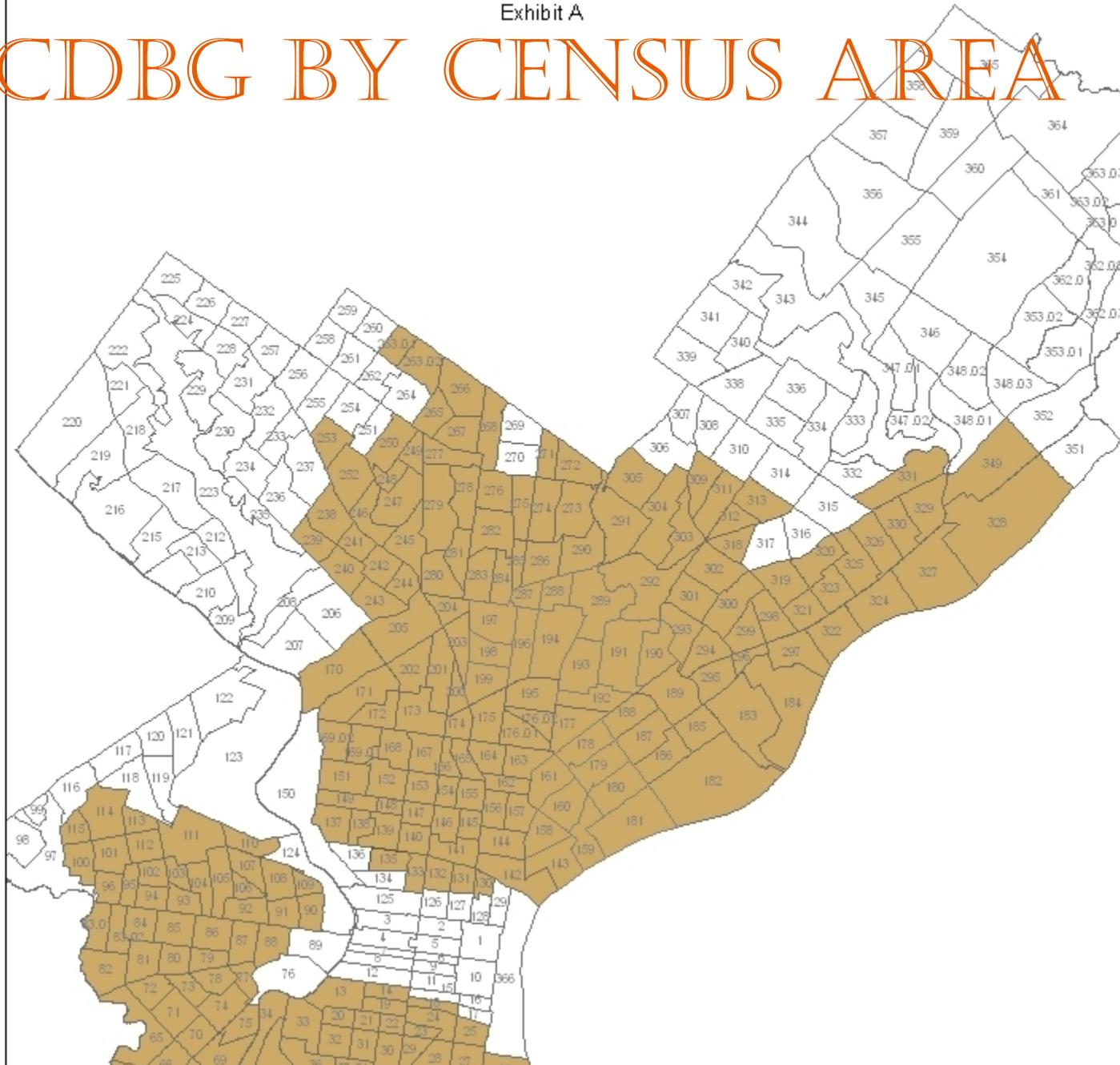
Household Size	Very Low 25%	30%	Low 50%	60%	Moderate 80%	Middle 120%
1	\$13,625	\$16,350	\$27,250	\$32,700	\$43,600	\$65,400
2	\$15,550	\$18,700	\$31,100	\$37,320	\$49,800	\$74,640
3	\$17,500	\$21,000	\$35,000	\$42,000	\$56,050	\$84,000
4	\$19,450	\$23,350	\$38,900	\$46,680	\$62,250	\$93,360
5	\$21,000	\$25,200	\$42,000	\$50,400	\$67,250	\$100,800
6	\$22,550	\$27,100	\$45,100	\$54,120	\$72,200	\$108,240
7	\$24,125	\$28,950	\$48,250	\$57,900	\$77,200	\$115,800
8	\$25,675	\$30,800	\$51,350	\$61,620	\$82,150	\$123,240
More than 8 in household, add per person:						
Annual	1,556	1,868	3,112	3,734	4,980	7,469

These figures are based on the Section 8 annual income limits for low- and moderate-income households set by the U.S. Department of Housing and Urban Development (HUD), effective March 20, 2009. HUD defines 50 percent of area median income as "very low income" and 80 percent as "low income." The definition of very low-, low- and moderate-income in this table are based on City Ordinance 1029-AA which defines 50 percent of area median income as "low income" and 80 percent as "moderate income."



Exhibit A

# CDBG BY CENSUS AREA





# CDBG: WAYS TO MEET

## TITLE 24--HOUSING AND URBAN DEVELOPMENT

### Activities benefiting low- and moderate-income persons.

#### (1) Area benefit activities.

- (i) An activity, the benefits of which are available to all the residents in a particular area, where at least 51 percent of the residents are low and moderate income persons. See map of Low- and Moderate-Income Census Tracts in the city. ...An activity that serves an area that is not primarily residential in character shall not qualify under this criterion.

#### (2) Limited clientele activities.

- (i) An activity which benefits a limited clientele, at least 51 percent of whom are low- or moderate-income persons. To qualify under paragraph (a)(2) of this section, the activity must meet one of the following tests:
  - (A) Benefit a clientele who are generally presumed to be principally low and moderate income persons. Activities that exclusively serve a group of persons in any one or a combination of the following categories may be presumed to benefit persons, 51 percent of whom are low- and moderate-income: abused children, battered spouses, elderly persons, adults meeting the Bureau of the Census' Current Population Reports definition of "severely disabled," homeless persons, illiterate adults, persons living with AIDS, and migrant farm workers; or
  - (B) Require information on family size and income so that it is evident that at least 51 percent of the clientele are persons whose family income does not exceed the low and moderate income limit; or
  - (C) Have income eligibility requirements which limit the activity exclusively to low and moderate income persons; or
  - (D) Be of such nature and be in such location that it may be concluded that the activity's clientele will primarily be low and moderate income persons...
- (iii) A **microenterprise assistance activity** carried out in accordance with the provisions of Sec. 570.201(o) with respect to those owners of microenterprises and persons developing microenterprises assisted under the activity during each program year who are low- and moderate-income persons. For purposes of this paragraph, persons determined to be low and moderate income may be presumed to continue to qualify as such for up to a three-year period.

- (4) **Job creation or retention activities.** An activity designed to create or retain permanent jobs where at least 51 percent of the jobs, computed on a full time equivalent basis, involve the employment of low- and moderate-income persons.

**Exception: (F) Where CDBG funds are used for public facilities or improvements which will result in the creation or retention of jobs by more than one business, this requirement may be met by aggregating the jobs created or retained by all such businesses as a result of the public facility or improvement.**





# GRANT DESCRIPTION

- Projects have a primary creative industry use – either for profit, nonprofit or a combination
- Must be facility related projects
  - Construction, rehabilitation or expansion
  - Architectural and engineering services are eligible if part of an active capital project
  - Eligible projects: new or renovated office space, mixed-use facilities, artist workspace and creative industry incubators
- Temporary and Permanent Jobs
- Reimbursement Grants
- **TOTAL PROGRAM BUDGET: \$500,000**
- **GRANT RANGE: \$20,000-\$100,000**
  - Average grant will be \$50,000
  - Expect to make approximately 10 grants





# ELIGIBILITY CRITERIA

- Begin construction within 3 months and complete within 24 months
- Meets federal CDBG eligibility guidelines
- Has site control
  - Ownership, Agreement of Sale or Lease-hold with unexpired period of 10 years.
- City permits and approvals
- Committed financing and evidence of a gap
- Sites have a primary creative industry use





# PRIORITIZATION

- Experience and demonstrated capacity with a similar project
- Evidence engaging community and stakeholders
- Projects that promote energy conservation, smart growth, green building technologies or reduced pollution emissions
- Near term business expansion plans that include new jobs
- Innovative facility solutions that reduce overhead and other operating costs





# APPLICATION CONTENT

- Checklist and Cover Sheet with appropriate signatures
- Project Narrative
  - *Outcome*
  - *Job Creation*
  - *Community*
  - *Applicant*
  - *Budget*
  - *Feasibility*
- Project Development Team
- Project Budget
- Construction Cost Breakdown
- Documentation of Project Related Financing
- Project Schedule





# APPLICATION CONTENT I CONT'D

- Architectural Drawing or Construction Documents
- Evidence of site control
- Three relevant client/business references
- Annual Operating Budget
- Most recent 2 years' Audited Financial Statements (*for nonprofit businesses only*)
- Current Board List
- Resumes of Principals who will work on the project
- Copies of all applicable State and Federal licenses and registrations
- Completed Solicitation for Participation and Commitment Form





# APPLICATION REQUIREMENTS

- **MUST APPLY ONLINE ON eCONTRACT PHILLY**  
(<https://ework.phila.gov/econtractphilly/>)
- **MUST SUBMIT FIVE HARD COPIES (and one original) to:**  
**Creative Industry Workforce Grants**  
**Office of Arts, Culture & the Creative Economy**  
**Room 708 City Hall**  
**Philadelphia, PA 19102**
- Both eContract and hard copies must be received by the 5pm deadline on 12/18/09 at 5pm





# MBE, WBE, AND DSBE SOLICITATION

## Best Faith Efforts to Solicit Minority (MBE), Women (WBE), and Disabled (DSBE) Business Enterprises

- City of Philadelphia's Directory of Certified Firms
  - Contact the Office of Economic Opportunity at **215-686-6232**
  - **<http://mbec.phila.gov/home/directory.asp>** or
- Pennsylvania Unified Certification Program's Directory of Disadvantaged Business Enterprises
  - **<http://www.paucp.com>**





# FINANCIAL DISCLOSURE FORMS

- Applicants and contractors are now required to disclose their campaign contributions, any consultants used and contributions the consultants have made, prospective subcontractors, and whether they have received any requests or advice on satisfying minority owned business participation goals from City employees.
- This information, as well as a proposal or any other response document required, are part of the online application.
- For more information, please consult the reference materials found on the website, e-mail [econtractphilly@phila.gov](mailto:econtractphilly@phila.gov) or call 215-686-4914.





# FAQ

FAQ & Slides will be posted at:

<http://www.phila.gov/recovery/> and with the  
RFP at:

<https://ework.phila.gov/econtractphilly/>

Questions? Please review our FAQ section.  
If you have additional questions please  
contact us by email: [creative@phila.gov](mailto:creative@phila.gov)

