

Creative Economies in Action: 2025 Statewide Engagement Tour
Regional Engagement Partners
Strategic Communications Partner
RFPs

Frequently Asked Questions

ELIGIBILITY AND BID PACKAGE

Who is eligible to apply for this contract?

Individuals, businesses (for profit), sole proprietors, partnerships, small business or disabled veteran business enterprise, non-profit organizations with 501c3, government entities, educational institutions, and joint powers of agreement (JPAs) are eligible to apply.

Can I partner with another individual, business, organization?

Bidders may partner with others on the bid package. All sub-contractors/partners should be outlined in the Team Description and Experience section as well as reflected in the Cost Proposal Worksheet. CAC will conduct a commercially useful function (CUF) assessment to ensure bidder and subcontractors are CUF compliant.

Do I have to live in CA to be eligible for this contract?

Individuals, sole proprietors, partnerships may need to be California residents. Businesses (for profits and non-profits) need to have a valid business license to do work in California and/or registered with the California Secretary of State.

Which forms do I need to fill out?

All the required forms (attachments) are available with the Cal eProcure posting. Please read the entire RFP carefully and thoroughly to ensure bidder is following all the RFP requirements. Please review the documentation within the RFP and individual forms for instructions and send questions to Carla Pareja at Carla.pareja@arts.ca.gov.

Should I include visuals in my proposal materials?

There will be no added points to proposals that include visuals, however, we encourage Strategic Communications Partner bidders to illustrate their work examples that best illustrate their approach and content generation.

What is CAC looking for in a contractor(s)?

The RFP goes into details of desired qualifications for each type of contractor.

In general, CAC is seeking contractors who have:

- Have deep connections within the regions they are applying to serve;
- Are able to mobilize quickly;
- Have experience putting on events and getting diverse communities to participate;
- Have an interest in the creative economy;
- Have knowledge about the creative economy locally, regionally and/or statewide; and
- Have a collaborative mindset and approach.

For Regional Engagement Partners, CAC is hoping for contractors who also:

- Have deep connections within the regions they are applying to serve; and
- Have experience putting on events and getting diverse communities to participate.

For Strategic Communications Partner, CAC is hoping for contractors who also:

- Have extensive experience with large-scale public engagement campaigns serving the social service, non-profit or for-profit creative sectors.

GENERAL BUDGET AND FINANCIALS

Is the budget listed in the RFP flexible (i.e., are there more funds available above the listed budget)?

No, the budget listed is the maximum amount available for each contract.

Will successful contractors receive all the funds up front or based on monthly schedule of activities?

The State of California pays in arrears or after the services have been rendered satisfactorily. However, payment schedule will be determined during contracting.

Are expenses included in the budget maximum listed in the RFP?

Yes, the budgets are inclusive of anticipated expenses. Cost proposals cannot exceed the maximum budget.

REGIONAL ENGAGEMENT PARTNERS RFP

How many regions can I submit a bid for?

Bidders may apply to multiple regions, as many as the bidder desires. Bidders interested in submitting for multiple regions are encouraged to consider proposals that include contiguous geographies.

How do I present the project budget if I am bidding to serve for multiple regions?

You will need to provide a separate cost proposal worksheet for each region. Please include an individual tab in the workbook for each region's budget, even if you are proposing the same budget for each region.

Will I have a better chance of getting a contract if I submit a bid to serve multiple regions?

No, but we encourage interested bidders to apply to serve multiple contiguous regions, even if there is a greater connection to one region vs. another.

How many contractors will be selected per region?

Ideally, we are seeking to have at least one contractor represent each region.

How will CAC select contractors for each region?

There is a multi-phase evaluation process that is described in detail in the RFP and accompanying documentation.

The general process will be as follows:

- Administrative review to assess the completeness and accuracy of the entire bid package including required documents that should accompany the proposal narrative and materials.
- Technical review to assess the quality of the proposal components, capacity of the bidder and cost proposal among other things.
 - Regional Engagement Partner bidders are required to complete a form that identifies which regions they are bidding on. In that form, bidders should describe their first, second, third and so on (based on their given desire and experience working within a specific region).
 - CAC will review and score bidders for each region and determine the highest scoring and fit for each region individually.
 - CAC will match scores and finalists to each bidder based on their priority and award contracts to at least one contractor per region.
- There is an additional review of cost proposal, and points associated with special business designations (e.g., Disabled Veterans Small Business).
- Any one contractor may be awarded for multiple regions.
- CAC reserves the right to limit the number of regions any one contractor may be awarded.

- CAC reserves the right to consolidate regions based on the number and quality of proposals.