

CULTURAL INVESTMENT FUNDING PROGRAM: INTENT TO APPLY FY 2025-2026

July 1, 2025 through June 28, 2026



CITY OF SANTA FE
ARTS & CULTURE

CIFP FY2026 APPLICATION

- Applicants will first complete an Intent to Apply between December 1, 2024 and January 5, 2025, to establish eligibility.
- The full application will then open January 6.
- Full applications for all categories will be available for download in December 2024.
- This will allow potential applicants to review and prepare for application cycle opening.
- Application deadlines will be sixty (60) business days after the full application opens for all categories: March 31, 2025.
- Application review will take place in April 2025. All applications are reviewed by panels of Arts Commissioners and arts professionals. Individual feedback on applications is not available.
- Announcement of awards will take place in May 2025.

OVERVIEW OF CATEGORIES

Please correctly identify your organization's category before you begin the application.

- Traditional Marketing Impact **Category A** (TMI-A) funds traditional national, international, and regional marketing and advertising of programming with awards of \$15K. **This program is designed for 501(c)3 nonprofit arts groups with an organizational budget over \$2 million.**
- Traditional Marketing Impact **Category B** (TMI-B) funds traditional national, international, and regional marketing and advertising of programming with awards of \$15K. **This program is designed for 501(c)3 nonprofit arts groups with an organizational budget of \$500,000 - \$1,999,999.**
- Traditional Marketing Impact **Category C** (TMI-C) funds traditional national, international, and regional marketing and advertising of programming with \$15K. **This program is designed for 501(c)3 nonprofit arts groups with an organizational budget of \$499,999 and below.**
- Our **Collaborative Impact (CI)** category challenges organizations of any size to collaborate and create new ways of presentation via traditional and/or innovative media. **At least one of the applying collaborators must be a 501(c)3 nonprofit arts-centered organization.** Typically these are awarded to a maximum of three projects, with awards of \$30,000 each.

INTENT TO APPLY

- The Intent to Apply step allows applicants to ensure they meet eligibility requirements, and will allow uploads of required documents prior to the full application cycle opening in January 2025.
- Intent to Apply is now a REQUIRED SUBMISSION.
- If your organization is applying for both Traditional Marketing Impact funding AND a Collaborative Impact grant, an Intent to Apply must be submitted for **both** categories.
- Once the Intent to Apply is received and reviewed by Arts & Culture Staff for eligibility and completeness, you will be notified via email of the status as either declined or approved to move on to the full application.
- The Intent to Apply period is open December 1, 2024, through January 5, 2025 at 6:00 pm MST.

INTENT TO APPLY: GETTING STARTED

Head to santafenm.gosmart.org.

Once you've created your account and/or logged in, find your organization's category.

Here's an example of what the intent to apply starting page looks like.

Traditional Marketing Impact FY 2025 -2026 Category C (up to \$499K budgets)

Traditional Marketing Impact FY 2025 -2026 Category C (up to \$499K budgets)

Program Description:

Traditional Marketing Impact (TMI) Category C grant maintains a strategic course of providing marketing/promotional services of seasonal or year-round programming. Applicant organizations will also provide programs and services that support the Arts and Culture Department's work in the areas of youth arts, economic growth, creative spaces and engagement. Only organizations with an overall program budget of \$499K and below are eligible to apply for the TMI-C Category.

Program Message:

Traditional Marketing Impact Category C supports the individual arts and culture 501(c)3 organization in traditional modes of print, promotion and advertising in all media forums (including digital).

Award amounts are \$15,000. Programming must take place between July 1, 2025 through June 28, 2026.

Dates & Deadlines	Actions	View
Available ● Dec 1, 2024 8:00 am MST	START Intent to Apply	Preview
Intent To Apply ● Jan 5, 2025 6:00 pm MST		

INTENT TO APPLY: DOCUMENTS YOU'LL NEED

- A 501(c)3 Incorporation certificate from 2020 or sooner
- Copy of organization's overall budget (no specific format required)
- Copy of City of Santa Fe current business license
- The organization's official mission statement, which includes the arts
- Your organization's current board list, along with a statement describing your board composition's specific forms of diversity

The Intent to Apply **MUST be completed in its entirety, including uploads, to be reviewed.**



INTENT TO APPLY: COMPLETION!

- Once the Intent to Apply is received and reviewed by Arts & Culture Staff for eligibility and completeness, you will be notified via email of the status as either declined or approved to move on to the full application.
- If your Intent to Apply is declined, our staff is available to explain what disqualified the application. **We recommend submitting well before the deadline to allow time to rectify any issues.**
- If you have received an approval notification, you will need to return to the GoSmart portal once the application cycle has opened (anytime from January 6 onward) to complete the application portion.

GOSMART TIPS

- Follow each prompt including uploads (most questions and prompts are set to required*)
- Remember to click **SAVE** at the bottom of each page before selecting NEXT to continue
- Uploads are best when submitted as a compiled pdf. For image uploads, we suggest you compile via PowerPoint / Keynote / Slides and export or print as a pdf version.
- When completed, click SUBMIT. You will receive a message confirming your application submission.
- Applications will not be accepted after the submission deadline, no exceptions.
- For any questions regarding the application or uploads please contact artsandculture@santafenm.gov, or call Project Specialist Sage Graham at 505-470-7798 or Arts Services Coordinator Melissa Velasquez at 505-531-7540.