

CULTURAL INVESTMENT  
FUNDING PROGRAM (CIFP)  
APPLICATION CYCLE  
FISCAL YEAR 2023-2024



# CIFP FY2023-2024 APPLICATION

- SIGNIFICANT CHANGES HAVE BEEN MADE TO APPLICATION FOR FY2023-2024 CYCLE, THESE CHANGES WERE MADE BASED OF FEEDBACK FROM ORGANIZATIONS DURING ARTS COMMISSION SITE VISITS AND THE CIFP FOCUS GROUP HELD ON OCTOBER 19, 2022.
- CHANGES INCLUDE:
  - INTENT TO APPLY
  - REVISED CATEGORIES, QUESTIONS AND DATA TABLES
  - FULL APPLICATIONS FOR ALL CATEGORIES WILL BE AVAILABLE FOR DOWNLOAD BEGINNING DECEMBER 1, 2022. THIS WILL ALLOW POTENTIAL APPLICANTS TO REVIEW AND PREPARE FOR APPLICATION CYCLE OPENING.
  - APPLICATION DEADLINES HAVE BEEN NOW SET TO A STANDARD MOVING FORWARD:
    - TRADITIONAL MARKETING IMPACT CATEGORIES - FORTY-FIVE (45) BUSINESS DAYS (BASED ON CITY OF SANTA FE CALENDAR)
    - COLLABORATIVE IMPACT – SIXTY (60) BUSINESS DAYS (BASED ON CITY OF SANTA FE CALENDAR)

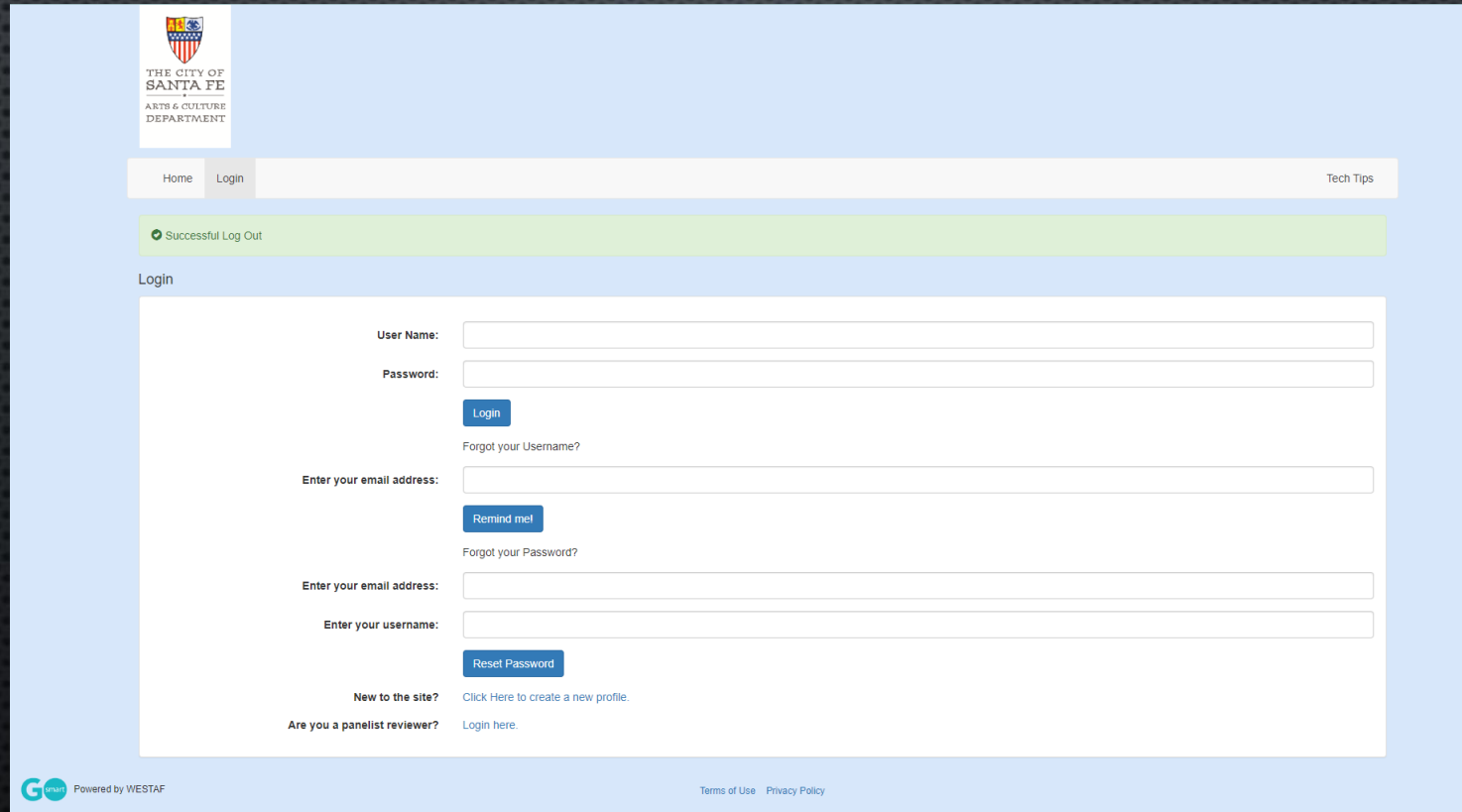


# OVERVIEW OF CATEGORIES

- TRADITIONAL MARKETING IMPACT CATEGORY A (TMI-A), HONORS THE TRADITION OF OUR GRANT MAKING HISTORY BY FUNDING TRADITIONAL NATIONAL, INTERNATIONAL, AND REGIONAL MARKETING AND ADVERTISING OF PROGRAMMING. THIS PROGRAM IS DESIGNED FOR NON-PROFIT ARTS GROUPS WHO DO NOT WISH TO COLLABORATE WITH ORGANIZATIONS OUTSIDE OF THEIR SPHERE, AND ALSO HAVE AN ORGANIZATIONAL BUDGET OVER \$2 MILLION DOLLARS. MAXIMUM OF TEN (10) ORGANIZATIONS RECEIVING \$20,000 AWARDS EACH.
- TRADITIONAL MARKETING IMPACT CATEGORY B (TMI-B), HONORS THE TRADITION OF OUR GRANT MAKING HISTORY BY FUNDING TRADITIONAL NATIONAL, INTERNATIONAL, AND REGIONAL MARKETING AND ADVERTISING OF PROGRAMMING. THIS PROGRAM IS DESIGNED FOR NON-PROFIT ARTS GROUPS WHO DO NOT WISH TO COLLABORATE WITH ORGANIZATIONS OUTSIDE OF THEIR SPHERE, AND ALSO HAVE AN ORGANIZATIONAL BUDGET WITHIN \$500,000 - \$1,999,999. MAXIMUM OF TEN (10) ORGANIZATIONS RECEIVING \$15,000 AWARDS EACH.
- TRADITIONAL MARKETING IMPACT CATEGORY C (TMI-C), HONORS THE TRADITION OF OUR GRANT MAKING HISTORY BY FUNDING TRADITIONAL NATIONAL, INTERNATIONAL, AND REGIONAL MARKETING AND ADVERTISING OF PROGRAMMING. THIS PROGRAM IS DESIGNED FOR NON-PROFIT ARTS GROUPS WHO DO NOT WISH TO COLLABORATE WITH ORGANIZATIONS OUTSIDE OF THEIR SPHERE, AND ALSO HAVE AN ORGANIZATIONAL BUDGET WITHIN \$100,000 - \$499,999. MAXIMUM OF TEN (10) ORGANIZATIONS RECEIVING \$10,000 AWARDS EACH.
- COLLABORATIVE IMPACT (CI), COLLABORATIVE IMPACT CATEGORY CHALLENGES ORGANIZATIONS TO COLLABORATE AND CREATE NEW WAYS OF PRESENTATION VIA TRADITIONAL AND/OR INNOVATIVE MEDIA. MAXIMUM OF THREE (3) PROJECT AWARDS RECEIVING \$30,000 EACH.

# CREATING YOUR ORGANIZATION PROFILE IN GOSMART

NAVIGATE TO GOSMART PORTAL VIA: <https://santafenm.gosmart.org/login.php>



The screenshot displays the GOSMART login interface. At the top left is the City of Santa Fe logo and the text 'THE CITY OF SANTA FE ARTS & CULTURE DEPARTMENT'. A navigation bar contains 'Home', 'Login', and 'Tech Tips' links. A green banner indicates a 'Successful Log Out'. The main section is titled 'Login' and contains two sets of login fields. The first set includes 'User Name:' and 'Password:' labels, followed by input boxes and a 'Login' button. Below this is a 'Forgot your Username?' link and an 'Enter your email address:' input box with a 'Remind me!' button. The second set includes a 'Forgot your Password?' link, an 'Enter your email address:' input box, an 'Enter your username:' input box, and a 'Reset Password' button. At the bottom of the login section are two links: 'New to the site? Click Here to create a new profile.' and 'Are you a panelist reviewer? Login here.' The footer includes the GOSMART logo, 'Powered by WESTAF', and links for 'Terms of Use' and 'Privacy Policy'.

THE CITY OF  
SANTA FE  
ARTS & CULTURE  
DEPARTMENT

Home Login Tech Tips

Successful Log Out

Login

User Name:

Password:

Login

Forgot your Username?

Enter your email address:

Remind me!

Forgot your Password?

Enter your email address:

Enter your username:

Reset Password

New to the site? Click Here to create a new profile.

Are you a panelist reviewer? Login here.

GOSMART Powered by WESTAF

Terms of Use Privacy Policy



# LOGIN INSTRUCTIONS

- IF YOU ARE AN EXISTING USER YOU WILL NEED YOUR USERNAME AND PASSWORD>LOGIN
- IF YOU ARE NEW TO THE CIFP AND THE GOSMART PORTAL YOU CAN CREATE A PROFILE BY NAVIGATING TO THE BOTTOM OF THE LOGIN PAGE

>

New to the site?

[Click Here to create a new profile.](#)

FOR ANY ISSUES REGARDING LOGIN PLEASE CONTACT  
ERMINIA TAPIA, [EMTAPIA@SANTAFENM.GOV](mailto:EMTAPIA@SANTAFENM.GOV) OR (505)955-6707



# INTENT TO APPLY

- THIS IS A NEW FUNCTION BUILT INTO THE CFP FY2023-2024 CYCLE. THIS WILL ALLOW APPLICANTS TO ENSURE THEY MEET ELIGIBILITY REQUIREMENTS AND WILL ALLOW UPLOADS OF REQUIRED DOCUMENTS PRIOR TO THE APPLICATION CYCLE OPEN IN JANUARY 2023.
- INTENT TO APPLY IS NOW A REQUIRED SUBMISSION. IF YOUR ORGANIZATION IS APPLYING FOR BOTH A TRADITIONAL MARKETING IMPACT AND COLLABORATIVE IMPACT AN INTENT TO APPLY MUST BE SUBMITTED FOR BOTH CATEGORIES.
- ONCE INTENT TO APPLY IS RECEIVED AND REVIEWED BY ARTS AND CULTURE STAFF FOR ELIGIBILITY AND COMPLETENESS, YOU WILL BE NOTIFIED VIA EMAIL OF THE STATUS AS EITHER APPROVED OR DECLINED TO MOVE ONTO THE APPLICATION PORTION.
- THE INTENT TO APPLY PERIOD IS OPEN ON DECEMBER 1, 2022 @ 8:00AM MST THROUGH JANUARY 3, 2023 @ 5:00PM MST.

# INTENT TO APPLY PT 2...

- BELOW IS AN EXAMPLE OF THE NEW INTENT TO APPLY FUNCTION (THIS MAY BE TITLED DIFFERENT BASED ON THE CATEGORY/CATEGORIES IN WHICH YOUR ORGANIZATION IS APPLYING FOR):

**Traditional Marketing Impact FY 2023 -2024 Category A**

**Program Description:**  
Traditional Marketing Impact (TMI) Category A 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.

**Message about Program:**  
Traditional Marketing Impact Category A 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 \$20,000. It is anticipated that contracts will be effective July 1, 2023. All services must be rendered by June 30, 2024.

<b>Available:</b>	November 2nd, 2022 8:00 AM	<a href="#">START Intent to Apply</a>
<b>Intent to Apply Submission Deadline:</b>	February 15th, 2023 10:00 AM	<a href="#">Preview</a>
<b>Final Submission Deadline:</b>	March 7th, 2023 5:00 PM	

- START>

[START Intent to Apply](#)

- INTENT TO APPLY MUST BE COMPLETED IN ITS ENTIRETY INCLUDING UPLOADS IN ORDER TO BE CONSIDERED FOR REVIEW



# INTENT TO APPLY PT 3...

- DOCUMENTS NEEDED IN ORDER TO COMPLETE SUBMISSION INCLUDE:
  - 501©3 INCORPORATION CERTIFICATE
  - COPY OF ORGANIZATIONS OVERALL BUDGET (NO SPECIFIC FORMAT REQUIRED)
  - COPY OF CITY OF SANTA FE CURRENT BUSINESS LICENSE
  - ORGANIZATIONS MISSION STATEMENT WHICH INCLUDES ARTS
  - YOUR ORGANIZATIONS CURRENT BOARD LIST (IF POSSIBLE PLEASE INDICATE WITH AN ASTERISK \*, ANY MEMBERS WHO SELF-IDENIFY AS BIPOC, LGBTQIA+ (LESBIAN, GAY, BISEXUAL, TRANSGENDER, QUEER OR QUESTIONING, INTERSEX, ASEXUAL, AND MORE)



# INTENT TO APPLY COMPLETED...

- ONCE INTENT TO APPLY HAS BEEN SUBMITTED, ARTS AND CULTURE STAFF WILL REVIEW THE SUBMISSION(S) FOR ELIGIBILITY AND COMPLETENESS.
- YOU WILL RECEIVE EITHER AN APPROVE OR DECLINED NOTIFICATION VIA EMAIL.
- IF YOU HAVE RECEIVED AN APPROVAL NOTIFICATION YOU WILL NEED TO RETURN TO THE GOSMART PORTAL ONCE THE APPLICATION CYCLE HAS OPENED TO COMPLETE THE APPLICATION PORTION. BELOW IS AN EXAMPLE OF HOW TO BEGIN YOUR APPLICATION:

## Traditional Marketing Impact FY 2023 -2024 Category A

### Program Description:

Traditional Marketing Impact (TMI) Category A 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.

### Message about Program:

Traditional Marketing Impact Category A 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 \$20,000. It is anticipated that contracts will be effective July 1, 2023. All services must be rendered by June 30, 2024.

**Available:** November 2nd, 2022 8:00 AM

**Intent to Apply Submitted** - [View PDF](#) | **START #TMI-A-FY240002 (INTENT TO APPLY APPROVED)** - [View PDF](#)

**Intent to Apply Submission Deadline:** February 15th, 2023 10:00 AM

[Preview](#)

**Final Submission Deadline:** March 7th, 2023 5:00 PM

# INTENT TO APPLY COMPLETED...

- ONCE YOUR ORGANIZATIONS INTENT TO APPLY HAS BEEN SUBMITTED, ARTS AND CULTURE STAFF WILL REVIEW THE SUBMISSION(S) FOR ELIGIBILITY AND COMPLETENESS.
- YOU WILL RECEIVE EITHER AN APPROVE OR DECLINED NOTIFICATION VIA EMAIL.
- IF YOU HAVE RECEIVED AN APPROVAL NOTIFICATION YOU WILL NEED TO RETURN TO THE GOSMART PORTAL ONCE THE APPLICATION CYCLE HAS OPENED TO COMPLETE THE APPLICATION PORTION. BELOW IS AN EXAMPLE OF HOW TO BEGIN YOUR APPLICATION:

[START #TMI-A-FY240002 \(INTENT TO APPLY APPROVED\)](#)

## Traditional Marketing Impact FY 2023 -2024 Category A

### Program Description:

Traditional Marketing Impact (TMI) Category A 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.

### Message about Program:

Traditional Marketing Impact Category A 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 \$20,000. It is anticipated that contracts will be effective July 1, 2023. All services must be rendered by June 30, 2024.

**Available:** November 2nd, 2022 8:00 AM  
**Intent to Apply Submission Deadline:** February 15th, 2023 10:00 AM  
**Final Submission Deadline:** March 7th, 2023 5:00 PM

**Intent to Apply Submitted** - [View PDF](#) | [START #TMI-A-FY240002 \(INTENT TO APPLY APPROVED\)](#) - [View PDF](#)  
[Preview](#)



# IMPORTANT DATES

- INTENT TO APPLY OPENS - DECEMBER 1, 2022 8AM MST THROUGH JANUARY 3, 2023 5PM MST
- APPLICATION CYCLE OPENS –
  - TRADITIONAL MARKETING IMPACT CATEGORIES – JANUARY 4, 2023 8AM THROUGH MARCH 8, 2023 5PM MST
  - COLLABORATIVE IMPACT – JANUARY 4, 2023 8AM THROUGH MARCH 28, 2023 5PM MST
- REVIEW PANEL – MID APRIL 2023 (ESTIMATED)
- AWARD/DECLINATION NOTIFICATIONS – MAY 2023



# CIFP FY2023-2024 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 AND DOWNLOAD TO A PDF VERSION FOR ATTACHMENT.
- 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 ERMINIA TAPIA, PROJECT SPECIALIST, [EMTAPIA@SANTAFENM.GOV](mailto:EMTAPIA@SANTAFENM.GOV), (505)955-6707.