



THE CITY OF
SANTA FE
ARTS & CULTURE
DEPARTMENT

Santa Fe Arts & Culture Department - Collaborative
Impact FY 2023- 2024

Application #

Primary Contact:

Phone:

Email:

Applicant Profile

Legal Name

Address

Telephone

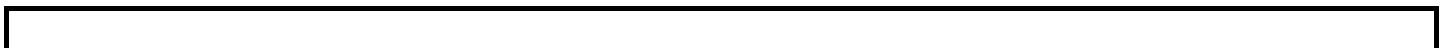
Primary Contact

Applicant Status

Applicant Institution

Applicant Discipline

FEIN / TAX ID





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Cultural Investment Program

FY 2023-2024 (July 1, 2023 through June 28, 2024) Cycle of the City of Santa Fe Arts and Culture Department's Cultural Investment Funding Program

"Culture embodies the shared complex and diverse heritage of a community, including its tangible and intangible virtues...It is the quiet and restless imagination that becomes expression, from which emanates writing, song, performance, painting, sculpture, cuisine, dance, design and story. When recognized, coalesced and leveraged, culture is transformative. It ignites creativity, consciousness and capacity."

Culture Connects Roadmap

Collaborative Impact Grant (CI), challenges organizations to collaborate and create new ways of presentation via traditional media. Our view is that this will allow a more diverse range of groups the ability to create new marketing opportunities for themselves. Maximum of three (3) projects receiving \$30,000 awards each.

COLLABORATIVE IMPACT (CI)- (3) Awards in the amount of \$30,000

Program Description

The Collaborative Impact (CI) grant focuses the programmatic efforts of Santa Fe's arts non-profit organizations on the development/creation of new media and/or programs intended to promote both Santa Fe's rich and diverse arts and culture arena. The goal is to encourage collaborative projects independent of the partnering organizations' traditional programming and foster the sharing of ideas, staff, materials and resources. Collaborations must originate from at least one LEAD arts non-profit organization in partnership with other non-profits or arts collectives. Organizations are encouraged to create multi-disciplinary programmatic content that promotes storytelling and advances the artistic vibrancy and cultural assets of Santa Fe in unique ways through in-person and/or digital experiences. CI grants are intended to expand the promotion of Santa Fe to include Cultural Tourism, thus attracting a specific audience of visitors who more directly foster our creative economy.

Possibilities

Project proposals should be leveraging the assets of arts and community non-profit organizations for use in cultural tourism marketing and promotion while providing program participation opportunities to a broader community/audience. Applicants are encouraged to consider a less traditional approach to storytelling that leverages digital media and programs to push the interpretation of what "promotion" means. As a baseline, applicants should consider creative solutions to storytelling that could include:

- Repurposing existing digital program content in new and different ways (ex: pre-recorded orchestration coordinated with dance or theater)



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- Creating independent digital experiences that incorporate a variety of creative inputs (episodic stories, gaming/apps, short films, virtual reality, podcasts etc.)
- Describing cultural tourism through the incorporation of cultural assets (music, dance, theater, food, visual arts) with built/natural/architectural/historical visual references
- Uplifting social issues in a creative context (creation of theatrical performances, storytelling, visual arts, music, etc)

Project Eligibility

Projects/content should be developed with the intent to activate cultural institutions in either in-person or the digital realm through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public and purpose-built spaces; leveraging open spaces and empty buildings, landmarks, arterials and corridors. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways while addressing social issues within the community.

All projects must take place between the effective dates of the contract July 1, 2023 through June 28, 2024).

Eligible expenses

- Artist fees
- Production costs such as writing, videographer, editing, rental equipment, music/scores licensing, etc.
- Website costs related to created content
- Professional development and training of personnel in digital tools
- Equipment related to creation of virtual content
- Media and/or marketing consultant fees
- Digital media platform costs
- Costs affiliated with the creation of written scripts, storylines, poetry, etc.
- Staff salaries related to the production of the Collaborative programming content

Ineligible expenses

- Scholarships and fellowships
- Closed subscription series including demonstrations, master classes, programs, forums, virtual tours, etc.
- Projects which are part of a post-secondary academic degree program
- Awards (ribbons, trophies, prizes, etc.)
- Deficits and debt reduction (including finance charges, loan fee, etc.)
- Meals, catering, lodging or transportation
- Capital expenses (including the purchase of real property, labor or materials costs for renovations, remodeling or new construction, etc.)



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- Tuition assistance for college, university or other post-secondary formal course work
- Fundraising (events, personnel, merchandise, invitations, etc.)
- Insurance costs related to the ongoing employment of organization staff

Organization Eligibility

- Programs must be based in nonprofit arts activities.
- At minimum, ONE organization must meet City of Santa Fe Arts and Culture Department's eligibility Guidelines, being a Santa Fe-based, IRS 501(c)3 arts organization, with a State of New Mexico Incorporation Certificate and City of Santa Fe business registration number.
- The LEAD organization must be an arts non-profit and be designated as the applicant.
- The LEAD organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Activities related to the collaboration must take place in the northern portion of Santa Fe County (i.e. Madrid/Galisteo to northern boundary of the county).
- One eligible member of the collaborative entity must serve as contracting entity for the project. The organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Collaborating organizations may receive funding under both CI and TMI categories, only if, the CI program is unique and separate from the TMI funded projects
- City of Santa Fe-operated programs are not eligible.
- Cultural organizations and/or artists collectives that do not meet the above requirements as a 501(c)3 may apply as a partner with another cultural organizations with a 501(c)3 as the fiscal agent. The fiscal agent cannot serve as a pass through for funding, but needs to be an active partner in the collaborative project. The fiscal agent **MUST** be a partnering organization in the project.
- Collaboration must be between one arts and culture non-profit with any additional non-arts/non-profit or artist collective are eligible for your collaboration.
- Does not apply to for-profit organizations unless considered to be as the third partner in the collaboration project.

Scope of Services

The Contractor shall provide the following services for the City:

- Advertise, publicize and promote Santa Fe as a Cultural Tourism destination through presentation and production of the project
- Promote attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project
- Promote and distribute the project locally, regionally, nationally (and possibly internationally), leveraging partnering organizations' websites, social media, online broadcasting sites, film festivals, advertising



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competitions, etc.

- Promote and market the City by utilizing the City's Arts and Culture Department logo and/or credit line on all promotional materials related to the project.
- Encourage the cultural development of Santa Fe by maintaining high standards of artistic (and creative) quality as demonstrated by the development of original programming for potential use by local and state tourism office.
- Demonstrate administrative competency through planning, innovation, quality programming and realistic budgeting.
- Provide a Final Report to the City providing statistical and demographic information describing the marketing strategies utilized and the impacts on local, regional, national and international audience expansion, evaluating the successes and lessons learned from the project.

Contract Amount and Requirements

Credit Line and Logo

All organizations funded must display the current City of Santa Fe, Arts and Culture Department credit line and/or logo on all printed and digital publicity, promotional and program materials related to the project. Failure to include the logo can result in the termination of the contract and the revocation of funding.

CREDIT LINE: "Partially funded by the City of Santa Fe Arts and Culture Department and the 1% Lodgers' Tax"

Payment Requests

Payment is made after services are rendered. Partial payments may be requested, staff reviews all requests before payments are made. Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department. Organizations can expect payments to be completed between thirty (30) and ninety (90) days from the date of invoice submission. Invoicing Guidelines In order to request partial or final payments please submit an itemized invoice and submit via GoSmart. Links for invoice uploads are included in the Final Report submission and must be included to be considered complete. For final payments, Final Report and invoices must be received and dated NO LATER than Friday, June 28, 2024 at 5:00pm MST . Reporting and invoicing submissions received after the deadline will not eligible to receive the final payment.

Reporting

- Organizations will be required to provide statistical and demographic information about the project as well as qualitative assessment of the program.
- Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department.
- Organizations are required to submit reports online through the GOSmart system at santafenm.gosmart.org by Friday, June 28, 2024 at 5:00pm MST .



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There are no exceptions to the reporting requirements. Failure to submit acceptable reports by the deadline will render an organization ineligible to apply for Arts and Culture Department funding for a period of five (5) years from the due date of the report.

Financial Records

Separate financial records related to the funded project must be maintained by the organization. These records must be kept on file during the award period and for a minimum of three (3) fiscal years after the end of the award. Records are subject to local, state, and federal audits at any time.

Audits

Organization must also submit an annual IRS Form 990 to maintain organizational eligibility. There are no exceptions to this requirement.

CRITERIA AND EVALUATION:

The Arts and Culture Department staff reviews all applications for eligibility and completeness.

Panels are comprised of representatives of the Arts Commission and experts with knowledge and experience in the area under review. Panelists are given up to four (4) weeks for review and evaluation of eligible applications. Arts & Culture Staff facilitates panels but does not contribute to evaluation or scoring of applications. Panels may convene in-person or virtually (i.e. Zoom).

Criteria

Applications will be reviewed based on an established set of criteria, for a total possible score of 100. An average of the Review Panel's scores will be used to rank the applications.

Project and Artistic Excellence: 40 points

Projects/content should be developed with the intent to activate cultural institutions through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public, and purpose-built spaces. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways.

Marketing Impact Relevance: 40 points

Provide a tangible marketing distribution plan detailing how you will attract a diverse constituency in Cultural Tourism. This will need to include how your programming will attract and grow the presence of the Santa Fe brand and drive audiences Internationally, Nationally, and Regionally.



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Culture Connects: 20 points

10 points

Maintain, nurture and attract professional volunteer leadership that will reflect Santa Fe's diverse community and to lead the organization with a clearly stated contribution to diversity, equity and inclusion of Santa Fe.

10 points

Effective impact to reach and nurture future audiences through innovative programs, arts education and engagement.

Funding Information

Funding for this program is authorized by the City of Santa Fe Ordinance No. 1987-45, which earmarks a portion of the Lodgers' Tax for the "promotion and advertising of non-profit attractions and nonprofit performing arts in Santa Fe." NMSA "Lodgers' Tax Act" (3-38-21) authorizes a municipality to use tax proceeds to defray costs of advertising, publicizing and promoting tourism attractions within the area. Therefore, eligible organizations must play a role in promoting tourism and apply the funding received primarily towards the project's promotional, advertising and marketing costs.

All projects must take place between the effective dates of the contract (July 1, 2023-June 28, 2024).

Technical Assistance Workshops

Technical Assistance Workshops for the Cultural Investment Funding Program categories will be held virtually on Tuesday, December 6, 2022 at 3:30pm MST and on Tuesday, January 10, 2023 at 9:00am MST. Please register for the Technical Assistance Workshop via email at emtapia@santafenm.gov, a link will be given when registered.

Participation in the Technical Assistance Workshops are now MANDATORY. Organizations/applicants must participate in at least one (1) session to be considered for funding.

Schedule TMI & CI Categories

Intent to Apply Period OPENS

Virtual Technical Assistance Workshop Series 1

Intent to Apply Period CLOSES

FY 2023-2024 Application Period OPENS

Virtual Technical Assistance Workshop Series 2

Traditional Marketing Impact Categories Application Period CLOSES

Collaborative Impact Category Application Period CLOSES

Dates

Times

Thursday, December 1, 2022 8:00AM MST

Tuesday, December 6, 2022 3:30 - 4:30PM

Tuesday, January 3, 2023 5:00PM MST

Wednesday, January 4, 2023 8:00AM MST

Tuesday, January 10, 2023 9:00 - 10:00AM

Wednesday, March 08, 2023 5:00PM MST

Tuesday, March 28, 2023 5:00PM MST





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More information on how to contact Arts and Culture Department, Cultural Investment Funding Program:

Please submit any and all questions via email.

Cultural Investment Funding Contact: Erminia Tapia, Project Specialist, emtapia@santafenm.gov



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Applicant Information

Please identify a lead applicant and supply their contact info. One organization must function as the lead.

Lead Organization Name

Lead Organization Executive Director Name

Lead Organization Executive Director Email

Lead Organization Executive Director Phone

Authorizing Official Name

Authorizing Official Email

Authorizing Official Phone

Project/Program Leader Name

Project/Program Leader Email

Project/Program Leader Phone

Primary Grant Contact Name

Primary Grant Contact Email

Primary Grant Contact Phone

Lead Organization Mission and Vision Statement

List all the arts and culture non-profits and partners involved in the project. Each project should have at least two arts-based nonprofits (lead organization and at least one arts and culture partner). Additional organizations do not have to be arts-based, but cannot be the contracting partner. Describe the role and responsibility of each collaborating partner, including a list of all participating staff.



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Project Narrative

Project Narrative of Collaborative Impact project.

Project Title

Please provide a brief description of the Collaborative Project that is being considered for funding.

Please provide a full description of your collaborative project. Include listing of partnering organizations.



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Project Budget

Please enter the total cost of the project including the Collaborative Impact grant amount of \$30,000.

| DEFINITIONS | Description |
|---------------------|--|
| Artist Fees | Includes artists, performers, dancers, poets, other artistic talent |
| Contracted Fees | Includes writer, editor, videographer, producer, sound engineer, etc. |
| Production Fees | Includes equipment, software, etc related to the production of the collaborative project |
| Online Marketing | Costs of digital marketing |
| Social Media | Cost of social media platforms |
| Printed Materials | Cost of print materials |
| Graphic Design | Cost of marketing brand design and layouts |
| Administrative Fees | Includes staff time dedicated to project (CI grant funds should NOT be used for this) |
| Remaining Fees | Other costs associated with the Project |

| | Cash | City Request \$30,000 | In-kind |
|----------------------------|----------|--------------------------|----------|
| Artistic Fees | 0 | 0 | 0 |
| Contracted Fees | 0 | 0 | 0 |
| Production Expenses | 0 | 0 | 0 |
| Online Marketing | 0 | 0 | 0 |
| Social Media | 0 | 0 | 0 |
| Printed Materials | 0 | 0 | 0 |
| Graphic Design | 0 | 0 | 0 |
| Other | 0 | 0 | 0 |
| Administrative Fees | 0 | 0 | 0 |
| Remaining Fees | 0 | 0 | 0 |
| SubTotals: | 0 | 0 | 0 |
| Grand Totals: | 0 | 0 | 0 |





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Project Budget Narrative

Describe each collaborating partner's contribution and expenses, etc.





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Artistic Excellence Narrative Questions

Artistic Excellence: 40 points

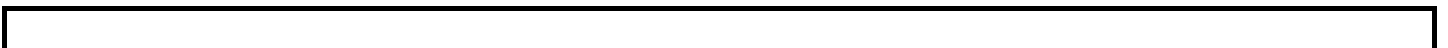
Points will be awarded based on the thoroughness and clarity of Offeror's response in this Section. The Evaluation Committee will also weigh the relevancy and extent of Offeror's: Creativity, novelty and originality of the project; ability to foster the collaborative creation, production, presentation of innovative, distinctive and stimulating programs; attract and nurture high quality creative talent as evidenced in Artistic Samples that are of good quality and unique to Santa Fe and demonstrate strategic partnerships/collaborations to increase Cultural Tourism.

Describe your collaborative project(s)- Describe what makes your programming a destination for International, National, and Regional markets? How will programs complement each other or encourage the audience to "attend" multiple partner events?

What specialized resources and skill sets does each partnering organization in the collaboration bring to the fuller project? Give evidence of why this collaborative project is courageous, adaptive, or innovative, and what you hope to learn in this process.

What are the community benefits of each partnering organization's work?

Describe how your organization attracts, selects, and nurtures high quality creative talent (i.e., artists, scientists and historians). What people-focused approaches have you adopted?





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Culture Connects

Describe how this collaborative effort advances diversity, equity, inclusion and access within your prospective organizations.

Describe how your collaboration's strategy would improve the expertise of its staff and foster a learning culture to do even better for the people you serve. This may include professional development, evaluation that cultivates a learning environment, etc.

How is this collaborations programming providing access to new and traditionally under resourced (underserved) audiences?



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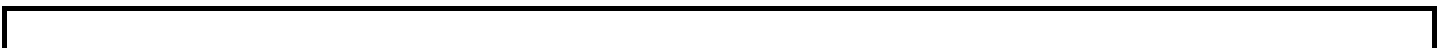
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Marketing Impact Relevance

Explain how the collaborative marketing and promotion plan is crafted to reach the intended project audience, and how it will effectively advance the concept of Cultural Tourism in Santa Fe. How does the overlap in your collaborative partnership's audiences enhance the impact of the project?





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Targeted Audience Media Plan

In this section please provide details about the media outreach your organization plans to utilize. Please use as much details or information as possible, if that specific type of media does not apply to your organization please provide a brief explanation why.

Please provide a detailed explanation of planned marketing and promotional activities related to the project.

DEFINITIONS:

- **OWNED MEDIA:** Content that the organization is in full control of and includes the organization's websites, blogs, e-newsletters, and social media accounts.
- **PAID MEDIA/PAID ADVERTISING:** Paid Media includes paid placements in magazines, newspapers, radio, billboards, digital display ads, search engine optimization, social media, etc.
- **EARNED MEDIA:** Earned media is any material written about you or your business that you have not paid for or created yourself and is typically generated through public relations efforts (e.g. a press release and interviews, word of mouth, social media mentions or shares).

Describe the types of Owned Media you plan to leverage to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

Describe the types of Paid Media/Paid Advertising planned to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?



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Describe the types of ***Earned Media*** (if applicable) you plan to utilize to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

Describe the types of Printed Collateral Materials, if applicable, used to promote the project.

Include how the materials will be distributed and/or reach the hands of the intended audience.



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Audience Geographics

Enter numerical estimates of the audience your collaboration intends to reach through proposed marketing strategies.

| | Owned Media | Paid Media/Paid Advertising | Earned Media |
|--------------------------------------|------------------------|--|-------------------------|
| International | 0 | 0 | 0 |
| National | 0 | 0 | 0 |
| Regional (AZ, CO, OK, TX, UT) | 0 | 0 | 0 |
| Northern New Mexico | 0 | 0 | 0 |
| New Mexico (State) | 0 | 0 | 0 |
| SubTotals: | \$0 | \$0 | \$0 |
| Totals: | \$0 | \$0 | \$0 |



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Sample Request

These samples are critical to your review. The artistic quality is judged based on the samples provided. Please include high-quality samples that are reflective of both the overall artistic quality of your organization as well as of the quality of the proposed project. This can include submissions from one or all partnering organizations applying for funding. NOTE: these may be used by the Arts and Culture Department for non-commercial purposes.

Before uploading samples, please read the corresponding directions below:

ARTISTIC SAMPLES

Images Samples

Note the change in submitting images:

1. Combine into a PowerPoint, Word or similar document no more than ten (10) images, with one image per page, include title, date, artist, media, and dimensions for each sample.
2. Next convert this document into a PDF
3. Use the Upload File button below to upload your PDF

Artistic Samples

No File Uploaded

Video Samples

Link to up to no more than two (2) video clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).

Video Link #1

Video Link #2

Audio Samples

Link to up to no more than two (2) audio clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).

Audio Clip #1



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Audio Clip #2

If your video or audio sample is not available via a link and only available as a file, please do the following:

- 1. Complete the remainder of this page***
- 2. Click "Save Work" at the bottom of this page***
- 3. Click the "Manage Work Samples" tab in the navigation bar above***
- 4. Click the Video or Audio button depending on the media type of your sample***
- 5. Upload your video or audio clip***
- 6. Return to this application from the "Current Programs & Applications" tab above***
- 7. Attach your video(s) or audio clip(s) on the following Video/Audio Work Samples page***
- 8. Complete the remainder of the application, save, and submit.***

Promotional Materials

Upload up to no more than three (3) PDF samples of promotional materials, reviews from past projects and/or education materials. These materials are used to judge the effectiveness of marketing and promotion, overall artistic quality and quality of educational programs. If you referenced educational materials in the narrative please include a sample of those materials.

Promotional Material #1

No File Uploaded

Promotional Material #2

No File Uploaded

Promotional Material #3

No File Uploaded



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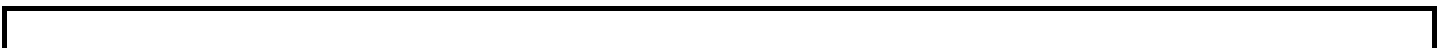
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Video/Audio Work Samples

No Work Samples are assigned to this application.





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Attachments Confirmation

Please select Yes or No/Not applicable

Images Samples (submitted as a PowerPoint/PPT file, converted to PDF and uploaded via Document Bank)

Video Samples - Use the furnished Video Links pages.

Audio Samples

Promotional Materials

