



THE CITY OF
SANTA FE
ARTS & CULTURE
DEPARTMENT

Santa Fe Arts & Culture Department - Traditional
Marketing Impact FY 2023 -2024 Category C

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

"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

Our approach offers cultural organizations two paths for funding support; Traditional Marketing Impact (TMI) and Collaborative Impact(CI), organizations are eligible to apply and receive funding in BOTH TMI AND CI Categories, as long as the program is unique and separate in each request, as a reminder funding is based on review and ranking of application(s).

Traditional Marketing Impact Category C (TMI-C), honors the tradition of our grant making history by funding traditional 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 \$499,999 and below. Maximum of ten (10) organizations receiving \$10,000 awards each.

TRADITIONAL MARKETING IMPACT CAT C (TMI-C) - Awards of \$10,000

Program Description

Traditional Marketing Impact Category C (TMI-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. To be eligible, applicants must demonstrate marketing and advertising plans for reaching Regional audiences.

Project Eligibility

- Projects must take place within Santa Fe County (i.e Madrid/Galisteo to northern boundary of county).
- Must support the presentation of artistic content to the public (i.e. performances, productions, exhibitions, art markets, fairs, and festivals); funds cannot support ancillary, non-arts programs.
- Organizations may only apply to ONE of the TMI categories, A, B, OR C.



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- Organizations may be awarded in both Traditional Marketing Impact (TMI) and Collaborative Impact (CI) categories ONLY if the CI project is unique and separate from the funding request for the TMI project.

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

Eligible Expenses:

- Marketing/promotion staff and/or consultant fees
- Website costs related to promotional/marketing content
- Social media and/or radio costs
- Printed material costs such as programs, brochures, rack cards, etc.
- Written and photographic content, editing, design, printing, distribution of promotional materials
- Advertising costs

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 equipment or real property, labor or materials costs for renovations, remodeling or new construction, etc.)
- 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

Organizational Eligibility

- Organizational budget within \$499,999 and below.
- Only Santa Fe-based organizations whose mission specifically includes the arts, will be considered for funding.
- Be a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in the NMSA Section 11-1-1 or any county, state or education institution specified in Article 12, Section 11 of the NM Constitution).
- Have a State of New Mexico Incorporation Certificate as a domestic or foreign nonprofit corporation and be in good standing with the State.
- Organizations must submit a current copy of their City of Santa Fe Business Registration.



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- If awarded, organizations must submit a current Certificate of Insurance for \$1 million General Liability with the City of Santa Fe as additional insurer.
- City of Santa Fe-operated programs are not eligible.

SCOPE OF SERVICES

The Contractor shall provide the following services for the City:

- Advertise, publicize and promote Santa Fe as an arts center through presentation and production of the project.
- Promote and advertise nonprofit attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project whether virtually and/or in-person.
- Market and promote the project Regionally through media coverage and placements that emphasize target markets and demonstrated evidence of attracting audiences.
- Promote and market the City by utilizing the City Arts and Culture Department's logo and/or credit line on all printed and online promotional material related to the project.
- Encourage the cultural development of Santa Fe by maintaining high standards of artistic excellence as demonstrated by an ongoing series of performances, exhibitions and/or services.
- Demonstrate administrative competency through planning, quality programming and realistic budgeting.
- Provide a Final Report to the City of the results of the marketing and promotion project providing statistical and demographic information about audience attendance and the results of the project through virtual and/or in-person platforms.

CONTRACT AMOUNT AND REQUIREMENTS

Organizations receiving funding must comply with the following requirements. Potential applicants should carefully read the requirements to ensure they are able to meet them, if funded.

Credit Line and Logo

All organizations funded organizations must display the 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 credit line and/or 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



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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 5:00pm MST on June 28, 2024. 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 5:00pm MST June 28, 2024.

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





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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

20 points

Ability to foster artistic expression.

20 points

Ability to strengthen the position of arts and culture as an integral part of Santa Fe through the creation, production, presentation (programs, performances, exhibitions, etc).

Marketing Impact Relevance: 40 points

20 points

Propose sound, well-crafted and researched marketing and promotion plan that is appropriate to the intended audience.

20 points

Attracting and growing customers internationally, nationally, and regionally through effective use of budget for marketing and promotion of which at least 51% of the requested funding budget must be allocated.

Culture Connects and Sustainability: 20 points

10 points

Maintain, nurture and attract professional and volunteer leadership that reflects Santa Fe's diverse community 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



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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.

<u>Schedule TMI & CI Categories</u>	<u>Dates</u>	<u>Times</u>
Intent to Apply Period OPENS	Thursday, December 1, 2022	8:00AM MST
Virtual Technical Assistance Workshop Series 1	Tuesday, December 6, 2022	3:30 - 4:30PM
Intent to Apply Period CLOSES	Tuesday, January 3, 2022	5:00PM MST
FY 2023-2024 Application Period OPENS	Wednesday, January 4, 2023	8:00AM MST
Virtual Technical Assistance Workshop Series 2	Tuesday, January 10, 2023	9:00 - 10:00AM
Traditional Marketing Impact Categories Application Period CLOSES	Wednesday, March 08, 2023	5:00PM MST
Collaborative Impact Category Application Period CLOSES	Tuesday, March 28, 2023	5:00PM MST

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 Names: Erminia Tapia, Project Specialist emtapia@santafenm.gov





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Applicant Information

Please complete the following information.

Organization Legal Name

DBA (if applicable)

Executive Director Name

Executive Director Email

Executive Director Phone

Grant Contact Name

Grant Contact Email

Grant Contact Phone

Authorizing Official Name

Authorizing Official Email

Authorizing Official Phone

New Mexico Combined Reporting System (CRS) Number



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Project and Artistic Excellence Narrative

Project Narrative of Traditional Marketing Impact project. Please answer the following Artistic Excellence Narrative questions. NOTE: Attachments to be loaded at end of application but will be evaluated under this criteria: Work Sample/Video Documentation

Project Title

Please provide a brief description of the proposed project that is being considered for funding.

Describe what makes your program(s) a destination for national and regional audiences?

Describe how your organization attracts, selects, and nurtures creative talent (i.e., artists, scientists and historians). What people-focused approaches have you adopted to enhance Santa Fe's creative economy?

FY24 Programming: Summarize or list by bulletpoints major exhibitions, performances or programs based off of your organizations proposal/application. These dates should take place between July 1, 2023 to June 28, 2024.



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Project Budget

Please enter the total cost of the project including the Traditional Marketing Impact award amount of \$10,000.
At least 51% of the \$10,000 TMI -C award must be directly related to marketing and promotion.

DEFINITIONS	Descriptions
Artist Fees	Includes artists, performers, dancers, poets, other artistic talent
Contracted Fees	Includes consultants for online marketing services, project management
Public Relations	Cost of public relations
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
Remaining Fees	Other costs associated with the Project

Please enter the expenses for the project as planned during the contract year. Reflect only expenses related to the proposed project being considered for funding.

Please note that Fees & Services refers to contract work and percentage of employee dollars spent on Administrative, Artistic and Marketing. The breakout lines relating to media, marketing and PR are for dollars spent on campaigns, ads or other related expenses.

	Cash	City Request \$20,000	In-Kind
Artistic Fees	0	0	0
Contracted Fees	0	0	0
Public Relations	0	0	0
Online Marketing	0	0	0
Social Media	0	0	0
Printed Materials	0	0	0
Graphic Design	0	0	0
Administrative Fees	0	0	0
Remaining Fees	0	0	0
Staff Fees	0	0	0
SubTotals:	\$0	\$0	\$0





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Project Budget Narrative

Provide a brief summary of your organization's marketing and promotional plan and how the City's Traditional Marketing Impact award contributes to the accomplishment of the plan.

Describe your project(s) budget allocations and their use. Describe your marketing and promotion plan for the project(s) being considered for funding.





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Audience Geographics

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

	Estimated Audience
Regional (AZ, CO, OK, TX, UT)	0
Northern New Mexico	0
New Mexico (State)	0
SubTotals:	0
Grand Totals:	0





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Marketing Impact Relevance

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.

Be sure to include information on the reach of each platform, the focused/intended geographic locations and the frequency with which promotions occur.

Describe the types of *Paid Media/Paid Advertising* you plan to utilize to promote the project.

Include details such as the name of publication or type and frequency of advertisement, etc. Be sure to indicate if a specific geographical region is being targeted.

Describe the types of *Earned Media* you plan to utilize to promote the project.

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 potential audience members.



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Culture Connects

How does your board and senior management set expectations about the organization's financial sustainability? How does the organization's financial strategies align with/ economically sustain the mission?

Describe your organization's strategies during the past year to improve the expertise of its staff and board to foster a learning culture to do even better for the audiences you serve. This may include professional development, evaluation that cultivates a learning environment, etc.

Describe your commitment and long-range plan for diversity and equity within your organization (Staff, Board Members, Volunteers).

How is your organization providing access to new and traditionally under resourced (underserved) audiences?



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Sample Request

Images Samples

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

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.



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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**

Promotional Materials

Upload up 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 Sample #1

No File Uploaded

Promotional Sample #2

No File Uploaded

Promotional Sample #3

No File Uploaded



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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

