

**REQUEST FOR APPLICATION  
(RFA)**

*Tourism Santa Fe*

**Application for:  
Summer Plaza Music Series**



**RFA# 23/54/R**

**Issue Date:** March 16th, 2023

**Due Date:** March 27th, 2023

Electronic Submission Only

## **I. BACKGROUND INFORMATION**

### **A. PURPOSE OF THIS REQUEST FOR APPLICATION**

The purpose of the Request for Application (RFA) is to solicit applications for producing, managing and booking the Summer Plaza Music Series during the months of June – August in and around Santa Fe. Tourism Santa Fe would like to secure a partner to continue the production of live music on the Santa Fe plaza during the summer months for both locals and visitors.

### **B. BACKGROUND INFORMATION**

For the last several years, the City of Santa Fe has supported live music on the Plaza and around Santa Fe during the summer months to help enhance the experience and draw visitors to Santa Fe. The Summer Plaza Music Scene (also known as the Bandstand Series) has been successful for many years and the City would benefit to expand this experience to the public. Per a City Resolution #2013-29, the City will support the Summer Plaza Music Scene (also known as Bandstand Series) through the Cities lodgers' tax.

## **II. ELIGIBLE ACTIVITIES, APPLICANTS AND SCOPE OF WORK**

The regulations require that application grantees utilize funds for the hiring, creating, producing and executing live music on the Santa Fe Plaza and other public venues in and around Santa Fe. These live music event productions must be free to the public.

### **A. ELIGIBLE ACTIVITIES**

Some Eligible Activities that can be funded by Tourism Santa Fe include but are not limited to:

1. Santa Fe Plaza Music Shows
  - i. Timeframe for shows must be during the months of June - August
  - ii. Evening shows must conclude by 8:00pm
2. Southside Music/Movie Shows
  - i. Not less than 2 concerts on the Southside
  - ii. Timeframe for shows should be during the months of June – August
3. Other public music events in and around Santa Fe
  - i. For the purpose of enhancing the experience of visitors and increasing visitation to the City of Santa Fe

## **B. SCOPE OF WORK**

1. Applicants shall provide the following services for the City. Develop and manage every aspect of presenting at minimum, an eight week summer music festival from June to August of each year, consisting of the following:
  - i. At least two but no more than four concert days per week from June to August of each calendar year
  - ii. Feature a paid headliner music group
  - iii. No less than two (2) concert days must be presented on the Southside of City each calendar year.
2. Manage and program the concerts so as to minimize impact on other music being presented in the Plaza area
3. Handle all operational, equipment and administrative matters including, but not limited to, hiring musicians and sound technicians, making prompt payments to all personnel involved and producing all promotional materials and advertisement
4. Monitor and control sound levels in communication with the City
5. Secure permits and comply with ordinances, policies, procedures, relevant to use of the Plaza, bandstand, south side venue(s), parking, and other applicable mandates enforced by the City and/or the County of Santa Fe.
6. Hire and manage all security needed for events and shows.
7. Promote and advertise the festival through the digital media, newspapers, radio, posters and flyers.
8. Raise other funding, sponsorships and secure in-kind contributions as required to produce the music festival.
9. Execute safe practice procedures, if required, for all venues addressing attendees, performers, vendors, logistic crew, subcontractors.
10. Submittal of Final Report at the end of each year that includes:
  - i. Attendance numbers at each concert day with demographic information such as age, ethnicity, to the extent possible
  - ii. evaluation of marketing and promotion plan of successes and what lessons were learned
  - iii. evaluation of fundraising efforts including retail sale outcomes
  - iv. Whenever feasible, gather participant feedback with comments for recap reports.
  - v. digital photos of high resolution of at least 300dpi as jpg to be used by the City for non-commercial purpose.

### III. FUNDING AWARD

For the FY 2023-24 year, an allocation of approximately \$50,000 will be made available from the FY23/24 approved budget. (Pending approval) The applicant must utilize allocated funds for the sole purpose of the designated Scope of Work outlined in Section 2-C above. Any additional costs for producing the events must be raised by the Applicant with fundraising, sponsorships, grants or other allocated funds for production of the Summer Plaza Music Scene program.

### IV. APPLICATION SEQUENCE OF EVENTS

Once Tourism Santa Fe staff certifies the completeness of an application, applications will be reviewed by the selected committee. The scope of work will be drafted based on the project proposed in the application. The answers from the application will be considered by the selected review committee and awarded funds.

### V. QUESTIONS ABOUT THE APPLICATION PROCESS

All questions must be submitted via email to **Ryan Dodge, Tourism Santa Fe Program and Events Manager** at [rhododge@santafenm.gov](mailto:rhododge@santafenm.gov).

A non-binding letter of interest may also be emailed to **Ryan Dodge, Tourism Santa Fe** at [rhododge@santafenm.gov](mailto:rhododge@santafenm.gov). This will ensure that all prospective applicants receive notice of changes to this application process. The letter of interest is a simple note indicating that you intend to apply for funding, a brief description of the proposed project, and contact information for the organization.

### VI. APPLICATION SUBMISSION AND DUE DATE

Complete and signed applications are due to the **TOURISM SANTA FE** offices no later than **5PM MDST/MST on March 27th, 2023**. Applications must be electronically submitted via email to: **rhododge@santafenm.gov; Attn: Ryan Dodge, Program & Events Manager, Tourism Santa Fe; RFA Name: Summer Plaza Music Scene; RFA Number: 23/54/R. Late or incomplete submissions will not be accepted.**

### VII. APPLICATION FORMAT AND RESPONSE

Applicants wishing to apply for the Summer Plaza Music Series funds are required to submit to the City of Santa Fe Tourism Office the following, as applicable:

1. **A cover letter** signed by the person who is empowered by the organization's governing body to

make application for funds stating that the information provided is true and correct to the best of the Applicant's information, knowledge, and behalf. The letter must provide the contact name and information for the person responsible for the Application, the name of the Project and the amount of funds requested;

2. **Application**, together with all required attachments which describes the scope of the Applicants experience and for which the Applicant is applying for funds. Application is available at: <https://santafenm.gov/finance-2/purchasing-1/solicitations>;
3. For non-profit organizations, proof of **501(c) (3) tax status** and **list of current board members**;
4. **Organizational chart**, including job titles and qualifications for the Applicant's employees which will be contributing toward or working on Summer Music Plaza Series.

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