

ITEM # 18-0484

**CITY OF SANTA FE  
AMENDMENT No. 2 TO  
PROFESSIONAL SERVICES AGREEMENT  
ITEM#16-0147**

AMENDMENT No. 2 (the "Amendment") to the CITY OF SANTA FE PROFESSIONAL SERVICES AGREEMENT, dated March 17, 2016 (the "Agreement"), between the City of Santa Fe (the "City") and Outside In Productions (the "Contractor"). The date of this Amendment shall be the date when it is executed by the City and the Contractor whichever occurs last.

**RECITALS**

A. Under the terms of the Agreement, Contractor has agreed to provide an eight week summer music festival on the Plaza and at a south side venue to the City.

B. Pursuant to Article 18 of the Agreement, and for good and valuable consideration, the receipt and sufficiency of which are acknowledged by the parties, the City and the Contractor agree as follows:

1. SCOPE OF SERVICES:

Article 1, of the Agreement is amended to include Paragraph J for additional services, so that Article 1, Paragraph J reads as follows:

H. Sponsorship and marketing services as defined in Exhibit "B" attached hereto and incorporated herein of this Agreement for the following City-related projects:

- 1) Santa Fe Trails Transit
- 2) Environmental Services

3) Keep Santa Fe Beautiful

2. COMPENSATION:

Article 3, paragraph A of the Agreement is amended to increase the compensation by six thousand five hundred dollars (\$6,500) inclusive of applicable gross receipts taxes, so that Article 3, Paragraph A reads as follows:

A. The City shall pay to the Contractor in full payment for services rendered, a sum not to exceed two hundred fifty six thousand four hundred thirty six dollars (\$256,436), inclusive of applicable gross receipt taxes.

3. AGREEMENT IN FULL FORCE.

Except as specifically provided in this Amendment and Amendment No. 1, the Agreement remains and shall remain in full force and effect, in accordance with its terms.

IN WITNESS WHEREOF, the parties have executed this Amendment No. 2 to the City of Santa Fe Professional Services Agreement as of the dates set forth below.

CITY OF SANTA FE:

  
\_\_\_\_\_  
ERIK LITZENBERG,  
INTERIM CITY MANAGER

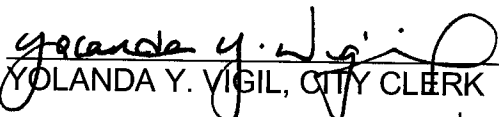
Date: 5/09/18

CONTRACTOR:

  
\_\_\_\_\_  
OUTSIDE IN PRODUCTIONS

Date: 5-10-18

ATTEST:

  
\_\_\_\_\_  
YOLANDA Y. VIGIL, CITY CLERK  
all

APPROVED AS TO FORM:

MDM 4/30  
CITY ATTORNEY

APPROVED:

Kent Dugan, Interim  
FINANCE DIRECTOR

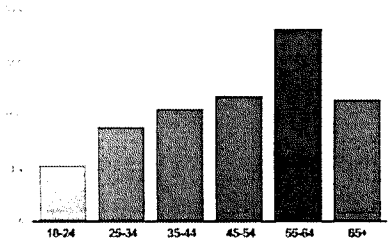
52401.561850 (\$1,500 FY1718); 52251.561850 (\$3,500 FY1819);  
22813.56180 (\$1,500 FY1718)  
Business Unit/Line Item



VOTED SANTA FE'S BEST COMMUNITY  
EVENT FOR THE PAST 5 YEARS!

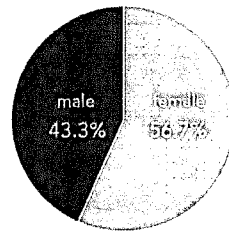
# SANTA FE BANDSTAND 2018

## DEMOGRAPHICS OF WEBSITE

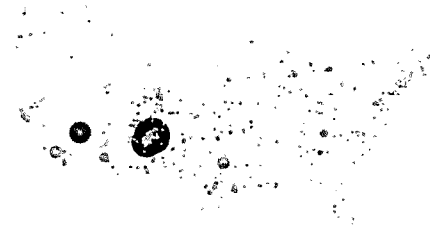


AGE

AVERAGE DAILY USERS: 402 (44,448 TOTAL)



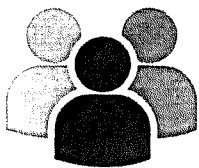
GENDER



### Top 10 Reporting Metro Areas

- |                         |                       |
|-------------------------|-----------------------|
| 1. Santa Fe/Albuquerque | 6. Houston, TX        |
| 2. Phoenix, AZ          | 7. Chicago, IL        |
| 3. Los Angeles, CA      | 8. Austin, TX         |
| 4. Dallas, TX           | 9. New York, NY       |
| 5. Denver, CO           | 10. San Francisco, CA |

## ATTENDANCE



Over **53,000**  
total attendance  
for the 2017 season

Average attendance per show  
**839** which would have  
more than sold out the Lensic.

**SOLD  
OUT**

## SOCIAL MEDIA

**4,801**  
Likes on our facebook page



**4,780**  
Likes on our Instagram page

# SPONSORSHIP RATE SHEET

BENEFITS	SINGLE NIGHT \$1,500	SILVER LEVEL \$2,000	GOLD LEVEL \$3,500	PLATINUM LEVEL \$5,000
COMPLIMENTARY HALF PAGE COLOR AD in the 2018 Program Guide	•	•		
COMPLIMENTARY FULL PAGE COLOR AD in the 2018 Program Guide			•	•
COMPLIMENTARY SIDEBAR BANNER AD on www.santafebandstand.org			•	•
WEBSITE LISTING with live link to your site on www.santafebandstand.org	•	•	•	•
SPONSORSHIP of One (1) Standard Night of Music	•		•	
SPONSORSHIP of One (1) Standard OR Premium Night* of Music				•
VERBAL ACKNOWLEDGEMENT from stage on Sponsorship Night	•	•	•	•
VERBAL ACKNOWLEDGEMENT from stage Every Night, All Season Long		•	•	•
LOGO PLACEMENT on main Bandstand Stage Banner		•	•	
STAGE BANNER PLACEMENT on Bandstand Stage on Sponsorship Night	•		•	•
DEDICATED 30"x 66" STAGE BANNER PLACEMENT, During all Plaza Shows				•
COMPLIMENTARY INFORMATION TENT/TABLE on Sponsorship Night	•		•	•
COMPLIMENTARY INFORMATION TABLE All Season Long				•
STAGE ACCESS on Sponsorship Night	•		•	•
STAGE ACCESS All Season Long				•
TALENT MEET AND GREET/PHOTO OP on Sponsorship Night	•		•	•

\* Premium Nights include Opening /Closing Nights, Friday and Saturday nights and national touring headline acts on the Plaza. Available for a \$500 upgrade surcharge.

# ADVERTISING RATE SHEET

## AD SIZES

### FULL PAGE

Live Image Area: w: 4.75" h: 7.625"
Page Trim Size: w: 5.5" h: 8.5"
Ads inside the program do not bleed

### 1/2 PAGE

w: 4.75" h: 3.625"
no bleed

### 1/3 PAGE

w: 4.75" h: 2.375"
no bleed

### 1/4 PAGE

w: 2.1875" h: 3.625"	no bleed
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### 1/6 PAGE

w: 2.375" h: 2.5"	no bleed
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Please allow 1/8" bleed around inside front/back ads and back cover ads.

## ADVERTISING RATES (Circulation: 20,000 copies)

SIZE	DIMENSIONS	RATE	NOTES
1/6 Page	2.375"w x 2.5"h	\$350	Full Color; includes listing in Advertiser's Index
1/4 Page	2.1875"w x 3.625"h	\$500	Full Color; includes listing in Advertiser's Index
1/3 Page	4.75"w x 2.375"h	\$700	Full Color; includes listing in Advertiser's Index
1/2 Page	4.75"w x 3.625"h	\$1,000	Full Color; includes bold listing in Advertiser's Index
Full Page	4.75"w x 7.625"h	\$2,000	Full Color; includes bold listing in Advertiser's Index
Inside Front/Back	5.5"w x 8.5"h	\$3,000	Full Color; includes bold listing in Advertiser's Index
Back Cover	5.5"w x 8.5"h	\$3,500	Full Color; includes bold listing in Advertiser's Index