

## CITY OF SANTA FE

## PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into by and between the City of Santa Fe (the "City") and **ARTsmart** (the "Contractor"). The date of this Agreement shall be the date when it is executed by the City and the Contractor, whichever occurs last.

1. SCOPE OF SERVICES

The Contractor shall provide the following services for the City :

A. All required services to ensure the presentation and production of the projects as described in Exhibit A attached hereto and incorporated by reference in response to #18/40/RFQ.

B. Present opportunities for youth and/or other underserved population to benefit from the project by providing free or reduced access to the project as outlined in the application and demonstrated by the documentation and reporting of audience statistical and demographic information, including minority participation in the project.

C. Market and promote the City by utilizing the City's arts logo and credit line on all printed promotional material related to the project.

D. Promote and market the project locally and regionally; demonstrate evidence of attracting audiences through statistical and demographic information.

E. Present arts educational programs and opportunities for the Santa Fe community that increase understanding of the project's artistic discipline or work of art.

F. Encourage the cultural development of Santa Fe through Maintaining high standards of artistic excellence as demonstrated by the presentation of performances, exhibitions and /or services.

G. Strengthen the position of the arts as an integral part of Santa Fe by providing cultural benefits and contributing to the City's artistic identity and access to underserved constituencies.

H. Provide a final report to the City providing statistical and demographic information about audience attendance and the results of the project.

## 2. STANDARD OF PERFORMANCE; LICENSES

A. The Contractor represents that it possesses the personnel, experience and knowledge necessary to perform the services described under this Agreement.

B. The Contractor agrees to obtain and maintain throughout the term of this Agreement, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives and subcontractors.

## 3. COMPENSATION

A. The City shall pay to the Contractor in full payment for services rendered, a sum not to exceed five thousand five hundred dollars and no cents (\$5,500.00), including applicable gross receipts taxes.

B. The Contractor shall be responsible for payment of gross receipts taxes levied by the State of New Mexico on the sums paid under this Agreement.

C. Payment shall be made upon receipt, approval and acceptance by the City of detailed statements containing a report of services completed. Compensation shall be paid only for services actually performed and accepted by the City.

4. APPROPRIATIONS

The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the City for the performance of this Agreement. If sufficient appropriations and authorization are not made by the City, this Agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

5. TERM AND EFFECTIVE DATE

This Agreement shall be effective July 1, 2018 and shall terminate on June 30, 2019 unless sooner pursuant to Article 6 below.

6. TERMINATION

A. This Agreement may be terminated by the City and the Contractor upon 10 (ten) days written notice to the Contractor.

(1) The Contractor shall render a final report of the services performed up to the date of termination and shall turn over to the City original copies of all work product, research or papers prepared under this Agreement.

(2) If compensation is not based upon hourly rates for services rendered, therefore the City shall pay the Contractor for the reasonable value of services satisfactorily performed through the date Contractor receives notice of such termination, and for which compensation has not already been paid.

(3) If compensation is based upon hourly rates and expenses, Contractor shall be paid for services rendered and expenses incurred through the date Contractor receives notice of such termination.

7. STATUS OF CONTRACTOR; RESPONSIBILITY FOR PAYMENT OF EMPLOYEES AND SUBCONTRACTORS

A. The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor, and its agents and employees, shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Agreement.

B. Contractor shall be solely responsible for payment of wages, salaries and benefits to any and all employees or subcontractors retained by Contractor in the performance of the services under this Agreement.

C. The Contractor shall comply with City of Santa Fe Minimum Wage, Article 28-1-SFCC 1987, as well as any subsequent changes to such article throughout the term of this Agreement.

8. CONFIDENTIALITY

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the City.

9. CONFLICT OF INTEREST

The Contractor warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this Agreement. Contractor further agrees that

in the performance of this Agreement no persons having any such interests shall be employed.

10. ASSIGNMENT; SUBCONTRACTING

The Contractor shall not assign or transfer any rights, privileges, obligations or other interest under this Agreement, including any claims for money due, without the prior written consent of the City. The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the City.

11. RELEASE

The Contractor, upon acceptance of final payment of the amount due under this Agreement, releases the City, its officers and employees, from all liabilities, claims and obligations whatsoever arising from or under this Agreement. The Contractor agrees not to purport to bind the City to any obligation not assumed herein by the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

12. INSURANCE

A. The Contractor, at its own cost and expense, shall carry and maintain in full force and effect during the term of this Agreement, comprehensive general liability insurance covering bodily injury and property damage liability, in a form and with an insurance company acceptable to the City, with limits of coverage in the maximum amount which the City could be held liable under the New Mexico Tort Claims Act for each person injured and for each accident resulting in damage to property. Such insurance shall provide that the City is named as an additional insured and that the City

is notified no less than 30 days in advance of cancellation for any reason. The Contractor shall furnish the City with a copy of a Certificate of Insurance as a condition prior to performing services under this Agreement.

B. Contractor shall also obtain and maintain Workers' Compensation insurance, required by law, to provide coverage for Contractor's employees throughout the term of this Agreement. Contractor shall provide the City with evidence of its compliance with such requirement.

C. Contractor shall maintain professional liability insurance throughout the term of this Agreement providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

### 13. INDEMNIFICATION

The Contractor shall indemnify, hold harmless and defend the City from all losses, damages, claims or judgments, including payments of all attorneys' fees and costs on account of any suit, judgment, execution, claim, action or demand whatsoever arising from Contractor's performance under this Agreement as well as the performance of Contractor's employees, agents, representatives and subcontractors.

### 14. NEW MEXICO TORT CLAIMS ACT

Any liability incurred by the City of Santa Fe in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, Section 41-4-1, et. seq. NMSA 1978, as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive

any defense and do not waive any limitation of liability pursuant to law. No provision in this Agreement modifies or waives any provision of the New Mexico Tort Claims Act.

15. THIRD PARTY BENEFICIARIES

By entering into this Agreement, the parties do not intend to create any right, title or interest in or for the benefit of any person other than the City and the Contractor. No person shall claim any right, title or interest under this Agreement or seek to enforce this Agreement as a third party beneficiary of this Agreement.

16. RECORDS AND AUDIT

The Contractor shall maintain, throughout the term of this Agreement and for a period of three years thereafter, detailed records that indicate the date, time and nature of services rendered. These records shall be subject to inspection by the City, the Department of Finance and Administration, and the State Auditor. The City shall have the right to audit the billing both before and after payment. Payment under this Agreement shall not foreclose the right of the City to recover excessive or illegal payments.

17. APPLICABLE LAW; CHOICE OF LAW; VENUE

Contractor shall abide by all applicable federal and state laws and regulations, and all ordinances, rules and regulations of the City of Santa Fe. In any action, suit or legal dispute arising from this Agreement, the Contractor agrees that the laws of the State of New Mexico shall govern. The parties agree that any action or suit arising from this Agreement shall be commenced in a federal or state court of competent jurisdiction in New Mexico. Any action or suit commenced in the courts of the State of New Mexico shall be brought in the First Judicial District Court.

18. AMENDMENT

This Agreement shall not be altered, changed or modified except by an amendment in writing executed by the parties hereto.

19. SCOPE OF AGREEMENT

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto concerning the services to be performed hereunder, and all such agreements, covenants and understandings have been merged into this Agreement. This Agreement expresses the entire Agreement and understanding between the parties with respect to said services. No prior agreement or understanding, verbal or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Agreement.

20. NON-DISCRIMINATION

During the term of this Agreement, Contractor shall not discriminate against any employee or applicant for an employment position to be used in the performance of services by Contractor hereunder, on the basis of ethnicity, race, age, religion, creed, color, national origin, ancestry, sex, gender, sexual orientation, physical or mental disability, medical condition, or citizenship status.

21. SEVERABILITY

In case any one or more of the provisions contained in this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality, and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.



22. MATCHING FUNDS

The Contractor may use the amount paid by the City pursuant to Article 3, herein, to meet matching requirements of federal or state government for the receipt of additional funds for those entities.

23. LOGO AND CREDIT LINE

A. The Contractor must include the City of Santa Fe Arts Commission logo on all printed publicity, promotion, and program materials applicable to this Agreement. In immediate proximity to the logo, the following credit line must be clearly visible and readable: "Partially funded by the City of Santa Fe Arts Commission and the 1% Lodgers' Tax."

B. Failure to provide the appropriate credit line and use of logo can result in termination of this Agreement.

24. NOTICES

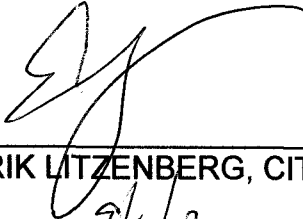
Any notices required to be given under this Agreement shall be in writing and served by personal delivery or by mail, postage prepaid, to the parties at the following addresses:

City of Santa Fe:  
Arts Commission  
PO Box 909  
Santa Fe NM 87504-0909


Contractor:  
ARTsmart  
1201 Parkway Drive  
Santa Fe NM 87507

IN WITNESS WHEREOF, the parties have executed this Agreement on the date  
set forth below.

CITY OF SANTA FE:

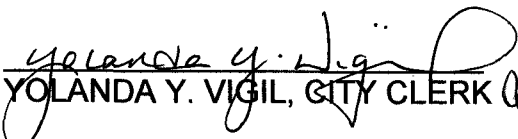

  
ERIK LITZENBERG, CITY MANAGER  
DATE: 9/6/18

CONTRACTOR: ARTsmart

  
Patrick Gendron, President  
NAME AND TITLE  
DATE: 9/10/18

CRS# 02-432609-00-7  
City of Santa Fe Business  
Registration # 18-00084966

ATTEST:

  
YOLANDA Y. VIGIL, CITY CLERK 

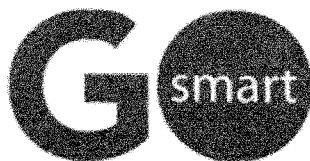
APPROVED AS TO FORM:

 8/3  
ERIN K. MCSHERRY, CITY ATTORNEY

APPROVED:

 8/30  
MARY MCCOY, FINANCE DIRECTOR 

22103.561850 22819.510400  
Business Unit.Line Item



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

**Applicant Profile**

**Legal Name**  
**Date of 501(c)3**  
**incorporation**  
**Address1**

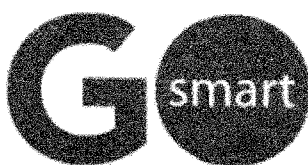
ARTsmart  
12/11/1996  
1201 Parkway Drive  
Santa Fe , New Mexico 87507  
UNITED STATES

**Telephone**  
**Primary Contact**

(505) 992-2787  
Amanda Thomas

**Applicant Status**  
**Applicant Institution**  
**Applicant Discipline**  
**Grantee Race**  
**FEIN / TAX ID**

Phone: (505) 992-2787  
Email: athomas@artsmartnm.org  
Organization - Non-Profit  
Arts Service Organization  
Visual Arts  
No single race/ethnic group listed above made up more than 25% of the  
population directly benefited  
74-2810762



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## **Applicant Information**

This section of the application gathers basic information about the proposed project.

**Please state the name of the organization (or group) presenting the program.**  
ARTsmart

**DBA (if applicable)**

**Project Director Information**

**Project Director Name**  
Rebecca Chornenky

**Project Director Title**  
Program Director

**Project Director Email**  
rchornenky@artsmartnm.org

**Project Director Phone #**  
505.992.2787

**Are you using a Fiscal Agent?**  
no

**Fiscal Agent Contact Name**

**Fiscal Agent Contact Title**

**Fiscal Agent Contact Email**

**Fiscal Agent Contact Mailing Address**

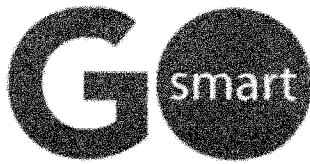
**Fiscal Agent Phone #**

**The Authorizing Official should be the president or other officer of the board of directors. This person takes legal responsibility for the applicant. The Executive Director and Project Director may not serve as the Authorizing Official.**

**Authorizing Official Name**  
Patrick Gendron

**Authorizing Official Title**  
President

**Authorizing Official Email**  
patdelamimbres@gmail.com



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

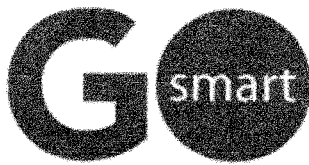
Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

**Authorizing Official Phone #**  
505.907.2753

**City of Santa Fe Business Registration # (This number must start with a "18")**  
18-00084966

**CRS #**  
02-432609-00-7



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## **Project Narrative**

### **Project Title**

ARTsmart Program Exhibition

### **Amount Requested**

\$6,000

### **Project Start Date**

2018-7-15

### **End Date**

2019-6-30

### **Project Location**

Exhibitions will take place at the following: Santa Fe Southside Library, Sweeney Elementary School, ARTsmart Community Studios, Santa Fe Convention Center, La Fonda, Tesuque Elementary School, Youth Development Program, Youth Mural Program Unveiling: location TBD, and El Camino Real Academy

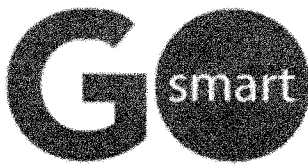
**Provide an overview of the project for you are applying. We encourage you to address the "Who, What, Where, Where and Why" of the project. Where possible, include specific artist names and titles of work.**

Over 23,000 people in Santa Fe County will participate in the ARTsmart exhibitions. Exhibitions feature the artwork of over 1,100 students, ages 5-18, all participants in ARTsmart programming. This is a chance for our students, such as our incarcerated students, who may never have been recognized in a positive light by their community, to be seen through their artwork in an accessible space like the Southside Public Library. These opportunities build self-confidence and connection in the wider community. Parents, classroom teachers, and guardians have often remarked on what our exhibitions bring to the community and how proud their students are of their work that is being presented. Exhibitions are fundamental to our methodology and mission, providing students with the opportunity to share their artistic creations with the Santa Fe community and their families, while promoting and celebrating art in schools. ARTsmart will produce exhibitions at the Santa Fe Southside Library April '19, Santa Fe Public Schools May '19, Santa Fe Convention Center November '18, ARTsmart Community Studio July '18, August '18, December '18, March '19, & June '19, Youth Mural Program: Date and location TBD, La Fonda March '19, Youth Development Program: Date and location TBD.

**How will the project provide access to and participation in the creative life of our community by youth and/or other underserved populations? Who is the intended audience for this project?**

Providing access and participation in the creative life of Santa Fe has been a current running through all of our exhibitions. Our audience stretches across Santa Fe neighborhoods and we encourage participation directly in hands-on art-making at a variety of our exhibitions, offering our audience a chance to experience our methodology experientially and also to be engaged in a different way than they may be accustomed. With exhibitions of incarcerated youth, Tesuque Elementary students, and our ARTclub students at the Southside Public Library, we have the opportunity to reach thousands of people in a month's time. Participating in the Recycled Art Show at the Santa Fe Convention Center, hosting a variety of exhibits throughout the year at our ARTsmart Community Studios at 1201 Parkway Drive, and our ongoing Youth Mural Program, allows for community members to build a relationship to the arts and create a meaningful connection with their student artists through our exhibitions, which are always free, handicap accessible, and open to the public.

We have a variety of fantastic partnerships and collaborations that serve to increase the reach of our exhibitions in the Santa Fe Community. We collaborate with SITE Santa Fe, New Mexico School for



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

the Arts, The Southside Library, Santa Fe Public Schools, Phame Inc., Teen Court, The Youth Development Program, Encaustic Art Institute, Meow Wolf, and La Fonda Hotel. Each of these partnerships further our mission to reach out to all community members and build lasting bridges that bring people together to support art education, and celebrate the arts in Santa Fe.

**Describe your organization's ability to foster the creation, production, presentation and awareness of the arts in Santa Fe. Be sure to include educational, outreach and/or economic benefits that your organization provides.**

ARTsmart programs foster the creation, production, presentation, and awareness of the arts in SF and NM by engaging young artists in art making, exhibition, and community dialogue about art. SF is recognized as a market leader in the art world, and public exhibitions show our students that the community supports and values their artistic expression. As a result of consistent programming, nurturing learning environments, and thoughtful art instruction; our student work is high-quality, original and innovative. This artwork also reflects the unique worldview of our local youth because of the variety of cultures and backgrounds of our students. In addition to building self-esteem our programming aids in the development of critical and creative thinking skills, improvement of literacy and language skills, increased self-confidence, and awareness of cultural diversity. Many of our students never have the opportunity to have their work seen by the wider community. These exhibitions become a source of inspiration and encouragement for the students to produce their best quality work. Exhibitions provide a chance for community members of all backgrounds to interact and celebrate arts education and youth development through the arts.

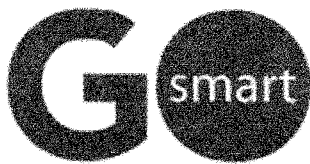
Through our honorary artist program a nationally recognized artist mentors high school students in the creation of artwork while learning about careers in art. Their art is sold at our annual dinner. 50% of the sales go to the student and the other half goes to the school for art supplies.

ARTsmart works with SF middle school students to develop and implement community mural projects designed specifically to support positive youth development while simultaneously beautifying communities and strengthening relationships within communities and neighborhoods. Participants benefit tremendously from learning experiences that invite them to engage as professional artists working to create something meaningful and lasting for a client or neighborhood.

**Describe how the qualifications of your administrative and artistic staff and volunteers contribute to your organization's standards of excellence. Give specific examples of performances, exhibitions and/or services that you provide and how your staff and volunteers have helped to shape them.**

To fulfill our standards of excellence, we employ professional, highly-qualified, dynamic, and dedicated staff comprised of art instructors and program administrators who work collaboratively to develop and implement ARTsmart's visual arts education programs. Our art instructors are both arts educators and professional working artists who teach our classes and create accessible and relevant learning experiences for students. In the art studio ARTsmart instructors provide a welcoming, nurturing, and nonjudgmental learning environment wherein they guide students toward personal exploration and discovery; affirm and applaud individual ideas, efforts, decisions, and choices; teach valuable modes of thinking, and encourage and model positive behaviors, manners, and respectful communication. As a result, students develop aesthetic appreciation and artistic competencies, fortify academic learning, and cultivate vital life skills-such as tolerance, multicultural understanding, self-confidence, and a lasting belief in personal abilities-that are fundamental to the healthy mental and emotional development of all children.

All instructors are cleared through FBI background checks as well as drug testing. Our staff is required to participate in a three to six month mentorship and training program with an ARTsmart Lead Instructor to ensure program cohesion and efficacy. Each ARTsmart instructor participates in annual professional development opportunities targeted to our goals including strategies for enhancing student achievement, interdisciplinary learning, assessment, curriculum, and instruction. This year's professional development has focused on social emotional learning and trauma-informed schools. Each of our instructors specializes in different areas of the arts. This well-rounded team with



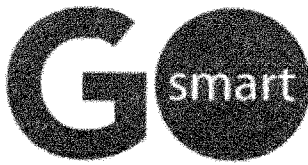
City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

a wide set of skills, supports one another while teaching our students a variety of art forms and techniques in the most effective ways.





City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

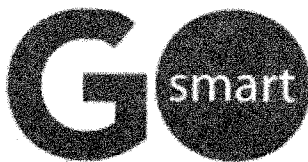
Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

### Audience by Age

Please provide the following information using numerical responses; do not provide percentages.

	<b>Audience</b>
0-5 yrs	1,850
6-17 yrs	6,950
18-24 yrs	3,000
25-55 yrs	4,400
55-64 yrs	4,800
65+ yrs	2,000
<b>SubTotals:</b>	<b>23,000</b>
<b>Grand Totals:</b>	<b>23,000</b>



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

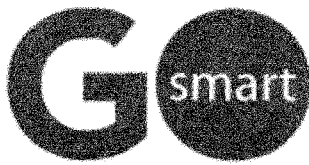
Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## Audience Demographics

Please provide the following information using numerical responses; do not provide percentages.

	<b>Audience</b>
American Indian/Alaska Native	2,750
Asian	100
Black/African American	100
Hispanic/Latino	12,000
Native Hawaiian/Other Pacific Islander	25
White	8,025
<b>SubTotals:</b>	<b>23,000</b>
<b>Grand Totals:</b>	<b>23,000</b>



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## **Marketing and Promotion Plan**

Please provide a detailed explanation of planned marketing and promotional activities related to the project. Be sure to include examples of the quality of the project's marketing and promotional materials as supplemental application materials (see Support Material).

### **Discuss the paid advertising plans including print and digital platforms. Include details such as the name of publication, type and frequency of the advertisement, etc.**

We advertise in several print and digital media publications including: The New Mexican, online and print advertisement for summer events annually; Pasatiempo print and online for summer events annually; Tumbleweeds, online and print advertisements for Spring and Summer programs annually; Hutton Broadcasting, 120 radio ads and Public Service Announcements for each of our events and our spring and summer camps annually; Santa Fean Now, print advertisements for fall, winter and summer events annually; Southwest Art Magazine, single print advertisement for all events annually; Collectors Guide Magazine, single print advertisement for all events annually; Essential Guide, single print advertisement for all events annually; Collector Magazine, single print advertisement for all events annually; Western Art and Architecture Magazine, single print advertisement for all events annually; Local Flavor, print advertisement for winter and summer events annually; Santa Fe Reporter; online and print advertisements for summer events annually; New Mexico Kids!, online and print advertisements for summer events annually.

### **Discuss the online platform on which the project will be promoted such as websites, blogs, email blasts, links, search engines, etc.**

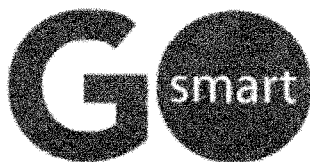
Our exhibitions are promoted through our monthly newsletter, in an email blast format, which goes to nearly 3,200 supporters. Exhibitions are posted on our website which is updated at least once a week. There are links in every newsletter to our website for more information. ARTsmart also utilizes calendar updates on all free public calendar listings with sections devoted to children and families.

### **Describe the social media platforms you will leverage to promote the project. Be sure to include information on the reach of each platform and the frequency with which promotion occur.**

ARTsmart posts multiple times per week on Instagram, Facebook and Twitter, with a direct reach of 4,729 followers. This includes 1,234 followers on Twitter, 1,867 on Facebook and 1,619 on Instagram. When we have an upcoming exhibition, program, or event, there are multiple posts to reach our audience and promote the event with links back to our site for more information. Several of our followers also share our posts to boost our reach, thus indirectly reaching a much wider audience. We also utilize Facebook ads and boosts in order to reach a wider audience that may not already be our followers.

**Describe in detail the public relations work that will promote the project. Be sure to include the name of news outlets that will be approached, the type of group that will be reached, etc.** Press releases are sent for consideration to all major newspapers and small independent newsletters. ARTsmart also provides presentations as opportunities arise to educate our community on the work we do. These presentations are with groups like the Rotary Club, Santa Fe Civitan Club, El Castillo, and The Professional Educator Organization. Our board and staff take advantage of many networking opportunities to connect with our community, develop more support and to share information about the critical work we do. ARTsmart delivers information and brochures to local concierges and many other locations such as schools, local businesses, and exhibition locations. ARTsmart also invites and encourages foundation and donor supporters to attend our exhibitions.

**Describe the types of printed materials used to promote the project. Be sure to include how the materials will be distributed and/or reach the hands of potential audience members.**

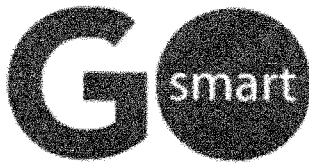


City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

In addition to utilizing electronic invitations, ARTsmart sends paper invites home with students to share with their families and wider community for exhibition and program information. We also create fliers that are distributed district-wide to promote our spring and summer camps, in which each week concludes with an exhibition where we invite families, friends, supporters, and the greater community. Our primary printed collateral is the ARTsmart brochure that is available in galleries, at all of our events, in public schools, and at the convention center. Each ARTsmart staff member carries official business cards.



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

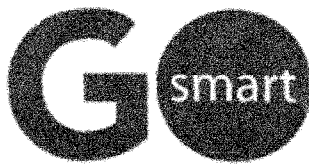
Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

### Three Year Organizational Budget

Please present organizational budget information for last, current and next fiscal year. Do not include In-kind. Enter income as a positive numbers and expenses as negative numbers. Applicants that are part of a larger institution/organization (colleges/universities, tribal entities, other governments, etc.) should submit organizational budget information for the department with oversight of the proposed program, not the entire institution.

<b>Income</b>	<b>Last Year</b>	<b>Current Year</b>	<b>Next Year</b>
Earned Income	551,166	542,050	569,152
Unearned Income	17,235	20,000	20,000
<b>SubTotals:</b>	<b>\$568,401</b>	<b>\$562,050</b>	<b>\$589,152</b>
<b>Expenses</b>	<b>Last Year</b>	<b>Current Year</b>	<b>Next Year</b>
Expenses	-539,497	-522,050	-548,152
<b>SubTotals:</b>	<b>\$-539,497</b>	<b>\$-522,050</b>	<b>\$-548,152</b>
<b>Income Totals:</b>	<b>\$28,904</b>	<b>\$40,000</b>	<b>\$41,000</b>



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

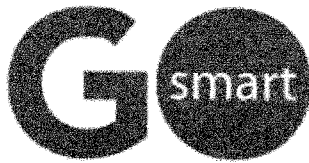
Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

### Project Income

Please enter the income for the project as planned during the contract year. Reflect only income related to the project.

	Cash Applicant Request		In-kind
Tickets/Admission	0	0	0
Memberships/Subscriptions	0	0	0
Other Earned Income	0	0	0
Business/Corporate Support	0	0	5,500
Foundation Support	13,000	0	0
Individual Support	10,000	0	500
Other Government Support	0	0	0
Applicant Cash	0	0	0
Arts Commission Request	6,000	6,000	0
<b>SubTotals:</b>	<b>\$29,000</b>	<b>\$6,000</b>	<b>\$6,000</b>
<b>Income Totals:</b>	<b>\$29,000</b>	<b>\$6,000</b>	<b>\$6,000</b>



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

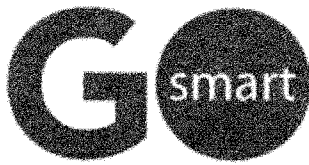
Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## Project Expenses

Please enter the income for the project as planned during the contract year. Reflect only income related to the project.

	Applicant	City Request	In-Kind
Administrative Salaries	1,750	500	0
Artistic Salaries	18,250	2,250	0
Marketing/PR Salaries	0	0	0
Administrative Fees & Services	0	0	0
Artistic Fees & Services	0	0	0
Marketing/PR Services	1,000	500	500
Advertising	1,500	1,000	3,000
Printing/Publication	1,500	1,000	500
Materials/Supplies	5,000	750	2,000
Production Expenses	0	0	0
Travel (do not request City funds)	0	0	0
Rent/Mortgage	0	0	0
Remaining Expenses	0	0	0
<b>SubTotals:</b>	<b>\$29,000</b>	<b>\$6,000</b>	<b>\$6,000</b>
<b>Expense Totals:</b>	<b>\$29,000</b>	<b>\$6,000</b>	<b>\$6,000</b>



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

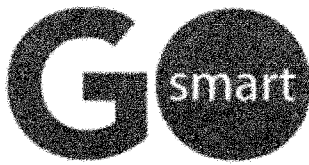
## Financial Narrative

Explain the financial information presented. Keep in mind reviewers look for a diversity of income sources, the earned to unearned income mix, and the stability of the organizational budget from year to year. You are encouraged to address any significant increases/decreases between fiscal years; plans for reducing any deficit, as well as the factors that contributed to the deficit; any significant changes in funding sources; and any other important information.

**Explain the financial information presented. Keep in mind reviewers look for a diversity of income sources, the earned to unearned income mix, and the stability of the organizational budget from year to year. You are encouraged to address any significant increases/decreases between fiscal years; plans for reducing any deficit, as well as the factors that contributed to the deficit; any significant changes in funding sources; and any other important information.** ARTsmart has a diverse income stream. We receive funding through government grants and foundation grants, fee for service monies, income from our endowments that are located at Santa Fe Community Foundation, donations from individuals, and from fundraising events. We submitted our 2016 IRS 990 form in the document section because our accountant who files for us will complete the 2017 990 form in November of this year. We try to increase our income by 5% each year either by individual or corporate donations or increased grant funding.

We are basing our projected income for 2018 for our grants received from government and foundation funding. If this amount were to increase or decrease the expenses would reflect the amount of increase or decrease. We have secured grants and received funding from the McKee Foundation, Gupta Foundation, New Mexico Arts and Celia Rumsey Trust for the 2018-2019, with several more pending. Our In-Kind marketing has come from free advertising that we received from magazines and reduced rates on our printing and graphic designer.





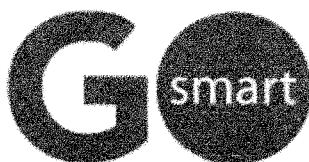
City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## Sample Instructions

Before uploading samples, please read the following directions: Artistic Samples Please complete title, date, artist, media, and dimensions for each sample. Note that the total viewing time cannot exceed three minutes. 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. Other Samples Submit up to three 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. Artistic and Administrative Biographies (Do not include resumes.) Provide brief biographies of key artistic, administrative and educational staff, including contractors or volunteers who will be involved in the project. Be sure to highlight relevant educational and professional experience. (Total of 2-page maximum) Organizational History Include a brief history of the organization. (1-page maximum) Board List Submit a list of your organization's board members. The list should include their name, professional affiliation and city of residence. Please use an asterisk as you wish to note diversity. (1-page maximum) Organizational Chart Include an organizational chart that visually describes the administrative/decision-making structure of your organization or group. (1-page maximum) IRS Exemption Letter Provide a copy of the IRS letter granting your organization's 501 (c) 3 status. Please include any relevant addenda or amendments. Incorporation Certificate Provide a copy of your State of New Mexico Incorporation Certificate. This document is issued by the State. IRS Form 990 Please include Page 1 of your IRS Form 990 for the most recently completed fiscal year.



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## Samples & Attachments



Title: ANNUAL GOURMET  
DINNER AND AUCTION  
Artist 1: SFPS 5th Grade  
Students  
Description: Students show  
off their plates at our Annual  
Dinner and Auction. Plate  
sale proceeds go back into  
the students' visiting artist  
program through live and  
silent auction.

Annual Gourmet Dinner  
and Auction



Title: ARTCAMP  
CRITIQUE/ COMMUNITY  
PRESENTATION  
Artist 1: Inez  
Created: 2017  
Description: Inez proudly  
shows of her wood  
sculpture while describing  
her choices and process  
through our final positive  
feedback critique where  
families and the greater  
community are invited for a  
presentation each Friday.

ARTcamp Critique/  
Community Presentation



Title: ARTSMART MURAL  
UNVEILING  
Artist 1: El Camino Real  
Middle School Students  
Description: Proud family  
posing in front of the mural  
created at the ARTsmart  
Community studio with their  
young artist whose design  
was selected. This was at  
ECRA's Mural Unveiling  
Celebration.

ARTsmart Mural  
Unveiling



Title: EL CAMINO REAL  
MIDDLE SCHOOL  
STUDENTS  
Artist 1: El Camino Real  
Middle School Students  
Description: El Camino  
Real Middle School  
Students created these  
large pieces as legacy  
projects though our Youth  
Mural Program.

El Camino Real Middle  
School Students



Title: EL CAMINO REAL  
MURAL  
Artist 1: El Camino Real  
Middle School Students  
Description: Middle School  
students created a legacy  
mural project for their  
commons area as a part of  
our Youth Mural Program.

El Camino Real Mural



Title: FINAL ARTCAMP  
CRITIQUE  
Artist 1: Preston Rodgers  
Description: Preston  
proudly describes his  
process and choices of his  
artwork while applying new  
vocabulary through our  
positive feedback critique in  
which we invite families and  
the greater community each  
Friday.

Final ARTcamp Critique



Title: FINAL CRITIQUE AT  
OUR AFTER-SCHOOL  
ARTCLUB  
Artist 1: Delilah D.  
Created: 2017  
Description: Delilah proudly  
describes her process and  
choices of her artwork while  
applying new vocabulary  
through our positive  
feedback critique in which  
we invite families and the  
greater community at the  
completion of our after-  
school program.

Final Critique at our  
after-school ARTclub



Title: FINAL DESIGN OF  
MILAGRO MIDDLE  
STUDENTS' MURAL  
GALAXY FOR  
Artist 1: Milagro Middle  
School Art Club  
Collab. 2: Meow Wolf  
Description: Final Design of  
Milagro Middle Students' Mural, Galaxy Forrest, in  
Meow Wolf's Learning  
Center.

Final Design of Milagro  
Middle Students' Mural  
Galaxy For



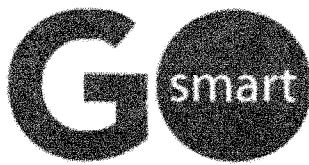
Title: MILAGRO MIDDLE  
SCHOOL STUDENT  
WORKING ON MEOW  
WOLF MURAL  
Artist 1: Milagro Middle  
School Art Club

Milagro Middle School  
Student working on  
Meow Wolf Mural



Title: GIVE A HOOT DON'T  
POLLUTE  
Artist 1: Sweeney  
Elementary ARTclub  
Students  
Created: 2017  
Description: K-5th grade  
students from Sweeney  
Elementary recycled the  
famous 1970's  
environmental campaign  
Give a Hoot Don't Pollute  
and created their own take  
on Woodsy the Owl by  
repurposing old "junk" for  
the Recycle SF Juried  
Student Show- 2nd place

Give a Hoot Dont Pollute



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## Samples & Attachments (Continued)



Title: GRAND PRIZE  
WINNER OF 2018  
CERAMIC PROJECT  
Description: 2018 Grand  
Prize Winner proudly shows  
off her piece with her  
grandmother at our Annual  
Gourmet Dinner and Action

Grand Prize Winner of  
2018 Ceramic Project



Title: INSTALLATION  
CAMP CRITIQUE/  
COMMUNITY  
PRESENTATION  
Artist 1: Sohalia  
Description: Sohalia  
prepares for her upcoming  
presentation to describe her  
process and choices of her  
installation to family  
members and the greater  
community at the ARTsmart  
Community Studio.

Installation Camp  
Critique/ Community  
Presentation



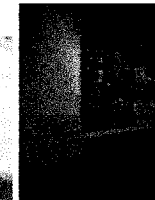
Title: PROUD FAMILY AT  
OUR ANNUAL CERAMIC  
PROJECT RECEPTION  
Artist 1: 5th Grade SFPS  
Students  
Description: 5th grade  
students paint their designs  
on a variety of ceramic  
objects. Each student  
creates two objects-one to  
keep and another that is  
auctioned at the Dinner to  
raise funds for their Visiting  
Artist Program.

Proud Family at our  
Annual Ceramic Project  
Reception



Title: STUDENT ACRYLIC  
PLEIN AIR PAINTINGS AT  
EXHIBITION  
Created: 2016

Student Acrylic Plein Air  
Paintings at Exhibition



Title: TRIBUTE TO  
MATISSE  
Artist 1: Entire Tesuque  
Elementary School  
Description: Each Tesuque  
Elementary student  
contributed to this  
collaborative piece, learning  
about positive and negative  
shapes, as well as the  
collages of Matisse. This  
large piece was up at the  
Southside Public Library as  
a part of our month long  
April exhibition.

Tribute to Matisse



Video Media: Digital File  
Title: CHILDREN'S  
PAINTED CERAMIC  
PROJECT 2018  
EXHIBITION  
Artist 1: 100 5th grade  
SFPS students  
Collab. 2: Each SFPS  
elementary art teacher  
Year Created: 2018

Children's Painted  
Ceramic Project 2018-  
small.mov



Video Media: Digital File  
Title: ARTSMART VIDEO  
Artist 1: various  
Year Created: 2016

1min49sec Artsmart  
video 01.mp4



Video Media: Digital File  
Title: INSTALLATION  
CAMP CRITIQUE/  
COMMUNITY  
PRESENTATION  
Artist 1: Installation Camp  
participant  
Year Created: 2017

Installation Art Critique.  
mov



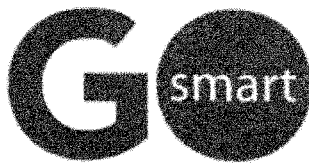
Title: 2018 SPRING BREAK  
AND SUMMER CAMP  
FLYER AND AD  
Completed: 2018  
Published: 0  
Publisher:

Camp Ad 2018.pdf



Title: INVITATION FOR  
MURAL UNVEILING  
Artist 1: Milagro Middle  
School Art Club  
Completed: 0  
Published: 0  
Publisher:

Meow Wolf Mural  
Unveiling copy.pdf



City of Santa Fe Arts Commission - 2018 Community Arts  
Development  
ARTsmart  
Application #18CAD0003

Primary Contact: Ms. Amanda Thomas  
Phone: (505) 992-2787  
Email: athomas@artsmartnm.org

Document Generated: Wednesday, August 1st 2018, 2:45 pm

## Samples & Attachments (Continued)



Title: 2018 EDIBLE ART  
TOUR SF NOW BOOKLET  
Completed: 0  
Published: 0  
Publisher:

[Edible Art Tour  
PROGRAM Santa Fe  
NOW Magazine 2018  
DigitalEdition 2.pdf](#)



Title: ARTSMART  
ARTISTIC AND  
ADMINISTRATIVE  
BIOGRAPHIES  
Completed: 0  
Published: 0  
Publisher:

[ARTsmart Artistic and  
Administrative  
Biographies.pdf](#)



Title: HISTORY OF  
ARTSMART  
Completed: 0  
Published: 0  
Publisher:

[History of ARTsmart.pdf](#)



Title: ARTSMART BOARD  
OF DIRECTORS  
Completed: 0  
Published: 0  
Publisher:

[ARTsmart Board of  
Directors.pdf](#)



Title: ARTSMART ORG  
CHART  
Completed: 0  
Published: 0  
Publisher:

[ARTsmart Org Chart.pdf](#)



Title: ARTSMART 501C3  
Completed: 0  
Published: 0  
Publisher:

[ARTsmart 501c3 letter.  
pdf](#)



Title: ARTSMART  
ARTICLES OF  
INCORPORATION  
Completed: 0  
Published: 0  
Publisher:

[ARTsmart Articles of  
Incorporation.pdf](#)



Title: ARTSMART 2016 IRS  
990  
Completed: 0  
Published: 0  
Publisher:

[ARTsmart 2016 IRS 990.  
pdf](#)