

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 **Santa Fe Children's Museum** (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 two hundred fifty dollars and no cents (\$5,250.00), 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:
Santa Fe Children's Museum
1050 Old Pecos Trail
Santa Fe NM 87505

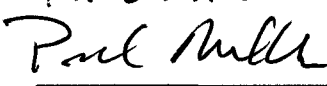
IN WITNESS WHEREOF, the parties have executed this Agreement on the date
set forth below.

CITY OF SANTA FE:


ERIK LITZENBERG, CITY MANAGER

DATE: 9/5/18

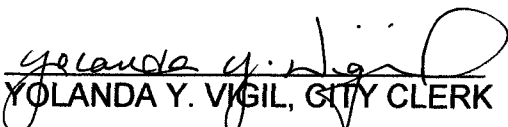

SANTA FE CHILDREN'S MUSEUM

PAUL MACIES VP Board of Director

NAME AND TITLE

DATE: 9/7/18

CRS# 02-105142009
City of Santa Fe Business
Registration # 18-00030263

ATTEST:


YOLANDA Y. VIGIL, CITY CLERK 

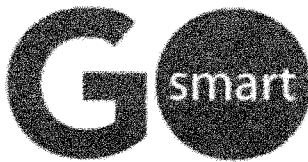
APPROVED AS TO FORM:

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
Santa Fe Children's Museum
Application #18CAD0012

Primary Contact: Miss Meredith Brown
Phone: (505) 989-8359
Email: mbrown
@santafechildrensmuseum.org

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Applicant Profile

Legal Name

Santa Fe Children's Museum

Address1

1050 Old Pecos Trail
Santa Fe, New Mexico 87505
UNITED STATES

Telephone

(505) 989-8359 ext:103

Primary Contact

Meredith Brown

Phone: (505) 989-8359

Email: mbrown

@santafechildrensmuseum.org

Applicant Status

Organization - Non-Profit

Applicant Institution

Other Museum

Applicant Discipline

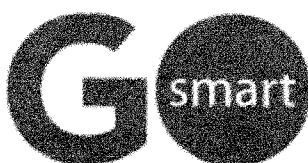
Interdisciplinary

Grantee Race

No single race/ethnic group listed above made up more than 25% of the
population directly benefited

FEIN / TAX ID

85-0335070



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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.

Santa Fe Children's Museum

DBA (if applicable)

Project Director Information

Project Director Name

Leona Hillary

Project Director Title

Educational Programs Manager

Project Director Email

lhillary@santafechildrensmuseum.org

Project Director Phone #

5059898359

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

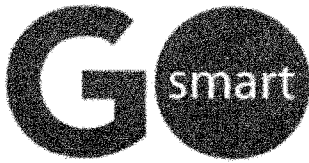
Sharon Woods

Authorizing Official Title

President, Santa Fe Children's Museum

Authorizing Official Email

sharonwoods@woodsbuilders.com



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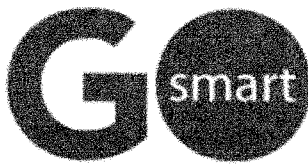
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Authorizing Official Phone #
505-780-0091

City of Santa Fe Business Registration # (This number must start with a "18")
18-00030263

CRS #
02-105142009



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Project Narrative

Project Title

Fine Arts Friday

Amount Requested

\$6,000.00

Project Start Date

2018-7-1

End Date

2019-5-31

Project Location

Santa Fe Children's Museum
1050 Old Pecos Trail
Santa Fe, N.M. 87505

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

Come by on any given Friday from 2-4pm to SFCM, and you will find children of all ages and caregivers swaying to classical music, swirling colors, rolling clay, or thoughtfully sketching. During "Fine Art Fridays", museum guests are given the opportunity to work with specialty materials and treated to time with an experienced artist, whether it be lead by our own educator, a seasoned professional artist, or by a visiting artist or program partner, like the Espanola Valley Fiber Art Center, Tandy Leather, Museum of Indian Arts and Culture, or SITE Santa Fe.

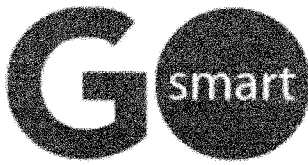
We also dive into projects where art and science merge, such as building "artbots" with Michael Sheppard of Big Sky Learning, and offering digital photography, film-making, and design thinking during our Explorers Summer Camp. We feature thematic art projects at our special events, like making terrariums on Earth Day, Space Tie-Dye and Planetary Marbled Paper at our Planetarium events. Ongoing collaborations with city celebrations such as New Mexico Railroad History Celebration and Recycle Santa Fe bring the community together at the Museum to build fine miniatures and sculptures using real tools and recycled materials. We incorporate movement, theater, and music, through our partnerships with ACT Marimba Band, Pomegranate Studios, and many well-known regional storytellers to celebrate the rich arts culture in our area, which we believe is so very important.

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?

We serve over 21,000 children and 20,000 adults each year at SFCM. SFCM offers many opportunities for easy access to our services. We have a very modest admission cost for all, and also provide special discounts for Military and EBT cardholders. We have community partnerships with United Way, Adelante, and others to allow those they serve free access to the museum.

Every Thursday the Museum is open late and free from 4:00-6:30 for New Mexico Residents. We use these times to accommodate working and single parents and provide additional fine art materials and enrichment in our Make and Take area. Additional funding would expand these programs.

During the school year, we offer free field trips to Title 1 schools and would like to offer more fine art enhancements to those children's visits. Beyond visitors at the museum, we expand the fine art



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experience on our Outreach Adventures to social service groups like Adelante, and we hope to expand this even further in the future.

Enrichment from artistic sources through programming times with facilitator, as opposed to our permanent art-based exhibits, delivers not only the mental benefits of fine arts but also introduces key fine art concepts such as composition, color theory, perspective, lighting, contrast and shading, and choice of subject matter/focus. Projects that focus on process versus product- such as painting with salt or shaving cream during our Sensory Friendly and Early Childhood programs also gives our community a chance to experience art for expression.

Facilitator-led programming also encourages personal reflection and imagery to communicate subjects and emotions important to the artist and their life, which is a prime focus of our arts programming.

All children benefit from exposure to art, and that is at the core mission of our institution-- providing access to an environment where all children can learn by doing.

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.

Our collaborations cross-promote SFCM with other Arts-based organizations, which provides citywide opportunities to experience fine arts. We are constantly asked to contribute youth based arts projects to events outside the museum. It is our belief that people within the community see the quality of our child-centered programs and the art our children produce. We are quickly gaining a reputation for the materials and instruction we provide being well crafted, culturally relevant, and consistently enriching.

SFCM's collaborative arts program is so popular, in fact, that we are having problems meeting requests for our programming and partnerships due to staffing and funding limitations caused by our nonprofit status and our dedication to committing fully to each partnership we make. We want to ensure that each program we run has the highest quality, rather than committing to more than we can achieve well.

As our partnerships increase at a sustainable rate, we will weave a wider web of reach between our organization and others in the city. This shows our communities families that we are working together as a city to help improve the arts availability and impact on locals and tourists alike.

Santa Fe is home to many of the top art galleries in the nation and has one of the highest concentrations of galleries as well. SFCM is where local and visiting families go to get the arts culture our city is famous for in a child-friendly form. Galleries and other fine art establishments that want to develop children's programs come to us for advice and assistance.

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.

Our Educational Programs Manager, Leona Hillary, has a BA in "Art, Child Development, and Culture." She is a certified Special Education teacher with 14 years of experience teaching drama, art, and other integrated education enrichment, as well as K-12 common core standards. Ms. Hillary is also an artist, with a collaborative community project on display at the fine arts building at Northern New Mexico College in Espanola. This is a year-long arts as activism piece about acequia and wildlife preservation through art as part of a previous position as Arts Director of the Northern Youth Project. Ms Hillary's work is also featured in a collaborative art show at Banana REpublic Santa Fe and community projects exhibited at Warehouse 21.

Our Planetarium Coordinator graduated from Alma d'Arte art high school in Las Cruces, NM, where she specialized in pottery and ceramics. Ms. Silva weaves art and creative expression into her



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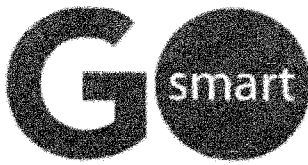
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programming, which reached more than 5,000 students in public schools in the last 3 months alone.

Aubs Staats attended the School of Arts and Design here in Santa Fe. She has been a Production Assistant on film and theatre sets. She is a creative artist who frequently displays her creations. Ms. Staats works with the children and Museum visitors in a variety of programming, including Fine Art Fridays.

Kai Morgan, one of our program facilitators, has been studying dance and movement for 11 years and is an assistant teacher at NDI. In previous years she has attended dance intensive workshops at Walnut Hill Summer Dance, Saratoga Dance Intensive, and Hubbard Street Dance.

Bryce Webster, a program assistant, has a BA in Theatre Arts with an emphasis in production and design. Her experience designing sets and costumes and painting is readily shared at the Museum.



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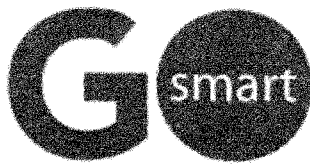
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Audience by Age

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

	Audience
0-5 yrs	8,850
6-17 yrs	12,264
18-24 yrs	2,416
25-55 yrs	14,333
55-64 yrs	2,358
65+ yrs	1,729
SubTotals:	41,950
Grand Totals:	41,950



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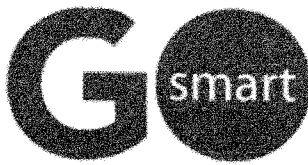
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Audience Demographics

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

	Audience
American Indian/Alaska Native	8,880
Asian	487
Black/African American	1,091
Hispanic/Latino	21,768
Native Hawaiian/Other Pacific Islander	243
White	9,481
SubTotals:	41,950
Grand Totals:	41,950



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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.

The Santa Fe Children's Museum uses many different outlets for broadcasting our media and promoting programs. The year-round marketing plan will include concentrated promotions focusing on reaching out during peak tourist seasons. Strategies will include print and digital ads, video placements, social media promotion, and rack card distribution throughout New Mexico.

New Mexico Kids! Family Magazine: All year we will run 1/4 page, full-color ads in this publication. New Mexico Kids! will print every two months and focuses on families. Along with our featured ad, we also pay to be included in the online directory and calendar which promotes local family attractions.

Tumbleweeds: We will run a year of 1/4 page, full-color ads in the Tumbleweeds Newspapers. This newspaper also centers around children and is distributed quarterly to high traffic destinations around Santa Fe.

Movie Theater Ads: We will partner with Violet Crown Cinemas to have a short ad onscreen featured before family films and a booth set up inside the building during summer.

Rack Card Distribution: We are contracted with Fun & Games Rack Card Distribution to bring our Rack Cards into all of the NM State Tourism Centers, including those located on the borders of AR, CO, TX, and in Santa Fe; combined these account for roughly 2.5 million visitors per year. We also contract with distributors to stock rack cards locally to high profile locations around Santa Fe.

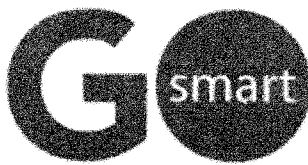
Discuss the online platform on which the project will be promoted such as websites, blogs, email blasts, links, search engines, etc.

The Santa Fe Children's Museum will promote all events, media, and programs on its newly renovated website; this newly designed website was renovated by top local company Xynergy, Inc. and launched in February of 2018.

Special programs will be posted in our event calendar and even given their own page; on this page, high-quality, professional photos clearly depicting the indoor and outdoor aspects of the museum in relation to each event will be shown. In addition to the event calendar and event pages, each special program or event will be given its own "slider" on our home page. Each "slider" consists of a high definition picture or in-house design representing the event or program; these will link to the event/program page so the visitor can learn everything they need to know about the upcoming project.

The museum will heavily promote the programs and its related events year-round through numerous Constant Contact email blasts. These email blasts will feature professional pictures, writings, sound clips, and even video presentations about the program and related events to raise awareness about museum happenings and gather interest. These email blasts will be sent not only to our members and our newsletter lists, but also to our magazine and journalist contacts, and local Santa Fe and Albuquerque family-centered businesses.

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.



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The Santa Fe Children's Museum will heavily promote this program on all of its Social Media platforms including, but not limited to, Facebook, Twitter, and Instagram using the HootSuite program.

The Santa Fe Children's Museum will use HootSuite to post to each of these platforms; this will save staff time and energy. On HootSuite, the user will only have to create a single post, and Hootsuite will post the user's creation to all of the social media sites with one click instead of the user having to take the time to make three individual posts on each different platform. We will use Hootsuite to schedule posts throughout the week; we will post at least once a day on each of these platforms. Attached to these posts will be a high-quality photo or a related design (made in-house) that depicts the happenings of the events clearly and concisely.

Roughly 2000 people visit our Facebook page in one month. This is our most prominent platform. We use this to promote our guest artists and in-house workshops. Facebook also has a feature to "Boost" ads; this is an ad in which you can pay to reach more people in your surrounding areas. We use this frequency for special programs.

We have 775 followers on Twitter. This is mostly used to promote museum visibility with short burst sentences and links.

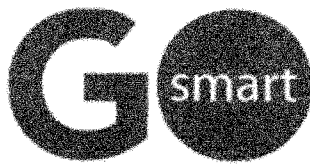
We have 586 followers on Instagram. This is a picture based platform used to promote the ever-changing museum floor, exciting new exhibits, and programs.

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. For special events and related programs, we use press releases to the Santa Fe New Mexican, The Santa Fe Reporter, Pasatiempo, KNME, and several other media outlets. On top of this, we also send out a press release to all of our newspaper, and journalist contacts, our members, and our newsletter lists through Constant Contact. Once information is disseminated, from there additional media coverage is given out if desired.

Recently The Santa Fe Children's Museum launched the Explorers Summer Camp; for one month a radio ad was run through Hutton Broadcasting; having our voice heard over the radio allowed the museum to fill all spots in the first week of the camp with registration still open for another month! Hutton Broadcasting will continue to run regular spots

The Santa Fe Children's Museum has also recently renewed its membership with the Santa Fe Chamber of Commerce. Through this, we are actively looking for new ways to target tourist populations. One of the ways that we have tried to do this recently is by reserving an ad in the Santa Fe Chamber of Commerce Map that will run for two consecutive years. A bright blue ad with the Santa Fe Children's Museum logo will be featured on the edge of a map of Santa Fe; we are hoping that this will bring in more out of state and non-local visitors to our destination. Along with this, The Chamber is still distributing our rack cards at their Bienvenidos booth on the Plaza and providing information about our destination to tourists.

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. For select programming and related special events, we contract with a graphic designer to create beautiful and striking flyers and ads which we then distribute to high traffic local community hubs, such as community bulletin boards, libraries, schools, restaurants, coffee shops, hotels, and other kid-friendly businesses in or near Devargas mall and the Santa Fe Plaza. In addition to this, we also set up booths at local Santa Fe events, such as Rainbow Family Pride, Santa Fe Railyard Mud Days, and the Interplanetary Festival. If there is an opportunity to spread awareness about the Santa Fe Children's Museum, we are there. We even use digital versions of our flyers to post to all of our social media platforms and online calendars on our website; these can even be used for publications such as Pasatiempo or the Santa Fe New Mexican.

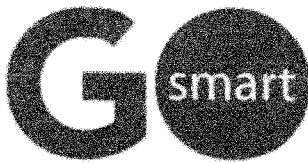


City of Santa Fe Arts Commission - 2018 Community Arts
Development
Santa Fe Children's Museum
Application #18CAD0012

Primary Contact: Miss Meredith Brown
Phone: (505) 989-8359
Email: mbrown
@santafechildrensmuseum.org

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We are also currently contracted with Fun & Games Rack Card Distribution to bring our rack cards to all 9 state New Mexico Tourism Centers. These centers receive over 2.5 million visitors per year. These cards are also placed in high-traffic visitors centers throughout New Mexico. Fun & Games travels to around 35-45 well-attended state festivals throughout the year to set up mobile tourist information hubs and distributes rack cards at highly attended events, including but not limited to, the Indian Market and the Balloon Festival.



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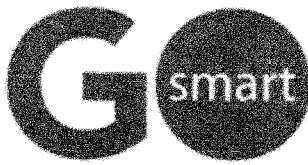
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Three Year Organizational Budget

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.

Income		Last Year	Current Year	Next Year
Earned Income		250,708	249,382	255,000
Unearned Income		327,815	414,494	415,000
	SubTotals:	\$578,523	\$663,876	\$670,000
Expenses		Last Year	Current Year	Next Year
Expenses		-473,237	-535,860	-550,000
	SubTotals:	\$-473,237	\$-535,860	\$-550,000
	Income Totals:	\$105,286	\$128,016	\$120,000



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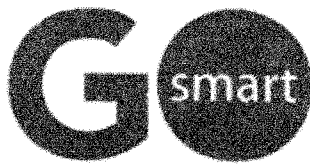
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Project Income

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	68,680	0	0
Memberships/Subscriptions	0	0	0
Other Earned Income	500	0	0
Business/Corporate Support	2,000	0	0
Foundation Support	0	0	0
Individual Support	0	0	0
Other Government Support	6,000	0	0
Applicant Cash	0	0	0
Arts Commission Request	0	6,000	0
SubTotals:	\$77,180	\$6,000	\$0
Income Totals:	\$77,180	\$6,000	\$0



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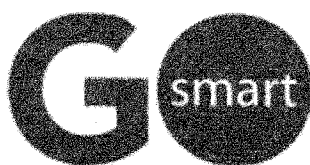
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Project Expenses

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	21,968	360	0
Artistic Salaries	25,755	360	0
Marketing/PR Salaries	23,483	960	0
Administrative Fees & Services	0	0	0
Artistic Fees & Services	0	420	300
Marketing/PR Services	0	0	0
Advertising	2,945	3,000	3,000
Printing/Publication	300	540	240
Materials/Supplies	0	360	280
Production Expenses	0	0	0
Travel (do not request City funds)	729	0	0
Rent/Mortgage	2,000	0	0
Remaining Expenses	0	0	0
SubTotals:	\$77,180	\$6,000	\$3,820
Expense Totals:	\$77,180	\$6,000	\$3,820



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Financial Narrative

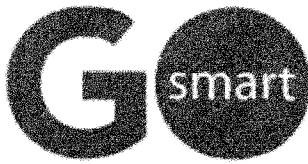
Explain the financial information presented. Keep in mind reviewers look for a diversity of income sources, the earned to unearned income mix, and the stability of the organizational budget from year to year. You are encouraged to address any significant increases/decreases between fiscal years; plans 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.

The Santa Fe Children's Museum enjoyed many positive and progressive financial changes in the past year. We welcomed the support of additional Foundations and Corporate sponsorships new to the Museum. This enabled the Museum to purchase a portable Planetarium. This incredible addition to our many wonderful programs travels to schools in outlying areas, reaching many underserved (Title 1) communities, thanks to specific foundation commitment.

Recently the Governor of New Mexico visited the Museum and expressed her enthusiastic support for the Museum. She directed Museum leadership to promising avenues of future financial support. The Museum has brightened the interior of the building, adding vibrant colors, bilingual signage as well as several new interactive exhibits and water features.

None of this could have been accomplished without our dedicated, enthusiastic Board of Directors as well as our new Executive Director, Susan Lynn. Together they bring diverse areas of expertise. All of them live and work in Santa Fe and therefore understand the needs of our community and the financial requirements of the Children's Museum.



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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.

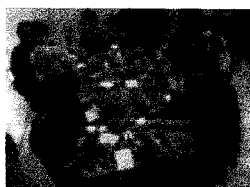


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Samples & Attachments



Title: FINE ART FRIDAY:
WOODWORKING
Created: 2018

[Fine Art Friday:
Woodworking](#)



Title: LEONA HILLARY
DEMONSTRATES FABRIC
ART
Created: 2018

[Leona Hillary
Demonstrates Fabric Art](#)



Title: MAKE AND TAKE
EXHIBIT AREA
Description: In our Make
and Take area, children can
choose to display their art
for all to see. This shows
them that their creativity
and effort is valued. Some
even find and admire their
own art on future visits.

[Make And Take Exhibit
Area](#)



Title: OPERA MAKES
SENSE EVENT

[Opera Makes Sense
Event](#)



Title: SHAVING CREAM
ART
Description: This art was
done by an autistic boy
during our sensory friendly
night. With such simple
materials of food dye and
shaving cream, he created
something beautiful.

[Shaving Cream Art](#)



Video Media: Digital File
Title: COMMUNITY DAY
DRUMMERS
Year Created: 0

[IMG_9633.MOV](#)



Title: NEW MEXICO KIDS!
ARTS ARTICLE 2018
Completed: 0
Published: 0
Publisher:

[New Mexico Kids! Arts
Article.pdf](#)



Title: SANTA FE
CHILDREN'S MUSEUM
RACK CARD 2018
Completed: 0
Published: 0
Publisher:

[SFCM_rackcard_side02-
bFINAL \(1\).pdf](#)



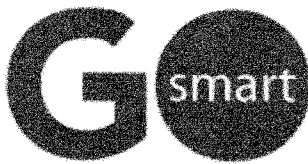
Title: THE SANTA FE
OPERA PRESENTS
OPERA MAKES SENSE
Artist 1: Santa Fe Opera
Collab. 2: Santa Fe
Children's Museum
Completed: 2017
Published: 0
Publisher:

[Artistic Sample 3 Opera
Makes Sense.pdf](#)



Title: IRS FORM 990 PAGE
1
Completed: 0
Published: 0
Publisher:

[IRS Form 990.pdf](#)



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Samples & Attachments (Continued)



Title: BOARD LIST
Completed: 0
Published: 0
Publisher:

[Board List.pdf](#)



Title: ORGANIZATIONAL
CHART 2018
Completed: 0
Published: 0
Publisher:

[SFCM Org Chart 053118
SL.pdf](#)



Title: ORGANIZATIONAL
HISTORY
Completed: 0
Published: 0
Publisher:

[Organizational History.
pdf](#)



Title: INCORPORATION
CERTIFICATE
Completed: 0
Published: 0
Publisher:

[Incorporation Certificate.
pdf](#)



Title: STATE OF NEW
MEXICO
INCORPORATION
CERTIFICATE
Completed: 0
Published: 0
Publisher:

[Incorporation Certificate.
pdf](#)



Title: IRS EXEMPTION
LETTER
Completed: 0
Published: 0
Publisher:

[IRS Exemption Letter.
pdf](#)