

Date: September 10, 2024

To: John Blair, City Manager

Via: Randy Randall, Community Development Department Director Randy Randall (Oct 1, 2024 10:43 MDT)

From: **Johanna Nelson, Office of Economic Development Director**
Chelsey Johnson, Arts and Culture Department Director

Subject: **Contract with Global Center for Cultural Entrepreneurship DBA Creative Startups related to supporting the Creative Industries**

Vendor Name: **Global Center for Cultural Entrepreneurship DBA Creative Startups**

Vendor Number: **8048**

ITEM AND ISSUE:

The Office of Economic Development and The Arts and Culture Department respectfully request your review and approval of the Creative Industries Hub Contract in support of growing and cultivating the Creative Industries.

Request for the Approval of a professional services contract in the total amount of \$60,000 for programming and developmental support with Global Center for Cultural Entrepreneurship DBA Creative Startups via their Executive Director, Alice Loy (505)263-5180, alice@creativestartups.org.

The Contract is attached.

Action Requested: Sign and Approve Contract

BACKGROUND AND SUMMARY:

The Office of Economic Development (OED) has received a \$100,000 grant from the New Mexico Economic Development Department to advance and support the Creative Industries. A dedicated contractor will collaborate with the OED and the Arts and Culture Department to implement programs that assist organizations providing technical support to entrepreneurs and business owners within the Creative Industries.

Targeting the Creative Industries as a key sector for economic growth, the OED and the Arts and Culture Department aim to stimulate regional development through this initiative. The programs funded by this grant will empower businesses in the Creative Industries by offering essential resources and expertise, fostering innovation, and enhancing their capacity to contribute to the local economy

PROCUREMENT METHOD:

The procurement method is RFQ, which was opened on May 10, 2024 and closed June 21, 2024. A single proposal was received. RFQ No. 24062

Chief Procurement Officer Approval: _____ **Date:** Oct 1, 2024
Comment/Exceptions: NMSA 1978, Section 13-1-125, Small Purchase _____

Supporting Information:

CONTRACT NUMBER:

The FY25 Munis contract number is 325XXX (pending)
The FY25 Project ledger number is **ECD2421202**

\$\$\$\$ SOURCE/REVENUE: Expense Revenue

The funding source is:

Fund Name/Number: Fund 212: Economic Development
Munis Org Name/Number: 2122800/510400
Munis Object Name/Number: Grants and Services/510400

State of New Mexico grant award number: 23-0707 _____

Grant Manager / Accounting Officer Approval: _____ **Date:** _____
Comment/Exceptions: _____

Project Ledger #: ECD2421202 _____

Budget Officer Approval: *Andy Hopkins* _____ **Date:** Oct 1, 2024
Comment/Exceptions: _____

CAPITAL ASSET (will this procurement result in a tangible item that costs more than \$5,000?):

Yes | No

Repair or Replacement of Existing Equipment:

Yes | No X

If yes -> Repair | Replacement

Please explain: _____

Capital Project:

(New and improvement projects that are going to cost \$10,000 or more)

Yes | No X

Project Ledger #: _____

Anticipated length of project: _____

Asset Manager Approval: _____ **Date:** _____
Comment/Exceptions: _____

Department Approvals:

IT Components: Yes | No X

Vehicles: Yes | No X

Facilities, Furniture, Fixtures, Equipment: Yes | No X

Approval: _____ **Title:** _____ **Date:** _____

Approval: _____ **Title:** _____ **Date:** _____

Comment & Exceptions: _____

Department Contract Administrator Contact Info:

ATTACHMENTS:

Keep only those that pertain and delete the rest (including this message)

Vendor's Quote

Certificate of Liability Insurance

Professional/General Services Contract

Horizons declination

CITY OF SANTA FE
PROFESSIONAL SERVICES CONTRACT

THIS CONTRACT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the “City,” and **Global Center for Cultural Entrepreneurship DBA Creative Startups**, hereinafter referred to as the “Contractor,” and is effective as of the date set forth below upon which it is executed by the Parties.

RECITALS

WHEREAS, the CPO has determined that is contract qualifies as a “small purchase” under the procurement code, NMSA 1978, section 13-1-125.

WHEREAS, the Contractor is one of such requisite and qualifications and is willing to engage with the City for professional services, in accordance with the terms and conditions hereinafter set out, and the Contractor understanding and consenting to the foregoing is willing to render such professional services as outlined in the Agreement; and

The City and the Contractor hereby agree as follows:

1. Scope of Work

The Contractor shall provide the following services for the City:

Act as a program manager and be a hub to establish a communications and business resource network that includes organizations supporting the Creative Industries that provide the following services (and not limited to) to entrepreneurs and aspiring entrepreneurs:

- Entrepreneurial technical assistance and business resources
- Financing (public and commercial)
- Industry sector specific support
- Workforce and education
- Nonprofit support
- Diversity and cultural awareness

A. Contractor roles and expected outcomes:

- Convene working group, either online, in person, or hybrid, monthly to promote awareness of resources and activities and increase communication among the industry and practitioners.
 - Navigator Hub helps to organize and create a communication network to increase communication and information sharing within the group.
- Document and organize respective projects to identify priorities and solicit funding for those projects. This would be a local pipeline of projects to support and grow the creative industry locally.

- Respective tools, services and trainings will be compiled to increase awareness and navigation in a user-friendly format and printed collateral pieces.
 - Financial resources
 - Infrastructure important to the creative industries (performance halls, studios, manufacturing capacity, etc.)
 - Workforce resources
 - Technical assistance
- Creative Startups will be responsible for compiling and soliciting data and information from respective partners.
- Creative Startups is responsible to organize and manage regular public convenings throughout the city for entrepreneurs and aspiring entrepreneurs for networking, peer learning and connection to resources. Special emphasis is put on placemaking and supporting marginalized populations. Key geographic areas are:
 - Southside/Airport
 - Siler Rufina
 - Midtown
 - Downtown
- Inclusive, culturally aware support focused on socially and economically disadvantaged groups will be provided, including making sure all information is translatable in Spanish. Focus will be on but not limited to women, BIPOC communities, and immigrants.
- Access to workforce training and career opportunities, including a compiled list of relevant job opportunities, internships and mentorships

B. Events

Contractor is expected to work with Office of Economic Development (OED) to help organize several events and convenings.

1. Monthly convening of working group
2. Quarterly creative industry networking events focused in different parts of the city, open to the public with the intent to provide connections to resources
3. Creative industry specific training programs
4. Convenings with industry leaders and service providers

C. Data and Reporting

The OED is responsible to submit quarterly and regular updates on the progress of the programming for Economic Development Department (EDD)—compiled with the help of the contractor. The Creative Industries Navigator Hub will be responsible for compiling and soliciting metrics, data and information from the respective partners.

2. Standard of Performance; Licenses

A. The Contractor does hereby accept its designation as a professional service, rendering services related to supporting and organizing the City’s creative industries ecosystem in creating a Creative Industries Hub for the City, as set forth in this Agreement. The Contractor represents that Contractor possesses the personnel, experience, and knowledge necessary to perform the services described under this Contract.

B. The Contractor agrees to obtain and maintain throughout the term of this Contract, 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 satisfactorily performed not to exceed sixty thousand dollars (\$60,000.00), including gross receipts tax. The New Mexico gross receipts tax levied on the amounts payable under this Contract totaling shall be paid by the City to the Contractor. **The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed sixty thousand dollars (\$60,000.00). This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Contract shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Contract reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Contract being amended in writing prior to those services in excess of the total compensation amount being provided.**

B. Payment is subject to availability of funds pursuant to the Appropriations Paragraph set forth below and to any negotiations between the parties from year to year pursuant to Paragraph 1, Scope of Work, and to approval by the City. All invoices MUST BE received by the City no later than thirty (30) days after the termination of the Fiscal Year in which the services were delivered. Invoices received after such date WILL NOT BE PAID.

C. Payment in future fiscal years is subject to availability of funds pursuant to the Appropriations Paragraph set forth below and to any negotiations between the parties from year to year pursuant to Paragraph 1, Scope of Work, and to approval by the City. All invoices MUST BE received by the City no later than fifteen (15) days after the termination of the Fiscal Year in which the services were delivered. Invoices received after such date WILL NOT BE PAID.)

D. Contractor must submit a detailed statement accounting for all services performed and expenses incurred. If the City finds that the services are not acceptable, within thirty days after the date of receipt of written notice from the Contractor that payment is requested, it shall provide the Contractor a letter of exception explaining the defect or objection to the services, and outlining steps the Contractor may take to provide remedial action. Upon certification by the City that the services have been received and accepted, payment shall be tendered to the Contractor within thirty days after the date of acceptance. If payment is made by mail, the payment shall be deemed tendered on the date it is postmarked.

E. If the City fails to pay the contractor within twenty-one days after receipt of an undisputed request for payment, the City shall pay interest to the contractor beginning on the twenty-second day after payment was due, computed at one and one-half percent of the undisputed amount per month or fraction of a month until the payment is issued. If the City receives an improperly completed invoice, the City shall notify the sender of the invoice within seven days of receipt in what way the invoice is improperly completed, and the owner has no further duty to pay on the improperly completed invoice until it is resubmitted as complete.

F. Notice of Extended Payment Provision For Grant Funded Contracts. This contract allows the owner to make payment within 45 days after submission of an undisputed request for payment.

4. Term

THIS CONTRACT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY. This Contract shall terminate one year from **date of final signature** unless terminated pursuant to paragraph 5 (Termination) and paragraph 6 (Appropriations).

5. Termination

A. Grounds. The City may terminate this Agreement for convenience or cause. For contracts within their authority, the City Manager or their designee is authorized to provide the notice of termination, otherwise such notice of termination shall be provided by the Mayor or their designee as authorized by the Governing Body. The Contractor may only terminate this Agreement based upon the City's uncured, material breach of this Agreement.

B. Notice; City Opportunity to Cure.

1) The City shall give Contractor written notice of termination at least thirty (30) days prior to the intended date of termination.

2) Contractor shall give City written notice of termination at least thirty (30) days prior to the intended date of termination, which notice shall (i) identify all the City's material breaches of this Agreement upon which the termination is based and (ii) state what the City must do to cure such material breaches. Contractor's notice of termination shall only be effective (i) if the City does not cure all material breaches within the thirty (30) day notice period or (ii) in the case of material breaches that cannot be cured within thirty (30) days, the City does not, within the thirty (30) day notice period, notify the Contractor of its intent to cure and begin with due diligence to cure the material breach.

3) Notwithstanding the foregoing, this Agreement may be terminated immediately upon written notice to the Contractor (i) if the Contractor becomes unable to perform the services contracted for, as determined by the City; (ii) if, during the term of this Agreement, the Contractor is suspended or debarred by the City; or (iii) the Agreement is terminated pursuant to Paragraph 6, "Appropriations", of this Agreement.

C. Liability. Except as otherwise expressly allowed or provided under this Agreement, the City's sole liability upon termination shall be to pay for acceptable work performed prior to the Contractor's receipt or issuance of a notice of termination; provided, however, that a notice of termination shall not nullify or otherwise affect either party's liability for pre-termination defaults under or breaches of this Agreement. The Contractor shall submit an invoice for such work within thirty (30) days of receiving or sending the notice of termination. THIS PROVISION IS NOT EXCLUSIVE AND DOES NOT WAIVE THE CITY'S OTHER LEGAL RIGHTS AND REMEDIES CAUSED BY THE CONTRACTOR'S DEFAULT/BREACH OF THIS AGREEMENT.

6. Appropriations

The terms of this Contract are contingent upon sufficient appropriations and authorization being made by the Governing Body for the performance of this Contract. If sufficient appropriations and authorization are not made by the Governing Body, this Contract shall terminate immediately 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. If the City proposes an amendment to the Contract to unilaterally reduce funding, the Contractor shall have the option to terminate the Contract or to agree to the reduced funding, within thirty (30) days of receipt of the proposed amendment.

7. Status of Contractor

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 Contract. The Contractor acknowledges that all sums received hereunder are reportable by the Contractor for tax purposes, including without limitation, self-employment and business income tax. The Contractor agrees not to purport to bind the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

8. Assignment

The Contractor shall not assign or transfer any interest in this Contract or assign any claims for money due or to become due under this Contract without the prior written approval of the City.

9. Subcontracting

The Contractor shall not subcontract any portion of the services to be performed under this Contract without the prior written approval of the City. No such subcontract shall relieve the primary Contractor from its obligations and liabilities under this Contract, nor shall any subcontract obligate direct payment from the City.

10. Release

Final payment of the amounts due under this Contract shall operate as a release of the City, its officers and employees from all liabilities, claims and obligations whatsoever arising from or under this Contract.

11. Confidentiality

Any confidential information provided to or developed by the Contractor in the performance of this Contract 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.

12. Product of Service -- Copyright

All materials developed or acquired by the Contractor under this Contract shall become the property of the City and shall be delivered to the City no later than the termination date of this Contract. Nothing developed or produced, in whole or in part, by the Contractor under this Contract shall be the subject of an application for copyright or other claim of ownership by or on behalf of the Contractor.

13. Conflict of Interest; Governmental Conduct Act

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

B. The Contractor further represents and warrants that it has complied with, and, during the term of this Contract, will continue to comply with, and that this Contract complies with all applicable provisions of the Governmental Conduct Act, Chapter 10, Article 16 NMSA 1978.

C. Contractor's representations and warranties in Paragraphs A and B of this Article are material representations of fact upon which the City relied when this Contract was entered into by the parties. Contractor shall provide immediate written notice to the City if, at any time during the term of this Contract, Contractor learns that Contractor's representations and warranties in Paragraphs A and B of this

Article were erroneous on the effective date of this Contract or have become erroneous by reason of new or changed circumstances. If it is later determined that Contractor's representations and warranties in Paragraphs A and B of this Article were erroneous on the effective date of this Contract or have become erroneous by reason of new or changed circumstances, in addition to other remedies available to the City and notwithstanding anything in the Contract to the contrary, the City may immediately terminate the Contract.

D. All terms defined in the Governmental Conduct Act have the same meaning in this section.

14. Amendment

A. This Agreement shall not be altered, changed, or amended except by instrument in writing executed by the parties hereto and all other required signatories.

B. If the City proposes an amendment to the Contract to unilaterally reduce funding due to budget or other considerations, the Contractor shall, within thirty (30) days of receipt of the proposed Amendment, have the option to terminate the Contract, pursuant to the termination provisions as set forth in Article 4 herein, or to agree to the reduced funding.

15. Entire Agreement.

This Agreement, together with any other documents incorporated herein by reference and all related Exhibits and Schedules constitutes the sole and entire agreement of the Parties with respect to the subject matter of this Agreement, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to the subject matter. In the event of any inconsistency between the statements in the body of this Agreement, and the related Exhibits and Schedules, the statements in the body of this Agreement shall control.

16. Merger

This Contract incorporates all the Agreements, covenants and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements, and understandings have been merged into this written contract.

All terms and conditions of the **RFQ #24062** and the Contractor's response to such document(s) are incorporated herein by reference and is included in the order of precedence.

No prior Agreement or understanding, oral or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Contract.

17. Penalties for violation of law

NMSA 1978, sections 13-1-28 through 13-1-199, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities, and kickbacks.

18. Equal Opportunity Compliance

The Contractor agrees to abide by all federal and state laws and rules and regulations, and Santa Fe City Code, pertaining to equal employment opportunity. In accordance with all such laws of the State of New Mexico, the Contractor assures that no person in the United States shall, on the grounds of race, religion, color, national origin, ancestry, sex, age, physical or mental handicap, or serious medical condition, spousal affiliation, sexual orientation or gender identity, be excluded from employment with or participation in, be denied the benefits of,

or be otherwise subjected to discrimination under any program or activity performed under this Contract. If Contractor is found not to be in compliance with these requirements during the life of this Contract, Contractor agrees to take appropriate steps to correct these deficiencies.

19. Applicable Law

The laws of the State of New Mexico shall govern this Contract, without giving effect to its choice of law provisions. Venue shall be proper only in a New Mexico court of competent jurisdiction in accordance with NMSA 1978, section 38-3-2. By execution of this Contract, Contractor acknowledges and agrees to the jurisdiction of the courts of the State of New Mexico over any and all lawsuits arising under or out of any term of this Contract.

20. Workers Compensation

The Contractor agrees to comply with state laws and rules applicable to workers compensation benefits for its employees. If the Contractor fails to comply with the Workers Compensation Act and applicable rules when required to do so, this Contract may be terminated by the City.

21. Professional Liability Insurance

Contractor shall maintain professional liability insurance throughout the term of this Contract 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 Contract.

22. Other Insurance

If the services contemplated under this Contract will be performed on or in City facilities or property, Contractor shall maintain in force during the entire term of this Contract, the following insurance coverage(s), naming the City as additional insured.

A. **Commercial General Liability** insurance shall be written on an occurrence basis and be a broad as ISO Form CG 00 01 with limits not less than \$2,000,000 per occurrence and \$2,000,000 in the aggregate for claims against bodily injury, personal and advertising injury, and property damage. Said policy shall include broad form Contractual Liability coverage and be endorsed to name the City of Santa Fe their officials, officers, employees, and agents as additional insureds.

B. **Broader Coverage and Limits.** The insurance requirements under this Contract shall be the greater of (1) the minimum coverage and limits specified in this Contract, or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the Named Insured. It is agreed that these insurance requirements shall not in any way act to reduce coverage that is broader or that includes higher limits than the minimums required herein. No representation is made that the minimum insurance requirements of this Contract are sufficient to cover the obligations of Contractor hereunder.

C. Contractor shall maintain the above insurance for the term of this Contract and name the City as an additional insured and provide for 30 days cancellation notice on any Certificate of Insurance form furnished by Contractor. Such certificate shall also specifically state the coverage provided under the policy is primary over any other valid and collectible insurance and provide a waiver of subrogation.

23. Records and Financial Audit

The Contractor shall maintain detailed time and expenditure records that indicate the date; time, nature and cost of services rendered during the Contract’s term and effect and retain them for a period of three (3) years from the date of final payment under this Contract. The records shall be subject to inspection by the City. The City shall have the right to audit billings both before and after payment. Payment under this Contract shall not foreclose the right of the City to recover excessive or illegal payments.

24. Indemnification

The Contractor shall defend, indemnify and hold harmless the City from all actions, proceeding, claims, demands, costs, damages, attorneys’ fees and all other liabilities and expenses of any kind from any source which may arise out of the performance of this Contract, caused by the negligent act or failure to act of the Contractor, its officers, employees, servants, subcontractors or agents, or if caused by the actions of any client of the Contractor resulting in injury or damage to persons or property during the time when the Contractor or any officer, agent, employee, servant or subcontractor thereof has or is performing services pursuant to this Contract. If any action, suit or proceeding related to the services performed by the Contractor or any officer, agent, employee, servant or subcontractor under this Contract is brought against the Contractor, the Contractor shall, as soon as practicable but no later than two (2) days after it receives notice thereof, notify the legal counsel of the City.

25. New Mexico Tort Claims Act

Any liability incurred by the City of Santa Fe in connection with this Contract 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 Contract modifies or waives any provision of the New Mexico Tort Claims Act.

26. Invalid Term or Condition

If any term or condition of this Contract shall be held invalid or unenforceable, the remainder of this Contract shall not be affected and shall be valid and enforceable.

27. Enforcement of Contract

A party's failure to require strict performance of any provision of this Contract shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Contract shall be effective unless express and in writing, and no effective waiver by a party of any of its rights shall be effective to waive any other rights.

28. Notices

Any notice required to be given to either party by this Contract shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To the City: Johanna Nelson, Director, Office of Economic Development, 123 E. Marcy, Suite 205, Santa Fe, NM 8755

To the Contractor: Alice Loy, CEO, Global Center for Cultural Entrepreneurship DBA Creative Startups, 441 Greg Ave, Santa Fe, NM 87501

29. Authority

If Contractor is other than a natural person, the individual(s) signing this Contract on behalf of Contractor represents and warrants that he or she has the power and authority to bind Contractor, and that no further action, resolution, or approval from Contractor is necessary to enter a binding contract.

30. Non-Collusion

In signing this Agreement, the Contractor certifies the Contractor has not, either directly or indirectly, entered into action in restraint of free competitive bidding in connection with this offer submitted to the City's Chief Procurement Officer.

31. Default/Breach

In case of Default and/or Breach by the Contractor, for any reason whatsoever, the City may procure the goods or services from another source and hold the Contractor responsible for any resulting excess costs and/or damages, including but not limited to, direct damages, indirect damages, consequential damages, special damages, and the City may also seek all other remedies under the terms of this Agreement and under law or equity.

32. Equitable Remedies

The Contractor acknowledges that its failure to comply with any provision of this Agreement will cause the City irrevocable harm and that a remedy at law for such a failure would be an inadequate remedy for the City, and the Contractor consents to the City 's obtaining from a court of competent jurisdiction, specific performance, or injunction, or any other equitable relief in order to enforce such compliance. The City's rights to obtain equitable relief pursuant to this Agreement shall be in addition to, and not in lieu of, any other remedy that the City may have under applicable law, including, but not limited to, monetary damages.

33. Default and Force Majeure

The City reserves the right to cancel all, or any part of any orders placed under this Agreement without cost to the City, if the Contractor fails to meet the provisions of this Agreement and, except as otherwise provided herein, to hold the Contractor liable for any excess cost occasioned by the City due to the Contractor's default. The Contractor shall not be liable for any excess costs if failure to perform the order arises out of causes beyond the control and without the fault or negligence of the Contractor; such causes include, but are not restricted to, acts of God or the public enemy, acts of the State or Federal Government, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, unusually severe weather and defaults of subcontractors due to any of the above, unless the City shall determine that the supplies or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the Contractor to meet the required delivery scheduled. The rights and remedies of the City provided in this Clause shall not be exclusive and are in addition to any other rights now being provided by law or under this Agreement.

IN WITNESS WHEREOF, the Parties have executed this Contract as of the date of the signature by the required approval authorities below.

CITY OF SANTA FE:

CONTRACTOR:
Global Center for Cultural Entrepreneurship
DBA Creative Startups

John Blair
John Blair (Oct 1, 2024 13:51 MDT)
JOHN BLAIR, CITY MANAGER

Alice Hopkins-Loy
Alice Hopkins-Loy (Aug 23, 2024 22:16 PDT)
ALICE LOY, CEO

DATE: Aug 23, 2024
CRS#: **03162695005**

Registration #: 8048

ATTEST:

GERALYN CARDENAS
GERALYN CARDENAS, INTERIM CITY CLERK

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CITY ATTORNEY'S OFFICE:

Patricia Feghali
Patricia Feghali (Aug 26, 2024 08:01 MDT)
ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

Emily K. Oster
FINANCE DIRECTOR











Professional_Services_Contract_Creative Startups-Final CAO

Final Audit Report

2024-08-26

Created:	2024-08-21
By:	Amy Cawthon (amcawthon@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAATE8MPMIcomPK8-N8FumPEtlyObyW0_r-

"Professional_Services_Contract_Creative Startups-Final CAO" History

-  Document created by Amy Cawthon (amcawthon@santafenm.gov)
2024-08-21 - 9:34:31 PM GMT- IP address: 63.232.20.2
-  Document emailed to alice@creativestartups.org for signature
2024-08-21 - 9:35:13 PM GMT
-  Email viewed by alice@creativestartups.org
2024-08-24 - 5:09:39 AM GMT- IP address: 66.249.84.64
-  Signer alice@creativestartups.org entered name at signing as Alice Hopkins-Loy
2024-08-24 - 5:16:16 AM GMT- IP address: 166.198.34.109
-  Document e-signed by Alice Hopkins-Loy (alice@creativestartups.org)
Signature Date: 2024-08-24 - 5:16:18 AM GMT - Time Source: server- IP address: 166.198.34.109
-  Document emailed to pfeighali@santafenm.gov for signature
2024-08-24 - 5:16:20 AM GMT
-  Email viewed by pfeighali@santafenm.gov
2024-08-26 - 1:47:42 PM GMT- IP address: 104.47.65.254
-  Signer pfeighali@santafenm.gov entered name at signing as Patricia Feghali
2024-08-26 - 2:01:15 PM GMT- IP address: 98.60.104.228
-  Document e-signed by Patricia Feghali (pfeighali@santafenm.gov)
Signature Date: 2024-08-26 - 2:01:17 PM GMT - Time Source: server- IP address: 98.60.104.228
-  Agreement completed.
2024-08-26 - 2:01:17 PM GMT





Santa Fe Creative Industries Hub

RESPONSE TO CITY OF SANTA FE RFP NO. 24062
May 29, 2024

SUBMITTED BY
Global Center for Cultural Entrepreneurship
DBA Creative Startups
441 Greg Ave
Santa Fe, NM 87501
(505)263-5180
alice@creativestartups.org



Project Purpose

To support the City of Santa Fe’s vision to support and organize the city’s creative industries ecosystem, and to address the gaps and challenges creative entrepreneurs and business owners face as they endeavor to grow their businesses, we propose piloting a Creative Industries Hub (The Hub). To create The Hub, we propose the following Activity Pillars:

- 1.) Identify and publish easily navigable information connecting creative business owners, artists, and arts organizations to essential resources;
- 2.) Launch a Working Group of business support and creative economy resources, meeting monthly and working in coordination to address gaps in resource ecosystem;
- 3.) Engage creative and arts entrepreneurs and business owners with resource providers;
- 4.) Develop linkages between arts and culture, and economic development funders seeking to support relevant projects.
- 5.) Provide hands-on technical assistance to diverse creative entrepreneurs in Mid-town, downtown, and Southside locations.

Pillars and Deliverables

ACTIVITY PILLAR 1: Identify and publish easily navigable information connecting creative business owners, artists, and arts organizations to essential resources. Tasks will include primary and secondary research, event hosting, workbook creation, and building a website with downloadables, events in a calendar, and an embedded map.

Deliverable: Easily navigable website hosting the below:

- 1.) Listing of 80+ **local** Creative Industries Resources and Assets:
 - ~ 10+ business and entrepreneurship support organizations
 - ~ 20+ theatre, performance, and gallery spaces
 - ~ 20+ community organizations supporting arts
 - ~ 10+ technical skill advancement resource organizations
 - ~ 5+ workforce development support organizations
 - ~ 5+ diversity in the arts organizations
 - ~ 5+ organizations funding arts and creative organizations
 - ~ 5+ workforce development support organizations
- 2.) Listing of 50+ **national** Creative Industries Resources and Assets:
 - ~ 10+ creative business support services
 - ~ 20+ national funders for arts and creative organizations
 - ~ 10+ arts policy and advocacy organizations
 - ~ 10+ diversity in arts advocacy and support organizations
- 3.) Online entrepreneurship and small business resources:
 - ~ 5 downloadable workbooks for creative/arts entrepreneurs
 - ~ A “How to set Up Your Creative Biz” guidebook for Santa Feans
 - ~ 3 live webinars for Santa Fe area creatives

OPERATIONS

July - Aug 2024

- 1: Generate 50% of listings
- 2: Meet 1: 1 with resource orgs
- 2: Host one convenings with resource providers
- 3: Draft of website

Sept - Oct 2024

- 1: Finalize website
- 2: 100% listings done
- 3: Host two convenings for resource providers
- 4: Work w NM CID

Pillars and Deliverables

ACTIVITY PILLAR 2: Convene organizations, leaders, and resource providers and foster greater coordination and communication, reducing redundancy and addressing gaps in the resource ecosystem. Tasks will include meetings, convenings, quarterly reports regarding resources and gaps, website use patterns.

Deliverable: A regional Creative Industries Working Group, meeting monthly.

- 1.) Meet individually with 15-20 area organizations (including NM EDD CID). Include a diverse array of organizations serving galleries, immigrants, museums, youth, festivals, and more.
- 2.) Host a total of four convenings for creative/arts-serving organizations:
 - ~ Glean and share information regarding programs/resources
 - ~ Identify gaps in ecosystem + partners ideal to resolve gap
 - ~ Gather shareable resources for website
 - ~ Train organizations on using shared event calendar
 - ~ Engage organizations in hosting “Office Hours for Creatives”

ACTIVITY PILLAR 3: Engage creative and arts entrepreneurs and business owners with resource providers. Tasks include event hosting and data collection regarding entrepreneurs’ needs, contribution to quarterly reports.

Deliverable: Four public-oriented events for creatives and resource organizations.

- 1.) Host one event that serves as a “Resource Fair” and includes:
 - ~ All working group partners
 - ~ 100+ creatives and/or small business owners
 - ~ 5 to 8 Workshops and/or speakers
- 2.) Host three “creative collab” events that serve to generate widespread enthusiasm for and engagement with online resources and the working group.
 - ~ Include collaborative art-making, music, festive events
 - ~ Gather ample social media assets
 - ~ Build “The Hub Kiosks” as artistic installations in libraries, coffee shops to create buzz and increase use.
- 3.) Launch widespread, multi-lingual social media campaign engaging people across the city in website, kiosks, events, and Working Group activities.
 - ~ Launch The Hub social media accounts
 - ~ Invite Working Group to co-host posts, reels

Nov - Dec 2024

- 1: Host one convening with resource providers
- 2: Build online repository of resources
- 3: Launch online calendar of events

Jan - Feb 2025

- 1: Unveil and widely promote website
- 2: Host promotional events to engage community in online resources
- 3: Collect Hub baseline data

Mar - April 2025

- 1: Host Resource Fair and networking event
- 2: Host two creative collab events
- 3.) Widely promote The Hub (online site)
- 4.) Place kiosks in libraries, coffee shops

May - June 2025

- 1: Gather and share usage data from website and social media
- 2: Submit final quarterly report

Pillars and Deliverables

ACTIVITY PILLAR 4: Develop linkages between local and state-level arts and culture organizations and entrepreneurs and economic development funders seeking to support relevant projects. Tasks will include one-on-one meetings with funders, building and promotion of public-facing project information gathering tool, and monthly reports to funders.

Deliverable: Online information log for funders seeking to support arts and culture projects.

- 1.) Meet individually with 10-12 area funders to understand funding priorities, information needs, and increase engagement in use of log.
- 2.) Integrate project information gathering with Hub website.

ACTIVITY PILLAR 5: Provide hands-on technical assistance to diverse creative entrepreneurs.

Deliverable: Host weekly Office Hours at three (Midtown, downtown, Southside) locations.

- 1.) 12 Working Group partners host four Office Hours per year. Office Hours are widely promoted among all Working Group partners, sign-ups online. Partners will select focus areas to avoid duplication and increase engagement.

Summary of Deliverables, Outputs, Outcomes

Outputs: Event participation, resource development and use, technical assistance, coordination.

- ~ 80 local and 50 national creative economy resources listed on The Hub website
- ~ 10,000 hits and 250 downloads on The Hub website by Dec. 31, 2025
- ~ 10+ workbooks, tools, and resources available (English and Spanish) on The Hub website
- ~ three “one-stop shops” providing 60+ creatives training/education/support via Office Hours
- ~ 30+ resource organizations and funders engaged
- ~ 120 Office Hours hosted at SFAI, Vital Spaces, public libraries, community centers
- ~ 500 participants engage in 4 events hosted in economically distressed neighborhoods
- ~ 30-35 one-one-one meetings with arts orgs, resource organizations, funders
- ~ Four Working Group meetings to coordinate resource organizations and Office Hours
- ~ Four public-oriented events for creatives and resource organizations
- ~ Three The Hub kiosks built and installed in libraries, Midtown, coffee shops, similar locales
- ~ 10+ funders access projects seeking funding
- ~ Baseline data assembled by Jan 1, 2025 using existing data (Sourcelink, SF Data, etc.)
- ~ Submit four Quarterly Reports to City of Santa Fe and available for NM EDD
- ~ Regular reports and engagement with NM EDD CID and the (soon to be hired) Director

Outcomes: Increase in creative business starts, revenues, GRT, jobs.

- ~ 50 new businesses report using The Hub
- ~ 50 new jobs reported by (these) new businesses
- ~ Survey of businesses using The Hub indicates majority report increases in revenues
- ~ Survey of organizations using The Hub indicates majority report increases in funding

Team

Alice Loy (CEO) holds an MBA and a PhD (in entrepreneurship) and has spent extensive time in the Middle East, Latin America, and Southeast Asia building entrepreneur ecosystems. She is co-author of the groundbreaking book *Creative Economy Entrepreneurs: From Startup to Success*. Alice is a tireless advocate for creative entrepreneurs as leaders of social change. Alice speaks Spanish fluently.



Mike Young has crafted complex multi-year research projects studying the global and national creative economy. He crafted the acclaimed Sacramento Creative Economy Strategic Plan, and is the Lead Researcher for the New Mexico Creative Industries Division strategy. He is a full-stack developer and musician, a true polymath.



Raashan Ahmad is a creative entrepreneur, community organizer, and advocate for equity in the arts. As the Executive Director of Vital Spaces, Raashan offers Santa Feans community events that inspire and convene, educate and activate. Raashan serves on the Santa Fe Arts Commission and as faculty with Creative Startups accelerators.



Emily Hunerwadel has led statewide and national social media campaigns galvanizing creative economy engagement in programs, events, and online resources. She is a skilled graphic designer and media producer.



Karen Hom is a full-stack coder with a Bachelor's degree in Graphic Design.

12 Month Project Budget*

CATEGORY	AMOUNT	ASSUMPTIONS
Project Oversight	\$11,200	Alice Loy, 10% of time
Data Collection - baseline, quarterly	\$4,070	20 hrs X 16hrs monthly X 9 months, \$55/hrly
One-on-one meetings	\$4,125	30 mtgs, 2.5 hrs planning, hosting each, \$55/hr
The Hub Website design	\$16,320	240 hrs \$68 hrly rate
Kiosks: Tech & Materials, Install	\$12,930	3 kiosk \$1000 materials, \$1525 tech, \$1785 install
Office Hours Staffing	\$3,600	12 orgs, 2 hours each, 3 times per year, \$50/hrly
Project Oversight	\$2,300	Alice Loy, 2% of time
In-direct @ 10%	\$5,455	
TOTAL	\$60,000	

3 References

Shani Harvie

EMAIL: Shani.Harvie@edd.nm.gov

CELL: 505.699.2809

TITLE: JEDI Program Manager & Coordinator

ORG: New Mexico Economic Development Department

Dave Hanson, PhD

EMAIL: dthanson@unm.edu

CELL: 505.206.3614

TITLE: Asst Vice President for Research

ORG: University of New Mexico

Megan Van Voorhis

EMAIL: mvanvoorhis@cityofsacramento.org

CELL: 279.210.2718

TITLE: Director, Convention and Cultural Services

ORG: City of Sacramento

Organizational Capacity and Impact

Creative Startups, based in Santa Fe since 2007, is a recognized pioneer of the global creative economy, having launched the world's first startup accelerator for creative founders in 2014; today we have over 700 alumni companies across a range of sectors: music, film, cuisine, arts and media, fashion, immersive entertainment, software, and more. Our suite of entrepreneurship education programs has included 67 accelerators/pre-accelerators with implementation partners from diverse cultures and our global network includes 100+ mentors speaking Spanish, Arabic, French, and English.

Our programs' impact is demonstrated by the outcomes our alumni have achieved:

- \$335 million in venture financing;
- Revenue generated grew from \$6.5 million to \$530 million;
- 2,960 new full-time jobs;
- 82% of alumni are BIPOC and/or female founders.

In New Mexico we are completing a statewide strategy for the newly formed Creative Industries Division and our community engagement has included visiting - in -person - 27 of 33 counties, hosting 14 focus groups, and interviewing 45 creative economy leaders. We are hosting the state's first-ever Creative Industries Week and have registered 194 participants to date.

We have created strategic plans and launched creative entrepreneurship and community development initiatives similar to The Hub in Denver, Sacramento, and Cleveland. We have 79 alumni entrepreneurs in Santa Fe, are a partner with the Mid-town Arts and Design Alliance, a partner with the New Mexico State and local libraries, and are connected to 40+ creative/arts organizations.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
09/10/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER HUB INTERNATIONAL INS SVCS INC/PHS 34350070 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	CONTACT NAME: PHONE (A/C, No, Ext): (866) 467-8730		FAX (A/C, No):
	E-MAIL ADDRESS:		
INSURER(S) AFFORDING COVERAGE		NAIC#	
INSURED GLOBAL CENTER FOR CULTURAL ENTREPENURSHIP 441 GREG AVE OFC NO. 202 SANTA FE NM 87501	INSURER A : Sentinel Insurance Company Ltd.		11000
	INSURER B :		
	INSURER C :		
	INSURER D :		
	INSURER E :		
	INSURER F :		

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYY)	LIMITS		
A	<input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liability			34 SBA IJ0704	08/17/2024	08/17/2025	EACH OCCURRENCE	\$1,000,000	
			DAMAGE TO RENTED PREMISES (Ea occurrence)				\$1,000,000		
			MED EXP (Any one person)				\$10,000		
			PERSONAL & ADV INJURY				\$1,000,000		
GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:							GENERAL AGGREGATE	\$2,000,000	
							PRODUCTS - COMP/OP AGG	\$2,000,000	
A	AUTOMOBILE LIABILITY			34 SBA IJ0704	08/17/2024	08/17/2025	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000	
	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> AUTOS	<input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS					BODILY INJURY (Per person)		
							BODILY INJURY (Per accident)		
							PROPERTY DAMAGE (Per accident)		
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB						EACH OCCURRENCE		
							AGGREGATE		
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$								
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER	E.L. EACH ACCIDENT	
								E.L. DISEASE -EA EMPLOYEE	
								E.L. DISEASE - POLICY LIMIT	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations.

CERTIFICATE HOLDER

For Informational Purposes
 441 GREG AVE OFC NO. 202
 SANTA FE NM 87501

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Susan L. Castaneda

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Audit & Compliance Division
Albuquerque District

Michelle Lujan Grisham
Governor

Stephanie Schardin Clarke
Cabinet Secretary

GLOBAL CENTER FOR CULTURAL
ENTREPRENEURSHIP
341 E ALAMEDA ST
SANTA FE, NM 87501-2229

July 4, 2021
NM Business Tax ID:
03-162695-00-5
Letter ID: L1243489712

STATE OF NEW MEXICO TAXATION AND REVENUE DEPARTMENT
REGISTRATION CERTIFICATE

Date ID Issued 01-Jul-2014	IDENTIFICATION NUMBER 03162695005-GRT	Business Start Date 01-Jul-2014
Business Location 341 E ALAMEDA ST		Business End Date
City and State SANTA FE, NM		Zip Code 87501-2229
Taxpayer Name GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP		Taxpayer Type NonProfit
Firm Name GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP		Filing Frequency Monthly
Mailing Address 341 E ALAMEDA ST		
City and State SANTA FE, NM		Zip Code 87501-2229

This Registration Certificate is issued pursuant to Section 7-1-12 NMSA 1978 for Gross Receipts, County Gross Receipts, and Municipal Gross Receipts Taxes. This copy must be displayed conspicuously in the place of business. Any purchaser of the registrants business is subject to certain requirements under Section 7-1-61 NMSA 1978.

Cabinet Secretary

By _____

Any inquiries concerning your Identification Number should be addressed to the Audit & Compliance Division, P.O. Box 630, Santa Fe, New Mexico 87504-0630

Form Revised 02/2003

THIS CERTIFICATE IS NOT TRANSFERABLE

STATE OF NEW MEXICO TAXATION AND REVENUE DEPARTMENT
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Date ID Issued 01-Jul-2014	IDENTIFICATION NUMBER 03162695005-GRT	Business Start Date 01-Jul-2014
Business Location 341 E ALAMEDA ST		Business End Date
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Taxpayer Name GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP		Taxpayer Type NonProfit
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City and State SANTA FE, NM		Zip Code 87501-2229

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Cabinet Secretary

By _____

Any inquiries concerning your Identification Number should be addressed to the Audit & Compliance Division, P.O. Box 630, Santa Fe, New Mexico 87504-0630

Form Revised 02/2003

THIS CERTIFICATE IS NOT TRANSFERABLE



Good Afternoon, Alice Loy 1

✓ Your license application was submitted successfully. No fees are due at this time; we will review your application, and we will be in touch with you shortly.

License Number: 238216

Creative Startups

License cannot be printed at this time. License has not been issued.

License Details | Tab Elements | Main Menu

License Details

License Type:	Business License - Standard	District:	Default	Applied Date:	09/10/2024
Period Start Date:					
Status:	Submitted - Online	Expiration Date:			
Description:					

FW: FW: Determination Request: SOW for Creative Industries

NELSON, JOHANNA C. <jcnelson@santafenm.gov>

Tue 9/10/2024 4:25 PM

To: VELASQUEZ, MELISSA R. <mrvelasquez@santafenm.gov>


 1 attachments (41 KB)

image001.png;

Sorry didn't know PDF is blank, here it is!

From: Matt Loehman <mloehman@horizonsofnewmexico.org>

Sent: Wednesday, April 10, 2024 8:03 AM

To: NELSON, JOHANNA C. <jcnelson@santafenm.gov>

Subject: Re: FW: Determination Request: SOW for Creative Industries

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning Johanna,

We will respectfully decline this opportunity.

Kind regards,

Matt

Matt Loehman
Executive Director

Horizons of New Mexico
6121 Indian School Rd. NE, Suite 102
Albuquerque, NM 87110

office phone: (505) 345-1540
email: mloehman@horizonsofnewmexico.org
web: www.horizonsofnewmexico.org

On Wed, Apr 10, 2024, 6:28 AM NELSON, JOHANNA C. <jcnelson@santafenm.gov> wrote:

Hello we have a SOW for review.

Thank you

From: NELSON, JOHANNA C. <jcnelson@santafenm.gov>

Sent: Tuesday, April 9, 2024 6:48 AM

To: DUTTON-LEYDA, TRAVIS K. <tkduttonleyda@santafenm.gov>; Procurement

<Procurement@santafenm.gov>

Cc: JOHNSON, CHELSEY X. <cxjohnson@santafenm.gov>; VELASQUEZ, MELISSA R. <mrvelasquez@santafenm.gov>; DALBOR, CASEY J. <cjdalbor@santafenm.gov>; OLGUIN, LORETTA S. <lsolguin@santafenm.gov>

Subject: Determination Request: SOW for Creative Industries

Hi Travis- we have SOW for review for our Creative Industries initiative not to exceed 59,500.
Hi Travis- We have a SOW for your determination please. Thank you.

The OED and ACD seek to solicit a proposal from an organization that will act as a “Creative Industries Navigator Hub.” The Navigator will lead and convene a network of organizations and business service providers within the creative industries to support key needs of entrepreneurs and aspiring entrepreneurs.

The network would include organizations that provide the following services (and not limited to):

- Entrepreneurial technical assistance and business resources
- Financing (public and commercial)
- Industry sector specific support
- Workforce and education
- Nonprofit support
- Diversity and cultural awareness

Contractor roles and expected outcomes:

- Convene working group monthly to promote awareness of resources and activities and increase communication among the industry and practitioners.
 - Navigator Hub helps to organize and create a communication network to increase communication and information sharing within the group.
- Document and organize respective projects to identify priorities and solicit funding. This would be a local pipeline of projects to support and grow the creative industry locally.
- Respective tools, services and trainings will be compiled to increase awareness and navigation in a user-friendly format and printed collateral pieces.
 - Financial resources
 - Infrastructure important to the creative industries (performance halls, studios, manufacturing capacity, etc.)
 - Workforce resources
 - Technical assistance
- The Creative Industries Navigator Hub will be responsible for compiling and soliciting data and information from respective partners.
- The Creative Industries Navigator Hub, is responsible to organize regular public convenings throughout the city for entrepreneurs and aspiring entrepreneurs for networking, peer learning

and connection to resources. Special emphasis is put onto placemaking and supporting marginalized populations. Key areas are:

- Southside/Airport
 - Siler Rufina
 - Midtown
 - Downtown
- Inclusive, culturally aware support focused on socially and economically disadvantaged groups will be provided, including making sure all information is translatable in Spanish. Focus will be on but not limited to women, BIPOC communities, and immigrants.
 - Access to workforce training and career opportunities, including a compiled list of relevant job opportunities, internships and mentorships

Events

Contractor is expected to help organize several events and convenings. OED has a separate budget available for costs of hosting events.

1. Monthly convening of working group
2. Quarterly creative industry networking events focused in different parts of the city, open to the public with the intent to provide connections to resources
3. Creative industry specific training programs
4. Convenings with industry leaders and service providers

Data and Reporting

The OED is responsible to submit quarterly and regular updates on the progress of the programming for EDD—compiled with the help of the contractor. The Creative Industries Navigator Hub will be responsible for compiling and soliciting metrics, data and information from the respective partners.

Johanna Nelson, CEcD



Director, Office of Economic Development

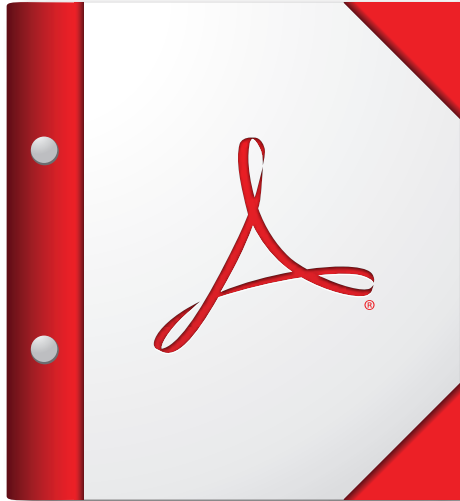
C: 505-699-7003

[OED Website](#)

[Sign up for OED Newsletter](#)

[Register to sell on Santa Fe's Market Place](#)

**Hablo Español*





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Acrobat X or Adobe Reader X, or later.**

[Get Adobe Reader Now!](#)

Date: September 26, 2024

To: Travis Dutton- Leyda, Chief Procurement Officer

From: **Johanna Nelson, Office of Economic Development Director** 
Chelsey Johnson, Arts and Culture Department Director 

Subject: **Contract with Global Center for Cultural Entrepreneurship DBA Creative Startups related to supporting the Creative Industries**

Vendor Name: **Global Center for Cultural Entrepreneurship DBA Creative Startups**

Vendor Number: **8048**

ITEM AND ISSUE:

The City's Office of Economic Development (OED) and Arts and Culture Department (ACD) issued a Request for Quotes (RFQ) to provide services aimed at supporting and growing Santa Fe's creative industries. The RFQ was posted on the MUNIS platform and advertised to over 10,000 recipients over a four-week period. One proposal was submitted by the Global Center for Cultural Entrepreneurship, doing business as Creative Startups. The proposal was received from their Executive Director, Alice Loy (505-263-5180, alice@creativestartups.org).

Action Requested: Sign and Approve Contract

BACKGROUND AND SUMMARY:

The Office of Economic Development (OED) has received a \$100,000 grant from the New Mexico Economic Development Department to advance and support the Creative Industries. A dedicated contractor will collaborate with the OED and the Arts and Culture Department to implement programs that assist organizations providing technical support to entrepreneurs and business owners within the Creative Industries.

Targeting the Creative Industries as a key sector for economic growth, the OED and the Arts and Culture Department aim to stimulate regional development through this initiative. The programs funded by this grant will empower businesses in the Creative Industries by offering essential resources and expertise, fostering innovation, and enhancing their capacity to contribute to the local economy

PROCUREMENT METHOD:

The procurement method is RFQ, which was opened on May 10, 2024 and closed June 21, 2024. A single proposal was received. RFQ No. 24062

Chief Procurement Officer Approval:  _____ **Date:** Sep 26, 2024

Supporting Information:

CONTRACT NUMBER:

The FY25 Munis contract number is 325XXX (pending)

The FY25 Project ledger number is **ECD2421202**

\$\$\$\$\$ SOURCE/REVENUE: Expense Revenue

The funding source is:

Fund Name/Number: Fund 212: Economic Development

Munis Org Name/Number: 2122800/510400

Munis Object Name/Number: Grants and Services/510400

Signature: 
Chelsey Johnson (Sep 26, 2024 12:02 MDT)

Email: cxjohnson@santafenm.gov











Memo_Template_V4_08.16 (1)


Final Audit Report

2024-10-02

Created:	2024-10-01
By:	JAMES EDWARDS (jwedwards@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAA4p8-zmUm8r0rX2yvmNTIKzAXGO47Uylo

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Signature Date: 2024-10-01 - 5:44:34 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Document sent to JoAnn Lovato (jdlovato@santafenm.gov) and Travis Dutton-Leyda (tkduttonleyda@santafenm.gov) for signature. One of them to sign
2024-10-01 - 5:44:38 PM GMT
-  Email viewed by Travis Dutton-Leyda (tkduttonleyda@santafenm.gov)
2024-10-01 - 6:22:22 PM GMT- IP address: 174.240.25.7
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 Signer JOHN BLAIR (jwblair@santafenm.gov) entered name at signing as John Blair

2024-10-01 - 7:51:22 PM GMT- IP address: 8.53.128.99

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Signature Date: 2024-10-02 - 11:34:06 PM GMT - Time Source: server- IP address: 63.232.20.2

 Agreement completed.

2024-10-02 - 11:34:06 PM GMT

Signature: XAVIER VIGIL
XAVIER VIGIL (Oct 4, 2024 16:55 MDT)

Email: xivigil@santafenm.gov






24-0586 Global Center for Cultural Entrepreneurship dba Creative Startups

Final Audit Report

2024-10-04

Created:	2024-10-04
By:	XAVIER VIGIL (xivigil@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAMuSMuAMR4YkVXP_xm65awr71B5WGiD5g

"24-0586 Global Center for Cultural Entrepreneurship dba Creative Startups" History

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-  Document e-signed by XAVIER VIGIL (xivigil@santafenm.gov)
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