

Date: May 12, 2025

To:

From:

Via:

Subject:

Vendor Name: Santa Fe Art Institute

Munis Vendor Number: 1886

ITEM AND ISSUE:


CONTRACT NUMBER:

BACKGROUND AND SUMMARY:

Prior Approvals and Supporting Information:

PROCUREMENT METHOD:

The procurement method used was NMSA 1978, Section 13-1-125, Small Purchase

Chief Procurement Officer (CPO) / Designee:  **Date:** 05/28/2025
CPO Comment/Exceptions: _____

FUNDING SOURCE:

Fund Name/Number: Arts & Culture Admin / Fund 213

Munis Org Name/Number: Arts & Culture Admin / 2132775

Munis Object Name/Number: Advertising / 561850

Budget Officer / Designee: Andy Hopkins **Date:** 05/28/2025
Budget Officer Comment/Exceptions: _____

ASSOCIATED APPROVALS:

Does this purchase require any of the following associated approvals: ☐ Yes | ☒ No
(ITT, Vehicles/Fleet, Facilities, Asset, Grant Review)

IT Components included? ☐ Yes | ☒ No

Approval: _____ **Title:** _____ **Date:** _____
Comment/Exceptions: _____

Vehicles included? ☐ Yes | ☒ No

Approval: _____ **Title:** _____ **Date:** _____
Comment/Exceptions: _____

Construction, Facilities, Furniture, Fixtures, Equipment included? ☐ Yes | ☒ No

Approval: _____ **Title:** _____ **Date:** _____
Comment/Exceptions: _____

Capital Asset* or Project** ☐ Yes | ☒ No

Project Ledger #: _____

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

(**Capital Projects are new and improvement projects that are going to cost \$10,000 or more)

Approval: _____ **Title:** _____ **Date:** _____
Comment/Exceptions: _____

Is this a Grant Funded Purchase? ☐ Yes | ☒ No

Approval: _____ **Title:** _____ **Date:** _____
Comment/Exceptions: _____

ATTACHMENTS:

Procurement Document: Screenshot of Munis Request for Quotes (RFQ)

Vendor's Proposal

Professional Services Contract



City of Santa Fe Cultural Investment Program: Public Programming: Collaborative Impact

1. AMOUNT REQUESTED: \$ 30,000

2. NAME OF ORGANIZATION TO WHOM THE SPONSORSHIP IS PAYABLE:

Santa Fe Art Institute

3. TITLE OF THE PROPOSED EVENT OR PROGRAM:

Cultural Investment program Collaborative Impact

4. DATE, TIME, LOCATION OF PROPOSED EVENT OR PROGRAM:

The term will become effective upon the City's approval through June 30, 2025

5. INTRODUCTION TO THE TOPIC:

The Arts and Culture Department (ACD) provides leadership for the City of Santa Fe to embrace arts and cultural affairs and recommend policies and programs that develop and promote artistic excellence in the community.

The Collaborative Impact (CI) grant focuses the programmatic efforts of Santa Fe's arts non-profit organizations on the development/creation of new media and/or programs intended to promote both Santa Fe's diverse arts and culture. The goal is to encourage collaborative projects independent of the partnering organizations' traditional programming and foster the sharing of ideas, staff, materials and resources. Organizations are encouraged to create multi-disciplinary programmatic content that promotes storytelling and advances the artistic vibrancy and cultural assets of Santa Fe in unique ways through a variety of experiences. CI grants are intended to expand the promotion of Santa Fe to include Cultural Tourism, thus attracting a specific audience of visitors who more directly foster our creative economy.


6. DESCRIBE IN DETAIL THE BENEFITS OF SPONSORSHIP:

The City of Santa Fe and Arts & Culture Department will receive premium logo placement on all marketing and promotional materials.

The Santa Fe Art Institute (SFAI) is dedicated to promoting social change through creativity by offering residencies, fellowships, and free programming that focus on supporting marginalized and underrepresented artists. These initiatives aim to foster communities of belonging and align with the 2025 theme, "Community of Practice." The SFAI collaborates with organizations like MASS Design Group and MAKE Santa Fe to advocate for social justice, human dignity, and intergenerational learning. Proposed youth programs and community maker spaces aim to

bridge divides and promote civic engagement through hands-on activities. SFAI is committed to ensuring that its spaces, events, and programs are inclusive and safe for underserved communities in Santa Fe and the art world. The programming prioritizes community needs and values the expertise of its partner organizations. Outreach efforts focus on increasing visibility in underserved communities, including through bilingual radio, and are shaped by feedback from residents and constituents to ensure effective inclusion and engagement across diverse groups.

APPROVED:


Chelsey Johnson (May 8, 2025 17:06 MDT)

DATE:

05/08/2025

Approved – Chelsey Johnson

Funding Source: 2132775.561850

RE: Request for Written/Services Determination - Cultural Investment Funding Program

DUTTON-LEYDA, TRAVIS K. <tkduttonleyda@santafenm.gov>

Wed 10/2/2024 9:07 AM

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

Cc: Purchasing DET <purchasing_det@santafenm.gov>; JOHNSON, CHELSEY X. <cjohnson@santafenm.gov>; RUSSELL, SHARLA M. <smrussell@santafenm.gov>

Greetings,

The scope of work as written would be Professional Services. This determination relates only to that question and is no comment on whether the scope of work or procurement method meet all legal standards. I reserve the right to change this determination if the scope of work differs from the scope of work submitted for the original determination. This procurement must be conducted using the processes and procedures set forth by the City of Santa Fe, Central Purchasing, the Procurement Manual, and state statutes.

Please note:

- Save this email as a PDF and upload it into the corresponding Munis records.
- Check with WorkQuest dba Horizons of New Mexico (mloehman@horizonsofnewmexico.org) if this service appears on their approved list.
- If any of your request include anything that needs to be reviewed and preapproved by another city Department/Division, please send your SOW to the corresponding email address, and provide their response to this office when you submit your procurement request for processing.
 - IT components - ereview@santafenm.gov
 - Vehicles – dmjaramillo@santafenm.gov
 - Grants - mtbonifer@santafenm.gov; cmthompson@santafenm.gov
 - Facilities, Furniture, Fixture, Equipment - jsburnett@santafenm.gov
 - Emergency Related Purchases - bgwilliams@santafenm.gov
- Asset over \$5k - lmstorey@santafenm.gov
- Ensure that the appropriate templates and forms are used https://intranet.santafenm.gov/finance_1 and documented [procedures/laws/rules](#) are followed.
- > \$20k per year, when processing this procurement, please ensure the procurement number issued by Munis and the procurement name are used in the appropriate documents and the subject of emails.
- If you are processing a procurement where the forecasted amount is => \$60k, per NMSA 1978, Section 13-1-102, if you aren't using a cooperative or existing contract, you must process an RFP.
- < \$20k per year, one quote is acceptable.
- From \$20k to \$60k per year, if you aren't using a cooperative or existing contract, you'll need to provide 3 quotes in your req. Must use the Munis Bid Module after 12/21/2023.
- Figure out your funding source and **inform Purchasing**. To ensure that the proper documents and language are used, it is important to identify the funding source for the subsequent contract. For instance, if federal funds are involved, the procurement request and subsequent contract must include the necessary federal language. Therefore, it is crucial to determine the funding source beforehand.
- Review the pages linked below to determine whether any of the existing price agreements/contracts or cooperative agreements are applicable to this request. You might be able to use an existing price agreement/contract to save time and money.
 - <https://www.generalservices.state.nm.us/state-purchasing/statewide-price-agreements/> (if you choose to use a Statewide, you do not need to ask Horizons if they can do the work. State Purchasing must offer the SOW to Horizons prior to placing the award on their website.)

- <https://naspovaluepoint.org/categories/>
- <https://www.omniapartners.com/publicsector/contracts>
- <https://www.buyboard.com/home.aspx>
- <https://www.h-gac.com/Home>
- <https://www.gsaelibrary.gsa.gov/>
- <https://www.sourcewell-mn.gov/contract-search>
- Submit or send your request to the appropriate MS Teams channel or email address:
 - RFPs requests to <https://teams.microsoft.com/l/channel/19%3ad63b9c8b586d424fa5eed34177146ac5%40thead.tacv2/RFP%2520Requests?groupId=a367d8c2-992f-4c74-8e7d-0ccb6950c9a1&tenantId=77b69f5a-55ed-4363-8616-4867b0bc707f>
 - ITBs requests to <https://teams.microsoft.com/l/channel/19%3a48e1e4588c0440a09cfbd9b907ed42d4%40thead.tacv2/ITB%2520Requests?groupId=a367d8c2-992f-4c74-8e7d-0ccb6950c9a1&tenantId=77b69f5a-55ed-4363-8616-4867b0bc707f>
 - Determination requests to purchasing_det@santafenm.gov
 - And all other requests to purchasing@santafenm.gov

Thank you for submitting this scope of work for my review.

Regards,

Travis Dutton-Leyda
Chief Procurement Officer
City of Santa Fe
200 Lincoln Avenue
Santa Fe, NM 87501
505-629-8351
tkduttonleyda@santafenm.gov

<https://santafenm.gov/finance-2/purchasing-1>

Internal Link: https://intranet.santafenm.gov/finance_1



CITY OF SANTA FE

FINANCE

More Procurement, less drama ~ John Blair

From: Matt Loehman <mloehman@horizonsofnewmexico.org>

Sent: Wednesday, October 2, 2024 9:06 AM

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

Cc: Purchasing DET <purchasing_det@santafenm.gov>; DUTTON-LEYDA, TRAVIS K. <tkduttonleyda@santafenm.gov>; JOHNSON, CHELSEY X. <cxjohnson@santafenm.gov>; RUSSELL, SHARLA M. <smrussell@santafenm.gov>

Subject: Re: Request for Written/Services Determination - Cultural Investment Funding Program

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,

Thank you very much for the opportunity, but we will decline this procurement.

Best regards,

Matt

Matt Loehman
Executive Director

Horizons of New Mexico
6121 Indian School Rd. NE, Suite 220
Albuquerque, NM 87110

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

The State Use Act helps people with disabilities become gainfully employed, and it saves you valuable time and resources otherwise used during the procurement process.

On Tue, Oct 1, 2024 at 5:05 PM VELASQUEZ, MELISSA R. <mrvelasquez@santafenm.gov> wrote:

Hello,

We would like to request written/services determination for the following:

Description:

Arts and Culture Department - Cultural Investment Funding Program

Through service contracts with local nonprofit arts organizations, the Arts and Culture Department supplies a variety of cultural activities that generate significant impact for the community. The supported services range from hands-on educational programs for under-resourced communities to high-profile arts events by established cultural institutions and exciting new cultural activities.

Reimbursement grant funds for the following eligible items as outlined in Lodger's Tax – Use of Lodgers' Tax Monies 18-11.17A.

- Marketing and promotion staff and/or consultant fees
- Website costs related to promotional/marketing content
- Social media/digital advertising
- Printed material costs such as programs brochures, rack cards, etc.
- Written photographic content, editing, design, printing, distribution of promotional materials
- Advertising costs

The City of Santa Fe and Arts & Culture Department will receive premium logo placement on all marketing and promotional

materials.

Term: Time of approval through June 30, 2025.

Thank you!

Melissa R. Velasquez *Arts Services Coordinator*

Department of Arts & Culture

201 West Marcy Street

Santa Fe, NM 87504

mrvelasquez@santafenm.gov

505-531-7540

505-955-6314



CITY OF SANTA FE
ARTS & CULTURE

Item #: 25-0225
Munis Contract #: 3250551
SWPA/GSA/Coop/RFP/ITB#: _____

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 **Santa Fe Art Institute**, 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 Chief Procurement Officer of the City has made the determination that this Agreement is in accordance with the provisions of the New Mexico Procurement Code (NMSA 1978, 13-1-28 et seq.) pursuant to NMSA 1978, section 13-1-125; and

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:

Santa Fe Art Institute will be the lead developer and operator of the Midtown site, through a corresponding agreement with the City. They will organize a series of public events in collaboration with Midtown Arts and Design Alliance (MADA) partners. They will plan and execute events that "activate" the site, engaging stakeholders from partner organizations and their communities, including neighboring and historically underserved areas at Midtown.

- 1) Create multi-disciplinary content that promotes storytelling and advances the artistic vibrancy and cultural assets of Santa Fe in unique ways that expand the promotion of Santa Fe to include Cultural Tourism, thus attracting a specific audience of visitors who more directly foster our creative economy.
- 2) Promote and market the City by utilizing the City’s arts logo and credit line on all printed and online promotional material related to the project.
- 3) Provide a final report to the City providing of all activities undertaken including providing samples of digital content, marketing and promotional materials produced, number of impressions and value of

promotion received, statistical and demographic information and an assessment of the successes, challenges and future opportunities related to the program.

2. Standard of Performance; Licenses

A. The Contractor will, render services related to event planning and community outreach. 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 at the rate of thirty-thousand dollars (\$30,000) total, such compensation not to exceed (\$30,000), including gross receipts tax. **The total amount payable to the Contractor under this Agreement shall not exceed (\$30,000).**

B. Payment. The total compensation under this Agreement shall not exceed thirty-thousand dollars (\$30,000). This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement 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 Agreement 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 Agreement being amended in writing prior to services, in excess of the total compensation amount being provided.

C. Payment shall be made upon Acceptance of each Deliverable and upon the receipt and Acceptance of a detailed, certified Payment Invoice. Payment will be made to the Contractor's designated mailing address. In accordance with Section 13-1-158 NMSA 1978, payment shall be tendered to the Contractor within thirty (30) days of the date of written certification of Acceptance. All Payment Invoices MUST BE received by the City no later than fifteen (15) days after the termination of this Agreement. Payment Invoices received after such date WILL NOT BE PAID.

D. **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 **June 30, 2025** unless terminated pursuant to paragraph 5 (Termination) and paragraph 6

(Appropriations). The City reserves the right to renew this contract on an annual basis by mutual agreement not to exceed a total of four (4) years in accordance with NMSA 1978, Sections 13-1-150 through 152.

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.

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. **Business Automobile Liability** insurance for all owned, non-owned automobiles, with a combined single limit not less than \$1,000,000 per accident.

C. **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.

D. 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: Chelsey Johnson, Director, Arts and Culture Department, PO Box 909
Santa Fe, NM 87504, cxjohnson@santafenm.gov

To the Contractor: Toccarra Thomas, Executive Director, Santa Fe Art Institute, PO Box 24044
Santa Fe, New Mexico 87502, tthomas@sfai.org

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:
Santa Fe Art Institute


Mark Scott (Jun 2, 2025 15:30 MDT)

MARK SCOTT, CITY MANAGER


Toccarra Thomas (May 7, 2025 17:35 MDT)

Toccarra Thomas, Executive Director

DATE: 05/07/2025

NMBTIN: 1512458

ATTEST:


ANDREA SALAZAR (Jun 8, 2025 14:03 MDT)

CITY CLERK



CITY ATTORNEY'S OFFICE:


Kyle Hibner (May 12, 2025 07:34 MDT)

ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:



FINANCE DIRECTOR












PSA_Santa Fe Art Institute-FINAL

Final Audit Report

2025-05-12

Created:	2025-05-05
By:	JULIE KENNY (jckenny@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAIZ5JI-xHwNV9U5Rbwr--ksAs4D-yTX4a

"PSA_Santa Fe Art Institute-FINAL" History

-  Document created by JULIE KENNY (jckenny@santafenm.gov)
2025-05-05 - 4:47:51 PM GMT- IP address: 63.232.20.2
-  Document emailed to tthomas@sfai.org for signature
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-  Email viewed by tthomas@sfai.org
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-  Email viewed by tthomas@sfai.org
2025-05-07 - 8:48:34 PM GMT- IP address: 74.125.212.192
-  Signer tthomas@sfai.org entered name at signing as Toccarra Thomas
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-  Document e-signed by Toccarra Thomas (tthomas@sfai.org)
Signature Date: 2025-05-07 - 11:35:39 PM GMT - Time Source: server- IP address: 205.159.154.82
-  Document emailed to khibner@santafenm.gov for signature
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2025-05-12 - 1:34:36 PM GMT- IP address: 104.47.64.254
-  Signer khibner@santafenm.gov entered name at signing as Kyle Hibner
2025-05-12 - 1:34:52 PM GMT- IP address: 63.232.20.2
-  Document e-signed by Kyle Hibner (khibner@santafenm.gov)
Signature Date: 2025-05-12 - 1:34:54 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Agreement completed.
2025-05-12 - 1:34:54 PM GMT



EVIDENCE OF PROPERTY INSURANCE

DATE (MM/DD/YYYY)

3/28/2024

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

AGENCY Arthur J. Gallagher Risk Management Services, LLC 400 Kiva Court Santa Fe, NM 87505	PHONE (A/C, No, Ext): 505-467-6202	COMPANY Philadelphia Indemnity Insurance Company One Bala Plaza, Suite 100 Bala Cynwyd, PA 19004
FAX (A/C, No):	E-MAIL ADDRESS: natalie_rich@ajg.com	
CODE:	SUB CODE:	
AGENCY CUSTOMER ID #:		
INSURED Santa Fe Art Institute, Inc. PO Box 24044 Santa Fe NM 87502	LOAN NUMBER	POLICY NUMBER PHPK2669677
	EFFECTIVE DATE 03/15/2024	EXPIRATION DATE 03/15/2025
		<input type="checkbox"/> CONTINUED UNTIL TERMINATED IF CHECKED
	THIS REPLACES PRIOR EVIDENCE DATED:	

PROPERTY INFORMATION

LOCATION/DESCRIPTION
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 EVIDENCE OF PROPERTY INSURANCE 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.

COVERAGE INFORMATION

PERILS INSURED ☐ BASIC ☐ BROAD ☒ SPECIAL ☐

COVERAGE / PERILS / FORMS

AMOUNT OF INSURANCE
\$6,241,484DEDUCTIBLE
\$5,000

Building

REMARKS (Including Special Conditions)

The certificate holder is included as loss payee

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.

ADDITIONAL INTEREST

NAME AND ADDRESS City of Santa Fe P O Box 909 Santa Fe, NM 87504-0909 USA	ADDITIONAL INSURED MORTGAGEE LOAN #	LENDER'S LOSS PAYABLE <input type="checkbox"/> LOSS PAYEE
	AUTHORIZED REPRESENTATIVE 	

POLICY CHANGE DOCUMENT

POLICY NO.: PHPK2669677

Philadelphia Indemnity Insurance Company	18697	Arthur J. Gallagher Risk Management Ser
--	-------	---

NAMED INSURED Santa Fe Art Institute, Inc.

MAILING ADDRESS PO Box 24044
Santa Fe, NM 87502-0044

POLICY PERIOD: FROM 03/15/2024 TO 03/15/2025 at
12:01 A.M. Standard Time at your mailing address shown above.

CHANGE EFFECTIVE 12/11/2024 CHANGE # 2 REVISION # 2

DESCRIPTION

In consideration of the premium reflected, the policy is amended as indicated below:

Added:
Towing Coverage

Per the attached

Path ID 18172558

Total Annual Additional/Return Premium \$	5.00 ADDITIONAL	Total Prorate Additional/Return Premium \$	1.00 ADDITIONAL
--	--------------------	---	--------------------

COUNTERSIGNED	BY
(Date)	(Authorized Representative)

01/15/2025

Issue Date

Change Date: 12/11/2024

POLICY NUMBER: PHPK2669677

COMMERCIAL AUTO
CA DS 03 10 13

BUSINESS AUTO DECLARATIONS

ITEM ONE

Company Name: Philadelphia Indemnity Insurance Company
Producer Name: Arthur J. Gallagher Risk Management Serv
Named Insured And Mailing Address: Santa Fe Art Institute, Inc. PO Box 24044 Santa Fe, NM 87502-0044
Policy Period
From: 03/15/2024
To: 03/15/2025 At 12:01 AM Standard Time at your mailing address shown above
Previous Policy Number: PHPK2512392
Form Of Business: NON PROFIT ORGANIZATION

In return for the payment of the premium, and subject to all the terms of this policy, we agree with you to provide the insurance as stated in this policy.

Premium Shown Is Payable At Inception: \$
Audit Period (if applicable): <input type="checkbox"/> Annually <input type="checkbox"/> Semiannually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly

Endorsements Attached To This Policy
SEE SCHEDULE

Countersignature Of Authorized Representative
Name:
Title:
Signature:
Date:

Note

Officers' facsimile signatures may be inserted here, on the policy cover or elsewhere at the company's option.

ITEM TWO**Schedule Of Coverages And Covered Autos**

This policy provides only those coverages where a charge is shown in the premium column below. Each of these coverages will apply only to those "autos" shown as covered "autos". **"Autos" are shown as covered "autos" for a particular coverage by the entry of one or more of the symbols from the Covered Autos section of the Business Auto Coverage Form next to the name of the coverage.**

Coverages	Covered Autos	Limit	Premium
Covered Autos Liability	01	\$ 1,000,000 CSL	\$ 952.00
Personal Injury Protection (Or Equivalent No-fault Coverage)		Separately Stated In Each Personal Injury Protection Endorsement Minus \$ Deductible	\$
Added Personal Injury Protection (Or Equivalent Added No-fault Coverage)		Separately Stated In Each Added Personal Injury Protection Endorsement	\$
Property Protection Insurance (Michigan Only)		Separately Stated In The Property Protection Insurance Endorsement Minus \$ Deductible For Each Accident	\$
Auto Medical Payments	02	\$ 5,000 Each Insured	\$ 36.00
Medical Expense And Income Loss Benefits (Virginia Only)		Separately Stated In The Medical Expense And Income Loss Benefits Endorsement	\$
Uninsured Motorists	02	\$ 1,000,000 CSL	\$ 201.00
Underinsured Motorists (When Not Included In Uninsured Motorists Coverage)	02	\$ 1,000,000 CSL	\$ INCL

ITEM TWO

Schedule Of Coverages And Covered Autos (Cont'd)

Coverages	Covered Autos	Limit	Premium
Physical Damage Comprehensive Coverage	07	Actual Cash Value Or Cost Of Repair, Whichever Is Less, Minus \$ SCHEDULE Deductible For Each Covered Auto, But No Deductible Applies To Loss Caused By Fire Or Lightning See Item Four for Hired or Borrowed Autos.	\$ 111.00
Physical Damage Specified Causes Of Loss Coverage		Actual Cash Value Or Cost Of Repair, Whichever Is Less, Minus \$ 25 Deductible For Each Covered Auto For Loss Caused By Mischief Or Vandalism See Item Four for Hired or Borrowed Autos.	\$
Physical Damage Collision Coverage	07	Actual Cash Value Or Cost Of Repair, Whichever Is Less, Minus \$ SCHEDULE Deductible For Each Covered Auto See Item Four for Hired or Borrowed Autos.	\$ 281.00
Physical Damage Towing And Labor	07	\$ SCHEDULE For Each Disablement Of A Private Passenger Auto	\$ 5.00
Terrorism	All	Per Coverage Endorsement	\$ 2.00
Premium For Endorsements			\$
Estimated Total Premium*			\$ 1,588.00
*This policy may be subject to final audit.			

ITEM THREE**Schedule Of Covered Autos You Own**

Covered Auto Number:						
Town And State Where The Covered Auto Will Be Principally Garaged: SEE SCHEDULE						
Covered Auto Description						
Year:		Model:		Trade Name:		
Body Type:				Serial Number(s):		
Vehicle Identification Number (VIN):						
Classification						
Original Cost New	Radius Of Operation	Business Use s=service r=retail c=commercial	Size GVW, GCW Or Vehicle Seating Capacity	Age Group	Secondary Rating Classification	Code
\$ SEE SCHEDULE						
Except For Towing, All Physical Damage Loss Is Payable To You And The Loss Payee Named Below According To Their Interests In The Auto At The Time Of The Loss: SEE SCHEDULE, IF APPLICABLE						

ITEM THREE

Schedule Of Covered Autos You Own (Cont'd)

Coverages – Premiums, Limits And Deductibles (Absence of a deductible or limit entry in any column below means that the limit or deductible entry in the corresponding Item Two column applies instead.)		
Coverages	Limit	Premium
Covered Autos Liability	\$ SEE SCHEDULE	\$
Personal Injury Protection	Stated In Each Personal Injury Protection Endorsement Minus \$ Deductible	\$
Added Personal Injury Protection	Stated In Each Added Personal Injury Protection Endorsement	\$
Property Protection Insurance (Michigan Only)	Stated In The Property Protection Insurance Endorsement Minus \$ Deductible	\$
Auto Medical Payments	\$ Each Insured	\$
Medical Expense And Income Loss Benefits (Virginia Only)	Stated In The Medical Expense And Income Loss Benefits Endorsement For Each Person	\$
Comprehensive	Stated In Item Two Minus \$ Deductible	\$
Specified Causes Of Loss	Stated In Item Two Minus \$ Deductible	\$
Collision	Stated In Item Two Minus \$ Deductible	\$
Towing And Labor	\$ Per Disablement	\$

Total Premiums	SEE SCHEDULE
Covered Autos Liability	\$
Personal Injury Protection	\$
Added Personal Injury Protection	\$
Property Protection Insurance (Michigan Only)	\$
Auto Medical Payments	\$
Medical Expense And Income Loss Benefits (Virginia Only)	\$
Comprehensive	\$
Specified Causes Of Loss	\$
Collision	\$
Towing And Labor	\$

ITEM FOUR

Schedule Of Hired Or Borrowed Covered Auto Coverage And Premiums

Covered Autos Liability Coverage – Cost Of Hire Rating Basis For Autos Used In Your Motor Carrier Operations (Other Than Mobile Or Farm Equipment)		
Covered Autos Liability Coverage	Estimated Annual Cost Of Hire For All States	Premium
Primary Coverage	\$ SEE SCHEDULE, IF APPLICABLE	\$
Excess Coverage	\$ SEE SCHEDULE, IF APPLICABLE	\$
Total Hired Auto Premium		\$
<p>For "autos" used in your motor carrier operations, cost of hire means:</p> <ol style="list-style-type: none"> 1. The total dollar amount of costs you incurred for the hire of automobiles (includes "trailers" and semitrailers) and, if not included therein, 2. The total remunerations of all operators and drivers' helpers, of hired automobiles, whether hired with a driver by lessor or an "employee" of the lessee, or any other third party, and 3. The total dollar amount of any other costs (e.g., repair, maintenance, fuel, etc.) directly associated with operating the hired automobiles, whether such costs are absorbed by the "insured", paid to the lessor or owner, or paid to others. 		

Covered Autos Liability Coverage – Cost Of Hire Rating Basis For Autos NOT Used In Your Motor Carrier Operations (Other Than Mobile Or Farm Equipment)			
Covered Autos Liability Coverage	State	Estimated Annual Cost Of Hire For Each State	Premium
Primary Coverage		\$ SEE SCHEDULE, IF APPLICABLE	\$
Excess Coverage		\$ SEE SCHEDULE, IF APPLICABLE	\$
Total Hired Auto Premium			\$
<p>For "autos" NOT used in your motor carrier operations, cost of hire means the total amount you incur for the hire of "autos" you don't own (not including "autos" you borrow or rent from your partners or "employees" or their family members). Cost of hire does not include charges for services performed by motor carriers of property or passengers.</p>			

Schedule Of Hired Or Borrowed Covered Auto Coverage And Premiums (Cont'd)

For Physical Damage Coverages, cost of hire means the total amount you incur for the hire of "autos" you don't own (not including "autos" you borrow or rent from your partners or "employees" or their family members). Cost of hire does not include charges for any "auto" that is leased, hired, rented or borrowed with a driver.

ITEM FOUR

Schedule Of Hired Or Borrowed Covered Auto Coverage And Premiums (Cont'd)

Cost Of Hire Rating Basis For Mobile Or Farm Equipment – Other Than Physical Damage Coverages					
Coverage	State	Estimated Annual Cost Of Hire For Each State		Premium	
		Mobile Equipment	Farm Equipment	Mobile Equipment	Farm Equipment
Covered Autos Liability – Primary Coverage		\$ SEE SCHEDULE, IF APPLICABLE	\$	\$	\$
Covered Autos Liability – Excess Coverage		\$	\$	\$	\$
Personal Injury Protection		\$	\$	\$	\$
Medical Expense Benefits (Virginia Only)	VA	\$	\$	\$	\$
Income Loss Benefits (Virginia Only)	VA	\$	\$	\$	\$
Auto Medical Payments		\$	\$	\$	\$
Total Hired Auto Premiums				\$	\$
<p>Cost of hire means the total amount you incur for the hire of "autos" you don't own (not including "autos" you borrow or rent from your partners or "employees" or their family members). Cost of hire does not include charges for services performed by motor carriers of property or passengers.</p>					

ITEM FOUR

Schedule Of Hired Or Borrowed Covered Auto Coverage And Premiums (Cont'd)

Cost Of Hire Rating Basis For Mobile Or Farm Equipment – Physical Damage Coverages						
Coverage	State	Limit Of Insurance	Estimated Annual Cost Of Hire For Each State (Excluding Autos Hired With A Driver)		Premium	
			Mobile Equipment	Farm Equipment	Mobile Equipment	Farm Equipment
Compre- hensive		Actual Cash Value Or Cost Of Repair, Whichever Is Less, Minus \$ Ded. For Each Covered Auto, But No Deductible Applies To Loss Caused By Fire Or Lightning	\$ SEE SCHEDULE, IF APPLICABLE	\$	\$	\$
Specified Causes Of Loss		Actual Cash Value Or Cost Of Repair, Whichever Is Less, Minus \$ Ded. For Each Covered Auto For Loss Caused By Mischief Or Vandalism	\$	\$	\$	\$
Collision		Actual Cash Value Or Cost Of Repair, Whichever Is Less, Minus \$ Ded. For Each Covered Auto	\$	\$	\$	\$
Total Hired Auto Premiums					\$	\$

For Physical Damage Coverages, cost of hire means the total amount you incur for the hire of "autos" you don't own (not including "autos" you borrow or rent from your partners or "employees" or their family members). Cost of hire does not include charges for any auto that is leased, hired, rented or borrowed with a driver.

ITEM FOUR

Schedule Of Hired Or Borrowed Covered Auto Coverage And Premiums (Cont'd)

Rental Period Rating Basis For Mobile Or Farm Equipment					
Coverage	Town And State Where The Job Site Is Located	Estimated Number Of Days Equipment Will Be Rented		Premium	
		Mobile Equipment	Farm Equipment	Mobile Equipment	Farm Equipment
Covered Autos Liability – Primary Coverage				\$	\$
Covered Autos Liability – Excess Coverage				\$	\$
Personal Injury Protection				\$	\$
Medical Expense Benefits (Virginia Only)				\$	\$
Income Loss Benefits (Virginia Only)				\$	\$
Auto Medical Payments				\$	\$
Total Hired Auto Premiums				\$	\$

ITEM FIVE**Schedule For Non-ownership Covered Autos Liability**

Named Insured's Business	Rating Basis	Number	Premium
Other Than Garage Service Operations And Other Than Social Service Agencies	Number Of Employees		\$
	Number Of Partners (Active And Inactive)		\$
Garage Service Operations	Number Of Employees Whose Principal Duty Involves The Operation Of Autos		\$
	Number Of Partners (Active And Inactive)		\$
Social Service Agencies	Number Of Employees		\$
	Number Of Volunteers Who Regularly Use Autos To Transport Clients		\$
	Number Of Partners (Active And Inactive)		\$
Total Non-ownership Covered Autos Liability Premium			\$

ITEM SIX**Schedule For Gross Receipts Or Mileage Basis**

Address Of Business Headquarters Location:	
Type Of Risk (Check one):	<input type="checkbox"/> Public Autos <input type="checkbox"/> Leasing Or Rental Concerns
Rating Basis (Check one):	<input type="checkbox"/> Gross Receipts (Per \$100) <input type="checkbox"/> Mileage (Per Mile)
Estimated Yearly (Gross Receipts Or Mileage):	
Premiums	
Covered Autos Liability	\$
Personal Injury Protection	\$
Added Personal Injury Protection	\$
Property Protection Insurance (Michigan Only)	\$
Auto Medical Payments	\$
Medical Expense And Income Loss Benefits (Virginia Only)	\$
Comprehensive	\$
Specified Causes Of Loss	\$
Collision	\$
Towing And Labor	\$

ITEM SIX**Schedule For Gross Receipts Or Mileage Basis (Cont'd)**

Address Of Business Headquarters Location:	
Type Of Risk (Check one): <input type="checkbox"/> Public Autos <input type="checkbox"/> Leasing Or Rental Concerns	
Rating Basis (Check one): <input type="checkbox"/> Gross Receipts (Per \$100) <input type="checkbox"/> Mileage (Per Mile)	
Estimated Yearly (Gross Receipts Or Mileage):	
Premiums	
Covered Autos Liability	\$
Personal Injury Protection	\$
Added Personal Injury Protection	\$
Property Protection Insurance (Michigan Only)	\$
Auto Medical Payments	\$
Medical Expense And Income Loss Benefits (Virginia Only)	\$
Comprehensive	\$
Specified Causes Of Loss	\$
Collision	\$
Towing And Labor	\$

Address Of Business Headquarters Location:	
Type Of Risk (Check one): <input type="checkbox"/> Public Autos <input type="checkbox"/> Leasing Or Rental Concerns	
Rating Basis (Check one): <input type="checkbox"/> Gross Receipts (Per \$100) <input type="checkbox"/> Mileage (Per Mile)	
Estimated Yearly (Gross Receipts Or Mileage):	
Premiums	
Covered Autos Liability	\$
Personal Injury Protection	\$
Added Personal Injury Protection	\$
Property Protection Insurance (Michigan Only)	\$
Auto Medical Payments	\$
Medical Expense And Income Loss Benefits (Virginia Only)	\$
Comprehensive	\$
Specified Causes Of Loss	\$
Collision	\$
Towing And Labor	\$

ITEM SIX

Schedule For Gross Receipts Or Mileage Basis (Cont'd)

When used as a premium basis:

FOR PUBLIC AUTOS

Gross receipts means the total amount earned by the named insured for transporting passengers, mail and merchandise.

Gross receipts does not include:

1. Amounts paid to air, sea or land carriers operating under their own permits.
2. Advertising revenue.
3. Taxes collected as a separate item and paid directly to the government.
4. C.O.D. collections for cost of mail or merchandise including collection fees.

Mileage means the total live and dead mileage of all revenue producing "autos" during the policy period.

FOR RENTAL OR LEASING CONCERNS

Gross receipts means the total amount earned by the named insured for the leasing or renting of "autos" to others without drivers.

Mileage means the total live and dead mileage of all "autos" you leased or rented to others without drivers.

BUSINESS AUTO SCHEDULE

POLICY NUMBER: PHPK2669677

SCHEDULE OF COVERED AUTOS YOU OWN

Covered Auto No.	DESCRIPTION								TERRITORY		
	Year Model; Trade Name; Body Type Serial Number (S); Vehicle Identification Number (VIN)								Town or City & Zip where the Covered Auto will be principally garaged		
1	2019 DODGE GRAND CARAVAN, 2C7WDGCG5KR649496								103 Santa Fe, NM 87505		
Covered Auto No.	CLASSIFICATION								PURCHASED		
	Radius of Operation	Business Use s = service r = retail c = comml.	Size GVW, CGW or Vehicle Seating Capacity	Age Group	Primary Rating Factor		Sec. Rating Factor		Code	Original Cost New	Stated Amount
					Liab.	Phy. Dam.	Liab.	Phy. Dam.			
1				6	1.000	1.000			7391	32,290	
Total Premium											
Covered Auto No.	LIABILITY		AUTO. MED.		MEDICAL EXPENSE AND INCOME LOSS BENEFITS (VA ONLY)						
	Limit (in thousands)	Premium	Limit	Premium	Limit Stated In Each Med. Exp. And Inc. Loss Ben. End. For Each Person		Premium				
1	1,000	952.00	5,000	36.00							
Total Premium		952.00		36.00							
Covered Auto No.	PERSONAL INJURY PROTECTION		P.P.I. (Mich, Only)		UNINSURED/UNDERINSURED						
	Limit stated in each P.I.P. end.	Premium	Limit stated in each P.P.I. end.	Premium	Limit (in thousands)	Premium	UM	UIM			
1					1,000	201.00	X	X			
Total Premium						201.00					

BUSINESS AUTO SCHEDULE

POLICY NUMBER: PHPK2669677

SCHEDULE OF COVERED AUTOS YOU OWN (Cont'd)

Covered Auto No.	COMPREHENSIVE		SPEC. CAUSES OF LOSS	COLLISION	
	Deductible	Premium		Deductible	Premium
1	1,000	111.00		1,000	281.00
Total Premium		111.00			281.00
Covered Auto No.	TOWING & LABOR		Except for towing all physical damage loss is payable to you and the loss payee named below as interests may appear at the time of the loss.	TOTAL	
	Limit per disablement	Premium		Premium	
1	200	5.00			1,586.00
			See Schedule(s)		
Total Premium		5.00			1,586.00



CITY OF SANTA FE
ARTS & CULTURE

Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

Santa Fe Art Institute

Application #CI-FY250005

Name: Jamie Blosser
Phone: (505) 424-5050
Email: jblosser@sfai.org

Applicant Profile

Name	Jamie Blosser
Legal Name	Santa Fe Art Institute
Email	jblosser@sfai.org
Primary Phone	(505) 424-5050
Alternate Phone	(505) 424-5050
Address	PO Box 24044 Santa Fe, New Mexico 87502 UNITED STATES
Website	sfai.org
Applicant Institution	Arts Center
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary



Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

Santa Fe Art Institute

Application #CI-FY250005

Name: Jamie Blosser
Phone: (505) 424-5050
Email: jblosser@sfai.org

Intent to Apply

Have you thoroughly read and understand the program description for Collaborative Impact (CI) for FY 2023-2024?

Accept

Is the LEAD organization a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in the NMSA Section 11-1-1 or any county, state or education institution specified in Article 12, Section 11 of the NM Constitution)?

Yes

Please upload your organization's IRS Exemption Letter indicating nonprofit status.

SFAI 501c3 Letter.pdf

Please upload the LEAD organization's overall budget. There is no specific format required.

(All participating organizations overall budget could be included if available. Multiple organizational budgets should be compiled into ONE PDF document.)

2024 budget.pdf

Is the LEAD organization a registered business via the City of Santa Fe Business Registration requirement?

Yes

Please upload a CURRENT copy of the LEAD organizations City of Santa Fe Business Registration License.

BL_CoSF_Business_License_Landscape.rpt_21-12-2023_12-42-34.pdf

Please submit in the following text box the LEAD organization's mission statement. Only LEAD Santa-Fe based organizations who's mission specifically includes the arts, will be considered for funding.

Please note, the Midtown Arts and Design Alliance (MAD Alliance) will be the lead for this project, as an emerging alliance of cultural institutions in Santa Fe located at Midtown. The MAD Alliance mission statement is under development, and because Santa Fe Art Institute is the lead of the MAD Alliance, we have inserted the SFAI mission here as a placeholder. We also have an emerging advisory committee for the MAD Alliance, and over 10 non-profit and educational institutions in Santa Fe who are partners. This will all be further developed in the application itself. For now, we provide SFAI's mission statement: "SFAI is an independent arts organization forging critical inquiry and cultural exchange among artists, creative practitioners, and the broader community. We support and amplify dynamic artistic practices that engage complex social issues, inspire individual transformation, and inform collective action."



CITY OF SANTA FE
ARTS & CULTURE

Santa Fe Arts & Culture Department - Collaborative
Impact FY 2024- 2025

Santa Fe Art Institute

Application #CI-FY250005

Name: Jamie Blosser

Phone: (505) 424-5050

Email: jblosser@sfai.org

Please submit a copy of the LEAD organizations Board of Directors list.

Optional: Describe how the composition of your Board aligns with DEI (Diversity, Equity & Inclusion) principles.

2023_SFai_BRDLST.pdf

If awarded, would your organization be able to obtain and provide a Certificate of Insurance for \$1 million General Liability with the City of Santa Fe as an additional insurer?

Accept



Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

Santa Fe Art Institute

Application #CI-FY250005

Name: Jamie Blosser
Phone: (505) 424-5050
Email: jbloesser@sfai.org

Cultural Investment Program

FY 2024-2025 (July 1, 2024 through June 28, 2025) Cycle of the City of Santa Fe Arts and Culture Department's Cultural Investment Funding Program

"Culture embodies the shared complex and diverse heritage of a community, including its tangible and intangible virtues...It is the quiet and restless imagination that becomes expression, from which emanates writing, song, performance, painting, sculpture, cuisine, dance, design and story. When recognized, coalesced and leveraged, culture is transformative. It ignites creativity, consciousness and capacity."

Culture Connects Roadmap

Collaborative Impact Grant (CI), challenges organizations to collaborate and create new ways of presentation via traditional media. Our view is that this will allow a more diverse range of groups the ability to create new marketing opportunities for themselves. Projects receiving \$30,000 awards each.

COLLABORATIVE IMPACT (CI)- Awards in the amount of \$30,000

Program Description

The Collaborative Impact (CI) grant focuses the programmatic efforts of Santa Fe's arts non-profit organizations on the development/creation of new media and/or programs intended to promote both Santa Fe's rich and diverse arts and culture arena. The goal is to encourage collaborative projects independent of the partnering organizations' traditional programming and foster the sharing of ideas, staff, materials and resources. Collaborations must originate from at least one LEAD arts non-profit organization in partnership with other non-profits or arts collectives. Organizations are encouraged to create multi-disciplinary programmatic content that promotes storytelling and advances the artistic vibrancy and cultural assets of Santa Fe in unique ways through in-person and/or digital experiences. CI grants are intended to expand the promotion of Santa Fe to include Cultural Tourism, thus attracting a specific audience of visitors who more directly foster our creative economy.

Possibilities

Project proposals should be leveraging the assets of arts and community non-profit organizations for use in cultural tourism marketing and promotion while providing program participation opportunities to a broader community/audience. Applicants are encouraged to consider a less traditional approach to storytelling that leverages digital media and programs to push the interpretation of what "promotion" means. As a baseline, applicants should consider creative solutions to storytelling that could include:

- Repurposing existing digital program content in new and different ways (ex: pre-recorded orchestration coordinated with dance or theater)



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Santa Fe Art Institute

Application #CI-FY250005

Name: Jamie Blosser
Phone: (505) 424-5050
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- Creating independent digital experiences that incorporate a variety of creative inputs (episodic stories, gaming/apps, short films, virtual reality, podcasts etc.)
- Describing cultural tourism through the incorporation of cultural assets (music, dance, theater, food, visual arts) with built/natural/architectural/historical visual references
- Uplifting social issues in a creative context (creation of theatrical performances, storytelling, visual arts, music, etc)

Project Eligibility

Projects/content should be developed with the intent to activate cultural institutions in either in-person or the digital realm through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public and purpose-built spaces; leveraging open spaces and empty buildings, landmarks, arterials and corridors. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways while addressing social issues within the community.

All projects must take place between the effective dates of the contract July 1, 2024 through June 28, 2025).

Eligible expenses

- Artist fees
- Production costs such as writing, videographer, editing, rental equipment, music/scores licensing, etc.
- Website costs related to created content
- Professional development and training of personnel in digital tools
- Equipment related to creation of virtual content
- Media and/or marketing consultant fees
- Digital media platform costs
- Costs affiliated with the creation of written scripts, storylines, poetry, etc.
- Staff salaries related to the production of the Collaborative programming content

Ineligible expenses

- Scholarships and fellowships
- Closed subscription series including demonstrations, master classes, programs, forums, virtual tours, etc.
- Projects which are part of a post-secondary academic degree program
- Awards (ribbons, trophies, prizes, etc.)
- Deficits and debt reduction (including finance charges, loan fee, etc.)
- Meals, catering, lodging or transportation
- Capital expenses (including the purchase of real property, labor or materials costs for renovations, remodeling or new construction, etc.)



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- Tuition assistance for college, university or other post-secondary formal course work
- Fundraising (events, personnel, merchandise, invitations, etc.)
- Insurance costs related to the ongoing employment of organization staff

Organization Eligibility

- Programs must be based in nonprofit arts activities.
- At minimum, ONE organization must meet City of Santa Fe Arts and Culture Department's eligibility Guidelines, being a Santa Fe-based, IRS 501(c)3 arts organization, with a State of New Mexico Incorporation Certificate and City of Santa Fe business registration number.
- The LEAD organization must be an arts non-profit and be designated as the applicant.
- The LEAD organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Activities related to the collaboration must take place in the northern portion of Santa Fe County (i.e. Madrid/Galisteo to northern boundary of the county).
- One eligible member of the collaborative entity must serve as contracting entity for the project. The organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Collaborating organizations may receive funding under both CI and TMI categories, only if, the CI program is unique and separate from the TMI funded projects
- City of Santa Fe-operated programs are not eligible.
- Cultural organizations and/or artists collectives that do not meet the above requirements as a 501(c)3 may apply as a partner with another cultural organizations with a 501(c)3 as the fiscal agent. The fiscal agent cannot serve as a pass through for funding, but needs to be an active partner in the collaborative project. The fiscal agent MUST be a partnering organization in the project.
- Collaboration must be between one arts and culture non-profit with any additional non-arts/non-profit or artist collective are eligible for your collaboration.
- Does not apply to for-profit organizations unless considered to be as the third partner in the collaboration project.

Scope of Services

The Contractor shall provide the following services for the City:

- Advertise, publicize and promote Santa Fe as a Cultural Tourism destination through presentation and production of the project
- Promote attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project
- Promote and distribute the project locally, regionally, nationally (and possibly internationally), leveraging partnering organizations' websites, social media, online broadcasting sites, film festivals, advertising



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competitions, etc.

- Promote and market the City by utilizing the City's Arts and Culture Department logo and/or credit line on all promotional materials related to the project.
- Encourage the cultural development of Santa Fe by maintaining high standards of artistic (and creative) quality as demonstrated by the development of original programming for potential use by local and state tourism office.
- Demonstrate administrative competency through planning, innovation, quality programming and realistic budgeting.
- Provide a Final Report to the City providing statistical and demographic information describing the marketing strategies utilized and the impacts on local, regional, national and international audience expansion, evaluating the successes and lessons learned from the project.

Contract Amount and Requirements

Logo

All organizations funded must display the current City of Santa Fe, Arts and Culture Department logo on all printed and digital publicity, promotional and program materials related to the project. Failure to include the logo can result in the termination of the contract and the revocation of funding.

Payment Requests

This funding is reimbursement based, payment is made after services are rendered. Partial payments may be requested, staff reviews all requests before payments are made. Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department. Organizations can expect payments to be completed between thirty (30) and ninety (90) days from the date of invoice submission. Invoicing Guidelines In order to request partial or final payments please submit an itemized invoice and submit via GoSmart. Links for invoice uploads are included in the Final Report submission and must be included to be considered complete. For final payments, Final Report and invoices must be received and dated NO LATER than Saturday, June 28, 2025 at 5:00pm MST . Reporting and invoicing submissions received after the deadline will not eligible to receive the final payment.

Reporting

- Organizations will be required to provide statistical and demographic information about the project as well as qualitative assessment of the program.
- Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department.
- Organizations are required to submit reports online through the GOSmart system at santafenm.gosmart.org by Saturday, June 28, 2025 at 5:00pm MST .



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There are no exceptions to the reporting requirements. Failure to submit acceptable reports by the deadline will render an organization ineligible to apply for Arts and Culture Department funding for a period of five (5) years from the due date of the report.

Financial Records

Separate financial records related to the funded project must be maintained by the organization. These records must be kept on file during the award period and for a minimum of three (3) fiscal years after the end of the award. Records are subject to local, state, and federal audits at any time. These records may be requested at any given notice for auditing purposes, failure to provide requested financial records will result in the organization's disqualification from future funding.

Audits

Organization must also submit an annual IRS Form 990 to maintain organizational eligibility. There are no exceptions to this requirement.

CRITERIA AND EVALUATION:

The Arts and Culture Department staff reviews all applications for eligibility and completeness.

Panels are comprised of representatives of the Arts Commission and experts with knowledge and experience in the area under review. Panelists are given up to four (4) weeks for review and evaluation of eligible applications. Arts & Culture Staff facilitates panels but does not contribute to evaluation or scoring of applications. Panels may convene in-person or virtually (i.e. Zoom).

Criteria

Applications will be reviewed based on an established set of criteria, for a total possible score of 100. An average of the Review Panel's scores will be used to rank the applications.

Project and Artistic Excellence: 40 points

Projects/content should be developed with the intent to activate cultural institutions through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public, and purpose-built spaces. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways.

Marketing Impact Relevance: 40 points

Provide a tangible marketing distribution plan detailing how you will attract a diverse constituency in Cultural Tourism. This will need to include how your programming will attract and grow the presence of the Santa Fe



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brand and drive audiences Internationally, Nationally, and Regionally.

Culture Connects: 20 points

10 points

Maintain, nurture and attract professional volunteer leadership that will reflect Santa Fe's diverse community and to lead the organization with a clearly stated contribution to diversity, equity and inclusion of Santa Fe.

10 points

Effective impact to reach and nurture future audiences through innovative programs, arts education and engagement.

Funding Information

Funding for this program is authorized by the City of Santa Fe Ordinance No. 1987-45, which earmarks a portion of the Lodgers' Tax for the "promotion and advertising of non-profit attractions and nonprofit performing arts in Santa Fe." NMSA "Lodgers' Tax Act" (3-38-21) authorizes a municipality to use tax proceeds to defray costs of advertising, publicizing and promoting tourism attractions within the area. Therefore, eligible organizations must play a role in promoting tourism and apply the funding received primarily towards the project's promotional, advertising and marketing costs.

All projects must take place between the effective dates of the contract (July 1, 2024-June 28, 2025).

<u>Schedule TMI & CI Categories</u>	<u>Dates</u>	<u>Times</u>
Intent to Apply Period OPENS	Friday, December 1, 2023	8:00AM
Intent to Apply Period CLOSES	Wednesday, January 3, 2024	5:00PM
FY 2023-2024 Application Period OPENS	Thursday, January 4, 2024	8:00AM
Traditional Marketing Impact Categories Application Period CLOSES	Friday, March 08, 2024	5:00PM
Collaborative Impact Category Application Period CLOSES	Thursday, March 28, 2024	5:00PM

More information on how to contact Arts and Culture Department, Cultural Investment Funding Program:

Please submit any and all questions via email.

Cultural Investment Funding Contact: Melissa Velasquez, Arts and Culture Coordinator,



CITY OF SANTA FE
ARTS & CULTURE

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Applicant Information

Please identify a lead applicant and supply their contact info. One organization must function as the lead.

Lead Organization Name

Santa Fe Art Institute

Lead Organization Executive Director Name

Jamie Blosser

Lead Organization Executive Director Email

jblosser@sfai.org

Lead Organization Executive Director Phone

5054245050

Authorizing Official Name

Aaron Payne, Board Chair

Authorizing Official Email

ap@apfineart.com

Authorizing Official Phone

9173195430

Project/Program Leader Name

Jamie Blosser

Project/Program Leader Email

jblosser@sfai.org

Project/Program Leader Phone

5054245050

Primary Grant Contact Name

Jamie Blosser

Primary Grant Contact Email

jblosser@sfai.org

Primary Grant Contact Phone



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List all the arts and culture non-profits and partners involved in the project. Each project should have a lead organization and at least one arts and culture partner. Additional organizations do not have to be arts-based, but cannot be the contracting partner. Describe the role and responsibility of each collaborating partner, including a list of all participating staff.

Santa Fe Art Institute, Lead Partner (Midtown Arts and Design Alliance, LLC)

As we have many Tenant-Partners, we have included lead staff in a separate section:

MASS Design Group

CENTER:

Creative Startups

Currents New Media

Girls, Inc.

Little Globe

MAKE Santa Fe

Santa Fe Indigenous Center

UNM College of Fine Arts, School of Architecture + Planning, STEAM NM and Continuing Education

Vital Spaces

Youth Works!



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Project Narrative

Project Narrative of Collaborative Impact project.

Project Title

Midtown Arts and Design Alliance (MADA)

Please provide a brief description of the Collaborative Project that is being considered for funding.

The Midtown Arts and Design Alliance (MADA) is composed of arts, design, service, and educational organizations with a shared vision to co-locate to the Midtown campus and co-create equitable and accessible spaces and programs at the former site of the Santa Fe University of Art Design Visual Arts Center and last remaining WWII Barracks. SFAI is the lead developer and operator of the site through agreement with the City. We propose to create a series of public events in collaboration with MADA partners and are excited to plan and implement events that will signal the “activation” of the site and engage stakeholders from across our partner organizations and their constituents, including adjacent and historically underserved neighborhoods at Midtown. Our Collaborative cohort is equally committed to these goals.

Please provide a full description of your collaborative project. Include listing of partnering organizations.

The Santa Fe Art Institute and our partners are ready to formally activate the Midtown site as we develop the Legoretta-designed Visual Arts Center (VAC) and repurposed WWII barracks for the Midtown Arts and Design Alliance. Since 2018, and in the past year of our feasibility study and partnership with the City, we have achieved notable benchmarks that have brought us to this pivotal moment. In 2021, we were part of the Midtown Engagement Partners and hosted a Midtown block party that brought more than 1,000 people to the Midtown site. We also have participated in a range of collaborations with our tenant partners (such as digital programming with Little Globe), including community stakeholders committed to keeping Midtown a place by, for and about its residents, while at the same time becoming a bridge to the North and South sides of Santa Fe.

The proposed activities aim to engage with our prospective tenant-partners in a year-long series of events that reflect our sustained conversations and collective input. The proposed series we envision, when stitched together, form a Network of Connections, the proposed banner under which events will take place. We deliberately designed an iterative approach to collaborative site activation based on ongoing tenant-partner conversations, that demonstrates our investment to lead a consortium of nonprofit arts and cultural organizations in service to their own missions, so that together we can realize a revitalized Midtown community.

Proposed Activities with MADA Partners in 2024-25: SFAI and our MADA partners propose to launch a series



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of events, Networks of Connections, to highlight the mission, vision and relationships created through our shared values of equity, diversity, inclusion, access, connectivity, and belonging. We propose to co-create these activities in ongoing iterations with our MADA tenant partners, and in conjunction with SFAl's 2025 Anniversary year and annual theme, Community of Practice. Networks of Connections highlights our underlying values and intentions to revitalize the 4-acre VAC and Barracks site through a series of hands-on workshops, site tours, performances and art demonstrations. Potential activities include:

SFAI: A free public talk by artist Rose Simpson in August 2024 as part of SFAl's annual Art of Change event, in the VAC courtyard.

CENTER: A Book Fair and Photo exhibition in late Fall 2024 that coincides with its Review Santa Fe Photo Symposium in November and its 30th anniversary year.

Currents, Littlelobe, and UNM: "MADA Cinematique," a series of videos projected onto the outside walls of the VAC.

Creative StartUps: Workshops and trainings in collaboration with Vital Spaces (and Poeh Cultural Center) to explore creative industries and small business "incubator" models for community based enterprises. (CSU is part of this lead consortium of NM Economic Development Department's creative industries initiative.)

Girls, Inc. and SF Indigenous Center: Outdoor youth programming that links Girls, Inc. summer camp and SFIC Wellness workshops to focus on girls' and teen health awareness.

Food at events and youth skills workshops: Youthworks will provide a food truck and/or cater events as part of their youth skill-building program.

Little Globe: Document events and create a storytelling-with-film "round robin" as a small-scale event involving their artists and adjacent communities of Midtown neighborhoods, such as Hopewell-Mann, Bellemah, and Casa Alegre.

MAKE Santa Fe: A "Demo Week" where they will have the opportunity to engage with other partner organizations' constituents, SFAl residents and supporters, and neighborhood stakeholders of all ages.

UNM: New offerings from the College of Fine Arts, School of Architecture and Planning, STEAM NM, and Continuing Education, including workshops and classes for Interior Design; Interdisciplinary Design; Historic Preservation, and General Continuing Ed

Vital Spaces: Outdoor exhibitions of works by Vital Spaces artists, performances, and partnering events with



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SFIC and Creative Startups (as above).

MASS Design: “Storytelling Through Design,” to revitalize programming partnerships with UNM to introduce high school students, especially in adjacent Midtown neighborhoods, to fundamentals of community design to empower them to participate in civic engagement decisions and actions related to Midtown’s equitable development.

As an extension of the City of Santa Fe Library’s partnership with Creative Santa Fe and Santa Fe Literary Festival, MADA proposes to coordinate with the City Library to showcase and share selected works and activities for young adults from Santa Fe Reads 2025 programming and as participants in the Network of Connections series.



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Project Budget

Please enter the total cost of the project including the Collaborative Impact grant amount of \$30,000.

DEFINITIONS	Description
Artist Fees	Includes artists, performers, dancers, poets, other artistic talent
Contracted Fees	Includes writer, editor, videographer, producer, sound engineer, etc.
Production Fees	Includes equipment, software, etc related to the production of the collaborative project
Online Marketing	Costs of digital marketing
Social Media	Cost of social media platforms
Printed Materials	Cost of print materials
Graphic Design	Cost of marketing brand design and layouts
Administrative Fees	Includes staff time dedicated to project (CI grant funds should NOT be used for this)
Remaining Fees	Other costs associated with the Project

	Cash	City Request \$30,000	In-kind
Artistic Fees	15,000	5,000	0
Contracted Fees	15,000	5,000	0
Production Expenses	0	0	10,000
Online Marketing	10,000	5,000	5,000
Social Media	2,500	0	1,000
Printed Materials	10,000	5,000	0
Graphic Design	15,000	10,000	0
Other	0	0	0
Administrative Fees	0	0	125,000
Remaining Fees	0	0	0
SubTotals:	67,500	30,000	141,000
Grand Totals:	67,500	30,000	141,000



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Project Budget Narrative

Describe each collaborating partner's contribution and expenses, etc.

This grant will assist in greatly amplifying the work of MADA partners and programs to reach a larger audience, and produce additional relevant and impactful content. SFAI will manage the budget and track expenses including in-kind, from each partner organization, who is expected to collaborate and produce at least one event during the grant period. Given the high number of partnering organizations, we have not listed out each individual organization's contribution. However, we expect that each partner will proportionally provide at least \$12,000 in in-kind services as shown, as well as contribute their staff and marketing efforts for outreach and engagement.

The In-Kind and contributed cash to this project will therefore be substantial, representing in-kind donations from SFAI and MADA partners in particular the administrative fees related to producing these events.

All artists will be compensated, whether they are contractors or commissioned works, according to W.A.G.E. compensation standards. A majority of the proposed budget includes artists and contracted fees as well as marketing support. These are direct costs that SFAI and MADA partner organizations cannot otherwise afford without grant support.

Production Expenses = software, hardware, equipment and technicians providing support for all online productions and events, these are listed as in-kind contributions from partners. All other equipment and support is listed under contracted fees.

Online Marketing = paid digital advertising used to amplify content and stories through online calendars, radio, and regional and national online publications. A significant portion of this is also in-kind based on the marketing already expected to be produced by partners.

Social Media = paid boosts, strategic campaigns to manage and amplify the project, customizing, placing and leveraging social-media ready content across the networks of both collaborating organizations and partners. A significant portion of this is in-kind, based on the existing platforms and programming already in place.

Graphic Design = contracted design and marketing expertise to brand and manage the marketing campaign

Administrative Fees = this is shown as in-kind project funding already in existence for administrative support from both organizations and project partners.



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Artistic Excellence Narrative Questions

Artistic Excellence: 40 points

Points will be awarded based on the thoroughness and clarity of Offeror's response in this Section. The Evaluation Committee will also weigh the relevancy and extent of Offeror's: Creativity, novelty and originality of the project; ability to foster the collaborative creation, production, presentation of innovative, distinctive and stimulating programs; attract and nurture high quality creative talent as evidenced in Artistic Samples that are of good quality and unique to Santa Fe and demonstrate strategic partnerships/collaborations to increase Cultural Tourism.

Describe your collaborative project(s)- Describe what makes your programming a destination for International, National, and Regional markets? How will programs complement each other or encourage the audience to "attend" multiple partner events?

The Midtown Arts and Design Alliance involves a strong cohort of our partners, many of whom SFAI has been working with over the last five years, and more intensively and intentionally since SFAI stepped in to lead the MADA LLC non-profit consortium for Midtown. They are all highly respected arts, service, and educational organizations with award-winning programming for the local and regional community.

The proposed activities are based on solid relationships that continue to evolve and gel as a relational cohort of committed organizations to the mission and vision of Midtown as a site for equitable development and community-oriented creative and inclusive events. As our Work Samples attest to, we have built meaningful alliances with all members of our proposed consortium, which will be highlighted and expressed by their proposed and realized collaborative activities. We do not propose to "speak for" or "know best" our partner needs. We take our cues from them, and the proposed artistic activities reflect these deep dive conversations over time.

These factors—and the creative strengths that each organization brings to MADA—will make this collaborative a "go to" destination for Santa Fe residents, as well as a destination for regional, national and international markets. We also benefit from the local, regional, national and international network and market base of over 10 organizations. SFAI brings past-proven experience through our residency programs, public programming successes of performances, digital and in-person public speaker and exhibition events that make SFAI an arts and cultural destination. Linking these kinds of programs and our annual theme to proposed Network of Connections happenings will only increase our visibility and ability to attract wider audiences.

Midtown, in the geographic center of town, will be a growing arts and cultural district - not only with the Midtown Arts and Design Alliance but with the expanding film industry, the renovation of the Greer Garson Theater and Fogelson Library, and the nearby renovation of the CinemaCafe by Vital Spaces. Collaborative projects such as what we propose are critical to begin demonstrating this as a vibrant, growing cultural center and destination.



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Our partnering organizations are committed to equitable practices, which are integral to our work together with the Midtown Arts and Design Alliance. All artists will be compensated according to W.A.G.E. Certification guidelines, continuing the principles by which SFAI compensates. SFAI will also continue our fellowship programs, providing stipends to all selected artists in residency and as well as our Creative Access Fellowship, which provides paid fellowships for up to four (4) artists with spinal cord injuries and stipends for their personal care assistants, if needed. These fellowship awards demonstrate our commitment to expand access for marginalized artists. Our free public programming highlights the socially engaged work of our resident artists connected to our local communities, which together provide unique opportunities for dialogue and action around pressing global issues. By integrating the proposed MADA activities with SFAI's 2025 Community of Practice residency theme and our 40th year anniversary, we anticipate that our themes and celebrations will be amplified, bringing greater presence and awareness to our Midtown site.

To highlight our investment in placekeeping and community belonging, we hosted the Midtown Block Party in October 2021 in partnership with UNM, Littlelobe, Chainbreaker Collective, Earth Care, and Youthworks. For our 2025 Theme, Community of Practice, we intend to join artists-in-residence with these larger community events and stakeholders as we strengthen and grow our relationships with other nonprofit arts and culture organizations at Midtown and throughout the City of Santa Fe.

What specialized resources and skill sets does each partnering organization in the collaboration bring to the fuller project? Give evidence of why this collaborative project is courageous, adaptive, or innovative, and what you hope to learn in this process.

As evidenced by our partners' missions outlined below, each organization in the collaboration brings their own staff, experience and expertise to the group effort—bringing together a combined cohort with decades of commitment to Santa Fe's arts and cultural life, which is its lifeline. The founders, directors and staff of these organizations bring their own specialized knowledge as recognized professionals in their respective fields, and in these ways, their collaborative contributions are far greater than the sum of their parts.

With SFAI's own mission to amplify creative voices through diversity, equity and artistic excellence, by partnering with these organizations, we far exceed our objectives to do so. These partnerships have been long grown and tested in past and ongoing collaborations, which is how we know that together we are more innovative, and our programming exemplifies our responsive adaptability to our Board, our mission, to the City, and the creative community at large. By working together to launch ongoing public programs, we are also showing our constituents and stakeholders that if we act collectively with courage to try new forms of leadership, new equitable models of community engagement and development, and experimental art forms that link with community service needs, we demonstrate that networks of connections can indeed be a bridge for community well-being. These partner missions highlight these possibilities for positive creative change. Specific staff leading the MADA project are in parenthesis:



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MASS Design Group's mission (Joseph Kunkel and Mayrah Udvardi) is to research, build, and advocate for architecture that promotes justice and human dignity. MASS Design Group was founded on the understanding that architecture's influence reaches beyond individual buildings. MASS (Model of Architecture Serving Society) believes that architecture has a critical role to play in supporting communities to confront history, shape new narratives, collectively heal and project new possibilities for the future.

CENTER (Laura Wzorek Pressley) is a nonprofit that supports socially and environmentally engaged lens-based projects through education, public platforms and partnerships.

Creative Startups (Alice Loy) provides support and resources to help creative entrepreneurs and startups thrive, which it achieves through specialized training, mentorship, and access to a network of experts and investors.

Currents New Media (Mariannah Amster and Frank Ragano) fosters new media arts and presents artists creating innovative work. Their annual festival, educational programs, and exhibition space give the public access to immersive and expansive art experiences year-round.

Girls, Inc. (Kim Brown) offers long-lasting mentoring relationships, a pro-girl environment, and research-based programming to equip youth to navigate gender, economic and social barriers and grow up healthy, educated and independent.

Littlelobe (Chris Jonas and Dylan Tenorio) partners with local, national, and international communities to create rigorous artistic works that create meaningful relationships, empower individuals and communities, and reflect the power of our social imagination. "Connect, Heal and Thrive through the art of Storytelling."

MAKE Santa Fe (James W. Johnson) is a non-profit community workspace dedicated to catalyzing the creative class, where people can access tools, resources, and workshops to make, repair, invent or create anything they can dream of.

Santa Fe Indigenous Center (Caren Gala and Karen Buller), is designed by and for Indigenous Peoples with the mission of supporting, promoting, and enriching their vital, diverse community by identifying and serving the needs and interests of their people.

UNM College of Fine Arts, School of Architecture + Planning, STEAM NM) serves as the State's flagship institution of higher learning through demonstrating and growing excellence in teaching, research, patient care and service. (Robert Gonzalez, Tim Castillo, Mary Tsiongas, Andrea Polli, and Audrey Arnold)

Vital Spaces (Raashan Ahmad) sustains and enhances Santa Fe's cultural vibrancy by creating affordable



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spaces for artists working in all media to create, present, connect and teach. They focus on fostering a collaborative creative community and supporting people, ideas, and art forms that are underrepresented in Santa Fe's commercial art scene.

YouthWorks! (Melynn Schuyler, John-Paul Granillo) has emerged as a cutting-edge, innovative organization offering a continuum of services designed to reconnect "at risk" and disadvantaged youth with their community through education, employment training, and job placement.

What are the community benefits of each partnering organization's work?

SFAI is committed to fostering positive social change through creativity by providing residencies, fellowships and free, socially engaged programming that addresses and transforms marginalized, and/or under-represented artists and creative practitioners into communities of belonging. That is in keeping with the theme we will amplify in our Collaborative year going into the 2025 annual theme Community of Practice.

The entire MADA cohort—each from their unique standpoints and organizational missions—is committed to supporting those historically or systematically excluded from art spaces, and inviting a larger community engagement around participation, activation, and cultural expression. The community benefits that flow from the proposed activities align with the respective missions of our partner organizations.

For example, MASS Design Group's mission to advocate for architecture that promotes social justice and human dignity, and the social benefits can be evidenced in the pre-concept design for how to regenerate the MADA site, and our collective proposals for its outdoor uses as a "social use" of architectural spaces.

Proposed Youth Programs and collaboratives (e.g. SFIC; Little Globe; Girls, Inc, YouthWorks!), as well as community maker spaces created by MAKE Santa Fe, bring together a range of youth and young adult activities and mentors to further inter-generational learnings and the social benefit of bringing diverse and previously separated groups into playful and working relationships with each other. These kinds of proposed activities foster a sense of civic engagement by providing experiential and organic ways of relatedness and community-building.

As a result of the communities we serve we are dedicated to carefully addressing questions of intersectional identities and taking creative approaches to make sure our building, residency, and events are safe and receptive spaces for people who have been traditionally underserved members of the community in Santa Fe and within the art world. As an extension of SFAI vision and values, MADA programming is community-focused and people-focused, and while we remain the lead organization of the nonprofit consortium, we likewise defer to the knowledge and experience that each organization brings to its constituency engagement (as expressed in the mission statements of our partner list in the Project Description).



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With all of our outreach we take into account how we can provide information to or access traditionally underserved audiences both locally in Santa Fe and nationally. In all of our marketing we focus on the demographics of the audiences served by that source and make choices that would increase visibility in underserved communities, including local bilingual radio. Guided by our past experiences of what works and what doesn't work, we take our cues from residents and community constituents to respond to concerns about inclusion and modes of engagement. Working with diverse groups locally and internationally, we are now more confident that the approaches we are taking are working and are supporting greater access across diverse audiences and communities.

Describe how your organization attracts, selects, and nurtures high quality creative talent (i.e., artists, scientists and historians). What people-focused approaches have you adopted?

MADA is inherently a creative learning community, aligned with SFAI's mission to forge critical inquiry and cultural exchange. Our practice as an Alliance is to come together regularly in dialogue about the community we are building together. These touch points and Alliance meetings aim to nurture quality creative talent, amplifying and combining the skills and experience of organizational leaders, constituents and MADA stakeholders. Our collaborative partners are self-selected and have been working together and with SFAI over the past several years, enabling trust-building and community investment to Midtown, so vital for a successful collaboration. Our people-centered approaches have involved us in dozens of collaborative projects as evidenced in our Work Samples—starting with the 2021 block party. We are now positioned to activate MADA-specific activities described in our Project Narrative, while remaining open and fluid to the sensitivities of an iterative process that allows for responsive pivots. These include centering BIPOC leadership and community-driven events, led by respective MADA organizations, with SFAI as the administrative umbrella.

We also envision a more robust joint program agenda between our MADA cohort and our annual themed residency events. Past programs have included our Tilt series, and public events, such as our 2024 hosting of scholar Dr. Linda Dittmar whose talk was co-sponsored with Vital Spaces. Our 2025 theme of Community of Practice will yield even more fruitful intersections, interactions and cross-pollination among SFAI resident artists, MADA organizations, expanding and amplifying community engaged priorities.

We are dedicated to making sure our building, grounds and events are safe and receptive spaces for people who have been traditionally underserved members of the community in Santa Fe. For this reason, all MADA programming is intended as community- and people-focused such that every individual's capacity to contribute to the Santa Fe arts and culture community is supported. This includes ensuring that the needs of our neurodivergent participants are understood and met to the best of our ability, and including the need for interpretation whether for ASL, Spanish, childcare or any other needs that would prohibit individuals or groups from participating. It is important for us to understand our communities and how to best serve them so they can express their ideas, contribute to exhibitions and events that we hold, whether in person or virtually. Our ongoing MADA meetings and proposed Networks of Connections activities are a testament to our commitment.



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Within all of our outreach we take into account how we can provide information to or access traditionally underserved audiences both locally in Santa Fe and nationally. In all of our marketing we focus on the demographics of the audiences served by that source and make choices that would increase visibility in underserved communities. Guided by our past experiences of what works and what doesn't work, we take our cues from community constituents to respond to concerns about inclusion and modes of engagement.



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Culture Connects

Describe how this collaborative effort advances diversity, equity, inclusion and access within your prospective organizations.

The following emerged from a long term engagement process with our MADA partners as how they collectively center the priorities for DEIA. Following these deep dive conversations, MADA works to center equity in all of its policies and practices. What we mean by “equitable” includes prioritizing those who have fewer resources and opportunities, with protection from displacement.

These priorities align with Culture Connects as well as the emerging voices from the Midtown Engagement Partnership. What we have heard in that engagement during 2021-2022, are the following priorities that we developed in our final report and which guide our work together. They include:

- Developing language and access policies and protocols in all public engagement
- Including spaces and opportunities to learn and to grow
- Creating a healthy community through design and development
- Ensuring equitable access to Midtown
- Implementing projects that sustain and advance equitable development
- Providing spaces and support for local economic development
- Providing spaces and support for equitable programming and production

In alignment with the City of Santa Fe’s Culture Connects indicators, the MADA partners likewise commit to Inclusive programming—supporting youth, families, elders, unsheltered, BIPOC, and LGBTQ communities. Priorities for Midtown are no different than priorities for MADA, and are integral to equitable development of the Midtown site. These include our shared values of a sustainable and healthy Midtown, that is renewable, resilient and self-reliant communities, inextricable from the wider City of Santa Fe and central to its overall arts and culture ecosystem.

Describe how your collaboration’s strategy would improve the expertise of its staff and foster a learning culture to do even better for the people you serve. This may include professional development, evaluation that cultivates a learning environment, etc.

MADA’s strategy for the collaboration is more than an opportunity to showcase the programming strengths of our respective organizations—it is foremost an opportunity to foster a diverse and inclusive learning culture that is by, for and about our communities of practice. These communities extend from the central node of SFAI as the lead organization in the MADA onsite hub, and as an equal participant in the network of connections that we can only forge together as a consortium of nonprofits.

This strategy, to join MADA into a true partnership team for lasting and impactful vision, is in keeping with SFAI’s Strategic Plan. In particular, one of our main strategic goals clearly states that we will “develop a



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creative cultural hub to improve lives through art, design, education, and services, for the benefit of SFAI, our partners, and the Santa Fe Community.” The activities proposed here to activate the Midtown site over which SFAI has oversight, is in direct response to this goal. Further, by engaging SFAI staff in community benefit activities such as these, as well as providing a catalytic space for new synergies and partnerships to evolve, we not only foster a learning culture, we create spaces for that culture to transform what learning can be. In other words, old models of leadership yield to new approaches, especially as we collectively rethink leadership and participation from multiple standpoints of historical and cultural knowledge. This is in part what we mean by “heritage.”

In order to best meet these transformative goals, we step back as the “lead organization,” and take direction from our cohort. We recognize that this approach as a “theory of change” will not be automatic. Therefore, we expect to implement staff and cohort trainings, especially BIPOC leadership and professional development training, as well as cultural competency trainings for staff that remain part of SFAI’s policies and goals. By doing so, and championing each other in MADA’s growth and development, we meet organizational objectives to build teams, develop broad community support, design governance structures for sustainable and effective operations through this grant period and beyond.

To this end, the MADA partners have already begun our own due diligence to form sub-committees that will work toward these aims, including but not limited to: Governance, Resources and Networks, and Communications. We expect that specific foci, including the need for trainings and assessments, will continue to evolve as we move forward with the proposed activities and work that takes place in order to implement them in alignment with our shared equity values.

How is this collaborations programming providing access to new and traditionally underresourced (underserved) audiences?

We are committed to supporting those historically or systematically excluded from art spaces through our networks and programs. Our proposed MADA “activation site” and outdoor spaces (including future interior building redevelopment is underway) will be fully accessible to all. SFAI, as the MADA LLC lead organization has an accessible van that allows not only wheelchair access but full driving capacity for our artists-in-residence, who will be engaged with MADA art events as collaborations allow. We continue to offer fellowships to up to four artists with spinal cord injuries who are selected for the 2025 Community of Practice thematic residency program, which dovetails with proposed MADA activities.

As a result of the communities we serve as part of the Midtown Arts and Design Alliance, we are dedicated to carefully addressing questions of intersectional identities and taking creative approaches to make sure our building, residencies and events are safe and receptive spaces for people who have been traditionally underserved members of the community in Santa Fe and within the art world. For this reason, all proposed MADA programming is community-focused and people-focused and we carefully consider every individual's



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capacity to contribute to site-based public programs and the wider Santa Fe community.

We ensure that the needs of our neurodivergent participants are understood and met to the best of our ability and for all of our events we consider the need for interpretation whether for ASL, Spanish, childcare or any other needs that would prohibit individuals from participating and provide what is needed for one person or for a group. It is important for us to understand our communities and how to best serve them so they can participate in the ideas, exhibitions, and events that we hold, whether in person or virtually.

We take into account how we can provide information to or access traditionally underserved audiences both locally in Santa Fe and nationally. In all of our event planning and MADA coordination efforts, we focus on the demographics of the communities of Santa Fe and how in the geographic center of town we can help to act as a bridge.

In the past we have run ads for events on the bilingual radio station 102.9 and on Spanish speaking stations such as 105.9 and have run bilingual ads in a variety of local media outlets. Guided by our past experiences of what works and what doesn't work, we take our cues from our MADA partners and community constituents to respond to concerns about inclusion and modes of engagement. Working with diverse groups locally and internationally, we are now more confident that the approaches we are taking are working and are supporting greater access across diverse audiences.



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Marketing Impact Relevance

Explain how the collaborative marketing and promotion plan is crafted to reach the intended project audience, and how it will effectively advance the concept of Cultural Tourism in Santa Fe. How does the overlap in your collaborative partnership's audiences enhance the impact of the project?

As profiled in the Americans for the Arts Arts and Prosperity Report, Santa Fe is a cultural tourist destination due to its unique history and as a capital of culture for the region. The MADA project in turn is an opportunity to realize the ways in which Santa Fe is an “arts city” can also be a “livable city,” linking the arts to economic prosperity with an equity lens and commitment to local creative practitioners. That is the mission of MADA - to enliven the arts for all of Santa Fe, while at the same time becoming a model and cultural destination for how the arts can truly re-generate city life without the social upheaval or economic fallout of gentrification and displacement. As a hub for cultural vitality, the MADA team is committed to this shared vision. Our people-centered approach reflects our commitment to diversity. For SFAI alone in 2024 more than 80% of the artists we support are BIPOC, over 70% are women, and approximately 25% identify as LGBTQ+. When combined with our partner organizations, who serve the Santa Fe Indigenous community, schoolchildren, youth, and artists of color, our reach will expand exponentially.

Our proposed free public programs will bring new voices and ideas to Santa Fe focusing on expanding our diverse local audiences. For example, at SFAI we will host a Democracy themed SFAI140 event in October that will intersect with proposed MADA events. We will also host open studios, installations, events, exhibitions, and talks related to our 2024 theme of Sovereignty and 2025 theme of Community of Practice, which also dovetail with MADA events reflective of these themes.

MADA will promote the Collaborative projects through each organization's website, social media and other communications channels. SFAI's website alone received 37,000 new visits across all pages in the past year, including 13,000 visits from New Mexico. SFAI's reach will be amplified by our partners' external reach, together uplifting new forms of cultural tourism for the creative economy. All forthcoming MADA events will be posted on SFAI's website within a dedicated MADA page, including MADA updates, events calendar and MADA cohort news and spotlights.

MADA events will be actively promoted across SFAI and partner subscriptions. For SFAI alone, we have over 10,678 subscribers. These subscribers have a high engagement level that can be leveraged for “getting the word out” about MADA programs.

SFAI social media channels including Facebook (6,093 people follow the SFAI page and 5,735 people like it) and Instagram (7,527 followers) will also be central for promoting MADA programs, as will all of our proposed partners' social media. Utilizing a variety of platforms allows us to inform and engage diverse groups. As MADA activities and development continue to grow, we anticipate not only dedicated marketing channels, but



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expanded reach through our constituents and stakeholders.

A comprehensive paid advertising plan with an emphasis on publications based in New Mexico and the region will meet our goals of amplifying programming while also providing opportunities for those from outside the state to understand more about the Midtown Arts and Design Alliance, SFAl's lead role, and the City of Santa Fe as a destination that reflects its diversity



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Targeted Audience Media Plan

In this section please provide details about the media outreach your organization plans to utilize. Please use as much details or information as possible, if that specific type of media does not apply to your organization please provide a brief explanation why.

Please provide a detailed explanation of planned marketing and promotional activities related to the project.

DEFINITIONS:

- OWNED MEDIA: Content that the organization is in full control of and includes the organization's websites, blogs, e-newsletters, and social media accounts.
- PAID MEDIA/PAID ADVERTISING: Paid Media includes paid placements in magazines, newspapers, radio, billboards, digital display ads, search engine optimization, social media, etc.
- EARNED MEDIA: Earned media is any material written about you or your business that you have not paid for or created yourself and is typically generated through public relations efforts (e.g. a press release and interviews, word of mouth, social media mentions or shares).

Describe the types of Owned Media you plan to leverage to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

SFAI, as the MADA lead organization, will take the lead in helping all partner to promote the project through their websites, social media channels, newsletters, and other owned media of each partner. This is a significant regional, national and international reach, given that organizations include Currents and Center, which both host annual national and international festivals, and UNM's College of Fine Arts, School of Architecture + Planning as well as STEAM NM and UNM Continuing Education - all of which have high regional and national networks and outreach.



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It would be difficult to tally the high numbers of all the MADA organizations' outreach capacity, but this network will be highly leveraged as each organization is engaging more deeply with their own constituents and community through the course of the project. We list here more specifically the reach of owned media by SFAI, which will be amplified at least tenfold by the work of partnering organizations.

The lead partner's website, SFAI, received 34,000 new website visits across all pages just in the past year, including 11,000 visits coming from New Mexico. While the bulk of website visits are from New Mexico and the United States more broadly, there are visits from almost all countries, making the reach of the organization truly global. In other words, the website functions as an important site for artists, activists, academics, and change makers both within Santa Fe and New Mexico more generally as well as internationally - approximately 20% of SFAI artists are local and 20% come from abroad. The Network of Connections project will be added to the news page on the website, and any events will be added to the organization calendar online so there are multiple places to find the project information. In addition to the website, the project will be promoted through the SFAI monthly newsletter with over 10,000 subscribers internationally. These subscribers are dedicated to the mission and vision of the organization and have a high engagement level that can be leveraged for this program.

SFAI social media channels including Facebook (4,969 people like the SFAI page and 5,663 people follow it) and Instagram (4,788 followers) will also be central for the program promotion not only because they are accessible but also because they reach different groups. Utilizing a variety of platforms allows us to inform and engage diverse groups - for instance, 60% of Instagram users are between the ages of 18-34 while the average age of Facebook users is 40 years old. It is estimated that 75% of TILT podcast downloads are from BIPOC groups, thus indicating we are successfully reaching our intended audiences. MADA partners will also use their website and social media channels to support the promotion of the project.

Close collaboration on the use of owned media between the all partner organizations will provide a strong foundation for the extended media outreach plan.

Describe the types of Paid Media/Paid Advertising planned to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

A comprehensive paid advertising plan with an emphasis on publications based in New Mexico will ensure we meet our goals of amplifying the Network of Connections project within the Santa Fe community and surrounding regions. It is critical to spend enough on paid media so that the community can see that the Midtown site is being re-activated and to help attract those from outside the community and state to



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understand more about Santa Fe's investment in our local creative community.

Bringing to light the histories and experiences of the people who make Santa Fe a diverse and layered place, a major goal of all project activities, will be made more accessible through local and regional advertising that reaches different audiences. Key publications in the category of local and regional include: Santa Fe Reporter (SFR) (18k online distribution) which focuses on Santa Fe; Pasatiempo (25k) also focusing on Santa Fe; New Mexico Magazine (416k) for the entire state; Southwest Contemporary (8k) for the Southwest region, 5820 Magazine (700k monthly page views) based in Denver, and Glasstire (800k annual website visits) in Texas.

For marketing that is specific to Santa Fe we will place at least 8 leaderboard ads on the SFR website and in the SFR newsletter starting in February 2022 once a month until May 2022 and will pay to be the featured listing in the SFR online calendar up to two times when virtual events are being held as part of the program. For the Pasatiempo we will include up to 4 digital ads in the Pasatiempo newsletter (with a reach of 11k) from February 2022 until May 2022 and 2 eighth of a page ads in the print edition (25k) in March and April 2022. For promotion that has a regional reach, we will work directly with Southwest Contemporary for 2 separate advertisements/announcements depending on programming, run 2 separate advertisements in the Glasstire newsletter (12.5k subscribers), and include 1 ad in 5820 Magazine and 1 advertisement in the New Mexico Magazine online publication.

We will also maintains online calendars at the SF New Mexican, ABQ Journal, Alibi, and Santafean, which will serve the project well.

In addition to local and regional publications, national online advertising including web ads, email banners, and announcements are important for extending the reach of the program and supporting cultural tourism. SFAI can build on existing relationships with: Artillery, an LA-based magazine (35k online distribution); Art-Agenda, an international publication (50k); and Art Practical, a Bay Area-based publication with international reach.

Press releases will be sent to Hyperallergic, Art Papers, Art in America, and the New York Times. Both local and national platforms serve an important role in promoting the program and will allow us to highlight the diversity of cultural backgrounds represented in Santa Fe and provide opportunities for both locals and visitors to understand the depth of the histories and experiences of those who call this place "home." It is especially important that those who engage locally are able to see themselves represented in and through Santa Fe Stories and local promotion will make this especially possible. The paid marketing plan will be successful because through the media sources outlined we will engage local audiences, visitors to the state, regional partners, and those interested in arts and culture across the nation.

Describe the types of Earned Media (if applicable) you plan to utilize to promote the project.



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What benefit does your organization foresee from using these platforms and what constitutes as success?

The MADA team is building a communications strategy that will be complete by the end of summer 2024. This will include not only our goals related to owned and paid media, but also earned media. We know that this is an intriguing story - related to our goals for shared programming geared toward the local community and promoting Midtown as a destination, but also related to our innovative approach to sharing resources and co-locating together to build greater community impact for all of our work. Local press has already reported on this and we expect to be able to garner regional and national attention for this work.

We will submit press releases to publications we have existing relationships with as well as new publications to inform them about the project and scheduled events, and highlight the Santa Fe stories that make the project unique.

Press releases and online calendars will be sent to the Santa Fe New Mexican (330k website visitors/mo), ABQ Journal (95k+ daily), Alibi (5k weekly), Santafean (20k), as well as First American Art Magazine (31.5k followers on Facebook), Artillery (50k print), and Aesthetica Magazine (60k print).

In addition to these, Hyperallergic (133k subscribers), Art Papers (12k/issue), Art in America (26k), and the New York Times (4.6m digital) will also be contacted with press releases. We will also contact local radio hosts for radio interviews to promote the project. Through outreach efforts, we are hopeful to have one local and one regional earned media piece about the project and would see that as a success.

Describe the types of Printed Collateral Materials, if applicable, used to promote the project.

Include how the materials will be distributed and/or reach the hands of the intended audience.

We plan to design a brochure or pamphlet that will outline the Midtown Arts and Design Alliance vision and goals and promote each organization's contributions. This will include a calendar of activities during the grant period and beyond.

Each organization will receive copies of the brochure, for promotion. If organizations have mailing lists and budgets for mailing, this will be sent to their mailing list. However, we are not including a mailing as a part of the budget as this is not a significant priority. Rather, the brochures will be made available more locally and distributed throughout town at coffee shops, libraries and other venues.



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Audience Geographics

Enter numerical estimates of the audience your collaboration intends to reach through proposed marketing strategies.

	Owned Media	Paid Media/Paid Advertising	Earned Media
International	8,000	0	0
National	98,855	50,000	2,000,000
Regional (AZ, CO, OK, TX, UT)	125,000	60,000	500,000
Northern New Mexico	125,000	60,000	120,000
New Mexico (State)	125,000	60,000	200,000
SubTotals:	\$481,855	\$230,000	\$2,820,000
Totals:	\$481,855	\$230,000	\$2,820,000



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Sample Request

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. This can include submissions from one or all partnering organizations applying for funding. NOTE: these may be used by the Arts and Culture Department for non-commercial purposes.

Before uploading samples, please read the corresponding directions below:

ARTISTIC SAMPLES

Images Samples

Note the change in submitting images:

1. Combine into a PowerPoint, Word or similar document no more than ten (10) images, with one image per page, include title, date, artist, media, and dimensions for each sample.
2. Next convert this document into a PDF
3. Use the Upload File button below to upload your PDF

Artistic Samples

SFAI Collaborative Grant WORK SAMPLES .pdf

Video Samples

Link to up to no more than two (2) video clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).

Video Link #1

Video Link #2

Audio Samples

Link to up to no more than two (2) audio clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).

Audio Clip #1



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Audio Clip #2

If your video or audio sample is not available via a link and only available as a file, please do the following:

1. *Complete the remainder of this page*
2. *Click "Save Work" at the bottom of this page*
3. *Click the "Manage Work Samples" tab in the navigation bar above*
4. *Click the Video or Audio button depending on the media type of your sample*
5. *Upload your video or audio clip*
6. *Return to this application from the "Current Programs & Applications" tab above*
7. *Attach your video(s) or audio clip(s) on the following Video/Audio Work Samples page*
8. *Complete the remainder of the application, save, and submit.*

Promotional Materials

Upload up to no more than three (3) PDF 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.

Promotional Material #1

2_1.jpeg

Promotional Material #2

SFAI-LG-TILT-TV-2.jpg

Promotional Material #3

SFAI-Brochure-2023-r7 copy.pdf



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Video/Audio Work Samples



Title: Tilt Podcast Episode
10, Part 1: We are Stronger
Together
Download: [279710.mov](#)
[View File](#)



Title: Tilt Podcast Episode
11: Finding Midtown
Download: [279712.mov](#)
[View File](#)



Title: Midtown Block Party
2021, by Littlelobe
Download: [279713.mov](#)
[View File](#)



Title: SFA140 Talk_Rose
Simpson
Download: [176912.mp4](#)
[View File](#)



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Attachments Confirmation

Please select Yes or No/Not applicable

Images Samples (submitted as a PowerPoint/PPT file, converted to PDF and uploaded via Document Bank)

Yes

Video Samples - Use the furnished Video Links pages.

Yes

Audio Samples

Yes

Promotional Materials

Yes



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Little Globe, Inc.

Application #CI-FY250003

Name: Chris Jonas

Phone: (505) 980-6218

Email: info@littleglobe.org

Applicant Profile

Name	Chris Jonas
Legal Name	Little Globe, Inc.
Email	info@littleglobe.org
Primary Phone	(505) 980-6218
Alternate Phone	(505) 670-4364
Address	PO Box 24213 Santa Fe , New Mexico 87502 UNITED STATES
Website	www.littleglobe.org
Applicant Institution	Arts Service Organization
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary



Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

Little Globe, Inc.

Application #CI-FY250003

Name: Chris Jonas

Phone: (505) 980-6218

Email: info@littleglobe.org

Intent to Apply

Have you thoroughly read and understand the program description for Collaborative Impact (CI) for FY 2023-2024?

Accept

Is the LEAD organization a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in the NMSA Section 11-1-1 or any county, state or education institution specified in Article 12, Section 11 of the NM Constitution)?

Yes

Please upload your organization's IRS Exemption Letter indicating nonprofit status.

501 c 3 Littleglobe letter of determination and designation.pdf

Please upload the LEAD organization's overall budget. There is no specific format required.

(All participating organizations overall budget could be included if available. Multiple organizational budgets should be compiled into ONE PDF document.)

LG Budget 2023.pdf

Is the LEAD organization a registered business via the City of Santa Fe Business Registration requirement?

Yes

Please upload a CURRENT copy of the LEAD organizations City of Santa Fe Business Registration License.

Littleglobe City of Santa Fe Business License 2023_09_15.pdf

Please submit in the following text box the LEAD organization's mission statement. Only LEAD Santa-Fe based organizations who's mission specifically includes the arts, will be considered for funding.

Littlelobe envisions a world where we connect, heal and thrive through the art of storytelling.

Littlelobe's multi-generational team works with people to tell their own stories. Through partnerships we provide tools, programs, training and platforms to co-create and share artistic works with the wider world. Our collaborative process models a community in which everyone is seen and heard.

Please submit a copy of the LEAD organizations Board of Directors list.

Optional: Describe how the composition of your Board aligns with DEI (Diversity, Equity & Inclusion) principles.

LGBoardList Dec2023.pdf



CITY OF SANTA FE
ARTS & CULTURE

Santa Fe Arts & Culture Department - Collaborative
Impact FY 2024- 2025

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If awarded, would your organization be able to obtain and provide a Certificate of Insurance for \$1 million General Liability with the City of Santa Fe as an additional insurer?

Accept



Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

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Cultural Investment Program

FY 2024-2025 (July 1, 2024 through June 28, 2025) Cycle of the City of Santa Fe Arts and Culture Department's Cultural Investment Funding Program

"Culture embodies the shared complex and diverse heritage of a community, including its tangible and intangible virtues...It is the quiet and restless imagination that becomes expression, from which emanates writing, song, performance, painting, sculpture, cuisine, dance, design and story. When recognized, coalesced and leveraged, culture is transformative. It ignites creativity, consciousness and capacity."

Culture Connects Roadmap

Collaborative Impact Grant (CI), challenges organizations to collaborate and create new ways of presentation via traditional media. Our view is that this will allow a more diverse range of groups the ability to create new marketing opportunities for themselves. Projects receiving \$30,000 awards each.

COLLABORATIVE IMPACT (CI)- Awards in the amount of \$30,000

Program Description

The Collaborative Impact (CI) grant focuses the programmatic efforts of Santa Fe's arts non-profit organizations on the development/creation of new media and/or programs intended to promote both Santa Fe's rich and diverse arts and culture arena. The goal is to encourage collaborative projects independent of the partnering organizations' traditional programming and foster the sharing of ideas, staff, materials and resources. Collaborations must originate from at least one LEAD arts non-profit organization in partnership with other non-profits or arts collectives. Organizations are encouraged to create multi-disciplinary programmatic content that promotes storytelling and advances the artistic vibrancy and cultural assets of Santa Fe in unique ways through in-person and/or digital experiences. CI grants are intended to expand the promotion of Santa Fe to include Cultural Tourism, thus attracting a specific audience of visitors who more directly foster our creative economy.

Possibilities

Project proposals should be leveraging the assets of arts and community non-profit organizations for use in cultural tourism marketing and promotion while providing program participation opportunities to a broader community/audience. Applicants are encouraged to consider a less traditional approach to storytelling that leverages digital media and programs to push the interpretation of what "promotion" means. As a baseline, applicants should consider creative solutions to storytelling that could include:

- Repurposing existing digital program content in new and different ways (ex: pre-recorded orchestration coordinated with dance or theater)



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- Creating independent digital experiences that incorporate a variety of creative inputs (episodic stories, gaming/apps, short films, virtual reality, podcasts etc.)
- Describing cultural tourism through the incorporation of cultural assets (music, dance, theater, food, visual arts) with built/natural/architectural/historical visual references
- Uplifting social issues in a creative context (creation of theatrical performances, storytelling, visual arts, music, etc)

Project Eligibility

Projects/content should be developed with the intent to activate cultural institutions in either in-person or the digital realm through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public and purpose-built spaces; leveraging open spaces and empty buildings, landmarks, arterials and corridors. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways while addressing social issues within the community.

All projects must take place between the effective dates of the contract July 1, 2024 through June 28, 2025).

Eligible expenses

- Artist fees
- Production costs such as writing, videographer, editing, rental equipment, music/scores licensing, etc.
- Website costs related to created content
- Professional development and training of personnel in digital tools
- Equipment related to creation of virtual content
- Media and/or marketing consultant fees
- Digital media platform costs
- Costs affiliated with the creation of written scripts, storylines, poetry, etc.
- Staff salaries related to the production of the Collaborative programming content

Ineligible expenses

- Scholarships and fellowships
- Closed subscription series including demonstrations, master classes, programs, forums, virtual tours, etc.
- Projects which are part of a post-secondary academic degree program
- Awards (ribbons, trophies, prizes, etc.)
- Deficits and debt reduction (including finance charges, loan fee, etc.)
- Meals, catering, lodging or transportation
- Capital expenses (including the purchase of real property, labor or materials costs for renovations, remodeling or new construction, etc.)



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- Tuition assistance for college, university or other post-secondary formal course work
- Fundraising (events, personnel, merchandise, invitations, etc.)
- Insurance costs related to the ongoing employment of organization staff

Organization Eligibility

- Programs must be based in nonprofit arts activities.
- At minimum, ONE organization must meet City of Santa Fe Arts and Culture Department's eligibility Guidelines, being a Santa Fe-based, IRS 501(c)3 arts organization, with a State of New Mexico Incorporation Certificate and City of Santa Fe business registration number.
- The LEAD organization must be an arts non-profit and be designated as the applicant.
- The LEAD organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Activities related to the collaboration must take place in the northern portion of Santa Fe County (i.e. Madrid/Galisteo to northern boundary of the county).
- One eligible member of the collaborative entity must serve as contracting entity for the project. The organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Collaborating organizations may receive funding under both CI and TMI categories, only if, the CI program is unique and separate from the TMI funded projects
- City of Santa Fe-operated programs are not eligible.
- Cultural organizations and/or artists collectives that do not meet the above requirements as a 501(c)3 may apply as a partner with another cultural organizations with a 501(c)3 as the fiscal agent. The fiscal agent cannot serve as a pass through for funding, but needs to be an active partner in the collaborative project. The fiscal agent MUST be a partnering organization in the project.
- Collaboration must be between one arts and culture non-profit with any additional non-arts/non-profit or artist collective are eligible for your collaboration.
- Does not apply to for-profit organizations unless considered to be as the third partner in the collaboration project.

Scope of Services

The Contractor shall provide the following services for the City:

- Advertise, publicize and promote Santa Fe as a Cultural Tourism destination through presentation and production of the project
- Promote attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project
- Promote and distribute the project locally, regionally, nationally (and possibly internationally), leveraging partnering organizations' websites, social media, online broadcasting sites, film festivals, advertising



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competitions, etc.

- Promote and market the City by utilizing the City's Arts and Culture Department logo and/or credit line on all promotional materials related to the project.
- Encourage the cultural development of Santa Fe by maintaining high standards of artistic (and creative) quality as demonstrated by the development of original programming for potential use by local and state tourism office.
- Demonstrate administrative competency through planning, innovation, quality programming and realistic budgeting.
- Provide a Final Report to the City providing statistical and demographic information describing the marketing strategies utilized and the impacts on local, regional, national and international audience expansion, evaluating the successes and lessons learned from the project.

Contract Amount and Requirements

Logo

All organizations funded must display the current City of Santa Fe, Arts and Culture Department logo on all printed and digital publicity, promotional and program materials related to the project. Failure to include the logo can result in the termination of the contract and the revocation of funding.

Payment Requests

This funding is reimbursement based, payment is made after services are rendered. Partial payments may be requested, staff reviews all requests before payments are made. Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department. Organizations can expect payments to be completed between thirty (30) and ninety (90) days from the date of invoice submission. Invoicing Guidelines In order to request partial or final payments please submit an itemized invoice and submit via GoSmart. Links for invoice uploads are included in the Final Report submission and must be included to be considered complete. For final payments, Final Report and invoices must be received and dated NO LATER than Saturday, June 28, 2025 at 5:00pm MST . Reporting and invoicing submissions received after the deadline will not eligible to receive the final payment.

Reporting

- Organizations will be required to provide statistical and demographic information about the project as well as qualitative assessment of the program.
- Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department.
- Organizations are required to submit reports online through the GOSmart system at santafenm.gosmart.org by Saturday, June 28, 2025 at 5:00pm MST .



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There are no exceptions to the reporting requirements. Failure to submit acceptable reports by the deadline will render an organization ineligible to apply for Arts and Culture Department funding for a period of five (5) years from the due date of the report.

Financial Records

Separate financial records related to the funded project must be maintained by the organization. These records must be kept on file during the award period and for a minimum of three (3) fiscal years after the end of the award. Records are subject to local, state, and federal audits at any time. These records may be requested at any given notice for auditing purposes, failure to provide requested financial records will result in the organization's disqualification from future funding.

Audits

Organization must also submit an annual IRS Form 990 to maintain organizational eligibility. There are no exceptions to this requirement.

CRITERIA AND EVALUATION:

The Arts and Culture Department staff reviews all applications for eligibility and completeness.

Panels are comprised of representatives of the Arts Commission and experts with knowledge and experience in the area under review. Panelists are given up to four (4) weeks for review and evaluation of eligible applications. Arts & Culture Staff facilitates panels but does not contribute to evaluation or scoring of applications. Panels may convene in-person or virtually (i.e. Zoom).

Criteria

Applications will be reviewed based on an established set of criteria, for a total possible score of 100. An average of the Review Panel's scores will be used to rank the applications.

Project and Artistic Excellence: 40 points

Projects/content should be developed with the intent to activate cultural institutions through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public, and purpose-built spaces. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways.

Marketing Impact Relevance: 40 points

Provide a tangible marketing distribution plan detailing how you will attract a diverse constituency in Cultural Tourism. This will need to include how your programming will attract and grow the presence of the Santa Fe



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brand and drive audiences Internationally, Nationally, and Regionally.

Culture Connects: 20 points

10 points

Maintain, nurture and attract professional volunteer leadership that will reflect Santa Fe's diverse community and to lead the organization with a clearly stated contribution to diversity, equity and inclusion of Santa Fe.

10 points

Effective impact to reach and nurture future audiences through innovative programs, arts education and engagement.

Funding Information

Funding for this program is authorized by the City of Santa Fe Ordinance No. 1987-45, which earmarks a portion of the Lodgers' Tax for the "promotion and advertising of non-profit attractions and nonprofit performing arts in Santa Fe." NMSA "Lodgers' Tax Act" (3-38-21) authorizes a municipality to use tax proceeds to defray costs of advertising, publicizing and promoting tourism attractions within the area. Therefore, eligible organizations must play a role in promoting tourism and apply the funding received primarily towards the project's promotional, advertising and marketing costs.

All projects must take place between the effective dates of the contract (July 1, 2024-June 28, 2025).

<u>Schedule TMI & CI Categories</u>	<u>Dates</u>	<u>Times</u>
Intent to Apply Period OPENS	Friday, December 1, 2023	8:00AM
Intent to Apply Period CLOSSES	Wednesday, January 3, 2024	5:00PM
FY 2023-2024 Application Period OPENS	Thursday, January 4, 2024	8:00AM
Traditional Marketing Impact Categories Application Period CLOSSES	Friday, March 08, 2024	5:00PM
Collaborative Impact Category Application Period CLOSSES	Thursday, March 28, 2024	5:00PM

More information on how to contact Arts and Culture Department, Cultural Investment Funding Program:

Please submit any and all questions via email.

Cultural Investment Funding Contact: Melissa Velasquez, Arts and Culture Coordinator,



CITY OF SANTA FE
ARTS & CULTURE

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artsandculture@santafenm.gov



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Name: Chris Jonas

Phone: (505) 980-6218

Email: info@littleglobe.org

Applicant Information

Please identify a lead applicant and supply their contact info. One organization must function as the lead.

Lead Organization Name

Little Globe, Inc. (DBA Littleglobe)

Lead Organization Executive Director Name

Chris Jonas

Lead Organization Executive Director Email

info@littleglobe.org

Lead Organization Executive Director Phone

(505) 670-4364

Authorizing Official Name

Chris Jonas

Authorizing Official Email

info@littleglobe.org

Authorizing Official Phone

(505) 670-4364

Project/Program Leader Name

Chris Jonas

Project/Program Leader Email

chris@littleglobe.org

Project/Program Leader Phone

(505) 670-4364

Primary Grant Contact Name

Chris Jonas

Primary Grant Contact Email

info@littleglobe.org

Primary Grant Contact Phone



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Email: info@littleglobe.org

(505) 670-4364

List all the arts and culture non-profits and partners involved in the project. Each project should have a lead organization and at least one arts and culture partner. Additional organizations do not have to be arts-based, but cannot be the contracting partner. Describe the role and responsibility of each collaborating partner, including a list of all participating staff.

SFIC: Caren Gala, Director; Tammie Touchine, Grant Writer; Danielle Jackson, Programs Assistant; Antoinette Cannon, Administrative Assistant, Corey Herrera, Programs Manager.

Coordinator - characters in films

Powwow production

Film content mgmt

Marketing mgmt

Littlellobe: Directors Katy Gross/Chris Jonas; film team Jaydin Martinez, Dylan Tenorio, Hank Rogerson, Jazmin Harvey, Anaid Garcia, Coord/admin Aurora Escobedo; Communications Autumn Leiker

Video production

Campaign/Marketing support



Project Narrative

Project Narrative of Collaborative Impact project.

Project Title

2024 Santa Fe "Honoring Native Nations" Powwow Films and Communications Campaign

Please provide a brief description of the Collaborative Project that is being considered for funding.

Littleglobe and SFIC will co-produce an outreach and communications campaign to promote the 2nd annual 2024 Powwow at the Santa Fe Plaza. Reaching local and national audiences and visitors, Native and non-Native alike, this 2024 program will include the co-production and dissemination of a series of short films and outreach/marketing materials about Indigenous Santa Fe and the meaning and power of this local Powwow event. These films include:

- Three short social-media ready promotional films leveraging video and imagery from the 2023 Powwow to market the 2024 Powwow.
- One humorous short social-media ready video about "powwow etiquette" (what NOT to do at a powwow - like don't stand in front of elders, do ask permission to take pictures of people, it's not polite to touch people's hair!)
- One 4-6 minute short documentary talking about the history and practice of powwows, the diverse local Native population of Santa Fe, and the meaning of this powwow for our local community.

Please provide a full description of your collaborative project. Include listing of partnering organizations.

Key Partners:

The Santa Indigenous Center (SFIC) serves Indigenous People in Santa Fe County through emergency funding, food distributions and cultural programming including art classes, gatherings, and events such as Indigenous Community Day and the Annual Honoring Native Nations Powwow on the Plaza. While the SFIC is a Service Organization, our constituency are largely Native Artists, craftsmen and art students.

Santa Fe's Littleglobe (lead organization) is a multi-arts organization that shares the skills of storytelling, filmmaking and other artistic disciplines to work with local residents to be able to tell their own stories in the public domain.

September of 2023, the Santa Fe Indigenous Center produced the first annual Santa Fe Powwow at the Santa Fe Plaza. This event brought thousands of participants and attendees from Santa Fe and elsewhere. This event came on the heels of multiple traumatic moments for this region's Indigenous residents, including the



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shooting at a rally in Espanola eleven days prior the 2023 Powwow. In spite of this, attendees felt that the event provided an atmosphere of celebration and even healing for those who participated.

The 2024 Santa Fe “Honoring Native Nations” Powwow will grow upon the positive results of the previous year’s celebration, extending its reach by sharing the stories and history of this powwow through a collaborative film project between Littlellobe’s film team and the staff and constituencies of the Santa Fe Indigenous Center. The films co-created by Littlellobe and SFIC that will be subsequently shared through this project and campaign include:

- Three short social-media ready promotional films leveraging video and imagery from the 2023 Powwow to market the 2024 Powwow.
- One humorous short social-media ready video about “powwow etiquette” (what NOT to do at a powwow - like don’t stand in front of elders, ask permission to take pictures of people, it’s not polite to touch people’s hair!)
- One 4-6 minute short documentary talking about the history and practice of powwows, the diverse local Native population of Santa Fe, and the meaning of this powwow for our local community.

Littlellobe will film the September 2024 Powwow on the Santa Fe Plaza, expanding the library of powwow video and interview materials that will be used for future videos and communications campaigns for the 2025 powwow and beyond. This film will be about the spirit behind the creation of Santa Fe’s annual powwow - a gathering across tribes and differences, a celebration of Santa Fe’s unique diversity of Native residents, and a model of healing as a community from history and trauma.

Growing on SFIC’s relationship with the City of Santa Fe and a successful initial outreach that included Tourism, Arts and Culture and Economic Development this year’s program will extend the reach and these partnerships supporting this program significantly.

This project will work with City and partner staff on creating a means of (a) extending the story of Santa Fe to include the cultural expressions and celebrations of the City’s 11k Native residents, and (b) building mechanisms to reach a new set of visitors to Santa Fe, drawing on the families and associations with tribal affiliations across New Mexico, the surrounding States and across North America.



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Project Budget

Please enter the total cost of the project including the Collaborative Impact grant amount of \$30,000.

DEFINITIONS	Description
Artist Fees	Includes artists, performers, dancers, poets, other artistic talent
Contracted Fees	Includes writer, editor, videographer, producer, sound engineer, etc.
Production Fees	Includes equipment, software, etc related to the production of the collaborative project
Online Marketing	Costs of digital marketing
Social Media	Cost of social media platforms
Printed Materials	Cost of print materials
Graphic Design	Cost of marketing brand design and layouts
Administrative Fees	Includes staff time dedicated to project (CI grant funds should NOT be used for this)
Remaining Fees	Other costs associated with the Project

	Cash	City Request \$30,000	In-kind
Artistic Fees	5,000	3,000	2,000
Contracted Fees	2,500	22,000	4,000
Production Expenses	3,000	500	3,000
Online Marketing	3,500	2,000	1,500
Social Media	2,500	2,000	2,500
Printed Materials	1,500	0	2,500
Graphic Design	1,500	500	2,000
Other	5,000	0	5,000
Administrative Fees	1,500	0	11,000
Remaining Fees	5,000	0	1,000
SubTotals:	31,000	30,000	34,500
Grand Totals:	31,000	30,000	34,500



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Project Budget Narrative

Describe each collaborating partner's contribution and expenses, etc.

SFIC will coordinate and produce the 2024 Powwow event, manage the marketing campaign, and act as consulting producer for the films, connecting those who will be featured and interviewed in the videos with the Littleglobe film team.

This will include tens of thousands of dollars of in-kind and cash from other sources covering staff time as well as both paid and volunteer time from community members and contributing artists for the powwow. This grant will cover the additional marketing costs (print, media, advertising and social media) to amplify the videos to local and national native and non-native audiences, managed by SFIC. SFIC will also pay fees to contributing artists who take part in the videos, including a comedian and actors in the Powwow Etiquette video.

Littleglobe will utilize this grant to pay for the many hours of film production and post production time to create, edit and share the videos created for this powwow project. This will include both staff and contracting filmmakers, and coordination of the film projects. These expenses will be also paid for using additional cash resources from other grants and private donors. Additionally, Littleglobe will contribute dozens of in-kind and cash-paid hours of marketing and amplification support, using the organization's robust preexisting resources and outlets such as YouTube, social media networks, and the organization's talented communications team.

Additionally, \$3,000 of the budget will be allocated to pay SFIC staff to be a member-in-training of Littleglobe's filmmaking team, developing filmmaking skills and capacity within SFIC to produce their own filmmaking materials as a result of this collaborative project.



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Artistic Excellence Narrative Questions

Artistic Excellence: 40 points

Points will be awarded based on the thoroughness and clarity of Offeror's response in this Section. The Evaluation Committee will also weigh the relevancy and extent of Offeror's: Creativity, novelty and originality of the project; ability to foster the collaborative creation, production, presentation of innovative, distinctive and stimulating programs; attract and nurture high quality creative talent as evidenced in Artistic Samples that are of good quality and unique to Santa Fe and demonstrate strategic partnerships/collaborations to increase Cultural Tourism.

Describe your collaborative project(s)- Describe what makes your programming a destination for International, National, and Regional markets? How will programs complement each other or encourage the audience to "attend" multiple partner events?

Santa Fe has long been a destination for regional, national and international visitors who come to the Santa Fe region and its many centuries long legacy being a center for Indigenous culture, history, and dialog. For many, Santa Fe links the worlds of contemporary Native life and culture with the past. It is also the home to a very diverse Native population of over 11,000 residents with tribal affiliations from across North America.

By working together and with other partners, public and private, our organizations are able to reach a wider and more diverse audience for all of our events, including the outreach for the 2024 powwow. Both SFIC and Littleglobe were partners in both the Midtown Block Party and the 2023 Convivio: Southside Celebration. At both of these events, the people in attendance looked like the complex weave of people and cultural backgrounds of those who call Santa Fe home. In this way, our organizations are more resourced to reach a wider demographic of people, and more of them, than we would be able to do alone.

Further, there is a need and an opportunity to more accurately capture and understand the economic impact of Native arts and culture on the economy of Santa Fe, including the significant impact of tourism dollars that come from things like Indian Market, museums and dances, and now the Powwow. This certainly includes understanding the already well established impact of Native culture as an element that attracts millions of visitors to Santa Fe, but also should begin to assess more directly how Santa Fe does and does not provide welcome and services to Native visitors from across the US.

Santa Fe is a national hub for dialog and expression about Native culture, identity and the relationship between the past and the present. Ours is a town with a significant number of Internationally recognized cultural institutions that represent contemporary native thought and creative expression, including the IAIA Museum of Contemporary Native Arts (MoCNA), IAIA, the Wheelwright, School for Advanced Research, COE Center and many others. As a result, Santa Fe is a hub of dialog and expression for the national creative Native community, drawing artists, writers, and other creatives from across the Americas to the City. This, combined



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with visitors who come to visit friends and relatives from home Tribal communities, and those visiting for economic opportunities at Indian Market and other events, represents a significant pool of Native cultural visitors that contribute significantly to the local economy every year through the use of our hotels, restaurants and other services.

This story, communications and outreach program will reach a national audience of new potential powwow attendees, drawing on a mixture of Native people, friends and family who live in Santa Fe, as well as a large contingency of people who travel the North American circuits of powwows. Created by and for the local Native population, this campaign will also enhance Santa Fe's already robust attraction for regular visitors from across the world with a new set of Native visitors.

What specialized resources and skill sets does each partnering organization in the collaboration bring to the fuller project? Give evidence of why this collaborative project is courageous, adaptive, or innovative, and what you hope to learn in this process.

Littlelobe and the Santa Fe Indigenous Center have worked together for the past five years on a wide variety of projects, connecting Littlelobe's expertise in human story-driven documentary filmmaking with the Native engagement and service providing of the Indigenous Center. The two organizations have created campaigns rebranding the updated Indigenous Center's branding and services, advocating for powwow grounds at the Midtown Campus, working together as key members of the Midtown Engagement Partners who created the 2022 Midtown Block Party, as well as the 2023 Convivio: Southside Celebration. Littlelobe has trained staff and constituencies of SFIC in the skills of filmmaking, co-authoring numerous films about being Native in Santa Fe.

The Santa Fe Indigenous Center is a Native led organization. The board, staff and volunteers represent over 50 tribes and many have expertise / experience in running and producing Intertribal powwows. The SFIC outreach to members of the Powwow community is large and cooperative. This is one of the reasons our first Powwow on the Plaza was so successful. SFIC has a history of working with Littlelobe and our two staffs work well together and have a mutual respect that makes our joint projects successful and enjoyable.

What are the community benefits of each partnering organization's work?

Santa Fe Indigenous Center draws many tribes together, representing local residents living in Santa Fe who come from the 19 Pueblos, 3 Apaches tribes and Dine. Santa Fe Indigenous Center also has constituencies from numerous Oklahoma Tribes such as Muskogee, Kiowa, Comanche and Cherokee, as well as Lakota, Anishinabee, Ojibaway, and many others from across North America.

For many years, SFIC has cultivated an excellent set of tools to reach this local and National native community, connecting Native people through events, social services such as food drives, health and advocacy. As a hub of this community, SFIC has developed a large network of partners, social media platforms



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and other communication resources to share resources, information and storytelling across many different platforms, engaging across the Native communities and via other organization's newsletters, print media, radio and television.

For 20 years, Littleglobe has partnered with many bottom-up organizations like SFIC to bring their storytelling skills to the communications, advocacy and outreach efforts to their partner's work. Littleglobe's multi-heritage, multigenerational and multidisciplinary team includes nationally recognized filmmakers and artists who bring their tools in collaboration such that community members have the resources to tell their own stories and be self deterministic in terms of how the world sees and hears who they are and where they come from. This work has included the production of many large scale storytelling events including contributions of content and event production for festivals, block parties, broadcasts, performances at places like the Lensic and National Hispanic Cultural Center, and digital media sharing platforms such as YouTube and Littleglobe TV.

Included on our multi heritage teams are artists of all generations, many of whom are recognized internationally in a variety of fields. These artists have produced artistic works and films that have premiered in film festivals like Cannes, Telluride and Sundance, have reached tens of millions of viewers on national PBS broadcasts, have performed on major stages like Lincoln Center, Library of Congress, Santa Fe Opera, Lensic Performing Arts Center, and in music and theater festivals across the world. Visual artists have shown in major International museums and galleries. Writers have had coverage of and articles in periodicals like the New York Times and major art and culture periodicals. Many artists have received major awards and grants for their work such as the United States Artist Award and many NEA awards.

Given all of this, these two partnering organizations have the personnel and expertise to create and share widely videos and a campaign that are relevant, fresh in perspective, local, personal and expertly crafted to make impact on the audiences targeted in the outreach for the 2024 Powwow.

Describe how your organization attracts, selects, and nurtures high quality creative talent (i.e., artists, scientists and historians). What people-focused approaches have you adopted?

SFIC works with many different aspects of the local and regional Native community, and since Santa Fe is the world capital for Native arts, given the annual Indian Art Market and many museums and other cultural institutions, the Center finds itself engaging as a hub for a broad cross-Tribal constituency of artists and craftspeople. From this pool of Native talent, SFIC will bring to the videos produced through this project people who represent our local Native community and bring an artistry to their roles in these films and to the Powwow itself.

Littleglobe has long believed in and regionally represented the power of freshly experimental artistic approaches to storytelling married with a devotion to excellence and rigor artistic craft and product.



Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

Little Globe, Inc.

Application #CI-FY250003

Name: Chris Jonas
Phone: (505) 980-6218
Email: info@littleglobe.org

For 20 years, Littleglobe has contracted and employed hundreds of artists, filmmakers, creative engagement specialists and artistic mentors to create and produce the organization's programs and products. Increasingly, the organization hires artists from within each partnering community and therefore representative of the constituencies a project serves. Littleglobe always includes multigenerational teams on our programs, bringing creative and community perspectives that mirror the diversity of each community engaged.

Littleglobe is both committed and has the skills to create artistic products and videos that are fresh in presentation and perspective, resulting in stories that are compelling, entertaining and relevant. Combined with a network of new and ongoing partnerships that help carry this project to a broad audience through an SFIC and Littleglobe driven cross-platform promotional campaign, we have the capability to amplify the stories of this powwow to tens of thousands of audience members and retain those audiences for subsequent communications programs. Our teams cultivate these capabilities by being multigenerational, raising the bar and providing tools and access to young local artists to be able to compete internationally in terms of content and quality of their artistic products.



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Culture Connects

Describe how this collaborative effort advances diversity, equity, inclusion and access within your prospective organizations.

Within the US, at least 75% of Native people live in Cities and Urban settings, including Santa Fe.

SFIC represents the mutiplex of urban Native residents of Santa Fe, a population of over 11,000 residents which is a group that is only just now coming to the attention of governing groups and is rarely correctly represented. According to SFIC Data, within Santa Fe 42% of our Native residents from New Mexico Pueblo communities, 30% are Diné and 28% other US tribes.

The Federal Census is historically inaccurate for Native Americans. Native Americans are not always given full access to all services the city provides due to misunderstanding of Tribal membership benefits and services for Urban Indians.

Therefore, the powwow and the films produced for this project will not only create a celebration of Native Santa Fe, but by doing so, provide education, awareness and advocacy for this population of Santa Fe.

At the heart of Littleglobe's work is a fundamental belief that it is through the art of storytelling, we have new avenues of understanding of the people with whom we share this town. And Littleglobe creates these video and multi arts stories not by making stories about people but with them, ideally providing the tools and platforms by which they tell their own stories. The organization also has a robust set of outlets and partnerships to carry those stories into the public, connecting a project's resulting videos into the spheres of public discourse and policymaking through partner-driven events and engagements. Littleglobe believes that our community thrives when all members are seen and heard, and through collaborations with organizations like SFIC, perspectives on being a resident of Santa Fe that are rarely heard become included in the conversations about who we are as a community, needs, arenas of pride, history and trauma, and our institutions have the means to better understand the populations they are charged to serve.

Describe how your collaboration's strategy would improve the expertise of its staff and foster a learning culture to do even better for the people you serve. This may include professional development, evaluation that cultivates a learning environment, etc.

The SFIC is always looking for ways to help the storekeepers and social service providers of Santa Fe to understand that Native residents are taxpayers too and deserve the rights that all citizens of Santa Fe enjoy. We are happy to share our social culture with the non native population who for the most part are delighted to engage with us. In the reverse, SFIC has been delighted that through our collaboration with Littleglobe and their leadership has helped us to understand the mysteries of Ethno-Europeans and their descendants (joking).



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Interest has been stirred in the number of Native Americans who are not from Santa Fe but attended the 2023 Honoring Nations Powwow. And much greater numbers of Tribal dancers and observers are expected at the 2024 Powwow. Natives from surrounding states are expected to be in the highest numbers. However at the 2023 Powwow, participants from as far away as Alaska, New York and Peru came to dance at the first ever Plaza Powwow. These Indigenous visitors stay in hotels, eat at Santa Fe restaurants and buy items at shops in our city, participating as any visitors do in the economic impact of their time spent visiting Santa Fe.

Through this project, SFIC and our partners at the City of Santa Fe can better understand how to attract and serve this untapped demographic of visitors.

From a professional development perspective Littleglobe's expertise in media making and communications are tools that through this partnership, SFIC are developing the capability to be more successful in using video as a storytelling and educational tool. And in the past years of partnership between Littleglobe and SFIC, a rapport of respect and trust has grown. We easily learn from humor and open communication how to honor and make the needs of our populations clear to each other and Santa Fe at large. By doing so, we become more active allies to one another, sharing tools, resources and perspectives that increase the success of both organizations and become a model for similar collaborations across Santa Fe.

As a significant element to the filmmaking budget and planning, Littleglobe will include staff from SFIC in the film team, building capacity within their own organization to have the ability to produce in-house videos as a result of this collaborative effort.

How is this collaborations programming providing access to new and traditionally underresourced (underserved) audiences?

Clearly, a powwow is intended to provide programming for the Native community, a constituency that rarely has its own local events of celebration and cultural expression in this town.

"I had a lot of Native Americans say that they don't feel comfortable on the Santa Fe Plaza, but when they saw the advertisements about the Powwow, they made a resolve to attend the event. They said 'I never go to the plaza, but I'll be there!' And when the event happened, the thing about it that most moved me was the JOY on the faces of the Native people dancing and in the crowd - Native and non-Native alike - and this was just over a week since the violent shooting of a Native man at the Oñate event in Espanola. People were happy just to celebrate together."

"Last year there was a lot of anxiety over the shooting of a Native Leader in Espanola the week before. We were concerned that outsiders would bring violence to our event. The absolute opposite was true. The enormous crowd was not only peaceful but loving. The Native booths sold out; the food trucks sold out. Visitors from out state related what a lovely collaborative event the artisans and dancing artists joined together in. Many



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non Natives commented that they had never been to such a positive and loving event.” (Karen Buller, SFIC Board President)



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Marketing Impact Relevance

Explain how the collaborative marketing and promotion plan is crafted to reach the intended project audience, and how it will effectively advance the concept of Cultural Tourism in Santa Fe. How does the overlap in your collaborative partnership's audiences enhance the impact of the project?

The City of Santa Fe estimated that the 2023 Powwow was attended by over 3,000 visitors, consisting of local and visiting Native attendees and participants as well as many non-Native residents and visitors.

Reflecting on recent marketing efforts, our collaborative marketing strategy will be crafted to reach Santa Fe's Native community and targeted national audiences through a variety of digital ads, online publications, press releases, social media platforms, radio, and outreach through organizational partners. This variety of outreach ensures a wide geographic, age, and range of interests - highlighting issues and stories relevant to many sectors of the local Native community and visitors. In this way, our strategy provides a unique spin on "cultural tourism" that is rooted in Culture Connects while also being mindful of the specific approaches to cultural outreach of the Native world. And in terms of how we share our events, cultural practices and storytelling, we seek to engage the non-Native visitor who seeks to participate while having a degree of understanding and respect for our local Native community and customs (in this case, the Powwow) and to encourage interest in new content that helps to understand and appreciate the experiences of the local Native people and communities.

Growing on SFIC's relationship with the City of Santa Fe and a successful initial outreach that included Tourism, Arts and Culture and Economic Development in the 2024's program, we will work together to understand these groups and extend the reach and these partnerships supporting this program significantly.

This project will work with City and organizational partner staff on creating a means of (a) extending the story of Santa Fe to include the cultural expressions and celebrations of the City's 11,000+ Native residents, and (b) build mechanisms to reach, engage and monitor a new set of visitors to Santa Fe, drawing on the families and associations with tribal affiliations across New Mexico, the surrounding States and across North America.



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Targeted Audience Media Plan

In this section please provide details about the media outreach your organization plans to utilize. Please use as much details or information as possible, if that specific type of media does not apply to your organization please provide a brief explanation why.

Please provide a detailed explanation of planned marketing and promotional activities related to the project.

DEFINITIONS:

- **OWNED MEDIA:** Content that the organization is in full control of and includes the organization's websites, blogs, e-newsletters, and social media accounts.
- **PAID MEDIA/PAID ADVERTISING:** Paid Media includes paid placements in magazines, newspapers, radio, billboards, digital display ads, search engine optimization, social media, etc.
- **EARNED MEDIA:** Earned media is any material written about you or your business that you have not paid for or created yourself and is typically generated through public relations efforts (e.g. a press release and interviews, word of mouth, social media mentions or shares).

Describe the types of Owned Media you plan to leverage to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

SFIC and Littleglobe each have vigorous and active owned media platforms. And for Littleglobe, the company's produced videos ARE owned media.

Both organizations have successfully used their owned media to bring broader audiences to all of our events and communications efforts through sharing these products through organic reach across networks and amplifying them using paid marketing. Close collaboration on the use of owned media between the two organizations continues to provide a strong foundation for the extended media outreach plan which will be



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further implemented for the powwow videos produced in this program.

The Santa Fe Indigenous Center has a robust outreach using their newsletter, website, Facebook page and Instagram accounts. SFIC has 3.1 Facebook followers, 2065 Instagram users, with a newsletter that goes to over 1700 people. Response from these outlets is overwhelming with users sharing SFIC's posts with their friends extending the reach of the SFIC social media network significantly. In terms of the success of the powwow, the sheer numbers that attended last year's powwow show an overwhelming success. This too provides a network that can be extended significantly via paid boosts and ads. This coming year we will know we are successful not only by the large numbers who attend but by how far our digital and marketing reach is, if the booths (which we intend to increase in numbers) sell out of their merchandise, but also by the smiles on people's faces as they leave our event.

Last year it was obvious that many first time powwow attendees didn't know what to expect or how to participate in a respectful manner. We will know we are successful in our Powwow Etiquette film by the increased respectful behavior of powwow non-Native newbies.

We will also track, assess and tailor the reach and impact of our other short promotional films produced through this grant. Through our outreach campaign, we would like to carry these films to Native visitors, but also have them in the hotels of Santa Fe and as additional elements shared by our tourism partners at the City, augmenting the already robust marketing that the City uses to attract and engage visitors every year.

Littlelobe is not only a media training and producing company, it also has many resources for sharing and amplifying a project's resulting media and products. Over the past 20 years, Littlelobe's films and programs have reached tens of millions of audience members via our long term relationships with organizations like Corporation for Public Broadcasting, NM-PBS, through collaborative presentations with arts organizations like the Lensic, Santa Fe Opera and many regional non profits, as well as through our own YouTube and social media channels. Through in-person events and digital events such as Littlelobe TV, Littlelobe creates mechanisms and platforms to carry our products far and wide. Through our collaborating partnerships (including organizations like Meow Wolf, for example), our outreach campaigns reach an exponentially large audience. Through these mechanisms, Littlelobe videos have been seen by tens of thousands of national and international viewers.

For both organizations, success is measured and optimized by communications staff regularl monitoring of the viewership and reach using campaign resources and the videos co-created in this project. This monitoring includes not only reach, impressions, engagements and views, but also the length and duration of each viewer's time spent per video. Littlelobe's Communication Manager regularly monitors and shares the results of each communications effort with video products, working with our team and partners to idealize campaigns content and money spent for the greatest viewership possible.



SFIC

Facebook: 3.1k followers, 2.6k page likes

Instagram: 2k

Newsletter: 1.7k

LittleGlobe

Facebook: 1.6k followers, 1.4k likes

Usual reach for films: 5k-80k

Instagram: 1k followers

Newsletter: 1.7k

YouTube: 239 subscribers, 177 videos 25.7K views

Describe the types of Paid Media/Paid Advertising planned to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

This proposal augments an already robust outreach campaign by SFIC which we hope will be continuing support from City staff at Tourism Santa Fe and other City driven marketing platforms to promote this second powwow on the Santa Fe Plaza. Included in the outreach campaign is paid media and advertising targeting audiences inside and outside Santa Fe.

Capitalizing on the very successful campaign for the 2023 Powwow, this year's program will utilize paid advertising and social media boosts to significantly amplify the reach of our videos, graphics, marketing materials and earned media/articles from outlets such as the New York Times and others. Given this, the impact of our campaign will increase exponentially.

This campaign include using ads and other forms of paid media to reach a larger audience for the goals of (1) education for the public about the power, meaning, and cultural etiquette for attending powwows and the power and opportunity of this second annual powwow in Santa Fe, (2) greater public awareness about the 11k Native people who live in Santa Fe, (3) a successful outreach campaign reaching a new visitor demographic to Santa Fe, including local residents as well as accessing a new pool of visitors (of Native and non-Native backgrounds alike).

Targeted advertising will be used via a broad array of social media platforms such as Facebook and Instagram, paying to extend the reach of our videos and marketing materials across partner networks (following and amplifying organic reach to a National audience), but also in very focused ads in powerful and wide reaching



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national Native outlets including Indian Country Today (440k readers/mo), Navajo Times (16k weekly), powwows.com (which is the main form of communication for Native people visiting the thousands of powwows each year) and tribal newspapers.

Additionally, the 2024 Powwow will take place the day after Balloon Fiesta, making it an ideal next step for people who have come to New Mexico for that event. As a result, the powwow videos and marketing project will use a mixture of efforts to carry our videos and promotional materials to the marketing resources being allocated for Balloon Fiesta - using a mixture of paid and earned media.

Success will be measured in terms of both the numbers of impressions, engagements and other data that results from our paid outreach efforts, but also through monitoring demographics and zip codes of the attendees at the 2024 Powwow. SFIC will be measuring this using an array of assessment tools, including Google Analytics of those viewing the films (and if possible, those visiting the event), on site / in person surveys during the Powwow, and other tools that SFIC would like to have in place, working with the City, Littleglobe and others to measure the success and reach of this campaign.

Describe the types of Earned Media (if applicable) you plan to utilize to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

Last year's powwow's press releases were sent by SFIC and the City of Santa Fe (for the City's celebration of Indigenous People's weekend) to many local and national press outlets and calendars and received significant national and international coverage including NY Times, AP, Yahoo News, ABQ Journal, PBS News, KOAT tv, KRQE tv, and as front page of the New Mexican.

Both organizations along with our public and private partners will submit press releases to publications within whom we have existing relationships with as well as new publications to inform them about the project and scheduled events, and highlight the story of the Santa Fe powwow that makes the project unique.

This year, press releases and direct communications (with members of the media already in our network) will be sent to the Santa Fe New Mexican (330k website visitors/mo), New York Times (4.6m digital), ABQ Journal (95k+ daily), Alibi (5k weekly), Santafean (20k), as well as Indian Country Today (440k reachers/mo), Navajo Times (16k weekly), nativeamericacalling.com, powwows.com and other tribal websites, newspapers, and Native information sources.

We will also contact national Native radio programs such as Singing Wire (distributed to 54 stations across



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North America), Native America Calling (distributed to 52 stations in the United States and in Canada with 500,000 listeners each week), National Native News (distributed to 50 stations across North America) , and others for radio interviews to promote the project.

One of the most important earned media resources will be enhancing preexisting organic networks of Native ally organizations and communities, and helping local Native people to invite friends and families from New Mexico tribes, including the 19 Pueblos, 3 Apaches and Dine, Oklahoma Tribes such as Muskogee, Kiowa, Comanche, as well as those from Chipewa, Turtle Mountain and the Arizona tribes.

Native partners for whom this outreach will include include National Congress of American Indians, National Indian Education Association, Tribal authorities across the region include Tewa Women United, Americans for Indian Opportunity ,Changing Women Initiative as well as regional organizational allies NM National Organization for Women, League of Women Voters, and regional arts organizations, museums, galleries and artists such as local galleries who represent the local Native creative community and reach many collectors including the IAIA/Museum of Native Contemporary Art, Wheelright, IAIA, Poeh Center, and nationally organizations like Museum of the American Indian (Smithsonian).

Describe the types of Printed Collateral Materials, if applicable, used to promote the project.

Include how the materials will be distributed and/or reach the hands of the intended audience.

N/A for activities related to this grant (digital only)



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Audience Geographics

Enter numerical estimates of the audience your collaboration intends to reach through proposed marketing strategies.

	Owned Media	Paid Media/Paid Advertising	Earned Media
International	500	500	500
National	5,000	20,000	80,000
Regional (AZ, CO, OK, TX, UT)	3,000	15,000	50,000
Northern New Mexico	2,000	8,000	8,000
New Mexico (State)	2,500	9,000	10,000
SubTotals:	\$13,000	\$52,500	\$148,500
Totals:	\$13,000	\$52,500	\$148,500



Sample Request

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. This can include submissions from one or all partnering organizations applying for funding. NOTE: these may be used by the Arts and Culture Department for non-commercial purposes.

Before uploading samples, please read the corresponding directions below:

ARTISTIC SAMPLES

Images Samples

Note the change in submitting images:

1. Combine into a PowerPoint, Word or similar document no more than ten (10) images, with one image per page, include title, date, artist, media, and dimensions for each sample.
2. Next convert this document into a PDF
3. Use the Upload File button below to upload your PDF

Artistic Samples

Community Storytellers.pdf

Video Samples

Link to up to no more than two (2) video clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).

Video Link #1

<https://www.youtube.com/watch?app=desktop&v=Ocyda3gh8aA>

Video Link #2

<https://www.littleglobe.org/portfolio/mark-chino-documentary/>

Audio Samples

Link to up to no more than two (2) audio clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).



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Audio Clip #1

<https://www.youtube.com/watch?v=IZzVoqVDvOI>

Audio Clip #2

<https://www.youtube.com/watch?v=IZ9dZpDEwc8&t=15s>

If your video or audio sample is not available via a link and only available as a file, please do the following:

- 1. Complete the remainder of this page***
- 2. Click "Save Work" at the bottom of this page***
- 3. Click the "Manage Work Samples" tab in the navigation bar above***
- 4. Click the Video or Audio button depending on the media type of your sample***
- 5. Upload your video or audio clip***
- 6. Return to this application from the "Current Programs & Applications" tab above***
- 7. Attach your video(s) or audio clip(s) on the following Video/Audio Work Samples page***
- 8. Complete the remainder of the application, save, and submit.***

Promotional Materials

Upload up to no more than three (3) PDF 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.

Promotional Material #1

Honoring Native Nations Powwow Sponsorship Packet (2).pdf

Promotional Material #2

Honoring Native Nations Powwow 2023 Press and Images from the campaign.pdf

Promotional Material #3

TRACELINES Promo EGs LG and SFAI Spr2021.pdf



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Video/Audio Work Samples

No Work Samples are assigned to this application.



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Attachments Confirmation

Please select Yes or No/Not applicable

Images Samples (submitted as a PowerPoint/PPT file, converted to PDF and uploaded via Document Bank)

Yes

Video Samples - Use the furnished Video Links pages.

Yes

Audio Samples

Yes

Promotional Materials

Yes



Santa Fe Arts & Culture Department - Collaborative
Impact FY 2024- 2025

IndigenousWays

Application #CI-FY250002

Name: Elena M Higgins
Phone: (505) 795-2543
Email: hello@indigenousways.org

Applicant Profile

Name	Elena M Higgins
Legal Name	IndigenousWays
Email	hello@indigenousways.org
Primary Phone	(505) 795-2543
Alternate Phone	(505) 795-2543
Address	1020 Valerie Circle Santa Fe, New Mexico 87507 UNITED STATES
Website	https://www.indigenousways.org
Applicant Institution	Arts Service Organization
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary



Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

IndigenousWays

Application #CI-FY250002

Name: Elena M Higgins
Phone: (505) 795-2543
Email: hello@indigenousways.org

Intent to Apply

Have you thoroughly read and understand the program description for Collaborative Impact (CI) for FY 2023-2024?

Accept

Is the LEAD organization a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in the NMSA Section 11-1-1 or any county, state or education institution specified in Article 12, Section 11 of the NM Constitution)?

Yes

Please upload your organization's IRS Exemption Letter indicating nonprofit status.

IndigenousWays IRS Exemption Letter.pdf

Please upload the LEAD organization's overall budget. There is no specific format required.

(All participating organizations overall budget could be included if available. Multiple organizational budgets should be compiled into ONE PDF document.)

2024 INDIGENOUSWAYS OVERALL BUDGET.pdf

Is the LEAD organization a registered business via the City of Santa Fe Business Registration requirement?

Yes

Please upload a CURRENT copy of the LEAD organizations City of Santa Fe Business Registration License.

2023 City of Santa Fe Business License.pdf

Please submit in the following text box the LEAD organization's mission statement. Only LEAD Santa-Fe based organizations who's mission specifically includes the arts, will be considered for funding.

"Bridging cultural exchange with people globally."

IndigenousWays promotes living in balance for diverse communities through music, arts, outreach and events. Our vision is to reach Indigenous & LGBTQIA2S+ communities through outreach with music, the arts, and Indigenous Wisdom that creates and enhances survival and sustainability.

Please submit a copy of the LEAD organizations Board of Directors list.

Optional: Describe how the composition of your Board aligns with DEI (Diversity, Equity & Inclusion) principles.

2024 IndigenousWays Board members.pdf



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IndigenousWays

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Name: Elena M Higgins
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Email: hello@indigenousways.org

If awarded, would your organization be able to obtain and provide a Certificate of Insurance for \$1 million General Liability with the City of Santa Fe as an additional insurer?

Accept



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IndigenousWays

Application #CI-FY250002

Name: Elena M Higgins
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Email: hello@indigenousways.org

Cultural Investment Program

FY 2024-2025 (July 1, 2024 through June 28, 2025) Cycle of the City of Santa Fe Arts and Culture Department's Cultural Investment Funding Program

"Culture embodies the shared complex and diverse heritage of a community, including its tangible and intangible virtues...It is the quiet and restless imagination that becomes expression, from which emanates writing, song, performance, painting, sculpture, cuisine, dance, design and story. When recognized, coalesced and leveraged, culture is transformative. It ignites creativity, consciousness and capacity."

Culture Connects Roadmap

Collaborative Impact Grant (CI), challenges organizations to collaborate and create new ways of presentation via traditional media. Our view is that this will allow a more diverse range of groups the ability to create new marketing opportunities for themselves. Projects receiving \$30,000 awards each.

COLLABORATIVE IMPACT (CI)- Awards in the amount of \$30,000

Program Description

The Collaborative Impact (CI) grant focuses the programmatic efforts of Santa Fe's arts non-profit organizations on the development/creation of new media and/or programs intended to promote both Santa Fe's rich and diverse arts and culture arena. The goal is to encourage collaborative projects independent of the partnering organizations' traditional programming and foster the sharing of ideas, staff, materials and resources. Collaborations must originate from at least one LEAD arts non-profit organization in partnership with other non-profits or arts collectives. Organizations are encouraged to create multi-disciplinary programmatic content that promotes storytelling and advances the artistic vibrancy and cultural assets of Santa Fe in unique ways through in-person and/or digital experiences. CI grants are intended to expand the promotion of Santa Fe to include Cultural Tourism, thus attracting a specific audience of visitors who more directly foster our creative economy.

Possibilities

Project proposals should be leveraging the assets of arts and community non-profit organizations for use in cultural tourism marketing and promotion while providing program participation opportunities to a broader community/audience. Applicants are encouraged to consider a less traditional approach to storytelling that leverages digital media and programs to push the interpretation of what "promotion" means. As a baseline, applicants should consider creative solutions to storytelling that could include:

- Repurposing existing digital program content in new and different ways (ex: pre-recorded orchestration coordinated with dance or theater)



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IndigenousWays

Application #CI-FY250002

Name: Elena M Higgins
Phone: (505) 795-2543
Email: hello@indigenousways.org

- Creating independent digital experiences that incorporate a variety of creative inputs (episodic stories, gaming/apps, short films, virtual reality, podcasts etc.)
- Describing cultural tourism through the incorporation of cultural assets (music, dance, theater, food, visual arts) with built/natural/architectural/historical visual references
- Uplifting social issues in a creative context (creation of theatrical performances, storytelling, visual arts, music, etc)

Project Eligibility

Projects/content should be developed with the intent to activate cultural institutions in either in-person or the digital realm through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public and purpose-built spaces; leveraging open spaces and empty buildings, landmarks, arterials and corridors. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways while addressing social issues within the community.

All projects must take place between the effective dates of the contract July 1, 2024 through June 28, 2025).

Eligible expenses

- Artist fees
- Production costs such as writing, videographer, editing, rental equipment, music/scores licensing, etc.
- Website costs related to created content
- Professional development and training of personnel in digital tools
- Equipment related to creation of virtual content
- Media and/or marketing consultant fees
- Digital media platform costs
- Costs affiliated with the creation of written scripts, storylines, poetry, etc.
- Staff salaries related to the production of the Collaborative programming content

Ineligible expenses

- Scholarships and fellowships
- Closed subscription series including demonstrations, master classes, programs, forums, virtual tours, etc.
- Projects which are part of a post-secondary academic degree program
- Awards (ribbons, trophies, prizes, etc.)
- Deficits and debt reduction (including finance charges, loan fee, etc.)
- Meals, catering, lodging or transportation
- Capital expenses (including the purchase of real property, labor or materials costs for renovations, remodeling or new construction, etc.)



Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

IndigenousWays

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- Tuition assistance for college, university or other post-secondary formal course work
- Fundraising (events, personnel, merchandise, invitations, etc.)
- Insurance costs related to the ongoing employment of organization staff

Organization Eligibility

- Programs must be based in nonprofit arts activities.
- At minimum, ONE organization must meet City of Santa Fe Arts and Culture Department's eligibility Guidelines, being a Santa Fe-based, IRS 501(c)3 arts organization, with a State of New Mexico Incorporation Certificate and City of Santa Fe business registration number.
- The LEAD organization must be an arts non-profit and be designated as the applicant.
- The LEAD organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Activities related to the collaboration must take place in the northern portion of Santa Fe County (i.e. Madrid/Galisteo to northern boundary of the county).
- One eligible member of the collaborative entity must serve as contracting entity for the project. The organization will be required to enter into a City of Santa Fe Goods and Services Agreement becoming legally responsible for completion of the project, submission of invoices and all reporting requirements.
- Collaborating organizations may receive funding under both CI and TMI categories, only if, the CI program is unique and separate from the TMI funded projects
- City of Santa Fe-operated programs are not eligible.
- Cultural organizations and/or artists collectives that do not meet the above requirements as a 501(c)3 may apply as a partner with another cultural organizations with a 501(c)3 as the fiscal agent. The fiscal agent cannot serve as a pass through for funding, but needs to be an active partner in the collaborative project. The fiscal agent MUST be a partnering organization in the project.
- Collaboration must be between one arts and culture non-profit with any additional non-arts/non-profit or artist collective are eligible for your collaboration.
- Does not apply to for-profit organizations unless considered to be as the third partner in the collaboration project.

Scope of Services

The Contractor shall provide the following services for the City:

- Advertise, publicize and promote Santa Fe as a Cultural Tourism destination through presentation and production of the project
- Promote attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project
- Promote and distribute the project locally, regionally, nationally (and possibly internationally), leveraging partnering organizations' websites, social media, online broadcasting sites, film festivals, advertising



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competitions, etc.

- Promote and market the City by utilizing the City's Arts and Culture Department logo and/or credit line on all promotional materials related to the project.
- Encourage the cultural development of Santa Fe by maintaining high standards of artistic (and creative) quality as demonstrated by the development of original programming for potential use by local and state tourism office.
- Demonstrate administrative competency through planning, innovation, quality programming and realistic budgeting.
- Provide a Final Report to the City providing statistical and demographic information describing the marketing strategies utilized and the impacts on local, regional, national and international audience expansion, evaluating the successes and lessons learned from the project.

Contract Amount and Requirements

Logo

All organizations funded must display the current City of Santa Fe, Arts and Culture Department logo on all printed and digital publicity, promotional and program materials related to the project. Failure to include the logo can result in the termination of the contract and the revocation of funding.

Payment Requests

This funding is reimbursement based, payment is made after services are rendered. Partial payments may be requested, staff reviews all requests before payments are made. Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department. Organizations can expect payments to be completed between thirty (30) and ninety (90) days from the date of invoice submission. Invoicing Guidelines In order to request partial or final payments please submit an itemized invoice and submit via GoSmart. Links for invoice uploads are included in the Final Report submission and must be included to be considered complete. For final payments, Final Report and invoices must be received and dated NO LATER than Saturday, June 28, 2025 at 5:00pm MST . Reporting and invoicing submissions received after the deadline will not eligible to receive the final payment.

Reporting

- Organizations will be required to provide statistical and demographic information about the project as well as qualitative assessment of the program.
- Final payment will be withheld until the Final Report is accepted by the Arts and Culture Department.
- Organizations are required to submit reports online through the GOSmart system at santafenm.gosmart.org by Saturday, June 28, 2025 at 5:00pm MST .



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There are no exceptions to the reporting requirements. Failure to submit acceptable reports by the deadline will render an organization ineligible to apply for Arts and Culture Department funding for a period of five (5) years from the due date of the report.

Financial Records

Separate financial records related to the funded project must be maintained by the organization. These records must be kept on file during the award period and for a minimum of three (3) fiscal years after the end of the award. Records are subject to local, state, and federal audits at any time. These records may be requested at any given notice for auditing purposes, failure to provide requested financial records will result in the organization's disqualification from future funding.

Audits

Organization must also submit an annual IRS Form 990 to maintain organizational eligibility. There are no exceptions to this requirement.

CRITERIA AND EVALUATION:

The Arts and Culture Department staff reviews all applications for eligibility and completeness.

Panels are comprised of representatives of the Arts Commission and experts with knowledge and experience in the area under review. Panelists are given up to four (4) weeks for review and evaluation of eligible applications. Arts & Culture Staff facilitates panels but does not contribute to evaluation or scoring of applications. Panels may convene in-person or virtually (i.e. Zoom).

Criteria

Applications will be reviewed based on an established set of criteria, for a total possible score of 100. An average of the Review Panel's scores will be used to rank the applications.

Project and Artistic Excellence: 40 points

Projects/content should be developed with the intent to activate cultural institutions through the promotion of their programming and venues while incorporating Santa Fe's non-traditional, private, public, and purpose-built spaces. This is an opportunity for collaborating partners to showcase their artists' talents and other artistic and cultural forms of expression in new and exciting ways.

Marketing Impact Relevance: 40 points

Provide a tangible marketing distribution plan detailing how you will attract a diverse constituency in Cultural Tourism. This will need to include how your programming will attract and grow the presence of the Santa Fe



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brand and drive audiences Internationally, Nationally, and Regionally.

Culture Connects: 20 points

10 points

Maintain, nurture and attract professional volunteer leadership that will reflect Santa Fe's diverse community and to lead the organization with a clearly stated contribution to diversity, equity and inclusion of Santa Fe.

10 points

Effective impact to reach and nurture future audiences through innovative programs, arts education and engagement.

Funding Information

Funding for this program is authorized by the City of Santa Fe Ordinance No. 1987-45, which earmarks a portion of the Lodgers' Tax for the "promotion and advertising of non-profit attractions and nonprofit performing arts in Santa Fe." NMSA "Lodgers' Tax Act" (3-38-21) authorizes a municipality to use tax proceeds to defray costs of advertising, publicizing and promoting tourism attractions within the area. Therefore, eligible organizations must play a role in promoting tourism and apply the funding received primarily towards the project's promotional, advertising and marketing costs.

All projects must take place between the effective dates of the contract (July 1, 2024-June 28, 2025).

<u>Schedule TMI & CI Categories</u>	<u>Dates</u>	<u>Times</u>
Intent to Apply Period OPENS	Friday, December 1, 2023	8:00AM
Intent to Apply Period CLOSES	Wednesday, January 3, 2024	5:00PM
FY 2023-2024 Application Period OPENS	Thursday, January 4, 2024	8:00AM
Traditional Marketing Impact Categories Application Period CLOSES	Friday, March 08, 2024	5:00PM
Collaborative Impact Category Application Period CLOSES	Thursday, March 28, 2024	5:00PM

More information on how to contact Arts and Culture Department, Cultural Investment Funding Program:

Please submit any and all questions via email.

Cultural Investment Funding Contact: Melissa Velasquez, Arts and Culture Coordinator,



CITY OF SANTA FE
ARTS & CULTURE

Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

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artsandculture@santafenm.gov



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Applicant Information

Please identify a lead applicant and supply their contact info. One organization must function as the lead.

Lead Organization Name

IndigenousWays

Lead Organization Executive Director Name

Elena Higgins

Lead Organization Executive Director Email

hello@indigenousways.org

Lead Organization Executive Director Phone

505-795-2543

Authorizing Official Name

Natasha Terry

Authorizing Official Email

tash@indigenousways.org

Authorizing Official Phone

505-795-2499

Project/Program Leader Name

Elena Higgins

Project/Program Leader Email

elena@indigenousways.org

Project/Program Leader Phone

505-795-2543

Primary Grant Contact Name

Natasha Terry

Primary Grant Contact Email

tash@indigenousways.org

Primary Grant Contact Phone



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505-795-2499

List all the arts and culture non-profits and partners involved in the project. Each project should have a lead organization and at least one arts and culture partner. Additional organizations do not have to be arts-based, but cannot be the contracting partner. Describe the role and responsibility of each collaborating partner, including a list of all participating staff.

Lead:

IndigenousWays

Elena Higgins, ED & PD; Tash Terry, AD, Authority & Grant

Partners:

Institute of American Indian Arts

Sheila Rocha, emeritus Chair of IAIA Performing Arts.

Santa Fe Public Library

Jessica M. Gulliford, Section Manager - Library Programs

Natural Grocers

Morgan Reeser, Nutritional Health Coach

WiseFool, NM

Alishiya Kapoor, Executive Director

New Mexico School for the Deaf

Dr. Jennifer Herbold, Superintendent

Hutton Broadcasting

Chris Alexandra, Senior Account Ex



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Project Narrative

Project Narrative of Collaborative Impact project.

Project Title

IndigenousWays Festival

Please provide a brief description of the Collaborative Project that is being considered for funding.

The IndigenousWays Festival (IWF) project will be a seasonal monthly festival starting August 2024 and continuing in 2025 from 5-9pm in the Santa Fe Railway Park on the Performance Green. The 2024 event under this grant will be Friday, August 16th during Indian Market. 2025 performances under this grant will take place on May 2nd and June 6th.

IWF is a multi-level event, including mainstage performances of established and emerging Native American / Indigenous (NAI) musicians and multifaceted performance artists. The larger festival includes studio artists, workshops, vendors, food trucks, face-painting and other activities designed to engage a broad range of community involvement. The children's playgrounds and non-profit festivities encourage families and friends to gather, creating an ambiance of belonging to community and family.

The IWF series of in-person and hybrid presentations highlight multicultural arts life in Santa Fe.

Please provide a full description of your collaborative project. Include listing of partnering organizations.

IndigenousWays (IW) leads in established and new collaborations and coalition-building with other non-profits in a series of music and arts events utilizing hybrid technology at the IWF. IWF will support and showcase NAI musicians, poets, comedians, and traditional storytellers in the arts and music. Our platforms provide positive outlets for our presenters to speak to social issues of past, present, and future that impacts a variety of communities. On O'ga P'ogeh Owingeh tribal lands (Santa Fe), activities will be presented at free monthly staged festivals, which will also be streamed live through social networks, and recorded and archived. Sign language interpreters active in all programs.

Our communities need to focus on coalition-building and belonging to celebrate the vastness and success of multi-cultural activities, not just in the city commercial core, but also within surrounding communities.

IW is a Native-led NM non-profit organization, headquartered in Santa Fe, dedicated to supporting and sharing philosophies through varied genres of native arts and creativity that is educational and entertaining.

The IWF will create opportunities for artists and healers to share Indigenous Wisdom and ways of understanding the complex world we live in. Through our coalitions with the Institute of American Indian Arts (IAIA) Performing Arts, the New Mexico School for the Deaf (NMSD), Santa Fe Public Library (SFPL), Wise



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Fool New Mexico (WFNM), Natural Grocers (NG), Meow Wolf (MW), and Hutton Broadcasting (HB), we recognize that our communities need holistic healing and opportunities to rebuild trust and learn from one another. Traditional and contemporary Indigenous Wisdom is based on resiliency, cooperation, belonging, and building for upcoming generations.

The talent, experience, and collaborations from IAIA, NMSD, HB, MW, WFNM, SFPL, NG, and the Santa Fe Railyard Community Corporation (SFRCC) will assist as we weave together multiple sessions of traditional and contemporary cultural workshops for and by the intergenerational participants in and around Santa Fe. Throughout the main performances these workshops will include SFPL (free books), NG (nutrition workshop and support), WFNM (circus) face painting, traditional weaving, sign language immersion, music, weaving, talking circles, writers' circles, The main event from 5-9pm will include up-and-coming and well-known artists and musicians telling significant stories through a variety of musical genres.

The IWF will be tracked on multiple fronts via a team of film makers who will live-stream the main stage through all (seven) IW social media platforms for the world to watch from home, video record to add to our archived events website, and for documentary film making opportunities. Many of our NAI communities, and all others we serve, have low to no bandwidth, therefore; we record and archive our events onto our website for future viewing.

Event workshops will involve inter-generational artists and multiple arts media who will integrate their experiences and perspectives, including NAI language, history, humanities sharing heritage, and traditions.

Although the performance and primary audiences and participants are Indigenous, our allies and audiences include the non-native community, and the resulting cultural exchange is our larger goal, implemented through outreach to non-Indigenous communities in our presentations, publicity, and marketing. Finally, our August premiere event is timed to coincide with Santa Fe Indian Market; and aims to reach the largest tourist population in Santa Fe's year.

These festivals will demonstrate community resilience supported by traditional and contemporary arts, particularly the multi-layered incorporation of food, art, health, and dream building. We adopt Santa Fe tradition to welcome and include everyone.

We make change by educating outside audiences. Our communities may be opaque to outsiders, and few outsiders know the challenges those communities face. IW co-founders (Tash and Elena) are Indigenous well-travelled musicians. Their presentations have been well received - but should be joined by other Indigenous voices. IW empowers our beautiful, talented, under-represented, and under-resourced artists to tell their stories in multiple venues.



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Project Budget

Please enter the total cost of the project including the Collaborative Impact grant amount of \$30,000.

DEFINITIONS	Description
Artist Fees	Includes artists, performers, dancers, poets, other artistic talent
Contracted Fees	Includes writer, editor, videographer, producer, sound engineer, etc.
Production Fees	Includes equipment, software, etc related to the production of the collaborative project
Online Marketing	Costs of digital marketing
Social Media	Cost of social media platforms
Printed Materials	Cost of print materials
Graphic Design	Cost of marketing brand design and layouts
Administrative Fees	Includes staff time dedicated to project (CI grant funds should NOT be used for this)
Remaining Fees	Other costs associated with the Project

	Cash	City Request \$30,000	In-kind
Artistic Fees	22,500	4,500	500
Contracted Fees	27,100	6,600	1,000
Production Expenses	25,000	3,900	3,500
Online Marketing	10,000	1,000	5,000
Social Media	6,000	1,000	5,000
Printed Materials	10,000	4,000	2,000
Graphic Design	12,000	6,000	4,500
Other	21,500	3,000	13,425
Administrative Fees	35,050	0	8,000
Remaining Fees	18,350	0	4,500
SubTotals:	187,500	30,000	47,425
Grand Totals:	187,500	30,000	47,425



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Project Budget Narrative

Describe each collaborating partner's contribution and expenses, etc.

IW requests a grant amount of \$30,000 from City of Santa Fe Arts and Culture Department's (CSFACD) Collaborative Impact. If awarded, IW will utilize this grant to market and implement the 2024-2025 IWF. We appreciate this opportunity to be considered for the 2024-2025 grant cycle.

The Project Budget includes the IWF production and marketing costs as well as supporting the NAI artist presenters and ASL interpreters. The layout of each item is outlined in our project budget.

Our breakdown expenses of the \$30,000 CSFACD Collaborative Impact grant for the IWF Project Budget would be for the following Contractual Services:

\$5,000 - Marketing and Advertising (\$1,000 - Social; \$1,000 online; & \$3,000 newspaper ads);
\$6,000 - Graphic Design;
\$4,000 - Printing - fliers, banners, and postcards;
\$4,500 - Artists (9 @ \$500 each);
\$3,600 - ASL interpreters (3 IWF x 4 per show @ \$300 each);
\$3,000 - Hybrid production crew (Live broadcasting crew x 1 - \$250; video crew x 1 & post editing \$450; and photographer- \$200 = \$1,000 per IWF);
\$3,900 - Production - sound, lighting and stage (3 IWF @ \$1,300).

This is what our project costs are going to be and how we expect to spend the CSFACD Collaborative Impact grant funding.

Our partners represent the extension of existing collaborations in the community with other organizations, businesses, artists, musicians and presenters who align with IW's mission and who have contributed to the success of past projects, including the 2022-2024 IndigenousWays Festival, 2021 Indigenous Healing Festival (IHF) - 2021 (online), 2019 & 2018 (in person at IAIA).

IW is responsible for securing all capital and media contributions for IWF through business sponsorships. Our partners contribute their time and expertise, rather than direct financial support. All participating committee members, including their staff and students, are in-kind contributions with their time and resources. Their voluntary assistance reduces the financial burden on production efforts.

Collaborating with our partner organizations creates additional valuable incentives, including access to each other's networks (databases and social media platforms). This gives four times more marketing and promoting power to advertise the IWF. The collaborating organizations raise our event profile in Santa Fe, throughout Indian Country and the world! A target goal combining all the organizations' networks have potential for 3,500



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attendees for the monthly in-person series, 1,500 attendees on the Zoom live platform, and 2,000 live streamed through nine IW social media pages.

Please note: IW income has increased significantly each year. In 2019 revenue was \$40,000. In 2020 was \$124,000. In 2021 revenues were \$156,000, our 2022 revenues were \$260,000, and in 2023 our revenues were \$290,000. Our 2024 revenues are on target to reach \$395,000.

Our In-kind contributions from each of our partners which is also calculated in our Project Budget include:

IAIA – Students and staff setup /breakdown and workshops @ 3 x IWF x 6 students x 8hrs @ \$25 each = \$3,600

NMSD – Students and staff setup /breakdown @ 3 x IWF x 10 students x 6hrs @ \$25 each = \$4,500

HB – \$50,000 advertising includes PSA radio, video social media & hotel channels

MW – Staff volunteer help set up only @ 3 x IWF x 5 staff x 3hours @ \$25 each = \$1,125

WFNM – Facilitated circus workshops @ 3 x IWF x 3 staff x 4 hours @ \$25 each = \$900

SFPL – Facilitated Big Book workshops @ 3 x IWF x 3 staff x 4 hours @ \$25 each = \$900 & free books from Native American authors (\$800) <=> \$1,700

NG – Facilitated health and wellbeing workshop @ 3 x IWF x 2 staff x 4 hours @ \$25 each = \$600 & free organic food packages (\$1,000) <=> \$1,600



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Artistic Excellence Narrative Questions

Artistic Excellence: 40 points

Points will be awarded based on the thoroughness and clarity of Offeror's response in this Section. The Evaluation Committee will also weigh the relevancy and extent of Offeror's: Creativity, novelty and originality of the project; ability to foster the collaborative creation, production, presentation of innovative, distinctive and stimulating programs; attract and nurture high quality creative talent as evidenced in Artistic Samples that are of good quality and unique to Santa Fe and demonstrate strategic partnerships/collaborations to increase Cultural Tourism.

Describe your collaborative project(s)- Describe what makes your programming a destination for International, National, and Regional markets? How will programs complement each other or encourage the audience to "attend" multiple partner events?

IW has been hosting virtual events since the onset of Covid (April 2020), welcoming all isolated audiences to know, we are all in this pandemic together and can get through this together. When doors began to open in 2022, IW started the outdoor and safe space series of hybrid pop-up festivals at the Santa Fe Railyard Park and IW continues to expand and invite coalitions to invest their time and expertise to build mutual presence in SF. We share databases and interest groups, and grow audience awareness of all collaborator's artistic activities.

Our events are extraordinary in modeling inclusion. We make a broad range of Indigenous arts and culture accessible to local communities and those who are not presently in New Mexico but appreciate its unique cultural audiences. Our virtual and in-person platforms connect us beyond neighborhoods and our ongoing marketing strategies aim to expand our networks for these artists and businesses to reach a broader base. During the worst of Covid, our audiences found us on the internet. Those audiences have rejoined us in live events, and are augmented by the following that we build, and continue to grow, through our monthly virtual events. Those audiences, from many miles away, come to our festivals feeling like family and return to help out in ongoing programs.

Our live events in Santa Fe, including during Annual Indian Market, join in the international cultural tourism that is the lifeblood of the city's economics. We further enrich that environment with a visual and audio feast of arts and music performance, attracting passers-by to check out our vibrant colors.

Our online presence and archives provide a virtual experience for others to view the festivities from afar.

Our local coalitions provide dedicated supporters who attend and participate in the IWF series drawn by their experiences from our previous projects. IAIA provides an extraordinary concentration of new and emerging Indigenous artists who are the future of Indigenous Arts performance. While promoting our events, our



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planning and marketing teams will reach out to encourage additional local Santa Feans and online participants to attend. We expect, along with our partners, to cross-market each other's events, to take full advantage of overlapping interests, audience focus, and our ultimate goal of erasing walls of separation. Some local businesses have offered, in lieu of financial support, to raise IWF visibility by including our publicity in their own proprietary advertising.

Our partners offer contacts with interests and goals that overlap ours. We share artistic investment in the health and well being of the Santa Fe community, both Indigenous and otherwise. Audiences that care about IAIA programs are welcome at ours, and vice versa. Our outreach to D/HH communities resonates at the New Mexico School for the Deaf and beyond. Our artistic collaborators move in the same circles we are pleased to join, and we support each other's events.

What specialized resources and skill sets does each partnering organization in the collaboration bring to the fuller project? Give evidence of why this collaborative project is courageous, adaptive, or innovative, and what you hope to learn in this process.

As award-winning acoustic musicians IW's co-founders, Elena Higgins (New Zealand) and Tash Terry (Navajo), have amassed a significant network of musicians and artists. Additionally, Tash is a nationally certified ASL interpreter with extensive knowledge of the need to include communication access to events for Deaf and Hard of Hearing (D/HH) folks, and Elena has experience as a teacher in education, arts and the outdoors in a variety of schools throughout New Zealand and Australia (before relocating to Santa Fe in 2006).

In recent years, IW's programming flourished through hybrid events spotlighting Indigenous Arts and Wisdom, utilizing ASL interpreters as integral to each event, including equal screen size shared space online to ensure meaningful access for D/HH audiences. We join with partnering organizations to access their unique resources and honor their perspectives:

- IAIA empowers creativity and leadership in Native Arts and cultures; its teachers and students provide a rich source of artist participants.
- NMSD is a rich source of student volunteers for a program directly across from the school. In return for their involvement they have access to mainstream cultured performance, event opportunities, and a rich source of networking and resources for further entry into the mainstream world around them.
- Santa Fe Public Library's mission is to inform, enrich and educate the members of the community by creating and promoting access to a diversity of ideas and information, and by supporting lifelong learning and reading. In accomplishing its mission, the library honors the community's unique cultural heritage and traditions, while preparing its community members for the future.
- Meow Wolf - Local innovative arts institution incorporates IWF publicity in extensive Meow Wolf Marketing presence.
- Hutton Broadcasting is a locally based media and marketing institution, determined to create new generations of creative visionaries.



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- Natural Grocers is your neighborhood organic grocer offering everything from organic produce to free range eggs to health coaching and more.
- Wise Fool New Mexico welcomes adults and teens of all ages, genders, sizes, fitness and experience levels to join us for ongoing classes in circus arts!

Our festivals eradicate lines that have traditionally hindered disparate communities coming together for music and arts. We draw from Indigenous communities with histories of misunderstanding and competition. We welcome D/HH performers and audiences through a dedicated sign language environment intended to remove communication barriers. We have contracted with a deaf filmmaker to add her perspective to upcoming projects. Our sign language environment enriches all participants: Our performers learn to adapt to interpreters by providing advance notice of set lists, lyrics and music. Our audiences experience multi-level presentations - where visual communication enhances the message.

Our goal, always, is to connect communities through art - to join performances and audiences that would not otherwise exist. Through these festivals, we all learn to walk in each other's worlds, respecting other communities and reaching beyond customary boundaries. This process applies to program organizers, performers, vendors, and audiences, all of whom have much to learn about making space for others to share.

IWF inaugural events in 2022 displayed IWF's unique offerings to the Santa Fe communities and beyond. We spread the truth that music and arts education carries all cultures and benefits all societies. We will continue to provide a successful online and in-person festival that is interactive, fun, inspiring, informative and healing, so that our audiences will crave more!

What are the community benefits of each partnering organization's work?

IW seeks to revitalize and add to the community art scene through music, storytelling and a broad range of Indigenous arts. The IWF will spotlight diverse voices and give back to our communities with contracts supporting artists, presenters, ASL interpreters, and food vendors. IW encompasses all sectors of NAI thought and ways of being through music, arts, storytelling, oral traditions and so much more. We have learned from each other in these last two years that people really care and want to be involved in solution-based events.

IW festivals embody our understanding that history lives in oral storytelling, not only in books read and taught in schools. Much of it is riddled with inconsistent stories. IW's work is sacred, encompassing life's beauty and struggles, harmony, and chaos. In songs and dance, through art of every kind, IW invites those who once were enemies to become sisters and brothers of one family. IW encourages and shares songs and dances, remembering who we are. We nurture young artists; honoring their paintings, sculptures and offer hospitality to all whose intentions are to care for mother earth and her many children. IW host festivals that prove we are still here and can work in coalitions. At the core of IW is the certainty: we are not alone. In the musicians who share the stage to the grandmothers who weave their rugs, the stories of our people are kept alive. We are still here.



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Our partnering organizations enrich Santa Fe.

IAIA offers a variety of arts opportunities to the Santa Fe public, including arts classes. Our work with IAIA incorporates elders and youth to encourage sharing and revitalization of Indigenous Arts and Culture. Our IAIA student interns live and work in Santa Fe, their involvement in IWF enhances their education, networking opportunities, and future arts activities.

NMSD student participants expand their involvement in the larger Santa Fe community through presence at the festival - and by festival goers' enhanced awareness of a robust sign language environment.

HB amplifies awareness of Santa Fe cultural resources to the broader community, including tourist destinations.

Meow Wolf attracts younger audiences to innovative art spaces.

Santa Fe Public Library encourages literacy.

Wise Fool New Mexico are youth oriented performers, fostering diversity in arts.

Natural Grocers supports health programs through local farming and natural healing.

Santa Fe Railyard Community Corporation (SFRCC) is a hub for community arts and enrichment activities.

Face Painting spreads delight by decorating children's faces.

Describe how your organization attracts, selects, and nurtures high quality creative talent (i.e., artists, scientists and historians). What people-focused approaches have you adopted?

Tash and Elena provide IW with a rich source of music and art contacts, built through their own professional careers. Their resources are enhanced by the IW Board: a Native American-guided organization dedicated to working through coalitions and collaborative efforts with other non-profit and for-profit organizations to attract and celebrate diversity, equity, and inclusion, through music and the arts. Our Board Members, both Native and allies, each provide contacts, resources, and world perspectives that dramatically expand our operations. These strategies help our creative communities trust in our mission and thrive artistically. IW's combined skill sets have created a dynamic non-profit that ensures no one is left out.

IW's priority is to grow cross-cultural exchange through music and arts. In addition to our fabulous celebrity performers, including Buffy Saint-Marie and Joy Harjo, our organization seeks out and nurtures emerging



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creatives who share our values or wish to support and learn from them. As we have identified new talents, we have been gratified to watch their subsequent careers flourish. We treat all of our performers and volunteers with respect and love; a central part of our budget is ensuring that our people have food and water.

The IWF artists and presenters are connected in our shared mission statement; to serve NAI, 2S and D/HH communities, preserve Indigenous Wisdom, create relevant expressions, work towards creative solutions, promote healing and social justice, and enrich others to be a part of our ways of being through the Arts. Increasingly, our performers initiate contact with us based on our social media presence and word-of-mouth in Indian communities.

We contract with local, state, national and international Indigenous presenters, artists, musicians, and other cultural practitioners to enhance quality and visibility for mainstream audiences and varied educational institutions. Our outreach to international performers through our virtual platform often ripens to on-stage participation in our Festival.

Our creative community extends beyond the stage. IW will continue to utilize local graphic and website designers who meet all our printing needs, including the following: IWF event banners, posters, fliers, postcards, programs, and stickers. Professional sound and video technicians will ensure digital and live videos and sound quality; filmmakers will set up a variety of cameras for documentary and archival purposes; photographers will document the visual variety of events and people. Extending into the future, we expect that our young interns and volunteers will grow into full-fledged participants in years to come.



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Culture Connects

Describe how this collaborative effort advances diversity, equity, inclusion and access within your prospective organizations.

IWF has long embodied the strengths of a diverse and inclusive organization. Our Board is majority Native and women-led. We are committed to outreach and amplification of voices of 2SLGBTQIA+ communities and the affirmative inclusion of D/HH performers and audiences.

The IWF represents the varieties of culture and grass roots voices of the people living in and around Santa Fe, and from the greater creative world. Together with our collaborating partners, we understand the unspoken law and value of all life; and our connection to our sacred Mother Earth to which we will return. All life has meaning, and all life is to be respected. The services we each provide to our communities is hózhó, meaning it encompasses beauty, order, and harmony, and expresses the idea of striving for balance. Rather than merely a tourist draw, our presentations provide a base for Indigenous communities to share with each other and with other demographics.

As collaborators in support of each other's values and missions, we see multiple opportunities to serve the people, connect, have fun, be daring, courageous, adaptive, innovative, re-emerge, and more. This is what IWF holds as truth. Along with our NAI focus, our priority, as set forth above, is full inclusion to those who wish access to our performances, with meaningful participation of ASL interpreters whose expression is centered, and is not incidental to the event. Our concept of diversity, equity, and inclusion is not a separate category in our planning, it is at the core of our programs.

We model the imperative to revolutionize access for D/HH artists and audiences. Differential receptive abilities should not be an absolute impediment to experiencing arts and culture. We provide experienced, culturally sensitive, and creative ASL interpreters for all our programs - modeling appropriate performance standards for our audiences and for other entities. As our programs become better known, other arts and culture organizations have contacted us for ASL interpreter referrals. We pair our experienced ASL interpreters with younger professionals, who go on to serve other organizations. ASL programs use our programs to teach cultural sensitivity. We do not only practice Diversity, Equity and Inclusion, we teach it.

Describe how your collaboration's strategy would improve the expertise of its staff and foster a learning culture to do even better for the people you serve. This may include professional development, evaluation that cultivates a learning environment, etc.

IAIA, NMSD, NG, HB, SFPL, MW and WF have worked collaboratively in the past and have developed trust and a great rapport that enable us to exchange project evaluations and plan for the future.

Our planning builds in student participation alongside experienced organizers and artists. As we have



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implemented various projects with our partners, pre-planning and communication is imperative. We communicate with each other via Zoom, phone calls, emails, and in person meetings on a regular basis. As the showcase is occurring, the facilitators and students co-mingle and teach and learn with each other through this process. We intend to build these resources for the next generation.

IW aims to continually improve. Accountability is measured by data from the communities we serve. We solicit feedback at our events, through postcards and on-line barcode surveys. We have hosted gatherings with our collaborating partners, and will continue to do so. We value feedback from project partners, staff, volunteers, board members, and clientele. We added subject matter specialists in accounting and social media to support our developing efforts. We all learn from these new staff and are thrilled to move forward together.

Our IW staff and board members agree that clear communication, professional development, and evaluations are the stability for any organization. The senior management and board members concentrate on the accounting and budgets for the organization. Five board members focus on analytics and data to provide insight into where the organization has come from and where we are going.

Our organization takes a holistic approach to the wellbeing of our board members and has an annual board retreat to honor our members. During this time, we share aspects of our physical, mental, emotional, and spiritual states and offer positive feedback - along with healthy food and beverages - to ensure that we have the collective and perpetual strength to move forward together.

How is this collaborations programming providing access to new and traditionally underresourced (underserved) audiences?

Our unique programming for the 2024-2025 IWF and facilitated workshops specifically targets the underserved NAI, 2S and D/HH communities as well as the Santa Fe local communities that are not the focus of the cultural offerings directed towards tourists. We reach our audiences by word of mouth, radio, social media, shared online databases, posters, banners, postcards, leaflets - all designed to raise awareness of a free Festival program in a Santa Fe public park. Access cannot be meaningful if audiences aren't aware.

As the co-founders and directors for IW, we are Indigenous, 2S, woman, international artists, and leaders in our communities. We have first hand experiences and understanding of what it means to be "left out" while growing up in remote seldom-served reservation areas. As a result, we are willing to invest in reaching remote or marginalized communities. We developed this festival for just that purpose: its programming and participants reflect the audiences we serve; our location, away from the center of town, but at a busy intersection, facilitates access and invites attendance by passers by - who may be attracted by our banners, dramatic turquoise stage and cluster of colorful pop-up tents - all surrounded by a festive crowd.

We have several dedicated paths for inclusion - notably our sign language interpreters. For so many, access



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requires a welcoming environment. Our outdoor location is friendly to all generations, open to a range of disabilities - with our anticipated stage access ramp modeling our focus on accommodation and inclusion. Our participants and audiences encompass a range of social classes and gender orientation as culture. We provide access to a range of audiences and performers, who cannot reasonably be treated disparately.

Fundamentally, IWF was designed to present a multicultural event in a location most accessible to the broadest possible audience, without financial, social, or physical barriers.



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Marketing Impact Relevance

Explain how the collaborative marketing and promotion plan is crafted to reach the intended project audience, and how it will effectively advance the concept of Cultural Tourism in Santa Fe. How does the overlap in your collaborative partnership's audiences enhance the impact of the project?

We have learned to market our events through outreach across virtual platforms, word-of-mouth, and local businesses. With our partners, we have been pleased to cross-market events, and to develop programming that appeals to the range of our separate, but overlapping audiences. Our banners include their logos, and are displayed at other events; their banners, likewise fly at ours. Collectively, we aim to reach the broadest community that includes consumers of art, music, food, culture, and family entertainment. All our programs are provided free of charge, thanks to the generous support of important granting organizations.

IW has successfully promoted previous projects by collaborating with all our stakeholders through our websites and personal communications. We plan to do this again for the IWF project; along with getting our artists, presenters, partners, sponsors, vendors, live and online audiences to share their assets for this event on their social media pages, newsletters, and e-blasts. We will include paid advertising and press releases via radio, press and social media to reach our target audiences.

One of the values of our institutional collaborators will be co-mingling contact lists. We expect our marketing outreach to be amplified by each of our partner organizations. All four collaborating organizations have a huge reach on their social media platforms. Combined with our existing list and those resources, we expect to greatly expand our audience. Our combined audiences reach well beyond the NM, and have the capacity to promote tourism in the State.

For promotion, the plan to use our combined social media platforms to grow new audiences. Collectively, and through primary digital platforms IAIA, NMSD, NG, HB, SFPL, MW and WFNM will leverage the following existing contacts: Facebook (255,000), Instagram (365,000), Twitter (208,452), and YouTube (195,305). The access to each other's networks - including databases will give us four times more marketing & promoting power to advertise the IWF. A target goal combining all the organizations networks could have 3,500 attend the monthly in-person series, 1,000 attend on the Zoom live platform and 3,000 live streams through IW social media pages (9).

Along with our partners, IWF has demonstrated the power to promote Cultural Tourism in New Mexico. IWF reflects the power that the dynamic creativity of Indigenous populations of NM possess to bring diverse people together.



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Targeted Audience Media Plan

In this section please provide details about the media outreach your organization plans to utilize. Please use as much details or information as possible, if that specific type of media does not apply to your organization please provide a brief explanation why.

Please provide a detailed explanation of planned marketing and promotional activities related to the project.

DEFINITIONS:

- OWNED MEDIA: Content that the organization is in full control of and includes the organization's websites, blogs, e-newsletters, and social media accounts.
- PAID MEDIA/PAID ADVERTISING: Paid Media includes paid placements in magazines, newspapers, radio, billboards, digital display ads, search engine optimization, social media, etc.
- EARNED MEDIA: Earned media is any material written about you or your business that you have not paid for or created yourself and is typically generated through public relations efforts (e.g. a press release and interviews, word of mouth, social media mentions or shares).

Describe the types of Owned Media you plan to leverage to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

At the beginning of July 2024, the IW marketing team will send a digital asset weekly to each of our stakeholders (partners, sponsors, artists, presenters, etc.). Owned Media will share on all their social media pages, email blasts and newsletters as well as put on their websites.

A week before each IWF we distribute an alert of upcoming programs through our newsletter, which reaches our entire database.



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We plan to use our combined social media (Owned Media) platforms to grow new audiences. Collectively, and through primary digital platforms with our performers and partners will leverage the following existing contacts: Facebook (3,000), Instagram (2,000), Twitter (500), and YouTube (900). IW is well known in Santa Fe, throughout Indian Country and the world. A target goal is to have 3,500 attend the monthly IWF series via Zoom live platform and 1,500 live streams through IW social media pages (9).

In October 2024 we will be sending a full page ad to NM Magazine to advertising in their May and June 2025 edition about our IWF hybrid series at the Santa Fe Railyard Park.

IW will be revamping our IWF podcast of the live recordings to better the quality of our product, focusing and growing in this target market.

We email and send texts regularly to our growing database to keep everyone informed of past and up-and-coming shows.

Along with our other programming, we have developed a considerable reach through our social media platforms. Each program provides marketing and promotion for our other activities, including our in-person festivals in Santa Fe. All our programming is related, and the promotional efforts build upon each other to grow our audiences, as well as promote tourism in Santa Fe.

IW has successfully promoted previous projects by collaborating with all our stakeholders through our websites and personal communications. We plan to do this again along with getting our artists, presenters, partners, sponsors, and online audiences to share their assets for this event on their social media pages, newsletters, and e-blasts. We will include paid advertising and press releases via radio, press and social media to reach our target audiences.

Describe the types of Paid Media/Paid Advertising planned to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

We plan to expand our paid advertising to IWF by using the models and practices we have implemented for our local festival programs. Our IW marketing team is embedded and invests in our local economy. We have and continue to utilize experienced local graphic and website designers who will create all our promotional material. IW works with a local printing business who meet all our printing needs including; posters, fliers, postcards, and stickers.



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Our marketing efforts start with our local community. Our local community definition is broadened through the inclusion of our partner entities, each of whom, attracts an associated and enthusiastic audience. We expect to focus additionally on Santa Fe neighborhoods, in which the programs are presented, as well as the City at large. People from the 19 Pueblos, Navajo communities, and the Apache Nations will be drawn by events that involve their friends and relatives. As an Indigenous driven event, it will generate more acceptance and participation from our reservation communities. Their presence in turn will drive opportunities for cultural tourism from outside the city.

Past paid advertising includes: local papers (Albuquerque Journal, Santa Fe New Mexican, Pasatiempo, Santa Fe Reporter, etc.), Magazines - NM Magazine, SWAIA Indian Market Guide, radio PSA, social media, travel to surrounding Pueblos and recruit volunteers and contractors.

Targeted advertising: Indian Country media (Native News Online, Indian Country Today); Arts organizations including Southwest Indian Art Association, Free Indian Market, Institute of American Indian Arts, New Mexico School for the Deaf; NM focused tourism outlets.

We will deploy street teams to distribute stickers, flyers and other promotional materials, including at other cultural events.

IW will be revamping our IWF live podcast and access to archive recordings, to better communicate the quality of our product, focusing on growing this target market.

Describe the types of Earned Media (if applicable) you plan to utilize to promote the project.

What benefit does your organization foresee from using these platforms and what constitutes as success?

In our previous programming cycles, we have successfully generated significant coverage in local magazines, newspapers, radio and TV, in the form of interviews with IW principals as well as previews of upcoming artists.

IW has an extraordinary marketing committee; we successfully spearheaded three IWF in 2023, five IWF in 2022; and in 2021, sold out online Indigenous Healing Festival (IHF). Word of mouth and social media marketing through our stakeholders proved to be our greatest asset. In 2019, during Native American Heritage Month, we hosted a Buffy Sainte-Marie concert that immediately sold out the Lensic Performing Arts Center.

We will employ the same strategies for the 2024-2025 IWF project; encouraging our artists, presenters and online audiences to share assets from this event on their social media pages, newsletters and e-blasts. We will



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include paid advertising and press releases via radio, press and social media to reach our target audiences.

IW has earned local recognition for its activities, extending beyond arts and music presentation to include social justice. Among these awards - True Heroes 2020 - New Mexico Magazine and KOB TV-4 recognized Elena and Tash, co-founders of IndigenousWays, for their Navajo Nation relief runs throughout the Pandemic. We are proud that IW's commitment is broad enough to recognize art, culture and community survival are all related. This public recognition adds to our earned promotional power.

Describe the types of Printed Collateral Materials, if applicable, used to promote the project.

Include how the materials will be distributed and/or reach the hands of the intended audience.

All of our program, stickers, and fliers will be created by professional graphic artists then sent to our local printers. We plan on all our stakeholders distributing the IWF Printed Collateral Materials as well as street teams covering areas including; Santa Fe, Mora, San Miguel, Los Alamos, Bernalillo and Rio Arriba Counties. We will also have these printed items available at each of our IWF series.

Because IWF is quintessentially a hybrid platform, printed materials including banners, fliers and posters are central to our promotional activities.



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Audience Geographics

Enter numerical estimates of the audience your collaboration intends to reach through proposed marketing strategies.

	Owned Media	Paid Media/Paid Advertising	Earned Media
International	2,500	3,600	500
National	7,500	14,000	7,500
Regional (AZ, CO, OK, TX, UT)	7,000	15,000	10,000
Northern New Mexico	5,000	5,000	10,000
New Mexico (State)	5,000	7,000	10,000
SubTotals:	\$27,000	\$44,600	\$38,000
Totals:	\$27,000	\$44,600	\$38,000



Sample Request

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. This can include submissions from one or all partnering organizations applying for funding. NOTE: these may be used by the Arts and Culture Department for non-commercial purposes.

Before uploading samples, please read the corresponding directions below:

ARTISTIC SAMPLES

Images Samples

Note the change in submitting images:

1. Combine into a PowerPoint, Word or similar document no more than ten (10) images, with one image per page, include title, date, artist, media, and dimensions for each sample.
2. Next convert this document into a PDF
3. Use the Upload File button below to upload your PDF

Artistic Samples

IndigenousWays Festival Artistic Samples.pdf

Video Samples

Link to up to no more than two (2) video clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).

Video Link #1

<https://youtu.be/OtNjlq8pJaA>

Video Link #2

<https://youtu.be/y9p7oD4VxMU>

Audio Samples

Link to up to no more than two (2) audio clips, each clip not to exceed three minutes.

Include the https:// and www prefix (where applicable).



Name: Elena M Higgins
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Audio Clip #1

<https://youtu.be/lvshPWJBDQs>

Audio Clip #2

<https://youtu.be/EHBRV6WCvSU>

If your video or audio sample is not available via a link and only available as a file, please do the following:

- 1. Complete the remainder of this page***
- 2. Click "Save Work" at the bottom of this page***
- 3. Click the "Manage Work Samples" tab in the navigation bar above***
- 4. Click the Video or Audio button depending on the media type of your sample***
- 5. Upload your video or audio clip***
- 6. Return to this application from the "Current Programs & Applications" tab above***
- 7. Attach your video(s) or audio clip(s) on the following Video/Audio Work Samples page***
- 8. Complete the remainder of the application, save, and submit.***

Promotional Materials

Upload up to no more than three (3) PDF 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.

Promotional Material #1

INDIGENOUSWAYS FESTIVAL MARKETING.pdf

Promotional Material #2

IndigenousWays Festival video.pdf

Promotional Material #3

IndigenousWays Festival support letter.pdf



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Video/Audio Work Samples

No Work Samples are assigned to this application.



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Attachments Confirmation

Please select Yes or No/Not applicable

Images Samples (submitted as a PowerPoint/PPT file, converted to PDF and uploaded via Document Bank)

Yes

Video Samples - Use the furnished Video Links pages.

Yes

Audio Samples

Yes

Promotional Materials

Yes

Signature: 

Email: xivigil@santafenm.gov