

**Date:** May 14, 2025

**To:**

**From:**

**Via:**

**Subject:**

**Vendor Name:** Little Globe, Inc.

**Munis Vendor Number:** 2853

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**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**

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**1. AMOUNT REQUESTED: \$ 30,000**

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

Little Globe Inc.

**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.

Interest has been stirred in the number of Native Americans who are not from Santa Fe but attended the 2023 Honoring Nations Powwow. 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 Little Globe'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 Little Globe 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.

Little Globe Inc. has a 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, their 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. In terms of how Little Globe Inc. shares their events, cultural practices and storytelling, they strive 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.

**APPROVED:**

**DATE:**

  
Chelsey Johnson (May 14, 2025 12:23 MDT)

05/14/2025

**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](mailto: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](mailto:ereview@santafenm.gov)
  - Vehicles – [dmjaramillo@santafenm.gov](mailto:dmjaramillo@santafenm.gov)
  - Grants - [mtbonifer@santafenm.gov](mailto:mtbonifer@santafenm.gov); [cmthompson@santafenm.gov](mailto:cmthompson@santafenm.gov)
  - Facilities, Furniture, Fixture, Equipment - [jsburnett@santafenm.gov](mailto:jsburnett@santafenm.gov)
  - Emergency Related Purchases - [bgwilliams@santafenm.gov](mailto:bgwilliams@santafenm.gov)
- Asset over \$5k - [lmstorey@santafenm.gov](mailto:lmstorey@santafenm.gov)
- Ensure that the appropriate templates and forms are used [https://intranet.santafenm.gov/finance\\_1](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%40thred.ad.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%40thred.ad.tacv2/ITB%2520Requests?groupId=a367d8c2-992f-4c74-8e7d-0ccb6950c9a1&tenantId=77b69f5a-55ed-4363-8616-4867b0bc707f>
  - Determination requests to [purchasing\\_det@santafenm.gov](mailto:purchasing_det@santafenm.gov)
  - And all other requests to [purchasing@santafenm.gov](mailto: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](mailto:tkduttonleyda@santafenm.gov)

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

Internal Link: [https://intranet.santafenm.gov/finance\\_1](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](mailto:mloehman@horizonsofnewmexico.org)  
web: [www.horizonsofnewmexico.org](http://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](mailto: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](mailto:mrvelasquez@santafenm.gov)

505-531-7540

505-955-6314



CITY OF SANTA FE  
**ARTS & CULTURE**

Item #: 25-0226  
Munis Contract #: 3250554

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 **Little Globe, Inc.**, 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:

Little Globe, Inc. co-produced 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.

- 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 community outreach events 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.

**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.

B. 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](mailto:cjohnson@santafenm.gov)

To the Contractor: Chris Jonas, Executive Director, Little Globe, Inc., PO Box 24213  
Santa Fe, New Mexico 87502, [info@littleglobe.org](mailto:info@littleglobe.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.

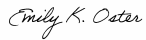
### **33. Default and Force Majeure**

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:  
Little Globe, Inc.



MARK SCOTT, CITY MANAGER



Dylan Tenorio, Co-Executive Director

DATE: **05/13/2025**

NMBTIN: **03-117730-001**

ATTEST:

  
ANDREA SALAZAR (Jun 10, 2025 14:03 MDT)

CITY CLERK



CITY ATTORNEY'S OFFICE:

  
Kyle Hibner (May 14, 2025 07:44 MDT)

ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

  
Mark Scott (Jun 2, 2025 15:31 MDT)

FINANCE DIRECTOR



THE HARTFORD  
BUSINESS SERVICE CENTER  
3600 WISEMAN BLVD  
SAN ANTONIO TX 78251

April 8, 2025

The City of Santa Fe  
Arts and Culture Department  
PO Box 909  
SANTA FE NM 87504

## Account Information:

<b>Policy Holder Details :</b>	<b>Little Globe, Inc.</b>
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## Contact Us

### Need Help?

Chat online or call us at

(866) 467-8730.

We're here Monday - Friday.

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,

Your Hartford Service Team



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
04/08/2025

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

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

<b>PRODUCER</b> MAURY DONNELLY & PARR INC 30720261 24 COMMERCE STREET BALTIMORE MD 21202	<b>CONTACT NAME:</b>	
	<b>PHONE</b> (410) 685-4625 (A/C, No, Ext):	<b>FAX</b> (A/C, No):
	<b>E-MAIL ADDRESS:</b>	
	<b>INSURER(S) AFFORDING COVERAGE</b>	
	<b>INSURER A:</b> Hartford Casualty Insurance Company	
<b>INSURED</b> LITTLE GLOBE, INC. PO BOX 24213 SANTA FE NM 87502-9213	<b>NAIC#</b> 29424	
	<b>INSURER B:</b>	
	<b>INSURER C:</b>	
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
	<b>INSURER F:</b>	

## COVERAGES

## CERTIFICATE NUMBER:

## REVISION NUMBER:

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

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YY)	LIMITS	
A	COMMERCIAL GENERAL LIABILITY			30 SBA BR0321	05/24/2025	05/24/2026	EACH OCCURRENCE	\$1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$300,000
	<input checked="" type="checkbox"/> General Liability						MED EXP (Any one person)	\$10,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PERSONAL & ADV INJURY	\$1,000,000
	<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC						GENERAL AGGREGATE	\$2,000,000
	OTHER:						PRODUCTS - COMP/OP AGG	\$2,000,000
	<b>AUTOMOBILE LIABILITY</b>						COMBINED SINGLE LIMIT (Ea accident)	
	ANY AUTO						BODILY INJURY (Per person)	
	ALL OWNED AUTOS	<input type="checkbox"/>	SCHEDULED AUTOS				BODILY INJURY (Per accident)	
	HIRED AUTOS	<input type="checkbox"/>	NON-OWNED AUTOS				PROPERTY DAMAGE (Per accident)	
		<input type="checkbox"/>						
	<b>UMBRELLA LIAB EXCESS LIAB</b>						EACH OCCURRENCE	
	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE						AGGREGATE	
	DED <input type="checkbox"/> RETENTION \$							
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b>						PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/>	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/>	Y/N				E.L. EACH ACCIDENT	
	If yes, describe under DESCRIPTION OF OPERATIONS below		N/ A				E.L. DISEASE - EA EMPLOYEE	
							E.L. DISEASE - POLICY LIMIT	

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

Those usual to the Insured's Operations.

## CERTIFICATE HOLDER

The City of Santa Fe  
Arts and Culture Department  
PO Box 909  
SANTA FE NM 87504

## CANCELLATION

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

AUTHORIZED REPRESENTATIVE

*Susan L. Castaneda*

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## 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

### Applicant Profile

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

Little Globe, Inc.

Application #CI-FY250003

Name: Chris Jonas

Phone: (505) 980-6218

Email: info@littleglobe.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



## 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

### 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)



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

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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.)



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

Little Globe, Inc.

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

- 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



## 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](mailto:info@littleglobe.org)

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](http://santafenm.gosmart.org) by Saturday, June 28, 2025 at 5:00pm MST .



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

Little Globe, Inc.

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Phone: (505) 980-6218

Email: [info@littleglobe.org](mailto:info@littleglobe.org)

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



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

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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 &amp; 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

## 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](mailto:info@littleglobe.org)

[artsandculture@santafenm.gov](mailto:artsandculture@santafenm.gov)



Little Globe, Inc.

Application #CI-FY250003

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



## 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

(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



## 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

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



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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.**

Littleglobe and the Santa Fe Indigenous Center have worked together for the past five years on a wide variety of projects, connecting Littleglobe'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. Littleglobe 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 Littleglobe 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.



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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



CITY OF SANTA FE  
ARTS & CULTURE

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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.

Littleglobe 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, Littleglobe'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 Littleglobe TV, Littleglobe 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, Littleglobe 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. Littleglobe'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.



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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



## 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

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)



CITY OF SANTA FE  
ARTS & CULTURE

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### Audience Geographics

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

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



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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

*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



CITY OF SANTA FE  
ARTS & CULTURE

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

Girls Inc. of Santa Fe

Application #CI-FY250009

Name: Ellen Walkley

Phone: (505) 982-2042

Email: grants@girlsincofsantafe.org

### Applicant Profile

<b>Name</b>	Ellen Walkley
<b>Legal Name</b>	Girls Inc. of Santa Fe
<b>Email</b>	grants@girlsincofsantafe.org
<b>Primary Phone</b>	(505) 982-2042
<b>Address</b>	301 Hillside Ave. Santa Fe, New Mexico 87501 UNITED STATES
<b>Website</b>	<a href="https://girlsincofsantafe.org/">https://girlsincofsantafe.org/</a>
<b>Applicant Institution</b>	Community Service Organization
<b>Applicant Status</b>	Organization - Non-Profit
<b>Applicant Discipline</b>	Multidisciplinary



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### 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.**

*IRS\_501\_C3\_Girls Inc. of Santa Fe.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.)**

*FY24 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.**

*GISF City of Santa Fe Business License- 2-14-23 1.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.**

Since 1955, Girls Inc. of Santa Fe has inspired girls to be strong, smart, and bold. Learning is supported by field trips, community projects, arts and crafts, and mentoring that allow girls to experience the heritage, culture and diversity that make Santa Fe unique. For 44 years, we ran an arts and crafts fair in the Plaza which attracted visitors from throughout the country. This year we will relaunch the event with a broader scope: we will present a community day focused around uplifting women and girls. The artists will be women and gender minorities, who are often excluded from such events due to the costs. This is a collaboration with New Mexico Women.org, Lensic 360, and women-led arts organizations. Girls Inc. is the lead organization because of our long history with the Plaza arts and crafts fair and because of our long-standing relationships with other nonprofit arts, women's and youth organizations, which will allow us to include as many community voices as possible.



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Santa Fe Arts & Culture Department - Collaborative  
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**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.**

*GIRLS INC BOD 2024.docx*

**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](http://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



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

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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 &amp; 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

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

Girls Inc. of Santa Fe

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Email: [grants@girlsincofsantafe.org](mailto:grants@girlsincofsantafe.org)

[artsandculture@santafenm.gov](mailto: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

Girls Inc. of Santa Fe

#### Lead Organization Executive Director Name

Kim Brown

#### Lead Organization Executive Director Email

kbrown@girlsincofsantafe.org

#### Lead Organization Executive Director Phone

5059822042x107

#### Authorizing Official Name

Carolyn Chambers

#### Authorizing Official Email

cchambers@girlsincofsantafe.org

#### Authorizing Official Phone

5059822042x108

#### Project/Program Leader Name

Virginia Williams

#### Project/Program Leader Email

vwilliams@girlsincofsantafe.org

#### Project/Program Leader Phone

5059822042x105

#### Primary Grant Contact Name

Adrienne Murray

#### Primary Grant Contact Email

amurray@girlsincofsantafe.org

#### Primary Grant Contact Phone



Santa Fe Arts & Culture Department - Collaborative  
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5059822042x111

**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.**

Girls Inc. of Santa Fe

Indigenous Ways

SITE Santa Fe

Lensic 360

KSFR

Santa Fe Youth Symphony Organization



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Email: [grants@girlsincofsantafe.org](mailto:grants@girlsincofsantafe.org)

### Project Narrative

Project Narrative of Collaborative Impact project.

#### Project Title

Girls Inc. Day on the Plaza

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

Our plans for Girls Inc. Day on the Plaza are part of Girls Inc.'s vision of an equitable society in which all members thrive. To this end, we are coming together with SITE Santa Fe, the Santa Fe Youth Symphony, Theatre Santa Fe, Lensic 360, Indigenous Ways, and others to celebrate the diversity and vibrancy of our city.

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

We have planned a day with 40-50 artist booths, 10-12 informational and community resource booths, and family entertainment spaces. Additionally, there will be performances and programming on the bandstand from 10a-4pm, with an evening concert brought to us by Lensic 360 from 7-9pm. We have cast our net for partnerships wide and have confirmation of participation from KSFR, SITE Santa Fe, Santa Fe Youth Symphony Organization, Theatre Santa Fe, Vital Spaces, Lensic 360, Kiwanis Club and Indigenous Ways. These partner institutions will help curate artist booths, do a live radio broadcast, host resource and information booths, provide youth and family activities, and present musical performances (as well as call Zozobra down from the mountains and launch the 100th anniversary of this eventual demise).



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

Girls Inc. of Santa Fe

Application #CI-FY250009

Name: Ellen Walkley

Phone: (505) 982-2042

Email: grants@girlsincofsantafe.org

### 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	0	6,000	0
Contracted Fees	0	2,000	0
Production Expenses	0	7,000	0
Online Marketing	0	600	0
Social Media	0	800	0
Printed Materials	0	5,000	0
Graphic Design	0	2,000	0
Other	0	0	0
Administrative Fees	0	10,000	0
Remaining Fees	0	0	0
SubTotals:	0	33,400	0
Grand Totals:	0	33,400	0



CITY OF SANTA FE  
ARTS & CULTURE

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

Girls Inc. of Santa Fe

Application #CI-FY250009

Name: Ellen Walkley

Phone: (505) 982-2042

Email: [grants@girlsincofsantafe.org](mailto:grants@girlsincofsantafe.org)

### Project Budget Narrative

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

Each partner providing a stage performance or programming will receive an honorarium. Girls Inc. expenses include marketing and, outside the CI grant, staff time to arrange the partnerships, scheduling, and programming. The collaborators will also provide marketing, as well as staff.



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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?**

Each of us has our own audience that we will promote to locally. Girls Inc. has strong relationships with local media and hope to capture their interest in celebrating and promoting the strength of women and girls in New Mexico. In addition, we plan on advertising in drive and fly markets on the radio, pitching our engaging and celebratory weekend in Santa Fe in August.

#### **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.**

The partners who have signed on already (we anticipate more in the coming weeks) represent a diverse cross section of our city and will showcase talent in multiple disciplines. We hope to highlight and lift the voices and talents of marginalized artists and groups. The focus will be on female and gender minority entrepreneurs. We hope our marketing strategy will reach a broad demographic, including people who don't necessarily think that the plaza is a place for them. A success is a continued heightened promotion of our collective organizations.

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

Girls Inc. is granted permission to hold a major commercial event within the city's code of ordinances. Our idea about opening this event to include partner organizations is to provide access to artists that wouldn't otherwise have the opportunity to vend on the plaza. Girls Inc., previously Girls Club of Santa Fe, has sixty-nine years rich history. For our organization, this entails bringing more alumni back to Santa Fe, and New Mexico, culminating in a celebratory event in 2025.

#### **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?**

As an active community member for 69 years, Girls Inc. has longstanding partnerships with Santa Fe Public Schools, businesses, foundations, and families. Other collaborators, such as Lensic 360, the Santa Fe Youth



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Symphony, and Indigenous Ways have a history of artistic excellence in our community, which will attract audiences and vendors alike.



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

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### Culture Connects

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

The focus on nonprofits primarily serving youth, women, and gender minorities will ensure diversity among the collaborators and participants.

#### **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.**

We are excited to have hired a Chief Storyteller in 2023 and envision that this event will help us launch a girls storytelling initiative on the bandstand, which will be filmed and recorded. A podcast is being developed to lift these girls voices and help our world understand the issues girls are facing and that there is value in listening to their perspective. Each organization we are collaborating with is bringing their own expertise and will expose our attendees to the rich cultural vibrancy of our city. Our own staff is learning how to produce professional materials for widespread distribution.

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

Many of the organizations and individuals with whom we are working have stated that they have not been able to afford the fees that would allow them to reach their targeted audiences. This event will give vendors and audiences alike the opportunity to connect and learn more about important resources in New Mexico.



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

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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?**

Each of us has our own audience that we will promote to locally, we have strong relationships with local media and

hope to capture their interest in celebrating and promoting the strength of women and girls in New Mexico. In addition, we plan on advertising in drive and fly markets on the radio, pitching our engaging and celebratory weekend in Santa Fe in August. The partners who have signed on already (we anticipate more in the coming weeks) represent a diverse cross section of our city and will showcase talent in multiple disciplines.



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

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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?**

We will be using our own website as a landing for informational purposes related to the event. The website is being redesigned and will launch in July ahead of the event. Website content is frequently updated and all electronic communication, social media, emails and digital ads contain the website address to generate traffic. Our internal webmaster will be managing any day to day updates that occur with programming, new partnerships, and promoting the schedule and participants. Our newsletter reaches over 3000 people and is distributed monthly. We will begin promoting this event in the newsletter this spring to recruit volunteers, garner enthusiasm amongst our participants, their families and our supporters. Our social media: Facebook,



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Instagram and LinkedIn will have a schedule of promotions, curated by our Austin TX based PR firm: Snackbox. Facebook has 2500 followers on our profile alone, we anticipate our partners sharing our posts. Instagram has almost 2000 followers. Girls Inc. of Santa Fe will utilize all social media platforms to share compelling imagery and promote participating artists. We will also produce targeted ads to potential new audiences based on geographical locations. We hope that our owned media alongside our collaborative efforts will reach new audiences in New Mexico and beyond. In this relaunch year, a success would be reaching 3,000-5,000 attendees.

**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?**

Paid placement in two regional magazines and three newspapers in the months leading up to the event. These will be strategically released to coincide with key event dates, such as when we've heard that people start making plans for their summer vacations. The geographical regions we will target will be Santa Fe, Taos, Denver - where Girls Inc. of Metro Denver exists and where we know people will associate Girls Inc. with high quality programming. We plan to collaborate with local radio stations as well as underwrite radio spots on public radio in our drive and fly markets. These will be used primarily to spread information regarding event information, ticket sales. Purchasing boosted posts and targeted ads across our social media platforms with the intention of reaching individuals who prioritize shopping from women entrepreneurs as well as CO, TX, AZ, NV.

**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?**

We enjoy positive relationships with many journalists, local talk show radio hosts, and are hopeful to use the increased media attention from Zozobra's 100th anniversary to propel visibility of this event. We plan to send out press releases to be picked up by the AP. Our collaborative partners will also be tasked with cross promoting to new audiences across Northern New Mexico. A success is a continued heightened promotion of our collective organizations. Girls Inc., previously Girls Club of Santa Fe, have sixty-nine years rich history. For our organization, this entails bringing more alumni back in to Santa Fe, and New Mexico culminating in a celebratory event in 2025.



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

Girls Inc. of Santa Fe

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Email: [grants@girlsincofsantafe.org](mailto:grants@girlsincofsantafe.org)

**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 are currently designing posters and fliers to promote the event. We will distribute these to hotel concierges, Bienvenidos, welcome centers, the Office of Economic Development and the Santa Fe Chamber of Commerce.



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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	0	0
National	1,000	0	0
Regional (AZ, CO, OK, TX, UT)	2,500	0	0
Northern New Mexico	6,000	0	0
New Mexico (State)	10,000	0	0
SubTotals:	\$20,000	\$0	\$0
Totals:	\$20,000	\$0	\$0



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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

*A+C Grant Photo 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://www.youtube.com/watch?v=y-jTXaIZ15w>

#### Video Link #2

<https://www.youtube.com/watch?v=gU57MUFf-AY>

#### 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

Attached on Next Page

### Audio Clip #2

Attached on Next Page

***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

*Girls Inc Day on the Plaza 2024.pdf*

#### Promotional Material #2

*AC Show Program revised.pdf*

#### Promotional Material #3

*No File Uploaded*



CITY OF SANTA FE  
ARTS & CULTURE

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### Video/Audio Work Samples



Title: Girls Inc. PSA on  
KSFR  
Download: [279769.wav](#)  
[View File](#)



Title: Prior Arts and Crafts  
Fair PSA  
Download: [279770.mp3](#)  
[View File](#)



CITY OF SANTA FE  
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## Santa Fe Arts & Culture Department - Collaborative Impact FY 2024- 2025

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Email: grants@girlsincofsantafe.org

### 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

Santa Fe Art Institute

Application #CI-FY250005

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

### Applicant Profile

<b>Name</b>	Jamie Blosser
<b>Legal Name</b>	Santa Fe Art Institute
<b>Email</b>	jbloesser@sfai.org
<b>Primary Phone</b>	(505) 424-5050
<b>Alternate Phone</b>	(505) 424-5050
<b>Address</b>	PO Box 24044 Santa Fe, New Mexico 87502 UNITED STATES
<b>Website</b>	sfai.org
<b>Applicant Institution</b>	Arts Center
<b>Applicant Status</b>	Organization - Non-Profit
<b>Applicant Discipline</b>	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: jbloesser@sfaai.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  
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Santa Fe Arts & Culture Department - Collaborative  
Impact FY 2024- 2025

Santa Fe Art Institute

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Email: [jblosser@sfai.org](mailto: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



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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)



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

### Santa Fe Art Institute

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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.)



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

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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](http://santafenm.gosmart.org) by Saturday, June 28, 2025 at 5:00pm MST .



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Santa Fe Art Institute

Application #CI-FY250005

Name: Jamie Blosser  
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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 &amp; 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,



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ARTS & CULTURE

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Name: Jamie Blosser  
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Email: jbloesser@sfa.org

### 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@sfa.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@sfa.org

#### Project/Program Leader Phone

5054245050

#### Primary Grant Contact Name

Jamie Blosser

#### Primary Grant Contact Email

jblosser@sfa.org

#### Primary Grant Contact Phone



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5054245050

**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 SFAI'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 SFAI'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, SFAI 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.

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



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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

**Signature:** 

**Email:** [xivigil@santafenm.gov](mailto:xivigil@santafenm.gov)