

Date: May 14, 2025

To:

From:

Via:

Subject:

Vendor Name: Santa Fe Youth Symphony Association

Munis Vendor Number: 2158

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:** 05/19/2025
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:** 05/19/2025
Budget Officer Comment/Exceptions: _____

ASSOCIATED APPROVALS:

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

IT Components included? ☐ Yes | ☒ No

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

Vehicles included? ☐ Yes | ☒ No

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

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

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

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

Project Ledger #: _____

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

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

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

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

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

ATTACHMENTS:

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

Vendor's Proposal

Professional Services Contract



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

1. AMOUNT REQUESTED: \$ 30,000

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

Santa Fe Youth Symphony Association

3. TITLE OF THE PROPOSED EVENT OR PROGRAM:

Cultural Investment program Collaborative Impact

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

July 1, 2024 through June 30, 2025

5. INTRODUCTION TO THE TOPIC:

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

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

6. DESCRIBE IN DETAIL THE BENEFITS OF SPONSORSHIP:


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

The merger between Santa Fe Symphony (SFS) and Santa Fe Youth Symphony Association (SFYSA) will significantly amplify their community impact, tripling SFS's current reach. The combined organizations will make music education and performances accessible to a broader audience, including tourists. SFYSA serves students aged 8-20, with a focus on historically underserved and low-income families, many from northern New Mexico. SFYSA's programs improve student engagement, social skills, and motivation, and have helped 100% of their high

school seniors graduate, with all planning to pursue higher education. SFS offers programs for a wider age range, including young children, adults, and seniors, and has a larger audience base that benefits the local economy. SFS partners with various organizations, including the Santa Fe Opera and Meow Wolf, and makes its offerings accessible through financial aid and ticket discounts. The merger will support nearly 100 New Mexican teachers and musicians and continue to offer accessible events at wheelchair-friendly venues, benefiting working individuals and retirees alike. The combined effort will inspire tens of thousands through diverse musical performances and education.

APPROVED:

DATE:


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

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. <mvelasquez@santafenm.gov>

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

Greetings,

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

Please note:

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

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

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

Regards,

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

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

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



CITY OF SANTA FE

FINANCE

More Procurement, less drama ~ John Blair

From: Matt Loehman <mloehman@horizonsofnewmexico.org>

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

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

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

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

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

Good morning,

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

Best regards,

Matt

Matt Loehman
Executive Director

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

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

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

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

Hello,

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

Description:

Arts and Culture Department - Cultural Investment Funding Program

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

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

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

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

materials.

Term: Time of approval through June 30, 2025.

Thank you!

Melissa R. Velasquez *Arts Services Coordinator*

Department of Arts & Culture

201 West Marcy Street

Santa Fe, NM 87504

mrvelasquez@santafenm.gov

505-531-7540

505-955-6314



CITY OF SANTA FE
ARTS & CULTURE

Item #: 25-0227
Munis Contract #: 3250555
SWPA/GSA/Coop/RFP/ITB#: _____

CITY OF SANTA FE
PROFESSIONAL SERVICES CONTRACT

THIS CONTRACT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the “City,” and **Santa Fe Youth Symphony Association**, hereinafter referred to as the “Contractor,” and is effective as of the date set forth below upon which it is executed by the Parties.

RECITALS

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

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

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

The City and the Contractor hereby agree as follows:

1. Scope of Work

The Contractor shall provide the following services for the City:

Santa Fe Youth Symphony Association’s (SFYSA) is merging with the Santa Fe Symphony Orchestra & Chorus (SFS). This merger marks the beginning of SFS's 41st Season, which starts in September 2024 and concludes in May 2025. The season includes 12 orchestra and chorus concerts at the Lensic, 3 choral and chamber ensemble concerts at Saint Francis Cathedral, and over 20 free chamber music concerts throughout Santa Fe. Following the merger, SFYSA will become the SFS Education and Engagement Department, where it will present a Winter Concert Series (6 concerts with all ensembles), a Spring Concert Series (6 concerts with all ensembles), and numerous community performances featuring Jazz, Mariachi, and Chamber Music Program ensembles. Both organizations will maintain their full staff and offerings while jointly developing a new education program.

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 does hereby accept its designation as a professional service, rendering services related to providing concerts to the public. 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

To the Contractor: Callie O'Buckley, Executive Director, Santa Fe Youth Symphony Association, 1000 Cordova Place #190, Santa Fe, New Mexico 87505, ckent@santafesymphony.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 irreparable harm and that a remedy at law for such a failure would be an inadequate remedy for the City, and the Contractor consents to the City's obtaining from a court of competent jurisdiction, specific performance, or injunction, or any other equitable relief in order to enforce such compliance. The City's rights to obtain equitable relief pursuant to this Agreement shall be in addition to, and not in lieu of, any other remedy that the City may have under applicable law, including, but not limited to, monetary damages.

33. Default and Force Majeure

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


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

CITY OF SANTA FE:

CONTRACTOR:

Santa Fe Youth Symphony Association




Mark Scott (May 21, 2025 19:10 MDT)
MARK SCOTT, CITY MANAGER


Callie O'Buckley Kent (May 6, 2025 08:51 MDT)
Callie O'Buckley, Executive Director

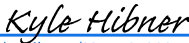
DATE: 05/06/2025

NMBTIN: 85-0331684

ATTEST:


ANDREA SALAZAR (June 9, 2025 14:52 MDT)
CITY CLERK 

CITY ATTORNEY'S OFFICE:


Kyle Hibner (May 12, 2025 07:36 MDT)
ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:


FINANCE DIRECTOR











PSA_Santa Fe Youth Symphony Association-FINAL

Final Audit Report

2025-05-12

Created:	2025-05-05
By:	JULIE KENNY (jckenny@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAHDvIr9mQziUUjiXCfNBUEFB_22BQsXH8

"PSA_Santa Fe Youth Symphony Association-FINAL" History

-  Document created by JULIE KENNY (jckenny@santafenm.gov)
2025-05-05 - 4:37:34 PM GMT- IP address: 63.232.20.2
-  Document emailed to ckent@santafesymphony.org for signature
2025-05-05 - 4:38:22 PM GMT
-  Email viewed by ckent@santafesymphony.org
2025-05-05 - 4:43:19 PM GMT- IP address: 74.125.212.197
-  Signer ckent@santafesymphony.org entered name at signing as Callie O'Buckley Kent
2025-05-06 - 2:51:56 PM GMT- IP address: 76.26.100.17
-  Document e-signed by Callie O'Buckley Kent (ckent@santafesymphony.org)
Signature Date: 2025-05-06 - 2:51:58 PM GMT - Time Source: server- IP address: 76.26.100.17
-  Document emailed to khibner@santafenm.gov for signature
2025-05-06 - 2:52:01 PM GMT
-  Email viewed by khibner@santafenm.gov
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-  Signer khibner@santafenm.gov entered name at signing as Kyle Hibner
2025-05-12 - 1:36:31 PM GMT- IP address: 63.232.20.2
-  Document e-signed by Kyle Hibner (khibner@santafenm.gov)
Signature Date: 2025-05-12 - 1:36:33 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Agreement completed.
2025-05-12 - 1:36:33 PM GMT



SANTFES-05

JSANCHEZ3

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/8/2025

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

PRODUCER License # 0757776 HUB International Insurance Services (SOW) 2905 Rodeo Park Drive East Building 6, Suite 100 Santa Fe, NM 87505	CONTACT NAME: PHONE (A/C, No, Ext): (505) 982-4296 FAX (A/C, No): (866) 621-0427 E-MAIL ADDRESS: INSURER(S) AFFORDING COVERAGE INSURER A : StarNet Insurance Company INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :
INSURED The Santa Fe Symphony and Chorus, Inc PO Box 9692 Santa Fe, NM 87504	NAIC # 40045

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 INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input checked="" type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:			HHS8525632-18	11/1/2024	11/1/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000
A	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			HHS8525632-18	11/1/2024	11/1/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$			HHS8525632-18	11/1/2024	11/1/2025	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ Aggregate \$ 3,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N N / A					PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

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

CERTIFICATE HOLDER

CANCELLATION

City of Santa Fe Arts & Culture Department
201 West Marcy Street
Santa Fe, NM 87504

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



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.org

Applicant Profile

Name	Callie N O'Buckley
Legal Name	Santa Fe Youth Symphony Association
Email	callie@sfysa.org
Primary Phone	(505) 672-5565
Alternate Phone	(505) 672-5565
Address	1000 Cordova Place #190 - Santa Fe, New Mexico 87505 UNITED STATES
Website	https://www.sfysa.org/
Applicant Institution	Performing Group - Youth
Applicant Status	Organization - Non-Profit
Applicant Discipline	Music



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.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.

SFYSA 501(c)(3) 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.)

SFYSA FY24 Operating Budget.pdf

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

Yes

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

2023.03.08 SFYSA Business License.pdf

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

Our Mission is to inspire and engage the youth of Northern New Mexico's multicultural communities through excellent music education, the guidance of music professionals, and performance opportunities from small ensemble to full orchestra in Jazz, Mariachi and Orchestra.

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 SFYSA Board of Directors.pdf

If awarded, would your organization be able to obtain and provide a Certificate of Insurance for \$1



CITY OF SANTA FE
ARTS & CULTURE

Santa Fe Arts & Culture Department - Collaborative
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million General Liability with the City of Santa Fe as an additional insurer?

Accept



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

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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

Santa Fe Youth Symphony Association

Application #CI-FY250013

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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



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

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competitions, etc.

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

Contract Amount and Requirements

Logo

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

Payment Requests

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

Reporting

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



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

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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 & 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

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artsandculture@santafenm.gov



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.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 Youth Symphony Association

Lead Organization Executive Director Name

Callie O'Buckley

Lead Organization Executive Director Email

callie@sfysa.org

Lead Organization Executive Director Phone

336-309-3659

Authorizing Official Name

Lissa Garcia Lucht

Authorizing Official Email

lissasantafe@yahoo.com

Authorizing Official Phone

505-672-5565

Project/Program Leader Name

Emma Scherer

Project/Program Leader Email

escherer@santafesymphony.org

Project/Program Leader Phone

505-983-3530

Primary Grant Contact Name

Emma Scherer

Primary Grant Contact Email

escherer@santafesymphony.org

Primary Grant Contact Phone



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

Santa Fe Youth Symphony Association

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Name: Callie N O'Buckley

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Email: callie@sfysa.org

505-552-3920

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.

The project will involve the Santa Fe Youth Symphony Association (SFYSA) and the Santa Fe Symphony Orchestra & Chorus (SFS). During the grant period, most of the project's marketing and promotional activities will be completed by SFS Creative Director Kathryn Nun and SFS Marketing Assistant Elisabet de Vallée, and will be overseen by SFS Executive Director Emma Scherer with assistance from SFYSA Executive Director (and future SFS Education and Engagement Department Director) Callie O'Buckley.



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

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Project Narrative

Project Narrative of Collaborative Impact project.

Project Title

Two Musical Legacies, One Shared Vision

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

On July 1, 2024, Santa Fe Youth Symphony Association (SFYSA) will complete an exciting merger with the Santa Fe Symphony Orchestra & Chorus (SFS). The grant period will represent SFS' 41st Season, which begins in September 2024 and conclude in May 2025. This season includes 12 SFS orchestra and chorus concerts at the Lensic, 3 SFS choral and chamber ensemble concerts at Saint Francis Cathedral, and more than 20 free SFS chamber music concerts across Santa Fe. SFYSA will become the SFS Education and Engagement Department, where it will present a Winter Concert Series (6 concerts with all ensembles), a Spring Concert Series (6 concerts with all ensembles), and several dozen community performances with Jazz, Mariachi, and Chamber Music Program ensembles. Both organizations will maintain their full staff and slate of offerings, and will jointly establish one new education program. By joining SFS, SFYSA will significantly increase its owned, paid, earned, and print marketing reach.

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

The Santa Fe Youth Symphony Association (SFYSA) comprises 281 students spread among five classical orchestras, three Mariachi groups, several classical chamber music ensembles, ten Jazz Project bands, and a multi-genre private lesson program. Current enrollment includes students from Santa Fe, Los Alamos, Rio Arriba, Taos, Bernalillo, San Miguel, and Sandoval counties, as well as Alamosa County in Colorado. For our Collaborative Impact project, we are thrilled to be joining forces with the Santa Fe Symphony Orchestra & Chorus, a longtime collaborator with a similar dedication to music education and community outreach. For many years, SFYSA musicians enrolled in the advanced Youth Symphony Orchestra have had the annual opportunity to play side-by-side with the SFS Orchestra (these opportunities will become more frequent following the merger). Additionally, winners of the SFYSA Concerto Competition traditionally perform with the SFS Orchestra at their annual Discovery Concert for local 5th graders at the Lensic.

SFS' free community and education programs include family chamber music concerts at venues and schools in Santa Fe and nearby pueblos, chamber music concerts at facilities for seniors, jazz performances at hospitals, free and discounted ticket offers for students and music teachers, open dress rehearsals for small children, "instrument petting zoos" for children through the Symphony del Sur program, music mentoring for Santa Fe Public Schools secondary students, and a selective Choral Scholars Program for high schoolers. The coming merger will let the organizations share community connections, marketing staff and expertise, and owned



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media resources. Although both SFYSA and SFS host numerous music education initiatives, our offerings have a surprisingly small amount of overlap. Thus, our joint programming will create wraparound and holistic services, increase community awareness of our programs, garner increased interest from prospective students, and gain new supporters in Northern New Mexico and beyond.

The Santa Fe Symphony Orchestra & Chorus includes more than 65 top-flight instrumentalists and 70 volunteer choristers — all New Mexico residents. SFS' 41st Season will include 12 orchestra and chorus concerts at the Lensic, 3 choral and chamber ensemble concerts at Saint Francis Cathedral (two of which will be free), and more than 20 free chamber music concerts across Santa Fe. The organization will collaborate with the latin band Nosotros and feature internationally renowned soloists including pianist Clayton Stephenson, bandoneón soloist Juan Pablo Jofre, violinist Sirena Huang, and several vocalists including bass Kevin Burdette. Musical offerings will range from contemporary to Baroque and include artists of color — such as Arturo Márquez and Miguel del Águila — as well as female artists like Jessie Montgomery, Jennifer Higdon and Amy Beach. Both organizations will maintain their staffs as well as all program offerings. Next season, SFYSA will expand into choral music by establishing a chorus for approximately 40 3rd-8th graders. These students will receive yearlong professional training and performance opportunities with the SFS Chorus, and the ensemble will serve as a feeder for SFS' existing Choral Scholars Program for high schoolers. Additionally, SFYSA will combine our Private Lesson Program (which provides heavily subsidized half-hour lessons for financially needy students) with the Symphony's Music Mentoring Program (which provides free small-group music lessons to Santa Fe Public Schools secondary students) to equitably serve a larger population. Both organizations also hope to foster connections between SFS musicians and SFYSA students. SFS Orchestra musicians already act as role models to SFYSA students through activities like the Side-by-Side concert. By merging, SFS musicians can highlight pathways to musical success and local employment for our young students.

The planned merger will allow both SFYSA and SFS staff members to focus on their greatest talents. At small nonprofit organizations, it is extremely common for employees to wear multiple hats and complete duties that are outside of their training or skill set. For instance, SFYSA's Executive Director designed most of our marketing materials during FY24, while SFS' Executive Director led that organization's development efforts in addition to her other duties until February 2024. The merger will allow educators to focus on education, development staff to focus on fundraising, etc., ensuring that the combined organization's efforts are high-quality, organized, and focused.



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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	525,000	0	0
Contracted Fees	68,000	0	0
Production Expenses	182,000	0	0
Online Marketing	15,000	5,000	0
Social Media	15,000	5,000	0
Printed Materials	50,000	15,000	0
Graphic Design	15,000	5,000	0
Other	950,000	0	0
Administrative Fees	540,000	0	0
Remaining Fees	18,550	0	0
SubTotals:	2,378,550	30,000	0
Grand Totals:	2,378,550	30,000	0



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Project Budget Narrative

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

Both SFYSA and SFS are investing heavily in paid, earned, and owned media to announce the merger, explain its rationale, address questions and concerns, and generate excitement. The organizations retained a PR consultant in December 2023, and have created a joint 16-page merger marketing plan. Note that many merger expenses will be incurred before the grant period begins.

During the grant period, SFS Creative Director Kathryn Nun and Marketing Assistant Elisabet de Vallée will create all of the combined organizations' marketing materials in-house. Using a robust marketing and public relations budget, they will partner with local advertisers, publications, media outlets, etc. to promote the organizations' season in general, specific concerts, and community engagement offerings. SFS will invest in online, digital, broadcast, and print marketing to reach new and varied audiences with information about the exciting 2024-2025 Season, including Education and Engagement Department (SFYSA) programs and concerts. "Remaining fees" includes the combined organizations' expenses for renting rehearsal and performance venues, office rent, utilities, etc. "Other" represents public relations expenses. To ensure stability during the upcoming transition period, both organizations' expenditures will remain fairly similar to FY24. Prior to the merger, SFS had an operating budget of \$1.8 million and SFYSA had an operating budget of nearly \$500,000. The merger will allow both organizations to eliminate unnecessary and duplicate spending, increase staff specialization, grow artistic fees for performers and teachers, and maximize the impact of contributed and earned revenue.



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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 Youth Symphony Association serves students in eight Northern New Mexico and Colorado counties through our programs. In addition, SFYSA attracts concert attendees from across the country who come to see their young relatives perform at our concerts. For many years, SFYSA has also collaborated with larger organizations, such as the New Mexico Museum of Art and the Santa Fe Symphony Orchestra & Chorus, to have our students perform in front of large audiences from across the region and even the nation. For instance, our side-by-side concert with the SFS Orchestra consistently sells out by bringing students, parents, tourists, and SFS subscribers to the Lensic. In addition, our most advanced mariachi, jazz, and chamber music ensembles perform regularly at community events across Santa Fe, Los Alamos, and beyond, where they reach statewide and regional audiences.

Santa Fe attracts thousands of arts and culture tourists each year - patrons who are interested in the arts, humanities, and history of the Southwest. As the only local, full-sized professional orchestra in Santa Fe, SFS is a major draw to visitors from across the US and beyond. Their concerts at the Lensic, Saint Francis Cathedral, and across Santa Fe have been consistently full or sold out, with an average attendance of 92% in 2023-2024, up from 89% in 2022-2023. More than 10% of this audience comes from outside the greater Santa Fe and Albuquerque metro area. The SFS Orchestra consistently attracts artists — both local and international — who are at the top of their fields and play an important part in generating ticket sales. Each season, SFS reaches patrons of all ages (elementary students to seniors in assisted living facilities and communities), ethnicities, and socio-economic levels. SFS's expanded outreach programs target those who would not otherwise be able to attend season performances at the Lensic. Annual community concerts are "pay-what-you-wish" and are attended by a diverse group of locals and visitors, broadly reflecting Santa Fe both economically and ethnically. When available, SFS offers a limited number of free subscription concert tickets to residential/retirement homes. Youth concerts and mentoring programs reach a large portion of Santa Fe's Hispanic/Latine population through engagements with Santa Fe Public Schools. Additionally, SFS musicians perform small ensemble concerts at no cost in retirement homes for those unable to attend concerts



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elsewhere. Free and deeply discounted tickets are offered to students as well as members of various arts groups.

SFS and SFYSA programs complement each other extremely well. The most obvious parallel is between the SFS Orchestra and SFYSA's classical programming, which includes the advanced Youth Symphony Orchestra and Youth Philharmonic, the intermediate Intermezzo String Orchestra, the beginning Prelude String Orchestra and Running Start, and Chamber Music Program ensembles. However, SFS also has a rich history of programming music from other genres, particularly within education and outreach programming, which ties in well with the SFYSA Jazz Project and Mariachi Program. SFYSA students and families are extremely interested in seeing professional musicians at work as a source of inspiration and knowledge, and will be able to easily attend SFS concerts with free and discounted tickets. Additionally, SFYSA plans to market our concerts to the SFS audience as a chance to see the performers of tomorrow. SFS patrons are already familiar with SFYSA students through initiatives including the Side-by-Side concerts, and many are strong supporters of music education.

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 Santa Fe Youth Symphony Association began in 1994 with one ensemble — the flagship Youth Symphony Orchestra. In the 30 years since, we have expanded our offerings to serve students at every level — from true beginners to professional-level youth — and established strong jazz and mariachi programs. We incorporate cutting-edge pedagogy, from trauma-informed instruction to Social-Emotional Learning, into all of our programs. Our teaching staff hold degrees from respected institutions, perform across the world, and have received statewide recognition for their instructional accomplishments. Each season, we adapt to the needs of our community by monitoring enrollment, speaking to a wide variety of community members, and sending surveys to our families. For instance, during our current 31st Season, we added two jazz bands (the Tesuque Ensemble and the Nambé Ensemble) in Santa Fe to accommodate increased student interest. We also expanded financial aid offerings by changing income thresholds to reflect the Department of Housing and Urban Development's "low income" Adjusted Home Income Limits for Santa Fe. Subsidies cover between 25% and 90% of SFYSA tuition, instrument rental, and concert ticket costs. Every student that qualifies for aid receives commensurate assistance, and this improvement to SFYSA's financial aid program expanded the number of qualifying students from 18% in 2022-23 to 26% in 2023-24.

The Santa Fe Symphony Orchestra & Chorus held its first concert on Labor Day, 1984. The orchestra employs many of New Mexico's finest classical musicians — in-demand professionals with international tours, tenured positions at universities, and degrees from institutions like The Juilliard School and the Curtis Institute of Music on their résumés. From the beginning, SFS has operated under a collaborative structure where musicians, staff, board, and management work together for the good of the entire organization. Seven seats (25%) on the



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SFS Board are allotted to orchestra members. The orchestra is unionized to ensure that musicians are hired and compensated fairly, and rehearsals are scheduled cooperatively with other large ensembles in Northern New Mexico. SFS is known throughout the region for its high-quality programming, innovative partnerships, transparent operating style, and supportive atmosphere. Over the years, the organization has adapted to many changes in the New Mexico music scene, as well as to the needs of Northern New Mexico schools. SFS management avoids a static mindset and actively works with musicians, community members, and other collaborative organizations to seek out feedback and refine our artistic and creative process. We have a strong reputation in Santa Fe for artistic excellence, and the last few years have seen new ticket-buyers and a younger, more diverse audience. Our season programming is selected by a committee of 14 which includes musicians, board members, and staff.

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

As one organization, SFS and SFYSA will have a far greater impact than we could separately. It is estimated that the merger will triple SFS' current community impact, allowing the combined organizations to make great music and musical instruction accessible for everyone in Santa Fe including tourists. SFYSA specializes in serving students aged 8-20. We serve families from across northern NM, approximately 43% of whom identify as members of historically underserved ethnic groups and more than 1/4 of whom are low-income. Studies have shown that excellent music education programming raises student attendance and engagement (Bowen & Kisida, 2021) boosts intellectual skills, social skills and motivation (Yafi et al., 2020). SFYSA also keeps students in school through our co-enrollment policy, which requires students to join the equivalent ensemble at their school if it is offered. In 2022 and 2023, 100% of SFYSA's high school seniors graduated, improving their lifetime financial outcomes. In addition, every person in SFYSA's 2023 graduating class had plans to pursue higher education — a first for the organization.

SFS offerings benefit a wider age group, from pre-K students at family concerts and 5th graders at Discovery Concerts and Symphony del Sur events to attendees (mainly adults) at mainstage performances and seniors in memory care facilities. SFS also has a larger and geographically broader audience base than SFYSA, benefitting the Santa Fe economy when patrons dine in local restaurants after a performance, pay parking fees to see a performance downtown, and (for statewide, regional, and national patrons) stay in nearby hotels. SFS also has numerous business partners including Santa Fe Opera, Classical Radio KHFM, Hutton Broadcasting, Meow Wolf, the Lensic, Lensic360, the New Mexico Cancer Foundation, and fellow participants in the Art + Sol Santa Fe Winter Arts Festival. Through financial aid, free programs, and ticket discounts, nearly all of SFS' offerings are accessible to families of limited means. Additionally, the combined organizations will continue to hold all public events at wheelchair-accessible venues and at times (typically on weekends during the day) that are accessible for both working people and retirees. During the grant period, we will represent a significant source of income for nearly 100 New Mexican teachers, musicians, and administrators, and will illuminate and inspire tens of thousands of people through timeless music in multiple genres.



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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?

SFYSA attracts students who want to experience a more rigorous and comprehensive music education curriculum than what is available in Northern New Mexico's public and private schools. The organization is home to the only full-sized student orchestras north of Albuquerque and offers several music programs that are rarely available in schools (mariachi instruction, jazz instruction, and private lessons). With mostly small class sizes, passionate and qualified teachers, generous financial aid opportunities, and progressive courses that nurture the beginner through advanced player, we are well-positioned to attract students to the SFS Education & Engagement department during the grant period. SFYSA's current year-over-year student retention rate stands at 78.4%.

SFYSA also gives our instructors the opportunity to make decisions about programming, curriculum, and budgeting for their program and students. This experience fosters positive, collaborative relationships between our teaching staff and administration and leads to long-term retention. One of our instructors was recently named Music Educator of the Year by the New Mexico Music Educators Association, and many are regular performers in their genre of expertise. SFYSA also regularly contracts with local musicians to hold small-group sectional rehearsals. Additionally, SFYSA provides students and small ensembles with master class opportunities from national and international guest artists touring to Santa Fe. This lets guest artists make the most of their time in Santa Fe and gives our students the rare opportunity to learn from master musicians. Partnering with the SFS, which regularly features world-renowned soloists and employs an orchestra of world-class professional musicians, will only increase master class opportunities.

After joining forces with SFS, every SFYSA staff member will keep their jobs (including Executive Director Callie O'Buckley, who will become SFS' Education and Engagement Department Director). SFS will also retain all of its education programs and contractors. This ensures that the teaching artists on staff at both organizations stay in Santa Fe and continue to contribute to our city's economy and tourism industry.

SFS was founded by and is led by its musicians. Orchestra and chorus members, all of whom are New Mexico residents, make up a quarter of their Board of Directors. This is a leadership structure that is unique in the United States, with less than half a dozen other professional orchestras governed the same way. Musicians also serve in staff roles for the organization. SFS recently revitalized its community outreach to impact more Northern New Mexicans, particularly on Santa Fe's South Side and in nearby pueblos. Their mainstage programming celebrates local, national, and international artists, particularly women and creatives of color.



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Culture Connects

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

SFYSA refers to our Diversity, Equity, and Inclusion Statement when making decisions about staffing, bringing on new volunteers, and selecting music for our programs. As a result, several employees and contractors are bilingual, which has allowed the organization to expand and improve our services for immigrant families in recent years. SFS' 41st season plans include establishing bilingual concert narration and introductions.

SFYSA fosters opportunities for cultural awareness and diverse options for musical expression by providing instruction in multiple genres. Almost half of our student body currently identifies as a person of color (at least 29% Hispanic or Latinx, 8% Asian, 3% American Indian or Alaska Native, and 3% Black). Additionally, 25% of our staff identifies as a person of color and 14% of our Board identifies as such (note that this will change at the beginning of the grant period when two members of SFYSA's Board are invited to join the SFS Board; the remaining ex-SFYSA board members will be invited to join SFS' Education Committee). When SFS created a Strategic Plan for 2024-2029, they outlined concrete goals to increase accessibility, diversity, equity, and inclusion in every area of the organization. Programming during this period will intentionally highlight diverse voices in order to overcome historical underrepresentation and to attract younger, diverse audiences. Currently, 10% of SFS Board members, 20% of orchestra musicians (who are hired through blind auditions), 30% of choral musicians, and 40% of administrative staff identify as people of color. Both organizations are committed to growing and representing our larger Santa Fe community, with a specific focus on board recruitment, during the grant period. SFS recently implemented a flexible "give-get" fundraising policy designed to attract a wider pool of Board candidates.

SFYSA addresses the cost of quality music education by providing need-based financial aid. Subsidies range from 25%-90% of program tuition, instrument rental, and ticket costs. depending on family income. Currently, 26% of our students – or 100% of those who qualify – receive aid. Financial aid means that a student's annual tuition could cost as little as \$45, monthly instrument rental could cost as little as \$1.50, and an SFYSA concert ticket could cost as little as \$1.20. (Students who receive a 90% discount on financial aid are offered free tuition if their families have trouble paying the remaining 10% balance.) Many SFYSA students also attend Santa Fe Public Schools, which provides free instruments to students enrolled in instrumental ensembles. In addition, most of SFS' current education programs are offered at no cost. During the grant period, tickets to SFS mainstage productions will cost as little as \$25 and will be free to students.

During the grant period, SFYSA will move into SFS' wheelchair-accessible offices and will hold rehearsals, lessons, and end-of-term concerts in accessible spaces. To accommodate rural families, SFYSA will continue to schedule our rehearsals on weekends and evenings, and to hold some rehearsals in Los Alamos. SFS rehearsal and concert spaces are also wheelchair-accessible, and Lensic concerts offer a Hearing Loop



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system for patrons with hearing loss.

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.

Every year, SFYSA instructors attend conferences across the country, lead and attend workshops, and explore and implement contemporary ideas in music education. Our administrative staff and board members stay abreast of academic studies in the field and attend professional development workshops from Santa Fe Community Foundation, the League of American Orchestras, Los Alamos Community Foundation, and others. These workshops explore topics like community fundraising opportunities and overcoming the challenges that our families and students face.

SFYSA and SFS also participate in the Santa Fe Music Education Consortium. This monthly meeting brings education program leaders in local performing arts organizations together with music administrators from Santa Fe Public Schools to cooperatively address issues, share information, equitably distribute resources, and identify students who are particularly underserved or needy in the community. After the merger, a representative from the SFS Education and Engagement Department (likely Haley Lovelace, whose current title is SFYSA Artistic Director) will continue to attend meetings.

One of the goals for SFS' 2024-2029 Strategic Plan is attracting and retaining administrative staff. In addition, SFS' Board recognized the importance of competitive compensation for musicians and staff alike. During the 2023-24 Season, SFS increased their professional development budget and supported staff seeking technical training, database training, arts admin workshops, and more. SFS also subscribes to 3 major knowledge-sharing communities.

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

SFYSA is committed to never turning away a student. With support offered to every financial aid applicant each year, we have assisted many students who would not otherwise have the opportunity to join our organization. In 2021, SFYSA expanded financial aid by creating our Private Lesson Program, which is reserved for especially needy students without other lesson opportunities. We recently also stopped requiring tax documents in our financial aid application, allowing students with undocumented parents to receive assistance. These initiatives will continue after we join SFS, though the Private Lesson Program will merge with the Symphony's similar Music Mentoring Program.

During the grant period, SFS will involve education and community leaders in our long-range planning, particularly when it comes to engagement programs. The organization plans to increase the reach of collaborative events like Symphony del Sur (current attendance 200+), the Pueblo Chamber Concert Series



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(current attendance 115), the new Jazz Concerts for Veterans series, and performances at homeless shelters and teen centers. Each season, SFS Discovery Concerts at the Lensic introduce live classical music to 1,600+ fifth-graders. Additionally, free community concerts at the Saint Francis Cathedral reach 3,000 Santa Feans annually, and 220 students and caregivers receive free tickets to subscription concerts with The Symphony's free ticket offerings.

By its very definition, the planned merger will bring both organizations into contact with enormous new audiences, a significant portion of whom are underserved. For instance, SFS will be introduced to Mariachi families and audiences, while SFYSA will be introduced to choral education – areas that the organizations had not previously explored.



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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?

This marketing and promotion plan represents the amalgamation of SFYSA's and SFS' annual marketing budgets. During the grant period, the combined organizations aim for sustainable growth in tried-and-true promotional approaches that they have successfully used in recent seasons. For decades, both organizations have monitored how concert attendees and program participants learn about their activities, and have refined their marketing efforts to focus on the most successful approaches. The plan strikes a careful balance between catering to existing patrons and appealing to new audiences such as tourists. Through the merger, SFS will gain entry to SFYSA's marketing tools and audiences, many of which it had not utilized or reached in the past. SFYSA also benefits significantly from the merger by gaining access to SFS' dedicated communications staff and expertise, larger marketing presence, and thousands of potential new audience members. This exciting merger is likely to generate increased attendance for the combined organizations' programming, especially at the local, statewide, and regional levels.



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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?

• SFYSA's website includes class schedules, forms, ticket reservation links, organization information, etc. and is in constant use by students, families, and supporters. We drive traffic toward our website using email newsletters and posts on social media. Our domain, <https://www.sfyysa.org/>, will remain active after we join SFS, but all content will migrate to <https://santafesymphony.org/> and the URL will thereafter serve as a redirect link. The SFS website currently reaches patrons in 20 countries and includes information about events as well as the organization in general. SFS also owns a domain, <https://santafesymphonytv.org/>, that hosts performance videos, promotional videos, interviews, announcements, and more. During the grant period, the



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organization will grow this catalog and begin including SFYSA performance videos. All videos on this platform are free. The catalog will eventually include excerpts from all virtual performances from the past three seasons in addition to educational videos and community outreach performances.

- Each month, SFYSA sends out an email newsletter informing our list of approximately 4,000 subscribers about classes, student spotlights, fundraisers, and upcoming events. Additionally, we send out email blasts to promote upcoming events and other time-sensitive information. After the merger, these will become SFS Education and Engagement Department newsletters and e-blasts, and will be sent out to a combined list of SFYSA and SFS education supporters. SFS e-blasts are emailed to a list of approximately 9,000 domestic constituents interested in the performing arts. The organization intends to increase the frequency of these promotions during the grant period.
- SFYSA recently started working with a local videographer to document many of this season's concerts, becoming much more active on YouTube as a result. Additionally, we post to Facebook and Instagram approximately 3 times per week to advertise events, drive program registration, and provide information to the public about the services we provide. Currently, SFYSA's Facebook page has 1.9K followers, while our Instagram has 1,281 followers. Posts regularly reach 100-500 people. Following the merger, our social media pages will be renamed to reflect their move to the SFS Education and Engagement Department, but will continue to post similar content. SFS' Facebook page has 4.3K likes and 4.8K followers, an increase of over 40%. Their Instagram page has 1,589 followers, representing a 60% increase. The organization's Youtube channel boasts 258 subscribers, a 125% increase from last season. SFS intends to sharply increase activity on this platform to access the marketing opportunities available to channels with over 1,000 followers.
- Both SFYSA and SFS submit public event listings to local, regional, and national print and digital calendars.
- SFYSA produces a semi-annual digital program for our end-of-semester concerts via ISSUU that is distributed to hundreds of audience members at concerts and to supporters nationwide. These programs offer the ability to track views, click through on advertisements, and click through to donate. We plan to continue distributing these programs during the grant period using SFS' ISSUU account. SFS uploads their season Program Books and Season Brochures to ISSUU, garnering an average of 3,000 national and international impressions each. The digital Program Book allows SFS to easily market to patrons and track behaviors associated with these publications, especially when viewed on mobile devices.

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?



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- During the grant period, SFS will place print advertisements with the Santa Fe New Mexican/PASATIEMPO/Art & Sol Winter Arts Festival Guide, Santa Fe Reporter, the Albuquerque Journal, and Santa Fe Magazine.
- SFS will place digital ads on NewMexico.org, SantaFe.com, and more from September 2024 through June 2025.
- During their 41st Season, SFS will spend \$250-\$300 per concert on Facebook and Instagram advertising. This marketing will focus on promoted/boosted posts, promoted/boosted events, and campaigns designed through Facebook Ad Manager. These are expected to reach approximately 30,000 Facebook users, and will integrate with Instagram advertising as well. SFS's social media advertising is dynamic and promotions vary depending on sales trends, but ads are generally placed starting 2 to 3 weeks out from an event and increasing in frequency thereafter. Successful advertisements target adults ages 18-65 in the US, with major viewership in Albuquerque, Las Vegas (NM), Los Alamos, Santa Fe, and other states including Arizona, California, Colorado, Florida, Nevada, New York, Oklahoma, Texas, and Washington. Targeted interests generally include Music, Classical Music, Travel, Food and Wine, Destination Travel, Women in Music, Arts and Music, Master Composers, Native American Culture, Green Living, High Desert Living, and Arts and Entertainment.
- SFS reaches an estimated 92,700 listeners through radio advertisements on Classical KHFM: 36,400 in Albuquerque, 17,800 in Santa Fe, and 38,500 online. The organization's ads on Hutton Broadcasting radio stations are aired locally and regionally as well as online.
- During the grant period, Education & Engagement Department (SFYSA) advertising will include digital advertising on platforms such as the Santa Fe New Mexican website, SantaFe.com, and Google; sponsored posts on Facebook and Instagram; and print advertising placements in publications including New Mexico Kids, Tumbleweeds, the Santa Fe New Mexican, and the Santa Fe Reporter. Paid marketing efforts will mostly occur during program registration periods (July-August and December-January) and generally target Northern New Mexicans, especially youth, potential donors, music lovers, and parents of school-age children. The merger will also give SFYSA access to SFS' general marketing budget. Although most of those advertisements will focus on SFS' mainstage programming and donor events, there will also be opportunities to include information about the merger, education event announcements and reminders, education donation appeals, etc.

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?



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley
Phone: (505) 672-5565
Email: callie@sfysa.org

- SFYSA has received recent coverage in outlets including the Santa Fe New Mexican, the Art + Sol Winter Arts Festival guide (printed by the Santa Fe New Mexican), Los Alamos Daily Post, Los Alamos Reporter, and Santa Fe Reporter (a nomination for the magazine's Best of Santa Fe Youth Arts Program). The merger has received substantial earned media coverage, which will likely continue into the grant period as public opinion develops and the amalgamation process continues. The merger will also connect SFYSA with SFS' earned media contacts, likely resulting in greater earned media coverage during the grant period.
- SFS enjoys strong relationships with local radio announcers, and interviews (with featured artists as well as the organization's artistic team) are now requested for the majority of mainstage performances.
- Press releases are issued monthly to a media contact list of over 30 individuals, in addition to shared media contacts through Art + Sol Winter Arts Festival partners. Over the past year, SFS has received coverage in outlets including Albuquerque Journal, Los Alamos Daily Post, the Santa Fe New Mexican, the Art + Sol Winter Arts Festival Guide, and PASATIEMPO.
- SantaFe.com and the Santa Fe Reporter include SFS in their local marketing efforts through trade ads, articles, and email blasts. New Mexico PBS and the Santa Fe Institute also include SFS in their statewide marketing efforts.
- SFS encourages audience members to submit reviews to travel websites.

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.

- SFYSA creates a yearly print brochure of class offerings that is distributed to public- and private-school students, at tabling events for youth and community programs, at our concerts, and at collaborative events. After the merger, these brochures will be expanded to include information about all SFS Education & Engagement Department offerings.
- SFYSA maintains a small paper mailing list that receives direct-mail brochures and fundraising appeals. SFS sends direct mail postcards to 3,000 contacts ahead of each mainstage performance. SFS plans to increase its direct-mail campaigns during the grant period.
- One month before each SFS choral event, staff members hand-deliver promotional packets (consisting of a cover letter and 40 full-color fliers) to local churches.



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley
Phone: (505) 672-5565
Email: callie@sfysa.org

- SFS delivers concierge cards in advance of each live concert to all Santa Fe hotels within walking distance of the venue.
- Each spring, 15,000 full-color SFS season brochures are mailed across New Mexico and surrounding regions, and are shared at rack locations in local hotels and businesses. This brochure is also available digitally on ISSUU.
- 6,000 copies of SFS' full color 118-page Program Book distributed at all concerts, reaching an audience of approximately 13,500. A digital version of the program book is also available on ISSUU.
- Full-color inserts for all SFS special events and Strata Series chamber music performances are handed out with Program Books at mainstage concerts.



CITY OF SANTA FE
ARTS & CULTURE

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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.org

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	480	0	0
National	2,983	2,037	2,038
Regional (AZ, CO, OK, TX, UT)	412	213	211
Northern New Mexico	8,100	3,095	3,093
New Mexico (State)	1,927	1,425	1,424
SubTotals:	\$13,902	\$6,770	\$6,766
Totals:	\$13,902	\$6,770	\$6,766



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.org

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

SFYSA COSF CI Image Samples.pdf

Video Samples

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

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

Video Link #1

<https://youtu.be/KmjwkLCMRWs?feature=shared&t=8>

Video Link #2

<https://www.youtube.com/watch?v=MAa93teH9H4>

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).



CITY OF SANTA FE
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Santa Fe Arts & Culture Department - Collaborative
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Email: callie@sfysa.org

Audio Clip #1

<https://santafesymphony.org/wp-content/uploads/SibeliusViolinConcerto-SFSymphony.mp3>

Audio Clip #2

<https://santafesymphony.org/wp-content/uploads/Mozart-Piano-Concerto-The-Santa-Fe-Symphony-and-Drew->

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

SFYSA 2024.03.26 e-blast.pdf

Promotional Material #2

SFS PASATIEMPO Ad_Strata I.pdf

Promotional Material #3

SFS Italian Nights Postcard 4.pdf



CITY OF SANTA FE
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Santa Fe Arts & Culture Department - Collaborative
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Santa Fe Youth Symphony Association

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Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.org

Video/Audio Work Samples

No Work Samples are assigned to this application.



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

Santa Fe Youth Symphony Association

Application #CI-FY250013

Name: Callie N O'Buckley

Phone: (505) 672-5565

Email: callie@sfysa.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



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

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



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

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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Email: grants@girlsincofsantafe.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.

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

Girls Inc. of Santa Fe

Application #CI-FY250009

Name: Ellen Walkley

Phone: (505) 982-2042

Email: grants@girlsincofsantafe.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

Girls Inc. of Santa Fe

Application #CI-FY250009

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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

Girls Inc. of Santa Fe

Application #CI-FY250009

Name: Ellen Walkley
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Email: grants@girlsincofsantafe.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

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competitions, etc.

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

Contract Amount and Requirements

Logo

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

Payment Requests

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

Reporting

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



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

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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

Girls Inc. of Santa Fe

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Phone: (505) 982-2042
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brand and drive audiences Internationally, Nationally, and Regionally.

Culture Connects: 20 points

10 points

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

10 points

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

Funding Information

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

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

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

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

Please submit any and all questions via email.

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



CITY OF SANTA FE
ARTS & CULTURE

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

artsandculture@santafenm.gov



Name: Ellen Walkley

Phone: (505) 982-2042

Email: grants@girlsincofsantafe.org

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
Impact FY 2024- 2025

Girls Inc. of Santa Fe

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Name: Ellen Walkley

Phone: (505) 982-2042

Email: grants@girlsincofsantafe.org

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



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 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

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.



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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.



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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.



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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.



CITY OF SANTA FE
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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



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



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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](#)



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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

Santa Fe Art Institute

Application #CI-FY250005

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

Applicant Profile

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



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

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Name: Jamie Blosser

Phone: (505) 424-5050

Email: jblosser@sfai.org

Intent to Apply

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

Accept

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

Yes

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

SFAI 501c3 Letter.pdf

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

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

2024 budget.pdf

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

Yes

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

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

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

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



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Impact FY 2024- 2025

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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.

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)



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

Project Eligibility

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

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

Eligible expenses

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

Ineligible expenses

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



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

Organization Eligibility

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

Scope of Services

The Contractor shall provide the following services for the City:

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



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competitions, etc.

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

Contract Amount and Requirements

Logo

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

Payment Requests

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

Reporting

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



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

Financial Records

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

Audits

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

CRITERIA AND EVALUATION:

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

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

Criteria

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

Project and Artistic Excellence: 40 points

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

Marketing Impact Relevance: 40 points

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



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brand and drive audiences Internationally, Nationally, and Regionally.

Culture Connects: 20 points

10 points

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

10 points

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

Funding Information

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

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

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

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

Please submit any and all questions via email.

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



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ARTS & CULTURE

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

Santa Fe Art Institute

Application #CI-FY250005

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Impact FY 2024- 2025

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Applicant Information

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

Lead Organization Name

Santa Fe Art Institute

Lead Organization Executive Director Name

Jamie Blosser

Lead Organization Executive Director Email

jblosser@sfai.org

Lead Organization Executive Director Phone

5054245050

Authorizing Official Name

Aaron Payne, Board Chair

Authorizing Official Email

ap@apfineart.com

Authorizing Official Phone

9173195430

Project/Program Leader Name

Jamie Blosser

Project/Program Leader Email

jblosser@sfai.org

Project/Program Leader Phone

5054245050

Primary Grant Contact Name

Jamie Blosser

Primary Grant Contact Email

jblosser@sfai.org

Primary Grant Contact Phone



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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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Culture Connects

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

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

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

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

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

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

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

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



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

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

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

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

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

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



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

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

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

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



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Marketing Impact Relevance

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

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

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

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

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

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



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expanded reach through our constituents and stakeholders.

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



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Targeted Audience Media Plan

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

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

DEFINITIONS:

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

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

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

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



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

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

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

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

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

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

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



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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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



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Audience Geographics

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

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



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Sample Request

These samples are critical to your review. The artistic quality is judged based on the samples provided. Please include high-quality samples that are reflective of both the overall artistic quality of your organization as well as of the quality of the proposed project. This can include submissions from one or all partnering organizations applying for funding. NOTE: these may be used by the Arts and Culture Department for non-commercial purposes.

Before uploading samples, please read the corresponding directions below:

ARTISTIC SAMPLES

Images Samples

Note the change in submitting images:

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

Artistic Samples

SFAI Collaborative Grant WORK SAMPLES .pdf

Video Samples

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

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

Video Link #1

Video Link #2

Audio Samples

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

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

Audio Clip #1



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Audio Clip #2

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

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

Promotional Materials

Upload up to no more than three (3) PDF samples of promotional materials, reviews from past projects and/or education materials. These materials are used to judge the effectiveness of marketing and promotion, overall artistic quality and quality of educational programs. If you referenced educational materials in the narrative please include a sample of those materials.

Promotional Material #1

2_1.jpeg

Promotional Material #2

SFAI-LG-TILT-TV-2.jpg

Promotional Material #3

SFAI-Brochure-2023-r7 copy.pdf



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Video/Audio Work Samples



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



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



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



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



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Attachments Confirmation

Please select Yes or No/Not applicable

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

Yes

Video Samples - Use the furnished Video Links pages.

Yes

Audio Samples

Yes

Promotional Materials

Yes

Signature: 

Email: xivigil@santafenm.gov