



# ARTS COMMISSION

We provide leadership by and for the City to support arts and cultural affairs; we recommend policies and programs that develop and promote artistic excellence in our community.



# Culture Connects



Photos courtesy of (from left to right): Chrissie Orr, Chris Hanna, Chris Hanna, Chris Hanna, Juan Rios, Juan Rios, Xochitl Chavez, Xochitl Chavez

# Lodgers' Tax for the Arts

**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 date of the contract (anticipated to be July 1, 2020 and June 30, 2022)



# Collaborative Arts Marketing

Designed to develop citywide, multi-partner arts events for the purpose:  
advertising, publicizing and promoting tourist-related attractions, facilities and events,  
specifically as they relate to nonprofit art activities and nonprofit performing arts in Santa Fe

Collaborative arts marketing is defined  
complementing effort between three or more nonprofit arts organizations that is based on a  
common theme, art form, season/time of event, audience/desired audience, and/or geography

Marketing effort must be designed to attract audiences to visit multiple partner events, venues,  
attractions, etc. through a single cohesive brand.

Collaborative effort should provide value to other business sectors such as galleries, hotels and  
restaurants through affiliated partnership opportunities.

**Respondents are encouraged to develop unique, original collaborations. While projects based  
on successful models are always welcomed, they should represent new partners, approaches  
and execution.**

# Collaborative Arts Marketing ELIGIBILITY

- Collaborative efforts must be based in nonprofit arts activities.
- Organizations must meet City of Santa Fe Arts and Culture Department's eligibility guidelines of 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.
- Activities related to the collaborative 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 Professional Services Agreement (Attachment 4), becoming legally responsible for completion of the project, submission of invoices and all reporting requirements. An organization may serve as the contracting partner for no more than one application per year. This does not preclude an organization from participating as a collaborative partner in multiple projects.
- Serving as the contracting entity for the Collaborative Arts Marketing program does not affect an organization's eligibility for other programs.

# PROJECT ELIGIBILITY

- Projects should reflect distinct and unique programming, however, simultaneously funded organizations through the City's Cultural Investment Funding Program other grant categories are encouraged to propose supplemental program opportunities that enhance that initial proposal, complementing resources for a broader, more inclusive event.
- In keeping with the intent of fostering new collaborations and events, the maximum number of years any one collaborative project/effort will be funded is three years.
- Applicants should anticipate a decreased level of funding for the same project year over year. Projects intended as ongoing efforts should develop and present plans for long-term sustainability beyond Collaborative Arts Marketing funding.

# What you can apply for

A		B
ONE from this column		One from this column
Global Arts Marketing		<b>Collaborative Arts Marketing</b> <ul style="list-style-type: none"><li>- Partnerships</li><li>- Should reflect distinct and unique programs in addition to regular programming for which funding is being sought under Column A</li></ul>
National Arts Marketing	AND	
Regional Arts Marketing		
Community Arts Development		
Target Impact Support		



# What Cannot Be Funded

- **Demonstration and master classes**
- **Scholarships and fellowships**
- **Closed subscription series**
- **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 equipment or real property, labor or materials costs for renovations, remodeling or new construction, etc.)**
- **Tuition assistance for college, university or other post-secondary formal course work**
- **Fundraising (events, personnel, merchandise, invitations, etc.)**

# Scope of Services

- All services as described in the written proposal submitted in response to this RFP
- Inclusion of City of Santa Fe Arts and Culture Department logo on all advertising, promotion and publicity materials applicable to the project, including digital and online materials
- Upon completion of these services, submit to the City a report of all activities undertaken including providing samples of marketing and promotional materials produced, number of impressions and value of promotion received, and an assessment of the successes, challenges and future opportunities related to the program



# Reporting

## Reporting

- Organizations are required to submit reports online through GoSmart at <https://santafenm.gosmart.org/>
- Report actual demographic/attendance numbers based on ticketed events or reasonable estimates for free events to support tourism impact.
- Ten percent of the total funding award will be withheld until acceptance of the final report by the Arts Commission.
- There are no exceptions to the reporting requirements. Potential applicants may request a sample “Reporting Packet” to receive detailed information.
- Failure to submit acceptable reports by the deadline (15 days after the termination of the fiscal year – July 15) will render an organization ineligible to apply for Arts Commission funding for a period of five (5) years from the due date of the report.




# Collaborative Arts Marketing Criteria & Evaluation

## EVALUATION AND CRITERIA

The Arts and Culture staff reviews all applications for eligibility and completeness. Then a Review Panel consisting of community representatives and Arts Commissioners review all eligible applications.

Individual scores are added together to achieve a combined score. A minimum combined score of 300 necessary to be considered for funding in any category. An average of each applicant's scores determines the ranking of applicants. Receiving the minimum score does not guarantee receipt of funding.



**PROPOSAL PRESENTATIONS ARE MANDATORY  
AND WILL TAKE PLACE ON MAY 7, 2020 IN THE AFTERNOON  
PRESENTATIONS TIME SLOT WILL BE ASSIGNED LATER**

## Criteria

All applications are reviewed based on an established set of criteria. The criteria are weighted equally, based on a scale of 1 (low) to 5 (high).

### **50% Evidence of community impact**

*As demonstrated by:*

- Potential of project to provide access to and participation in the creative life of our community for the intended audience
- Estimated size and diversity of the audience
- Feasible promotion and marketing plan to reach intended community; quality of marketing and promotional materials
- Strategic partnerships/collaborations to increase community reach

### **50% Standards of artistic excellence and administrative capability**

*As demonstrated by:*

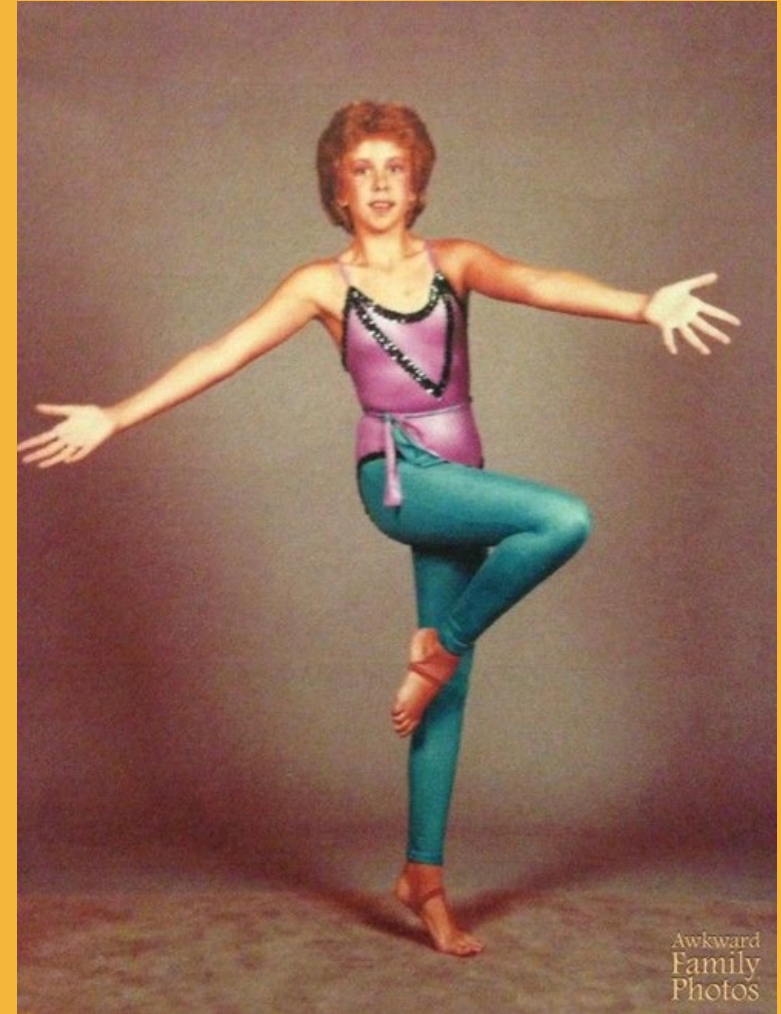
- Quality of artistic samples submitted
- Ability to foster the creation, production, presentation and awareness of the arts in Santa Fe, including educational, outreach and/or economic benefits
- Qualifications/backgrounds of artistic & administrative personnel
- Accuracy of the application materials; realistic project budget; financial stability



# Samples



OR



# Samples: Activate, Engage, Interact





# Samples: Storytelling, Messaging



# Checklist

**|Early submissions are encouraged.**

Online submittals include:

- ☐ Applicant Information
- ☐ Project Narrative the following:
  - Description of the project: Give a complete project overview - where and when will events take place? What are the estimated size, diversity and geographic location of the audience? How does the project advertise and promote Santa Fe locally and regionally as a tourist destination? How will programs complement each other to encourage the audience to attend multiple partner events? Why are the partners in this collaboration the right ones to execute the project?
- ☐ Audience Demographics
- ☐ Marketing and Promotional Plan
- ☐ Financial Information
- ☐ Artistic Samples, Marketing/Promotional/Education Samples
- ☐ Support Material (Bios, Organization History, Board List, Organization Chart, IRS Exemption Letter, Incorporation Certificate, City Business Registration, IRS Form 990, Fiscal Agent Agreement, if applicable)
- ☐ Certification of Submission (that you have successfully submitted on GoSmart online system)

Upload the following to Support Material:

- ☐ Artistic Samples
  - Images in PowerPoint (Converted to PDF and uploaded via the Document Bank)
  - Video Samples (Submit up to no more than two (2) video clips, each clip not to exceed three minutes.)
  - Audio Samples (Submit up to no more than two (2) audio clips, each clip not to exceed three minutes.)
- ☐ Promotional Samples, Reviews, and Educational Materials
- ☐ Artistic and Administrative Biographies
- ☐ Board List
- ☐ Organizational Chart
- ☐ Organizational History
- ☐ IRS Exemption Letter
- ☐ Incorporation Certificate
- ☐ IRS Form 990 for most recent completed fiscal year

# Working in GoSmart

Applicants

Go To <https://santafenm.gosmart.org/>



# Click Login: Enter User Name and Password Or Create An Account



Current Agency Time: January 14th, 2020 10:29 am

[Home](#) [Login](#)

[Tech Tips](#)

**Welcome to the City of Santa Fe Arts Commission's GO Smart system.**

We utilize this system to receive all funding applications as well as manage reporting. The GO Smart system is new this year. ALL organizations must create a new account. Prior to starting an application in the GO Smart system, be sure to download and read the full RFP or RFQ as found on our website, [www.SantaFeArtsCommission.org](http://www.SantaFeArtsCommission.org). New applicants are encouraged to contact our Arts Services Coordinate at 505-955-6707 prior to submitting any applications. To find open applications, please click on "Current Programs & Applications" tab. Through the Cultural Investment program, we support a variety of cultural activities that generate significant impact for the community. All investments support our long-term policy planks: Youth Arts, Creative Spaces, Economic Growth and Engagement. Every dollar provided by the Arts Commission is matched by the organizations, generating a total annual investment of over \$1.5 million in cultural infrastructure.

New to the site?

[Click Here to create a new profile.](#)

# Select Current Programs and Applications Then Grant Application at Bottom of Page

## Global Arts Marketing 2020 - 2022 Application / RFP 20/11/P

### Program Description:

**Global Arts Marketing Support** provides contract to larger nonprofit arts organizations for providing marketing/promotional services of major cultural events and year-round institutional programs. Organizations also provide programs and services that support the City of Santa Fe Arts Commission's work in the areas of youth arts, economic growth, creative spaces and engagement. To be eligible, applicants must demonstrate marketing plans for reaching international and national audience.

### Message about Program:

The Lodgers' Tax for the Arts provides funding for this category. Projects must promote tourism. Organizations must use half of awarded funds for marketing/promotion costs. Projects must take place in the northern portion of Santa Fe county between 7/1/20 to 6/30/2022. Programs operated by the City are not eligible. Please see full eligibility requirements in City-issued RFP. Please read the City-issued RFP carefully before starting the application; it is binding.

**Available:** January 9th, 2020 8:00 AM

[START](#)

**Final Submission Deadline:** February 6th, 2020 5:00 PM

[Preview](#)

# You May Start The Application or Preview and Print Out the Application for Review



City of Santa Fe Arts Commission - Global Arts Marketing 2020 - 2022 Application / RFP  
20/11/P

Hold Your Hand Tech

Application #

Primary Contact:

Jeff Norris

Phone:

(505) 629-6231

Email:

[jeff.newmexican@gmail.com](mailto:jeff.newmexican@gmail.com)

Document Generated: Tuesday, January 14th 2020, 10:41 am

## Applicant Profile

**Legal Name**

Hold Your Hand Tech

**Address**

518 Old Santa Fe Trail  
Santa Fe, New Mexico 87505  
UNITED STATES  
(505) 629-6231  
Jeff Norris

**Telephone**

**Primary Contact**

Phone: (505) 629-6231

Email: [jeff.newmexican@gmail.com](mailto:jeff.newmexican@gmail.com)

Organization - Non-Profit

Art Museum

Humanities

**Applicant Status**

**Applicant Institution**

**Applicant Discipline**

**FEIN / TAX ID**

#

Page 1 of 14



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# The Application PDF will open.



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# Uploading Support Material

## 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

No file uploaded.

upload file



# Uploading Support Material

## Video Samples

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

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

Audio Clip #1

Audio Clip #2

# Uploading Support Material if audio/video not available as link:

*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.



Home Edit Profile Current Programs & Applications **Manage Work Samples** Logout

Collaborative Arts Marketing 2020 - 2021 Application 20/22/P #CAM200003

- Cultural Investment Program
- Applicant Information
- Project Narrative
- Audience By Geographic Areas
- Audience Age Categories
- Audience Demographics
- Marketing and Promotional Plan
- Project Income
- Project Expenses
- Financial Narrative
- **Sample Request**
- Video/Audio Work Samples
- Attachments Confirmation
- Submit

## Sample Request

These samples are critical to your review. The artistic quality is judged based on the quality of your organization as well as of the quality of the proposed project. NOTE:

# Uploading Audio/Video to “Work Samples”

## Manage Samples

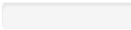
Welcome! You are at the Manage Samples Main Menu.

This menu allows you to create and maintain your "bank" of samples (work samples, artistic documentations, supplemental materials, and proposal documents). There are four types of samples collected here: Images, Audio, Video and Written.

Each sample type has its own "Manage" samples bank. Consider these banks as your Image Portfolio, Audio Inventory, Video Inventory and Written Document Library.

These banks will list existing samples and allow you to modify, remove, enlarge, duplicate samples, or add new samples. You can use these banks to maintain your work samples that are requested. This is the collection tool for these samples. This is not your application. There will be a separate selection tool within the actual application.

The system will allow you to create/maintain up to 20 samples per bank.

 You have used 0% of your storage quota (250 MB remaining)

### Images

This is where you can create an inventory of your digital images. The images can be of your visual artwork, photographs, or pictures of your performances, group shots or headshots. Any digital image can be uploaded here. All image files must be saved as a JPG.

### Audio

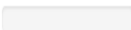
This is where you can create an inventory of audio samples. You will upload an audio file.

### Video

This is where you can create an inventory of video samples. You are able to create an inventory of up to 20 video samples.

### Documents

This is where you can create a library of written samples. You can upload an electronic version of your document. This is also where you can upload an online video sample list.

 You have used 0% of your storage quota (250 MB remaining)

# Uploading Audio/Video to “Work Samples”

**Audio Sample Bank**

Audio Sample Bank:

Welcome to your Audio Sample Inventory! This is where you create an inventory of up to 20 audio samples.

To get to your application click [Current Programs & Applications](#).

You currently have 0 of 20 possible Audio Samples

You have used 0% of your storage quota (250 MB remaining)

[Click to Add Audio Samples](#)

You currently have 0 of 20 possible Audio Samples

You have used 0% of your storage quota (250 MB remaining)

**AUDIO SAMPLE FORM**

You will use this form to upload your digital samples and/or enter descriptive data about your samples. Please review the technical tips to ensure you meet the digital sample format requirements for this system.

This is NOT your application. You will be asked to make your sample selection within your applications. You should refer to your granting agency's Guidelines for specific requirements for your samples. Note: We recommend you answer the questions on your sample upload form as completely as possible. Some granting agencies may require some or all of this data. You must check with your agency regarding data requirements. The GO Smart system does not check these requirements.

All bold fields are required

**Media:** Digital File

\* **Select your audio file** [Choose File](#) No file chosen

\* **Title of Work**

Do not enter your name in the title. Limited to 60 characters including spaces.

If the work is a collaboration or the applicant is not the creator of the work, please provide the names below.

**Artist Name #1:**

**Collaborator Name #2:**

**Collaborator Name #3:**

**Brief Description of work:** (Maximum Characters: 250)  
Current number of characters: 0

**Date of Work**

**Year Created/Composed**

**Year Performed**

Add file and click “Add Audio/Video Sample”  
Button at bottom

# Uploading Audio/Video to “Work Samples”

Attach your file(s) to your application FROM the Audio/Video Bank

- [Sample Request](#)
- **[Video/Audio Work Samples](#)**
- [Attachments Confirmation](#)
- [Submit](#)

## Video/Audio Work Samples

If you were unable to link to video or audio samples on the previous page, please use the space below to upload video or audio files from your computer. If you linked to your audio and/or video samples, skip to the next page.

You must upload media to your Work Samples banks before attaching media to this page.

To attach support material from your Work Samples Banks:

- Click the Attach Video or Attach Audio buttons below.
- Check the box for the desired item(s).
- Click Save and close the window.
- Repeat for each media type.
- Ensure that you can see your selected media at the bottom of this page and that you can view the details if you click on the thumbnail.

If you have not yet uploaded support materials to your Work Samples banks:

- Click either the Video or Audio Bank buttons below. This will take you out of the application and to your Work Samples banks.
- Follow the work sample bank instructions to upload your files.
- Click the Current Programs & Applications tab, locate this application and then click EDIT to navigate back to this application.
- Follow the steps above to attach your files.

## Audio Samples

You may attach up to 2 Audio Samples. You have attached 0 of them to this application. File size must not exceed 50.00 MB.

You have no Audio Samples in your bank. Click the Audio Bank button if you would like to upload additional items. You will be taken to your Manage Work Samples page and you will need to return to this application to attach your new samples.

Audio Bank

## Video Samples

You may attach up to 2 Video Samples. You have attached 0 of them to this application. File size must not exceed 100.00 MB.

Attach Video

You have 4 Video Samples in your bank. Click the Video Bank button if you would like to upload additional items. You will be taken to your Manage Work Samples page and you will need to return to this application to attach your new samples.



# Uploading Audio/Video to “Work Samples”

Attach your file(s) to your application FROM the Audio/Video Bank

## 3. Attach video

1. First, Select the file(s) you want to attach to your application

2. Then click on “save” and “Close Frame”

**Video Samples** You may attach up to 2 Video Samples. You have attached 0 of them to this application. File size must not exceed 100.00 MB.

[Attach Video](#)

You have 4 Video Samples in your bank. Click the Video Bank button if you would like to upload additional items. You will be taken to your Manage Work Samples page and you will need to return to this application to attach your new samples.



[Video Bank](#)

[Save](#) [Close Frame](#)



You must click "Save" within this frame to save your selection. Once you have made your selection click the "Close Frame" button to continue.

**Video Sample Selection for Application**

Select your samples below:

	Select "BEAUTIFUL DECAY", BY NICOLO FONTE' for Application #CAM200004
video media	Digital File
title	"BEAUTIFUL DECAY", BY NICOLO FONTE
year created	13
file size	71.212 MB
	
<a href="#">detail view</a>	

	Select 'ASPEN SANTA FE BALLET PERFORMANCE MONTAGE' for Application #CAM200004
video media	Digital File
title	ASPEN SANTA FE BALLET PERFORMANCE MONTAGE
year created	0
file size	77.316 MB
	
<a href="#">detail view</a>	

# Uploading Audio/Video to “Work Samples”

Confirmation that you have attached to your application



## Video Samples

You may attach up to 2 Video Samples. You have attached 1 of them to this application. File size must not exceed 100.00 MB.

Attach Video

You have 1 Video Sample in your bank. Click the Video Bank button if you would like to upload additional items.  
You will be taken to your Manage Work Samples page and you will need to return to this application to attach your new samples.

Video Bank

Need help? Contact us: 955.6707

# Confirm Applicable Uploads

## This Page is New For 2020

### Attachments Confirmation Page

Check Yes or No for upload confirmation/Not applicable

\* Images Samples (submitted as a PowerPoint/PPT file)

☐ Yes  
☐ No

\* Video Samples

☐ Yes  
☐ No

\* Audio Samples

☐ Yes  
☐ No

\* Promotional Materials

☐ Yes  
☐ No

\* ORGANIZATIONAL SUPPORT MATERIALS  
Artistic and Administrative Biographies

☐ Yes  
☐ No

\* Board List

☐ Yes  
☐ No

\* Organizational History

☐ Yes  
☐ No

\* Organizational History

☐ Yes  
☐ No

\* Incorporation Certificate

☐ Yes  
☐ No

# Upload and Attach!

- At the End of the Uploading Process, You Must Attach All Documents to the Application.
- Select All, Click Attach to Application and Save.
- Confirm Applicable Uploads
- Click Agreement and Submit Application



**Questions...**

**Contact us. We are here to help to ensure your  
successful grant application**

**Erminia Tapia**

**#955-6707**

**[emtapia@santafenm.gov](mailto:emtapia@santafenm.gov)**