



# Agenda

**ARTS COMMISSION**  
**Monday, February 8, 2016**  
**City Councilors' Conference Room**  
**200 Lincoln Avenue**  
**505-955-6707**  
**5:00 PM**

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
  - a) January 11, 2016
5. Report of Chair
  - a) Appointment of Sara Eyestone to Community Gallery Committee
6. Committee and Program Reports
  - a) Cultural Investments Program Meeting report
  - b) January 29<sup>th</sup> Artist Services Working Session report
  - c) Art in Public Places, Ignite and Purchase Pilot Programs update
  - d) Community Gallery, Community Pop-up Exhibit update
7. Action Items
  - a) Request for approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2016.
  - b) Request for approval of Cultural Investment Program categories
  - c) Request for approval of issuance of Category D Cultural Investment Program RFP
  - d) Request for approval of "Grief & Loss: Creativity as a Function of Healing" winter 2016 exhibit theme
  - e) Request for approval of \$5,249 percent for public art funds to supplement public art purchase for Genoveva Chavez Community Center
  - f) Request for approval of Collaborative Arts Marketing Funding Recommendations total \$140,000:
    - i) Lowrider Summer, \$45,000
    - ii) Lloyd Kiva New, \$45,000
    - iii) UnShakable, \$10,000
    - iv) Santa Fe Art Trifecta, \$15,000
    - v) PhotoSummer Santa Fe, \$12,500
    - vi) Santa Fe Theater.com, \$12,500
8. Adjourn

Santa Fe Arts Commission  
January 11, 2016  
Meeting Index

| Item   |   | Page |
|--|---|------|
| Cover Page   |   | 0    |
| Call to Order  | The meeting was called to order at 5:07 p.m. by Chair Chip Chippeaux.   | 1    |
| Roll Call  | A quorum was declared by roll call.   | 1    |
| Approval of Agenda   | <b><i>Ms. Anair moved to approve the agenda as amended, with a second from Ms. Perry which passed by voice vote</i></b>   | 1    |
| Approval of Minutes of December 14, 2015   | <p>Corrections:<br/> 7. He will be <u>the workshop leader</u>. (Complete sentence)<br/> 9. Kathleen to <u>Kathene</u> (Spelling)<br/> 8. b) <u>Ms. Perry</u> asked that she be included in any meeting notices. (Change from Ms. Campbell-Wells)</p> <p><b><i>Ms. Ritch moved to approve the Minutes from December 14, 2015 as amended, with a second from Mr. Lovato which passed by voice vote.</i></b></p> | 2    |
| Report of Chair  | Discussion Only   | 2    |
| Report of Director   | Discussion Only   | 2    |
| ACTION ITEMS   |   |      |
| a.) Request for approval of 2016 Marketing and Community Engagement Plan           | <b><i>Ms. Hunter- Stiebel moved to approve the 2016 Marketing and Community Engagement Plan with a second from Ms. Ortiz-Pena which passed by voice vote.</i></b>   | 3    |
| — b.) Request for approval of winter 2016 exhibit theme.                           | This item was tabled  |      |
| Committee and Program Reports  |   |      |
| a.) Funding Policy Committee: Proposed 2016-17 Cultural Investment Program Changes | Discussion Only   | 3    |
| Site Visits  | Discussion Only   | 4    |
| Adjourn  | <b><i>There being no further business before the Santa Fe Arts Commission the meeting adjourned at 6:18 p.m.</i></b>  | 5    |
| Signature Page   |   |      |

ARTS COMMISSION MEETING  
Monday January 11, 2016  
City Councilor's Conference Room  
5:00 PM – 6:00 PM

**1. Call to Order**

The meeting was called to order at 5:07 p.m. by Chair Chip Chippeaux. A quorum was declared by roll call.

**2. Roll Call**

**Present**

Chip Chippeaux, Chair  
Monique Anair  
Penelope Hunter-Stiebel  
Todd Lovato  
Kathlene Ritch  
Brian Vallo  
Bernadette Ortiz-Pena  
Ashlyn Perry

**Not Present/Excused**

Shanan Campbell-Wells

**Others Present:**

Debra Garcia y Griego, Executive Director Arts Commission  
Julie Bystrom, Project Manager Arts Commission  
John Tennyson, Project Manager Arts Commission  
Randy Randall, Executive Director Santa Fe Community Convention Center  
Linda Vigil, Stenographer

**3. Approval of the Agenda**

Ms. Garcia y Griego asked to table Item 7 b.) there was a family emergency that kept the presenter. Mr. Randall will discuss the resolution during the Director's Report.

**Ms. Anair moved to approve the agenda as amended, with a second from Ms. Perry which passed by voice vote.**

**4. Approval of the Minutes from December 14, 2015**

Corrections:

7. He will be the workshop leader. (Complete sentence)

9. Kathleen to Kathene (Spelling)

8. b) Ms. Perry asked that she be included in any meeting notices. (Change from Ms. Campbell-Wells)

Chair Chippeaux reviewed the index from the last meeting minutes and updated the Commission:

The signage matter for the Genoveva Chavez will be discussed at the next meeting as well as the Cultural Plan.

**Ms. Ritch moved to approve the Minutes from December 14, 2015 as amended, with a second from Mr. Lovato which passed by voice vote.**

## **5. Report of Chair**

Chair Chippeaux did not have a report, he expressed his excitement for the change in the funding. He would like Ms. Garcia y Griego's team to know they are on the right track.

## **6. Report of Director**

Ms. Garcia y Griego thanked Mr. Vallo and Ms. Campbell-Wells for their work on the authenticity ordinance, and Ms. Hunter Stiebel and Ms. Perry. It will go into effect in June.

Chair Chippeaux asked about the social media play of that event. Ms. Garcia y Griego stated it was mostly on the Mayor's pages since it was his initiative.

Ms. Garcia y Garcia stated there were not any negative comments. Ms. Hunter-Stiebel's created a wonderful blog that was shared with the Mayor.

Chair Chippeaux briefly discussed the enforcement of the ordinance and perhaps some signage.

Mr. Vallo stated it would also prompt the Federal agencies to help and focus.

Mr. Randall discussed working on an event to take place in late October to celebrate performing arts and food. It can be a 9 day event and could possibly include outdoor activities. The Mayor would create a resolution to have staff and make a plan and budget. It would take place in 2017. There can be different levels of the arts similar to the Spoleto festival in South Carolina. Here, there can be the Opera and Chamber Music and then tie in the Native American Art and Spanish Colonial Arts as well.

Ms. Perry thinks the outdoor idea can work. Mr. Randall discussed the interest of the County as well.

Ms. Anair stated the schools can help and be involved as well.

Mr. Randall explained why late October would be a great time to hold this event. Chair Chippeaux asked if there would be any state funding. Mr. Randall stated it could possibly.

Ms. Ritch stated it is important for the organizations need to know that the budgeting has to be put together ahead of time.

## 7. Action Items

### a.) Request for approval of 2016 Marketing and Community Engagement Plan

Ms. Garcia y Griego described the plan and the categories the programs will fall under. (See Exhibit A)

Ms. Perry suggested that a short video be made on what the Commission does in time for the Mayors Awards.

Mr. Vallo asked if the grantees are ever promoted. Ms. Garcia y Griego stated they can be pushed on the local Government channel but not on Social Media. The station is always looking for content.

Ms. Anair can contact Joe Abeyta and see about getting a producer to volunteer. Ms. Ortiz-Pena briefly discussed the collaboration with the schools where their performances were filmed and aired on the local channel.

**Ms. Hunter- Stiebel moved to approve the 2016 Marketing and Community Engagement Plan with a second from Ms. Ortiz-Pena which passed by voice vote.**

### b.) Request for approval of winter 2016 exhibit theme: Grief and Loss: Creativity as a Function of Healing

This item was tabled.

## 8. Committee and Program Reports

### a.) Funding Policy Committee: Proposed 2016-17 Cultural Investment Program Changes

Ms. Garcia and Griego discussed the programing priorities and assessing of the grants program. (See Exhibit B) A discussion was held about the review process of the grants. The process has become unwieldy for the grantees although the grants are for different amounts, the process is the same.

Ms. Garcia y Griego reviewed the proposed new categories and review process that will be required. There will be one category that will require an RFQ process and will need additional time. The category for smaller amounts will require a review twice a year.

Ms. Garcia y Griego explained the chart at the end of the proposal that shows the timeline and when they can review each category. The larger category will need to go through the panel and then the commission for a full review, however maybe a few members and experts can review as one panel.

Mr. Lovato stated it's a great way to streamline the application process. Ms. Garcia y Grigeo stated this change is a way to become more collaborative with the community.

Chair Chippeaux states it is a good concept. Mr. Lovato stated it is proportionate and user friendly. Ms. Ritch thinks the twice a year application is a good idea.

A discussion was held about making other changes when the plan comes back for approval. Several grantees want to make a change but not to the amount of money. The simple process will be a bargaining chip.

Mr. Randall would like to revisit the matter with the Santa Fe New Mexican and lodger taxes. Wants to make sure the larger funds are bringing people in.

Ms. Garcia y Griego states it is a way to watch them and how the money is used.

Ms. Garcia y Griego would like for grantees to discuss matters directly with her. She will start to meet with them soon.

A discussion was held about the process that the Children and Youth Commission is using by collecting data and using key indicators. The Mayor has asked that this commission work together. The idea is to use the same pool of organizations that focus on Youth Arts. They allocate funds in their own budget and have a data consultant to collect the information.

A discussion was held about facilitating the organizations. Ms. Garcia y Griego stated it is just under discussion at this point.

Ms. Garcia y Griego asked if there were any suggestions any member can send her an email.

## **9. Site Visits**

Ms. Ritch asked if the Adobe Rose Theatre offered tickets to the commission can they accept them? Ms. Garcia y Griego will have to find out the retail price. Tickets from grantees are part of their contract and can be considered a site visit. She will need to review the ethics code.

Mr. Lovato referenced the training given by the City Attorney about ethics. Ms. Garcia y Griego will send out the information and will try to get them to present to the new members.

Ms. Ritch attended Gilbert and Sullivan it was a good production and well presented.

Ms. Hunter-Stiebel attended a flamenco exhibition at the International Folk Art was very amusing and innovative, there was a very good use of film material.

Ms. Garcia y Griego provided a list of show attendances (See Exhibit C). These events are contractually obligated to provide tickets. If there are any events the members would like to attend they can contact her. The grantee list is on the website, a calendar would be ideal but it is too time consuming.

Ms. Garcia y Griego will arrange with Fran to make sure there are reports of shows that members are attending.

Ms. Hunter-Stiebel stated the O'Keeffe museum is changing and including other art and shifting in policy.

**10. Adjourn**

**There being no further business before the Santa Fe Arts Commission the meeting adjourned at 6:18 p.m.**

Signatures:

\_\_\_\_\_  
Chair Chip Chippeaux

A handwritten signature in black ink, appearing to be 'L. Vigil', written over a horizontal line.

\_\_\_\_\_  
Linda Vigil for Fran Lucero, Stenographer

## AMERICAN ARTIST, WRITER, AND ART CURATOR SARA EYESTONE

*"I was in second grade at Mountain School in the early 1950's when I visited the Santa Fe studio of Pansy Stockton. She was so impressive; her style was different than anyone I knew and better than most, and her studio was a feast for the eyes. For example, rather than pile her yarns together, she grouped them by colors in containers, which was as visually interesting as the unusual thought behind her orderly plan. Purples with greens and turquoise, hot pink with scarlet and coral, and whites with whatever was left. I remember telling Miss. Stockton that when I grew up I wanted to be just like her. She gave me incredible advice which I have shared with hundreds of other children throughout my life: The secret to making my childhood dreams materialize was simply to remember them! So many grown-ups don't. Pansy Stockton also suggested that I keep a diary, which I do to this day."*

Sara Eyestone has painted all her life. She is known for her elegant floral oil paintings and sensitive family portraits created with unusual combinations of glorious colors. For years she has painted exclusively on commission for private collectors the world over. Prior to that, the artist had fifty one-woman exhibitions including a national tour and a retrospective at The New Jersey State Museum in Trenton. Her oil paintings are published on international art posters and Caspari note cards, and these reproductions are featured in over 500 museum shops from South Africa to Japan. Her signature lines of other products include calendars with reproductions of her paintings and fabrics.

Sara Eyestone was born artistic and had a privileged childhood in Los Alamos, New Mexico as the daughter of Dr. and Mrs. Robert Shreffler. She lived there in the '40's and '50's when it was truly the Atomic City. In her twenties she had four children, moved to the Jersey Shore, an hour by train from New York City, and launched her painting career with weekly trips to New York. She was discovered by the art publishing industry. The global exposure of reproductions of her originals brought significant opportunities her way with licensing companies for signature lines of products, galleries, magazines, and television appearances.

Twenty-five years later Sara Eyestone and her husband sold their home, closed her Jersey Shore studio, packed a suitcase of art supplies and a smaller suitcase of warm-weather clothing, and left the East Coast for an uncharted journey that took them to places they had only dreamed about. They spent winters in Hawaii; traveled to Holland when the tulips bloomed or to Tuscany if it was raining in Paris and Giverny. The two of them spent time in Mexico en route to Santa Fe every summer, with the artist painting on location everywhere they went. *"We were never more liberated!"* said the artist with a hardy laugh. Their adventure lasted for six and a half years before they discovered San Antonio and set down roots for the next decade in an urban yet secluded gallery/residence downtown on the spectacular River Walk.

Today the artist is 72 years old. She continues to paint on commission for private collectors but has begun another new passage in her life, living with her husband in a Santa Fe loft near the Opera. She has taken the coveted position as Art Curator at the historic La Posada Hotel which is famous for being the first public place in New Mexico to feature art for sale. Georgia O'Keeffe showed and sold her work there until 1957. Today her own work is installed with other world-class, living, American artists such as Jill Pankey, Don Ward, Betty Nance Smith, Liz Maness and Kathleen Frank.

She also teaches painting and memoir writing at the O'Keeffe Museum and for no charge leads a large group of Santa Fe writers who are putting their personal stories on paper every Thursday morning at La Posada. Sara Eyestone presents a business workshop for artists all over the country. Soon her book titled *A Creative Approach to Marketing Art* will soon be available in print. Her autobiography and a documentary about her life and work are also underway.

For more information about Sara Eyestone contact her at La Posada. 505-986-0000 extension 7668. Telephone her directly at 505-577-4991, or email her at [saraeyestone@yahoo.com](mailto:saraeyestone@yahoo.com). See pictures of her oil paintings, posters, and prints on her website at [www.saraeyestone.com](http://www.saraeyestone.com).



Jordan Eddy & Kyle Farrell  
[strangersartcollective@gmail.com](mailto:strangersartcollective@gmail.com)  
541-844-6683



Strangers Collective started in fall 2014 as a series of secret shows for emerging artists in private residences. What began as a salon-style gathering of friends grew into a full-fledged collective with over 30 local creatives. Now we've expanded into public spaces to showcase talented artists and writers who deserve exposure but have not found representation. Our first public pop-up show was at ART.i.factory Gallery in July 2015, followed by an exhibition titled *NO LAND* at Wheelhouse Gallery in October 2015. We have appeared in *Pasatiempo*, *Santa Fe New Mexican*, *Santa Fe Reporter*, *Santa Fean NOW*, *Local Flavor*, *Albuquerque Journal North*, *The Alibi*, and on the travel television series *Tamy USA*.

*Narrows* is our third public exhibition, a three-week pop-up at Community Gallery from May 20 through June 10, 2016. The show's title is a reference to the small apartments or studios where our creative process begins. As emerging artists, we must ferry our work from these private spaces and into the public sphere. *Narrows* is an examination of this invigorating and at times perilous voyage. The exhibition will feature 30 emerging artists and writers from Santa Fe. In addition to an opening reception, Strangers Collective will present a zine making workshop and salon in the space. We will also present and distribute a full suite of marketing materials for the show, including a press release and design for a poster and show cards.

### **Exhibition Timeline**

Strangers Collective Photoshoot in Community Gallery: February 29

Review of Marketing Materials: March 10, 2:30 pm

Distribution of Marketing Materials: March-April

Signed Contracts and Images of Artwork Submitted to Community Gallery: April 30

Install: May 16-18

Exhibition Opening: May 20

Strangers Salon: June 1

Zine Making Workshop: June 4

Exhibition Closes: June 10

Deinstall: June 11

# City of Santa Fe, New Mexico

## LEGISLATIVE SUMMARY

### Resolution No. 2016-\_\_\_\_ Performance Encore

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**SPONSOR(S):** Mayor Gonzales and Councilor Ives

**SUMMARY:** The proposed resolution directs staff to develop a plan to sponsor and implement a "Performance Encore" in October, 2017.

**PREPARED BY:** Rebecca Seligman, Legislative Liaison Assistant

**FISCAL IMPACT:** Yes

**DATE:** January 25, 2016

**ATTACHMENTS:** Resolution  
FIR

**CITY OF SANTA FE, NEW MEXICO**  
**PROPOSED AMENDMENT(S) TO RESOLUTION NO. 2016-\_\_**  
**Performance Encore**

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**Mayor and Members of the City Council:**

**We propose the following amendment(s) to Resolution No. 2016-\_\_:**

1. On page 2, line 10, after "celebration", *insert* the following:  
" , including convening stakeholder input sessions during the planning period"

Respectfully submitted,

\_\_\_\_\_  
Occupational Tax Advisory Board

ADOPTED: \_\_\_\_\_  
NOT ADOPTED: \_\_\_\_\_  
DATE: \_\_\_\_\_

\_\_\_\_\_  
Yolanda Y. Vigil, City Clerk

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2016-\_\_**

3 **INTRODUCED BY:**

4  
5 Mayor Javier M. Gonzales

6 Councilor Peter Ives  
7  
8  
9

10 **A RESOLUTION**

11 **DIRECTING STAFF TO DEVELOP A PLAN TO SPONSOR AND IMPLEMENT A**  
12 **“PERFORMANCE ENCORE” IN OCTOBER, 2017.**  
13

14 **WHEREAS**, the City of Santa Fe has a wealth of musical, dance, theater performances  
15 throughout the year, as well as world class art galleries and renowned restaurants; and

16 **WHEREAS**, Santa Fe is the third largest art market in the United States, featuring world  
17 renowned artists and performers in music, theatre and dance; and

18 **WHEREAS**, Santa Fe rates in in the top ten cities by Travel and Leisure Magazine for  
19 classical music, theater and performing arts; and

20 **WHEREAS**, Santa Fe rates in the top ten cities by USA Today and Fodor’s Travel for  
21 Best Outdoor Music Venue; and

22 **WHEREAS**, the cultural opportunities in Santa Fe significantly exceed other  
23 municipalities of comparable size; and

24 **WHEREAS**, the various visual, performing arts and cultural attractions draw a vast  
25 number of tourists to Santa Fe each year, providing a great economic benefit to the city; and

1                                   **CITY OF SANTA FE, NEW MEXICO**

2                                   **RESOLUTION NO. 2016-\_\_**

3                                   **INTRODUCED BY:**

4  
5                                   Mayor Javier M. Gonzales  
6  
7  
8  
9

10                                  **A RESOLUTION**

11       **DIRECTING STAFF TO DEVELOP A PLAN TO SPONSOR AND IMPLEMENT A**  
12       **“PERFORMANCE ENCORE” IN OCTOBER, 2017.**  
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23 municipalities of comparable size; and

24               **WHEREAS**, the various visual, performing arts and cultural attractions draw a vast  
25 number of tourists to Santa Fe each year, providing a great economic benefit to the city; and

1           **WHEREAS**, the City desires to sponsor a Performance Encore where various performing  
2 arts could be brought together to offer performances over a seven to nine day period off their  
3 normal season offering a cultural experience to locals and tourists alike.

4           **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**  
5 **CITY OF SANTA FE** that staff is directed to develop a plan, including a timeline and budget, a  
6 season-ending celebration – Performance Encore – to be held the last weekend of October for a  
7 period of 7-9 days, beginning in 2017 and continuing every year thereafter, pending availability  
8 of funds.

9           **BE IT FURTHER RESOLVED** that staff shall work with industry partners to develop,  
10 plan and execute the celebration.

11           **BE IT FURTHER RESOLVED TOURISM Santa Fe** staff is directed to research and  
12 report to the Governing Body within (90) days of the adoption of this resolution, a plan, timeline  
13 and budget for implementing a Performance Encore event.

14           PASSED, APPROVED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

15  
16 \_\_\_\_\_  
17 JAVIER M. GONZALES, MAYOR

18 ATTEST:

19  
20 \_\_\_\_\_  
21 YOLANDA Y. VIGIL, CITY CLERK

22 APPROVED AS TO FORM:

23  
24   
25 KELLEY A. BRENNAN, CITY ATTORNEY

*M/Legislation/Resolutions 2016/Performance Encore*

## City of Santa Fe Fiscal Impact Report (FIR)

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

### Section A. General Information

(Check) Bill: \_\_\_\_\_ Resolution:   X  


(A single FIR may be used for related bills and/or resolutions)


Short Title(s): **A RESOLUTION DIRECTING STAFF TO DEVELOP A PLAN TO SPONSOR AND IMPLEMENT A "PERFORMANCE ENCORE" IN OCTOBER, 2017.**

Sponsor(s): Mayor Gonzales

Reviewing Department(s): TOURISM Santa Fe

Persons Completing FIR: Randy Randall Date: 01/15/1 Phone: x6209

Reviewed by City Attorney:  Date: 1-15-16  
(Signature)

Reviewed by Finance Director:  Date: 1-15-2016  
(Signature)

### Section B. Summary

Briefly explain the purpose and major provisions of the bill/resolution:

**The resolution directs TOURISM Santa Fe staff to develop and plan an off-season music, dance and theater festival to include a plan, timeline and budget to present to the Governing Body within 90 days of adoption.**

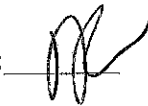
### Section C. Fiscal Impact

**Note:** Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:

- a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)
- b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)
- c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)\*

#### **1. Projected Expenditures:**

- a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)
- b. Indicate: "A" if current budget and level of staffing will absorb the costs  
"N" if new, additional, or increased budget or staffing will be required
- c. Indicate: "R" – if recurring annual costs  
"NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs
- d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
- e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director: 

X   Check here if no fiscal impact

| Column #: | 1                          | 2        | 3   | 4   | 5        | 6   | 7   | 8             |
|-----------|----------------------------|----------|---|---|----------|---|---|---------------|
|           | Expenditure Classification | FY _____ | "A" Costs Absorbed or "N" New Budget Required | "R" Costs Recurring or "NR" Non-recurring | FY _____ | "A" Costs Absorbed or "N" New Budget Required | "R" Costs – Recurring or "NR" Non-recurring | Fund Affected |

|                           |          |       |       |          |       |       |       |
|---------------------------|----------|-------|-------|----------|-------|-------|-------|
| Personnel*                | \$ _____ | _____ | _____ | \$ _____ | _____ | _____ | _____ |
| Fringe**                  | \$ _____ | _____ | _____ | \$ _____ | _____ | _____ | _____ |
| Capital Outlay            | \$ _____ | _____ | _____ | \$ _____ | _____ | _____ | _____ |
| Land/ Building            | \$ _____ | _____ | _____ | \$ _____ | _____ | _____ | _____ |
| Professional Services     | \$ _____ | _____ | _____ | \$ _____ | _____ | _____ | _____ |
| All Other Operating Costs | \$ _____ | _____ | _____ | \$ _____ | _____ | _____ | _____ |
| Total:                    | \$ _____ |       |       | \$ _____ |       |       |       |

\* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. \*\*For fringe benefits contact the Finance Dept.

## 2. Revenue Sources:

- To indicate new revenues and/or
- Required for costs for which new expenditure budget is proposed above in item 1.

| Column #: | 1               | 2        | 3   | 4        | 5   | 6             |
|-----------|-----------------|----------|---|----------|---|---------------|
|           | Type of Revenue | FY _____ | "R" Costs Recurring or "NR" Non-recurring | FY _____ | "R" Costs – Recurring or "NR" Non-recurring | Fund Affected |

|        |          |       |          |       |       |
|--------|----------|-------|----------|-------|-------|
| _____  | \$ _____ | _____ | \$ _____ | _____ | _____ |
| _____  | \$ _____ | _____ | \$ _____ | _____ | _____ |
| _____  | \$ _____ | _____ | \$ _____ | _____ | _____ |
| Total: | \$ _____ |       | \$ _____ |       |       |



### 3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

**The Resolution directs staff to plan the event, including developing a budget. As this is a planning-only effort, the Resolution itself has no fiscal impact and can be accomplished within existing TOURISM Santa Fe resources.**

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### Section D.      General Narrative

**1. Conflicts:** Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

**None identified.**

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### **2. Consequences of Not Enacting This Bill/Resolution:**

Are there consequences of not enacting this bill/resolution? If so, describe.

**There will not be a season-ending event in the City to celebrate all that Santa Fe has to offer.**

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### **3. Technical Issues:**

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

**None identified.**

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### **4. Community Impact:**

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

**The event has the potential to increase tourism/hotel stays by extending the fall season an additional 7 to 10 days. This will result in increased lodgers' and gross receipts tax for the city. In addition, it provides an opportunity for arts organizations, galleries, hotel, restaurants and others to work collaboratively, share resources and highlight their organizations/businesses to a broader audience.**

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## **Proposed Cultural Investment New Categories for the Lodgers' Tax**

### **Category A**

Small, accessible amounts designed to jumpstart marketing/promotional efforts for finite projects while also providing organizations with a City-investment to leverage additional, private support.

Requests up to \$5,000; multiple deadlines; single fiscal year contract; expedient application/review process

Eligibility: Annual operating budget of less than \$200,000

### **Category B**

Supplementary funds for marketing/promotion of seasonal or year-round programming, this program's simpler application process is ideal for organizations with limited full-time staff.

Request up to \$10,000; annual deadline; one contract year; simplified application/review process

Eligibility: Annual operating budget of less \$500,000

### **Category C**

Meaningful contract amounts for organizations that provide marketing/promotional services for larger-scale cultural events along with educational, outreach and economic benefit to the community.

Requests up to \$35,000; annual deadline; one contract year; RFQ application/review process

Eligibility: Annual operating budget of less than \$1 million

### **Category D**

Larger contract amounts for providing marketing/promotional services for major cultural events and year-round institutional programs. Organizations also provide programs and services that support the Commission's work in the areas of youth arts, economic growth, creative spaces and engagement. Contracts are multiyear with audit and site visit requirements.

Requests up \$100,000; biannual deadline; one year contract, renewable for second year; full application/review process

Eligibility: Annual operating budget of \$1 million+; project budget of \$350,000+; salaried full time administrative staff

## **Cultural Investment Program**

### **Eligibility and Criteria for Category D**

- Only Santa Fe-based organizations whose mission includes the arts will be funded.
- Be a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in NMSA Section 11-1-1 or any county, state or education institution specified in Article 12, Section 11 of the NM Constitution).
- Have a State of New Mexico Incorporation Certificate as a domestic or foreign nonprofit corporation and be in good standing with the State.
- Organizations must have a current City of Santa Fe business registration number.
- City of Santa Fe-operated programs are not eligible.
- Annual organizational operating budget over \$1 million during the most recently completed fiscal year as evidenced by the IRS Form 990.
- Employ a full-time, paid administrative staff of at least 2 FTE.

### **Project Eligibility**

- Projects must take place in the northern portion of Santa Fe county (i.e. Madrid/ Galisteo to northern boundary of county)
- Minimum project budget of \$300,000; up to \$100,000 request.
- Must support the presentation of artistic content to the public (i.e. performances, productions, exhibitions, art markets, fairs and festivals (i.e. indoor or outdoor community celebrations of the arts), and workshops or conferences); funds cannot support ancillary, non-arts program.
- Contract amount must be dollar-for-dollar in cash.

### **Review and Criteria**

- Applications are reviewed by staff for eligibility and completeness
- A panel consisting of three members of the Arts Commission and four outside reviewers

#### **50% Evidence of attraction tourists**

*Such as:*

- Estimated size, diversity and geographic location of the audience  
Ability of the project to advertise and promote Santa Fe as a tourist destination
- Appropriateness of promotion and marketing to project and audience  
Range of outlets utilized  
Quality of marketing and promotional materials
- Estimated tourism expenditures
- Estimated expenditures directly related to project / indirect expenditures related to the project (i.e. parking, meals, lodging, etc.)
- Utilization of local artists and local businesses

**25% Standards of administrative and artistic excellence**

*Such as:*

- Quality of artistic samples submitted
- Ability to foster the creation, production, presentation and awareness of the arts in Santa Fe
- Uniqueness of project content, presentation and/or concept including the presentation of new and original works
- Qualifications/backgrounds of the key artistic personnel
- Professional reviews
- Accuracy of the application materials
- Qualifications/backgrounds of the key administrative personnel
- Accuracy of financial information
- Realistic project budget
- Diversity of income sources and earned/unearned income mix
- Stability of organizational budget from year to year

**25% Alignment with Policy Planks**

*Such as:*

- Students have access to in-school and/or after school arts education programs.
- Promotes creative dialogue and exchange throughout the community
- Outreach boosts participation in arts and cultural activities.

**Reporting & Recording Requirements**

- Must submit annual audit within 90 days of end of fiscal year.
- Participate in at least one programmatic and administrative site visit once during the two year contract period.
- Report actual demographic/attendance numbers based on ticketed events or reasonable estimates for free events to support tourism impact.
- Annual City of Santa Fe Arts Commission fiscal report for the funded project.
- Annual IRS Form 990 to maintain organizational eligibility.
- Samples of marketing, advertising and promotional materials produced under the contract.
- Use Arts Commission logo on all printed and digital materials related to the contract.

## **City of Santa Fe Arts Commission**

### **Community Gallery**

#### **2017 Exhibit Proposals**

**September 2017**

##### **Grief & Loss**

##### **Creativity as an Expression of Suffering**

Grief & Loss is an exhibition which explores how creativity can be used to express and cope with grief and loss. Art can be the vehicle through which artists can find their way through tragic personal, national and worldly events. Art can be a life-affirming way to navigate the archetypal journey of grief. The creative process can become a healing journey.

Selected artists will address the process of grieving in their work and could be asked to participate in a series of workshops leading up to the exhibit to help them identify and process loss in their lives.

Partner:

##### **Gerard's House**

<http://www.gerardshouse.org>

What we do

Gerard's House is a safe place for grieving children, teens and families, where healing happens through acceptance and peer support.

The Gerard's House program provides an important safety net for bereaved families and over the years has had a lasting, positive impact on the Santa Fe community. Since 1997, we have helped more than 4,000 children and youth regain hope, stabilize physically and psychologically, and restore sustaining relationships with family and friends in the face of serious loss. We are the only organization in northern New Mexico providing free, long-term grief support to children and "parenting in grief" support to their families.

Gerard's House offers free peer-based grief support for children and youth, ages 3-21, who have experienced the death of a close family member or friend and those living with family members experiencing life-threatening illnesses. We also provide crisis response and grief support to schools and other youth communities, and grief education for children, youth and adults. Our programs honor the rich mix of faiths and cultures in north-central New Mexico.

We are located in Santa Fe.

Programming:

In addition to workshops to help artists process loss, the Gallery will host panels, creative writing workshops and lectures on creativity and loss.

## 2016 Collaborative Arts Marketing Project Summaries

***PhotoSummer*** (\$12,500) is a second year collaboration to represent and promote contemporary photography in New Mexico. PhotoSummer 2016 will feature public photographic programs that include regional, national and international artists, curators and scholars. Collaborative marketing will include direct mail, print advertising, blogs, websites, e-news lists, social media (Facebook and Twitter) and public relations activities.

**Key Partners:** American Society of Media Photographers; Axle Contemporary; CENTER; Edition One Gallery; Marion Center for Photographic Arts; New Mexico Museum of Art; Photo-eye Bookstore & Project Space; Photo-eye Gallery; Verve Gallery of Photography

***TheatreSantaFe.com*** (\$12,500) is a website and organization that coordinates activities across Santa Fe's theater community. The second year effort seeks to improve awareness and use of the TheatreSantaFe.com website, develop participation among more members of the theater community and provide organizational stability moving forward. Funds will be used for website management and maintenance, search engine optimization, paid advertising and program advertisements.

**Key Partners:** Adobe Rose; Theater Grottesco; Red Thread; The Lensic Performing Arts Center; For Giving Productions; Ironweek Productions; Wise Fool New Mexico; Theaterwork

***Lowrider Summer*** (\$45,000) celebrates the history and artistry of Northern New Mexico Car Culture. Designed to attract audiences—traditional, new and underserved—to multiple venues while providing value-added to hotels, bookstores, galleries and restaurants. The effort includes exhibits, public programs, a book launch, Lowrider Day on the Santa Fe Plaza, and "Riding Low," a multi-venue performance piece. The marketing plan includes branding, printed materials, social media, public relations activities, paid advertising, digital and social media.

**Key Partners:** New Mexico History Museum; New Mexico Museum of Art; Museum of New Mexico Press; Santa Fe Performing Arts; Northern New Mexico Community College and the Museum of New Mexico Foundation

***Lloyd Kiva New: Native Genius*** (\$45,000) is a centennial commemoration of the birth of the Cherokee artist and educator. Anchored with exhibitions and public programming at partner museums, the initiative also includes a symposium, lectures, panel discussions, a fashion show, gala and 100<sup>th</sup> birthday party. Funds will support creation of a brand, public relations, advertising, print, television, digital and social media, signage, publications and collateral materials.

**Key Partners:** Institute of American Indian Art's Museum of Contemporary Native Arts; Museum of Indian Arts and Culture; New Mexico Museum of Art; New Mexico Department of Cultural Affairs, Museum Resources; Museum of New Mexico Foundation

***Santa Fe Art Triecta: Ten Days in Santa Fe*** (\$15,000) is a targeted, joint marketing campaign to showcase three major national art events: Art Santa Fe, The International Folk Art Market | Santa Fe and SITE Santa Fe. The three events occur within a single ten day period. Major activities for this year include expanding brand reach, *New York Times* insertions, expanded website, social media campaign on Instagram and blogs, and enhance public relations. To this end, funds will be used to support associated costs.

Key Partners: Art Santa Fe; International Folk Art Market | Santa Fe; SITE Santa Fe

***UnShakeable*** (\$10,000) is an original one-act English-language opera written in celebration of the Shakespeare 400<sup>th</sup>. To be performed at the Scottish Rite Temple April 9 and 10<sup>th</sup>, the production is a new work with music composed by Joe Illick, Artistic Director, Performance Santa Fe and libretto by Andrea Fellows Walters, Director of Education and Outreach, The Santa Fe Opera. Support will be used for advertising, promotion and publicity materials, including digital and online materials, as well as on a printed program.

Key Partners: The Santa Fe Opera; Performance Santa Fe