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ARTS COMMISSION
SPECIAL MEETING

GRANT APPLICATION REVIEW
1% LODGERS' TAX: CATEGORY C

June 29, 2016

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MINUTES OF THE

SANTA FE ARTS COMMISSION

GRANT APPLICATION REVIEW

1% LODGERS' TAX: CATEGORY C

Wednesday, June 29, 2016

A Special Meeting of the City of Santa Fe Arts Commission Grant Application Review was called to order at approximately 8:00 a.m. on the above date at Santa Fe Convention Center, Nambe Room, 201 West Marcy Street, Santa Fe, New Mexico

I. PANELISTS

Ashlynn Perry
Sara Eyestone
Ruthanne Greeley
Brian Vallo

OTHERS PRESENT

Debra Garcia y Griego, Executive Director, Santa Fe Arts Commission
John Tennyson, Senior Planner, Santa Fe Arts Commission
Charmaine Clair, Stenographer

(Sign-in sheets are incorporated herewith into these minutes by reference.)

II. MEETING INSTRUCTIONS

Ms. Garcia y Griego explained that applicant's can use the response form to correct factual errors, but not to provide information the reviewers or applicant wanted that was not included in the application.

III. CONFLICTS OF INTEREST and STATEMENT

Ms. Garcia y Griego instructed panelists that those with a conflict will leave the room during the review. They will be called back after scoring has been completed.

There were no conflicts of interest noted from any panel member on the review board.

IV. APPLICATION REVIEW PROCESS OVERVIEW

Panelists were instructed to be clear about the criteria they were speaking to and avoid repetition of comments. The Lead Reader will provide an in-depth review and give a critical examination of the application and the Backup Reader will offer additional comments and counterpoints. Remaining panelists will then be offered an opportunity to comment.

Audience Introductions: Janice Mayer, Executive Director of Santa Fe Desert Chorale; Mariannelle Amsler, Co Executive Director, Parallel Studios, a.k.a. Currents

V. 1% LODGERS' TAX APPLICATIONS – CATEGORY C- 2016

Eligible organizations must play a role in promoting tourism and apply the funding received primarily towards the projects promotional, advertising and marketing costs for projects that take place between July 1, 2016 and June 30, 2017.

CENTER

Lead Reader- Ms. Perry:

CENTER is seeking $30,000 to support an expansion of their exhibition and presentation series around two major cultural events: the Review Santa Fe Photo Festival and PhotoSummer.

The Festival is generally held in late November and has nine different events. CENTER participates in the events with Photo Eye Book Store, Hotel Santa Fe and the Santa Fe University of Art and Design (SFUAD).

Evidence of attraction of tourists- the application states the total audience is 1500; 600 are from Santa Fe, 600 from other cities in New Mexico; 285 nationally and 15 international visitors. CENTER has a huge database of 20,000 photographers, in addition to a subscriber base of 12,000 national and international photographers. The application shows tourism expenditures in food/beverages of $35,000 with breakfast, lunch and breaks for 50 curators, editors, and publishers and 130 photographers that purchase meals for three to five days. CENTER also contracts with audio-visual and framers, printers etc. estimated at $10,000. The indirect costs are stated as a minimum of 400 hotel rooms at $100 a night with an estimated impact of

$115,000.

The Call for Entries reaches over 100,000 photographers and over 1500 applications are received, which shows a great interest in participating in CENTER's programming. A catalogue featuring CENTER's exhibitions is mailed to about 7,000 in the United States. Also a monthly E-newsletter is sent to over 12,000 photographers around the world. Key is that the organization offers out of state visitors an opportunity to exhibit their individual work.

Marketing- $6,000 of the requested amount will be allocated to marketing: $9,000 for printing, $10,000 for administrative contracting fees and $5,000 for artistic contract fees. Twice a year CENTER does a full page print ad in *Aperture*, an international magazine and a national magazine photo advertisement in *Photo District News*, Photo Workshops, regional advertising in *Arts and Culture, Texas,* and press releases. The organization invites VIPs from national magazines to the events and meets with gallery owners and photo businesses. They also do press days with Santa Fe University of Art and Design.

The website is wonderful and for the events held in Albuquerque, information is included under the *Plan Your Visit* tab on hotels in Santa Fe. The website has links to Facebook with over 7,000 followers; Instagram with 1,000 followers and Twitter. National direct mail is done for Call for Entries, a regional direct mailing of 10,000 is done four times a year and 7,000 program guides are sent out.

Standards of administrative and artistic excellence- the samples were beautiful and the qualifications of key personnel are good. The applicant has a great track record and brings visitors to Santa Fe from 12 countries around the world. The financial information is a stable mix that includes income from tickets and subscriptions. There is in-kind and corporate support, in addition to government and NEA (National Endowment for the Arts).

Alignment with policy planks- CENTER promotes and creates dialogue and holds arts-talk panel discussions; conversations with scientists, anthropologists and other experts. They explore topics from various perspectives with the goal to get diverse communities to mingle and react to one another and understand the subject matter. The organization is making a special effort to reach the next generation by inviting students from local colleges to participate in programs and exhibitions.

Backup Reader-Ms. Greeley:
The photo tourism is a natural for the Santa Fe area given all of the beautiful places to photograph. That the events are held in Santa Fe is a plus. Corporate support is small for what the organization does in regard to the number of partners and photographers that are reached. There is an opportunity to do more in that area. There could also be more diversity on their board.

Other Comments:
There were no other comments on this application.

Audience Introductions: Clayton Bassey and Rachel Loomis Lee, Development Director of the Santa Fe Botanical Garden

PARALLEL STUDIOS, a.k.a. CURRENTS

Lead Reader- Ms. Greeley:

Evidence of attraction of tourists- there is an opportunity for growth in this area. The applicant states about one fourth of their visitors are from outside Santa Fe. The Rail Runner drops people off in the middle of the event and would seem that Albuquerque could be a great place to grow the audience. The audience numbers do show steady growth, which is positive. CURRENTS use of cutting edge artists from around the world helps promote Santa Fe as a city that is involved in modern art, in addition to the traditional art Santa Fe is already known for. The applicant's use of use of online and social media is excellent and they even have their own app. Their materials are interesting and engaging.

Standards of administrative and artistic excellence- the staff is small but highly qualified and they are well supplemented by their board. The corporate support could be expanded In terms of diversifying income, given the organization's reach. The exhibits, installations and performances are interesting, but provoking and are usually high quality. The applicant should note there are typographical errors in both the application and materials.

Alignment with policy planks- the organization really shows digital as cutting edge and interactive and is much more than social media. This shows kids what technology can do besides just their phones. They have multiple venues and promote engagement and dialogue within the community. That the festival is open late hours increases the potential to access the event. Although the festival is attractive to use, it also brings out a diverse audience who is attracted to the interactive, fun and interesting aspects. Their many partnerships help to broaden their appeal in the community.

Other Comments:

It is fantastic that over 7,000 people are projected for next year and shows that the organization is continuing to expand and grow. This is a great event and high quality that is diversifying what is happening in Santa Fe.

SANTA FE BOTANICAL GARDEN

Lead Reader-Ms. Perry:

The Botanical Gardens is seeking $30,000 for their Art in the Garden Visual Poetry. Currently featured are 15 works by Bill Barrett, an acclaimed sculptor. In May 2017 the Gardens will feature the work of Arlo Dominga.

Evidence of attraction of tourists- a total audience of 28,000 is expected; 9,000 from Santa Fe, 13,000 from other areas of New Mexico, 5,000 nationally and 300 internationally. The demographics are a wonderful mix of ages, but the ethnicity listed was confusing. She assumes the numbers are percentages, rather than what should have been listed as individuals.

The Botanical Gardens is working with New Mexico True to project and advertise Santa Fe. This has expanded their outreach and is attracting visitors across the nation and the world. The Gardens does a half page advertisement in the *Pasatiempo* and the *Santa Fe Reporter* and advertises in all of the local magazines. In addition it is great to see regional print to Albuquerque, Houston, Dallas, Denver, Taos and Los Alamos. They have national print ads in *Arts Limited* and *Sculpture Magazine.* Their website is wonderful and has a lot of great information and over 2500 Facebook followers. Instagram should be considered as well, given youth are into that and it could be a way to attract more youth. The tourism indirect expenditures are estimated at 2,000 hotel nights and corresponding meals and the Gardens has partnered with the La Fonda Hotel to offer special packages.

Standards of administrative and artistic excellence- the work was beautiful. The qualifications for their key personnel and their backgrounds are good. Direct expenditures are allocated for local artists' honorariums, contract costs for installations, design/printing and catering costs for the events. The financial information appears to show a deficit this year, but could be because of a grant they received in 2015. They are back on track for next year.

Alignment with policy planks- the youth art is wonderful and students have access to afterschool educational programs. Over 1500 youth are expected for the free day of activities that will focus on nature and sculpture, creative spaces and a lecture series on gardening, humanities and current topics. Outreach- the Gardens Museum Hill Day is offered free of charge to all residents.

Application clarification: Ms. Garcia y Griego explained the primary cause of the deficient is a multiyear grant that was received in the last fiscal year. The funds will be expended this fiscal year, but the revenue appears only once.

Note to applicant: It would have been helpful if the amount of that grant was noted in the application.

Other Comments:

Pinterest is suggested because people pin many great gardens and photographs and they would want to add the botanical garden photographs to their board. There is a budget item listed for $2 that is assumed to be a typographical error. The Museum Hill collaboration should be continued and expanded as much as possible. The collaboration could help everyone on the Hill with promotion, especially the Santa Fe Botanical Gardens because many are not aware the organization is there.

Mr. Vallo arrived during this time. He stated for the record that he has no conflicts of interest.

Audience Introductions: Liesette Paisner, Festival Director for the Santa Fe Independent Film Festival (SFIFF) and Jacque Paisner, Executive Director and cofounder of the SFIFF.

SANTA FE DESERT CHORALE

Lead Reader-Ms. Greeley:
This was an excellent application packet overall.

Evidence of attraction of tourists- almost half of the tourists are from out of town and adds to the cultural mix that is Santa Fe. The Chorale fills a niche not being done by anyone else. The audience skews older and Caucasian, which is often seen with classical music, but the Chorale is trying to address that.

Standards of administrative and artistic excellence- the programming and performers are top quality. The Chorale has a history of presenting new works, royal premiers and diverse repertoire, all of which will help to expand the audience and the audience diversity. The directors and performing guests have impressive backgrounds and their stability and track record of success cannot be argued. The projected substantial growth in earned revenue is a positive.

Alignment with policy planks- the Community Sing helps broaden their reach and increases participation. The numerous partnerships help to engage the community and boosts participation in the arts throughout Santa Fe.

Backup Reader-Ms. Eyestone:
This is one of the organizations she found most impressive and that they are in Santa Fe is wonderful.

Other Comments:
Mr. Vallo said he has witnessed firsthand the engagement of the community in the Chorale's programming.

SANTA FE PRO MUSICA

Lead Reader-Ms. Eyestone:
Pro Musica has asked for $35,000, which is confusing. Her impression was that grants could be up to $30,000.

Note to applicant: The application limit is $30,000 and if funded for the full amount, the applicant will need to reduce their project budget by $5,000.

Ms. Eyestone noted that Pro Musica is in its 35th year. The applicant gave an accurate account of expenditures for the amount spent on parking, meals, local restaurants, etc., which gives an accurate idea of the impact on the community.

Both the website and the application are impressive and Pro Musica has tremendous talent. Their outreach is interesting and good for Santa Fe and people across the country know of the organization.

Other Comments:
The goal is to get people to Santa Fe and although the Baroque Christmas is a wonderful event, it is the kind of people who might already be in Santa Fe. Advertising is suggested in *Southwest Magazine* or other regional publications in Dallas, Denver, etc., to bring people to Santa Fe.

The impact of the organization is tremendous and the data provided was appreciated. Most impressive was the organization's *alignment with policy planks:* the programming is strong not only for children, but all ages. The issues the applicant has to deal with and the programming to create a new dialogue within the community is appreciated. Pro Musica is a strong model and is working to create networks outside the state. There is the potential as they continue to grow, for others to reach out to them.

The Baroque Christmas event is a good draw for bringing more people to Santa Fe. The emphasis on composers and composing residents helps promote diversity in both the audiences and in programming. They have a strong board and staff members and their partnership with Angel Fire should strengthen the organization even more artistically and administratively. There were references to CHAMPs and it was not clear whether an acronym and if so, it is always good to spell an acronym out. The classroom materials are very good.

Mr. Vallo noted that CHAMPs stands for Chamber Music for Students Programs and that was spelled out in the application.

SANTA FE TEEN ARTS CENTER (WAREHOUSE 21)

Lead Reader-Ms. Eyestone:
The Teen Art Center doing business as Warehouse 21, a.k.a. W21 is going into their 20th year and has asked for $15,000 to support ongoing programs. W21 features a media lab, theater, concert hall, gallery, recording studio, screen printing studio and a music plug-and-play and game area lounge. New initiatives from their strategic planning include creating a children's book with local artists and teens.

Standards of administrative and artistic excellence- the application shows talented staff who have established and grown the organization over two decades to the cutting edge of what is needed and wanted by teenagers. Showcased throughout the application are former teens who

are now professionals in the arts and current composers, filmmakers, recording and sound engineers, actors, graphic designers and musicians. A quote from a current songwriter in the application sums it up: *"Little did I know at the time that my first experience at W21 would shape my artistic path for the rest of my life."*

Programs planned this summer for children and adults include stage lighting; an art camp and jazz intensive song writing lessons. W21 also provides affordable rental space for 80+ oriented groups. As the Railyard continues to expand and develop, the award winning W21 is a destination place for creative children and young adults, and that can only be good for the city.

The total audience is 12,000; 11,290 are local participants and 1100 are from across the country and internationally. W21 does not bring a significant number of people from out of town, but they do cater to a diverse crowd and is an asset with the many visitors the Railyard brings in.

Backup Reader-Ms. Greeley:
There is potential regarding the small percentage of people from out of town to market to Albuquerque youth because of the Rail Runner. It would benefit W21 to find a way to market to visiting families who often unaware of opportunities of things to do in Santa Fe with their kids. Targeting those two groups, especially in the drive markets as a good road trip for a family, is an opportunity to build out of town visitors. The applicant hits all three policy planks in engagement and serving the community. The applicant should be aware there were a lot of typographical errors in their application.

Other Comments:
An Instagram account would be a nice platform to reach more youth, since kids are into that. The application did not explain the tourism and expenditures very well. There is potential to create great partnerships with other cities and organizations. Regarding the *attraction of tourists*- more time should be spent at how W21 can integrate their programming in other cities and states.

SANTA FE INDEPENDENT FILM FESTIVAL

Lead Reader-Ms. Eyestone:
The Santa Fe Independent Film Festival (SFIFF) is asking for a grant of $30,000 and for Santa Fe as an art city, is critical to have an independent film festival. The festival has grown since it began in 2009. This year participation is anticipated at over 1400 filmmakers and 14,000 attendees with 8300 visitors from Santa Fe and 5700 from the United States and internationally.

The Festival is a multi-day event that affects Santa Fe's hospitality industry; lodging, restaurants and realtors. The application and supporting documents include beautifully executed trailers from several films and information on celebrity awards. The 1,000+ film submissions are from

around the world and a team of film professionals, local artists and movie lovers will curate them. The Festival has had great reviews and response from the public, which speaks to the qualifications of the people involved.

A downside was that she could not find the budget on the SFIFF website.

The Festival showcases the films year round in every art house theater in Santa Fe. The films provide outreach to youth in the schools, as well as to the community and draws attention to Santa Fe as comparable to larger cities. Those who read about the Film Festival book their hotels, etc. in Santa Fe in advance of the event.

Ms. Garcia y Griego offered Ms. Eyestone an opportunity to read through the budget prior to scoring.

Backup Reader-Ms. Perry:
Significant is the fact that the event takes place in late fall at a time that extends the tourism season, rather than at the height of the summer.

Other Comments:
The recognition of the Film Festival by reputable national and international organizations is a benefit for Santa Fe and the State of New Mexico. The Festival has potential to expand the global market strategy and Sundance [Film Festival] has referenced the Santa Fe Independent Film Festival many times.

Ms. Greeley: the budget has potential for growth in private funding, because Santa Fe is a big film town. The Students' Shorts Program is a great outlet for youth, especially the middle school students who are a challenging population. Films are screened at the local art houses, however thought should be given to expanding to the south side. Events there could reach more people on the other side of town. The diversity and equality and number of offerings of the Festival ensure interest of a large segment of the community.

Ms. Garcia y Griego noted the SFIFF has reached out more to the south side in their partnership to hold events at Meow Wolf.

CENTER FOR CONTEMPORARY ART (CCA)

Lead Reader-Mr. Vallo:
CCA has created a far reaching program that makes a strong local impact and helps set the stage for this type of development in Santa Fe. The format of their proposal is strong. They have a strong audience demographic with total inclusion in programming that integrates the younger demographic.

The alignment with policy planks shows a good track record. To gain a greater audience CCA could expand partnerships in programming with other local organizations.

Evidence of attraction of tourists-the tourism impact is strong and the numbers provided are impressive; $800,000 is a significant contribution. There is a potential to expand partnerships in their screenings with other cinemas in Santa Fe and the state.

Backup Reader-Ms. Greeley:
CCA has good outreach, especially through concierges and their social media and apps. The advertisements and materials are busy, but eye-catching in spite of that and make her want to look at them. The board is excellent. There is good diversification of revenue and an amazing cash reserve. Their curriculum is impressive and collaborations expand their outreach.

Other Comments:
The outreach could be more effective. CCA should realize there are shortcomings of connecting with the concierge. A person that is not into art films will not have any idea what CCA does. An opportunity for outreach that might be more effective is to contact the hotel sales department to let them know about their events. Hotels look for information to include in their letters to those planning a visit to Santa Fe or making reservations.

The outreach to the local community for support is impressive and brings hundreds of people into town, which is good for Santa Fe.

Some funding is allocated to advertising in Albuquerque and CCA might consider promoting their events in a national publication to draw an audience to Santa Fe. There could be groups who enjoy going to art houses throughout the country.

Audience Introductions:
Carol Schrader, the Managing Director of Wise Fools New Mexico.

WISE FOOL NEW MEXICO

Lead Reader-Ms. Perry:
Wise Fool is seeking $25,000 for performances and to publicize a season of six productions in Santa Fe. Funds will be allocated to marketing, PR and artists contract fees.

Evidence of attraction of tourists- the organization tours nationally and internationally, which promotes interest in Santa Fe. Tours in the next year include Taos and Detroit Michigan. The performance venues are held in their new studio on Siler, at the Lensic and at the Santa Fe University of Art and Design. They also hold community events at the Railyard and Santa Fe parks, community centers and public schools. The estimated audiences are 13,000 annually; 3,000 from Santa Fe, 1200 within the state and 2,000 from across the country. There is a nice

mix of demographics and ethnicity.

Marketing includes great social media and over 2500 Facebook followers. Their website is wonderful with an average weekly reach of 3,000 people (about 1200 kids) and they are on the Theater Santa Fe website. Wise Fool has an active Instagram account that reaches the younger demographic and a monthly E-newsletter reaching 3400 households. They advertise in the *New Mexican*, *Pasatiempo*, *New Mexico Kids* and *Tumbleweeds* with quarter page ads close to show time. A suggestion is to look for opportunities to advertise in Albuquerque, Taos and regionally to the greater markets outside the state.

Evidence of attraction of tourists is demonstrated in Wise Fool's wonderful demographics and in their appeal to all age groups and ethnicities. Promotion and marketing seems appropriate. The artistic samples were amazing and beautiful. Key staff appears well qualified and they keep a staff of five year round. They support local businesses in buying supplies, publicity, etc. and have in-kind donors. Their budget shows a $60,000 deficit this year that might be because of the new space, but is not clear.

Alignment with policy planks is wonderful. There is a lot of outreach to schools; Circus Comes to School, in school/afterschool programs and a teen program. Wise Fool collaborates with other organizations and provides free tickets to dress rehearsals for the low income and underserved communities.

Point of clarification: Ms. Garcia y Griego explained the budget deficit was because funds were raised in the last fiscal year and booked in that year. The funds will be expended in the current school year.

Backup Reader-Mr. Vallo:
The work Wise Fool does is impressive. Their attention to the big issues and the creation of performances and responsive dialogue surrounding those issues is appreciated. The programming provided for youth and adults appears empowering. The economic impact of the events to the city is not clear and is an area that could have been expanded. Having specific numbers in this section would help clarify the impact. Their proposed marketing strategy is sensible and will continue to draw people to their new space as well as their other locations.

Other Comments:
In terms of *standards of artistic excellence*; having seen Cirque du Soleil in Las Vegas the week before seeing Wise Fool in Santa Fe; Wise Fool with smaller resources and a much smaller budget, space etc., had every bit the wow factor and 10 times the heart. The warmth and joy of the performances rivaled the slickness of what was seen in Las Vegas.

VI. CLOSING COMMENTS

Ms. Garcia y Griego thanked everyone for their work and preparation. She said both she and the applicants appreciated the time panelists spent in preparation for the review.

The scores will be tabulated and ranked and a subcommittee of the Arts Commission will determine who will receive funding. The amount of funding will be based on the applicants' scores and ranking. The requests will go before the Arts Commission and then forwarded to the City Council for approval.

Ms. Garcia y Griego reminded the panelists that if they were contacted or asked questions about the reviews, to please refer the person to either her or Mr. Tennyson. They will be happy to respond to the person directly.

VII. ADJOURNMENT

Having no further business to complete, the meeting adjourned at 9:45 a.m.

Approved by:

Bryan Chippeaux, Chair,
Santa Fe Arts Commission

Submitted by:

Charmaine Clair, Recorder