

ACTION SHEET
ITEM FROM FINANCE COMMITTEE MEETING OF 02/15/16
FOR CITY COUNCIL MEETING OF 02/24/16

ISSUE:

8. Request for Approval of Professional Services Agreement – Collaborative Arts Marketing Program for Arts Commission; Museum of New Mexico Foundation. (Debra Garcia y Griego)

FINANCE COMMITTEE ACTION:

Approved as discussion item.

FUNDING SOURCE:

SPECIAL CONDITIONS OR AMENDMENTS

STAFF FOLLOW-UP:

VOTE	FOR	AGAINST	ABSTAIN
COUNCILOR TRUJILLO	Excused		
COUNCILOR RIVERA	X		
COUNCILOR LINDELL	X		
COUNCILOR MAESTAS	X		
CHAIRPERSON DOMINGUEZ			

4-13-15

City of Santa Fe, New Mexico

memo

Date: February 4, 2016

To: Finance Committee

Via: Oscar Rodriguez, Director, Finance Department
Randy Randall, Executive Director, TOURISM Santa Fe



From: Debra Garcia y Griego, Director, Arts Commission



Item & Issue

Professional Services Agreement with the Museum of New Mexico Foundation for Collaborative Arts Marketing Program (#16/05RFQ) services under the Lodgers' Tax for the Arts for two projects: Lowrider Summer, \$45,000 inclusive of GRT and Lloyd Kiva New: Native Genius, \$45,000 inclusive of GRT

Background & Summary

On December 8, 2015, the City issued Request for Qualifications #16/05/RFQ for a Collaborative Arts Marketing Program. The program supports multi-partner cultural events that are a complementing effort between two or more nonprofit arts organizations based on a common theme, art form, season/time of event, audience/desired audience, and/or geography. The marketing effort has to attract audiences to visit multiple events, venues, attractions, etc. through a single cohesive brand. The collaborative effort must provide value to other business sectors such as galleries, hotels and restaurants through affiliated partnership opportunities.

Responses were reviewed by a selection committee consisting of Arts Commissioners. Their recommendations will be reviewed at the February 8th meeting. Multiple contracts are being awarded from the RFQ (see Supplement I). The Museum of New Mexico Foundation is serving as fiscal agent for of the two projects, totaling \$90,000 in funding.

Lowrider Summer celebrates the history and artistry of Northern New Mexico Car Culture. The effort includes exhibits, public programs, a book launch, Lowrider Day on the Santa Fe Plaza, and "Riding Low," a multi-venue performance piece. Key partners include: New Mexico History Museum; New Mexico Museum of Art; Museum of New Mexico Press; Santa Fe Performing Arts; Northern New Mexico Community College. *Lloyd Kiva New: Native Genius* is a centennial commemoration of the birth of the Cherokee artist and educator. Key partners include: Institute of American Indian Art; Museum of Contemporary Native Arts; Museum of Indian Arts and Culture; New Mexico Museum of Art; New Mexico Department of Cultural Affairs, Museum Resources.

Requested Action

Please approve the PSA in the amount of \$90,000. Funds are available in Lodgers Tax for the Arts/Advertising 22103.561850.

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 100th 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 Trifecta: 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 400th. To be performed at the Scottish Rite Temple April 9 and 10th, 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

CITY OF SANTA FE
PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into by and between the City of Santa Fe (the "City")Museum of New Mexico Foundation and (the "Contractor"). The date of this Agreement shall be the date when it is executed by the City and the Contractor, whichever occurs last.

1. SCOPE OF SERVICES

The Contractor shall provide the following services for the City of Santa Fe:

A. All services as described in Exhibit "A" hereto and incorporated by reference in response to City Request for Qualification #16/05RFQ issued on December 8, 2015.

B. Inclusion of City of Santa Fe Arts Commission logo on all advertising, promotion and publicity materials applicable to this Agreement including digital and online materials.

C. Upon completion of these services, submit to the City a report of all activities undertaken under this Agreement 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.

2. STANDARD OF PERFORMANCE; LICENSES

A. The Contractor represents that it possesses the experience and knowledge necessary to perform the services described under this Agreement.

B. The Contractor agrees to obtain and maintain throughout the term of this Agreement, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives and subcontractors.

3. COMPENSATION

A. The City shall pay to the Contractor in full payment for services rendered, a sum not to exceed ninety thousand dollars (\$90,000), inclusive of applicable gross receipts taxes.

B. The Contractor shall be responsible for payment of gross receipts taxes levied by the State of New Mexico on the sums paid under this Agreement.

C. Payment shall be made upon receipt and approval by the City of detailed statements containing a report of services completed. Compensation shall be paid only for services actually performed and accepted by the City.

4. APPROPRIATIONS

The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the City for the performance of this Agreement. If sufficient appropriations and authorization are not made by the City, this

Agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

5. TERM AND EFFECTIVE DATE

This Agreement shall be effective when signed by the City and the Contractor, whichever occurs last, and terminate on June 30, 2016, unless sooner pursuant to Article 6 below.

6. TERMINATION

A. This Agreement may be terminated by the City upon 10 days written notice to the Contractor.

(1) The Contractor shall render a final report of the services performed up to the date of termination and shall turn over to the City original copies of all work product, research or papers prepared under this Agreement.

(2) Compensation is not based upon hourly rates for services rendered, therefore, the City shall pay the Contractor for the reasonable value of services satisfactorily performed through the date Contractor receives notice of such termination, and for which compensation has not already been paid.

7. STATUS OF CONTRACTOR; RESPONSIBILITY FOR PAYMENT OF EMPLOYEES AND SUBCONTRACTORS

A. The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor, and its agents and employees, shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Agreement.

B. Contractor shall be solely responsible for payment of wages, salaries and benefits to any and all employees or subcontractors retained by Contractor in the performance of the services under this Agreement.

C. The Contractor shall comply with City of Santa Fe Minimum Wage, Article 28-1-SFCC 1987, as well as any subsequent changes to such article throughout the term of this contract.

8. CONFIDENTIALITY

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the City.

9. CONFLICT OF INTEREST

The Contractor warrants that it presently has no interest and shall not acquire any interest, direct or indirect,

which would conflict in any manner or degree with the performance of services required under this Agreement. Contractor further agrees that in the performance of this Agreement no persons having any such interests shall be employed.

10. ASSIGNMENT; SUBCONTRACTING

The Contractor shall not assign or transfer any rights, privileges, obligations or other interest under this Agreement, including any claims for money due, without the prior written consent of the City. The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the City.

11. RELEASE

The Contractor, upon acceptance of final payment of the amount due under this Agreement, releases the City, its officers and employees, from all liabilities, claims and obligations whatsoever arising from or under this Agreement. The Contractor agrees not to purport to bind the City to any obligation not assumed herein by the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

12. INDEMNIFICATION

The Contractor shall indemnify, hold harmless and defend the City from all losses, damages, claims or judgments, including payments of all attorneys' fees and costs on account of any suit,

judgment, execution, claim, action or demand whatsoever arising from Contractor's performance under this Agreement as well as the performance of Contractor's employees, agents, representatives and subcontractors.

13. NEW MEXICO TORT CLAIMS ACT

Any liability incurred by the City of Santa Fe in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, Section 41-4-1, et. seq. NMSA 1978, as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any limitation of liability pursuant to law. No provision in this Agreement modifies or waives any provision of the New Mexico Tort Claims Act.

14. THIRD PARTY BENEFICIARIES

By entering into this Agreement, the parties do not intend to create any right, title or interest in or for the benefit of any person other than the City and the Contractor. No person shall claim any right, title or interest under this Agreement or seek to enforce this Agreement as a third party beneficiary of this Agreement.

15. RECORDS AND AUDIT

The Contractor shall maintain, throughout the term of this Agreement and for a period of three years thereafter,

detailed records that indicate the date, time and nature of services rendered. These records shall be subject to inspection by the City, the Department of Finance and Administration, and the State Auditor. The City shall have the right to audit the billing both before and after payment. Payment under this Agreement shall not foreclose the right of the City to recover excessive or illegal payments.

16. APPLICABLE LAW; CHOICE OF LAW; VENUE

Contractor shall abide by all applicable federal and state laws and regulations, and all ordinances, rules and regulations of the City of Santa Fe. In any action, suit or legal dispute arising from this Agreement, the Contractor agrees that the laws of the State of New Mexico shall govern. The parties agree that any action or suit arising from this Agreement shall be commenced in a federal or state court of competent jurisdiction in New Mexico. Any action or suit commenced in the courts of the State of New Mexico shall be brought in the First Judicial District Court.

17. AMENDMENT

This Agreement shall not be altered, changed or modified except by an amendment in writing executed by the parties hereto.

18. SCOPE OF AGREEMENT

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto

concerning the services to be performed hereunder, and all such agreements, covenants and understandings have been merged into this Agreement. This Agreement expresses the entire Agreement and understanding between the parties with respect to said services. No prior agreement or understanding, verbal or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Agreement.

19. NON-DISCRIMINATION

During the term of this Agreement, Contractor shall not discriminate against any employee or applicant for an employment position to be used in the performance of services by Contractor hereunder, on the basis of ethnicity, race, age, religion, creed, color, national origin, ancestry, sex, gender, sexual orientation, physical or mental disability, medical condition, or citizenship status.

20. SEVERABILITY

In case any one or more of the provisions contained in this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality, and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.

21. NOTICES

Any notices required to be given under this Agreement

shall be in writing and served by personal delivery or by mail, postage prepaid, to the parties at the following addresses:

City of Santa Fe:
Arts Commission
PO Box 909
Santa Fe, NM 87504-0909

Contractor:
Museum of New Mexico
Foundation
PO Box 2065
Santa Fe, NM 87504-2065

IN WITNESS WHEREOF, the parties have executed this Agreement on the date set forth below.

CITY OF SANTA FE:

CONTRACTOR:

JAVIER M. GONZALES, MAYOR

MUSEUM OF NEW MEXICO
FOUNDATION

DATE: _____

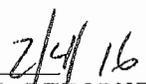
DATE: _____

ATTEST:

CRS # 01-719604-003
City of Santa Fe
Business Registration
#16-00054756

YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

KELLEY A. BRENNAN, CITY ATTORNEY

APPROVED:

OSCAR RODRIGUEZ
FINANCE DIRECTOR

22103.561850
BUSINESS UNIT/LINE ITEM

Collaborative Arts Marketing Program Proposal
Lowrider Summer

Proposal Narrative

¡Órale! In the spring and summer of 2016, the New Mexico History Museum and New Mexico Museum of Art will combine their talents to take a drive on the wild side. Opening in May 2016, two exhibitions celebrate lowrider culture, New Mexico-style. Featuring actual cars in galleries, along with artwork, photographs, car parts, oral histories, and more, the exhibits aim to meld diverse audiences in a mutual attraction for these personalized works of art. Accompanying the exhibits is a new book with an international and years-long reach from the Museum of New Mexico Press (working title: *Lowriders, Hoppers and Hot Rods*), and a robust programming schedule in collaboration with numerous artists, authors, scholars, and schools.

Key collaborative partners in requesting this grant for “Lowrider Summer” are the New Mexico History Museum, the New Mexico Museum of Art, the Museum of New Mexico Foundation, the Museum of New Mexico Press, Santa Fe Performing Arts, and Northern New Mexico Community College.

The Museum of New Mexico Foundation (MNMF) supports the New Mexico Department of Cultural Affairs’ Museum of New Mexico (MNM) system through fund development for exhibitions and education programs, financial management and advocacy. As the fiscal agent for the four museums and seven historic sites within the MNM system, the MNMF will serve as the contracting agency for the grant and a participant in celebrating the lore of lowrider culture.

After decades of cruising the streets and back roads of northern New Mexico, “lowrider” cars have come into their own as a regional symbol of Hispanic cultural identity as evocative as homegrown red and green chile. Lowriders the cars have been celebrated in books and movies, and lowriders the people congregate by the hundreds in car shows throughout the region—and now the world—to show off their achievements in mechanical excellence, awesome upholstery, and painted artistry.

Lowriders, Hoppers and Hot Rods: Car Culture of Northern New Mexico, opening May 1, 2016 at the New Mexico History Museum (through March 5, 2017), explores the world of those who create these movable artworks in displays that feature 28 photographers and oral histories of lowrider creators. Eight primo examples of cherry cars rotate through the exhibit. Most importantly, the exhibit attempts to overcome the negative stigmas sometimes associated with lowrider enthusiasts. Long overdue for recognition, they take a starring role in this culturally based exhibit, which invites an under-served community into the museum and honors the way that they foster cultural pride and engage children and families in a beloved automotive activity.

Con Cariño: Artists Inspired by Lowriders, opening May 20, 2016 at the New Mexico Museum of Art (through October 10, 2016), explores how lowriders have inspired artists working in other mediums. Through photographs, paintings, sculptures, and videos, the artists in this exhibition explore issues of family, gender, religion, and status. On view will be more than fifty works by artists including Lawrence

Baca & Ron Rodriguez, Justin Favela, Miguel Gandert, Alex Harris, Nicholas Herrera, Arthur Lopez, Norman Mauskopf, El Moisés, Jack Parsons, Meridel Rubenstein, Luis Tapia, Don Usner, and others.

Both exhibits will draw people to the downtown Santa Fe and surrounding areas through a robust programming schedule, including roundtable discussions with premier artisans, a poetry slam with youths mentored by adults, a collaborative theatrical event with Española high-schoolers, lectures, film screenings, demonstrations, educational initiatives, hands-on art activities for all ages, and car displays. These programs have been designed to not only showcase the under-represented artists who form the foundation of lowrider culture, but also to engage them with the traditional arts-and-culture audience. By expanding the audience for a dialogue on lowrider culture, the exhibit will increase civic engagement in the often overlooked and diverse forms of artistic expression that play a role in the history and culture of New Mexico. Here are some of the events we're planning; a full schedule is attached:

Sunday, May 1: Opening of the New Mexico History Museum exhibit, with a lecture about the history of the nationally known *Lowrider Magazine* by Ray John, its former editor.

Friday, May 20: Opening of the New Mexico Museum of Art exhibit, in conjunction with the opening of the museum's *Finding a Contemporary Voice: The Legacy of Lloyd Kiva New and IAIA*.

Sunday, May 22: Lowrider Day in Santa Fe. As officially decreed by Mayor Gonzales, Lowrider Day will include a car show on the Plaza, demonstrations by local artists, and possibly a food truck or two. Visitors can vote for People's Choice Awards, and hoppers will compete to see who has the most loft.

Sunday, June 19, 2 pm: Community Day at the museums. Free to all New Mexicans, the museums will offer art-making activities for all ages, a lecture by acclaimed author Denise Chávez, and a chance to learn about the science of motion with a DIY car.

Sunday, July 17, 1:30-3:30: Family Fun Day. New Mexico History Museum visitors will learn how to write their names in a lowrider font and create poetry on lowrider themes.

Saturday-Sunday, Aug. 6-7: A New Mexico Museum of Art symposium on cultural identity featuring artists, scholars and activists, tying *Con Cariño: Artists Inspired by Lowriders* to the museum's concurrent exhibit *Finding a Contemporary Voice: the Legacy of Lloyd Kiva New and IAIA*.

Friday, August 12, 9 am: CreativeMornings. Rob Vanderslice, internationally known award-winning lowrider car painter speaks at the New Mexico History Museum.

Sunday, August 28, 2 pm: Dennis Little, President of the Santa Fe Concorso and former head of General Motors' design studio, demystifies how a car is designed in a New Mexico History Museum talk.

October 16, 2 pm: Poetry slam. Levi Romero, associate director of Chicana and Chicano Studies at UNM, leads a slam at the New Mexico History Museum with young poets on the topic of lowriders.

Dates TBD: *Riding Low*. In partnership with Santa Fe Performing Arts' Play It Forward program, Northern New Mexico Community College and Española High School present a lowrider-themed performance developed by local youths. Performances in Española and Santa Fe.

Methods for creating partnership opportunities for other business sectors to participate and engaging the community:

We anticipate a minimum of 75,000 people will visit the two museums over the course of the exhibits to see the displays and participate in the wide array of public programs. Because these exhibits are a bit more unusual than most, they stand a solid chance of drawing non-typical visitors to the City Different—especially those from Albuquerque, Española, Taos, Las Vegas and Las Cruces. But the lowrider phenomenon transcends state borders, even national ones. Japan, Brazil, Europe and Indonesia now boast authentic lowrider enclaves. California, Colorado, Texas and Arizona residents are other likely visitors—all of whom will seek hotels, restaurants and perhaps a lowrider T-shirt or two.

Package deals will be sought from local hotels, galleries, shops and restaurants to combine museum visits with a uniquely Santa Fe stay. As a prelude, a sneak-peek preview will be offered to concierges (and key social-media influencers) to whet their appetites. Already, Hotel Chimayó and its Low 'n' Slow restaurant have agreed to cater the History Museum's opening event and, for it, will craft a special lowrider cocktail to be featured on their menu throughout the shows.

Museum shops will stock lowrider-specific goodies, including books, posters, T-shirts and perhaps exhibit-specific fuzzy dice. The Museum of New Mexico Press will seek book-signing events at local bookshops that will allow community members to meet the curators, artists and lowriders themselves.

The May 22 Lowrider Day spotlights a Plaza car show. That event will tempt lovers of lowriders into what may well be their first visit inside a museum to see how their art and culture are interpreted. From that first step, the hope is to inspire them to undertake return visits for these and future exhibits. Lowrider Day will also create an opportunity for local carsmiths to publicize and showcase their trademark skills and build future business with potential customers. We're working with downtown merchants to alert them to the closed streets and also the opportunity to capitalize on lowrider-specific customers.

Both exhibits feature the works of artists and photographers whose pieces are represented by local galleries. (Two examples: *santero* Arthur Lopez at Manitou Gallery; photographer Norman Mauskopf at Verve Gallery.) Loans from respective galleries will be noted in the credit lines of exhibition labels. That cross-promotion will help guide visitors to find more works outside the museums' walls—and possibly purchase them.

We're also working with production companies and the Lensic Performing Arts Center to host film screenings, including the possible 2016 premiere of *Low Riders*, starring Eva Longoria.

Marketing Plan

Branding

Using the proven capabilities of a shared graphics department, the New Mexico History Museum and New Mexico Museum of Art will create a visual brand to be employed in posters, fliers, social media, T-shirts and paid advertising. Building on the themes of chrome, flames and sleek American steel under a “Lowrider Summer” theme, the brand aims to strike an emotional chord among car enthusiasts while also appealing to people intrigued by lowrider colors, artistry and lifestyle. Still in the tinkering phase, we hope to build such a sense of ownership and excitement around the brand to foster the sales of posters and T-shirts that will further carry our message. (Please see an early sample in the attachments.)

Grass-roots marketing

Already, exhibit and public program supporters are asking for handfults of posters that they can take throughout the region—a key part of the grass-roots, face-to-face portion of the marketing plan. Through developing and curating a list of New Mexico car clubs, the museums will reach out directly to our most likely visitors and ask for their help in spreading the word. They’ll be provided with posters and fliers as well as digital files to use on social media—one of the most reliable ways of communicating with some of the most avid lowriders. We’ll also target libraries throughout the state for postings, as well as marketing partners and Santa Fe businesses likely to reach potential museum-goers.

Printed materials

Beyond the posters and fliers, we’ll develop a comprehensive events schedule using the branded imagery and offer them free at our front desks and nearby hotels to share with guests. The branded design will give them a cinematic flair to ensure they’re tacked to countless refrigerators and bulletin boards throughout the shows.

Social media

We’ll capitalize on a key strength of both museums by utilizing our Facebook pages—two of the most effective performers in the Department of Cultural Affairs’ portfolio. Before and during the exhibitions, we’ll reach our extensive fan bases and develop partnerships for cross-postings to Facebook, Twitter, Instagram and LinkedIn to increase our reach with sister museums, lowrider sites, fans of the exhibits, and tourism-related sites, including those with the potential to reach patrons on a worldwide scale.

Public relations

Both museums have solid relationships with statewide media and track records of successfully reaching patrons through traditional and new media outlets. We’ll build on that strength by way of press releases, media alerts and personal contact with key media partners. We’ll make not only our curators but lowriders, artists, and photographers available for coverage in print, radio, TV and web platforms. KNME-TV has covered the exhibits in an edition of its oft-repeating *Colores* program. *El Palacio Magazine* will feature the exhibits on its summer cover, as will the Department of Cultural Affairs’ summer guide. A *New Mexico Magazine* article is in the works. We’ll obtain coverage on KASA-TV’s *New Mexico Style*, and we have heightened interest from TV, radio and newspapers.

Throughout the shows' runs, the museums will promote their exhibitions and events both individually and collaboratively by way of press releases and heavy reliance on social media, coalescing all efforts on the "Lowrider Summer" branded theme to ensure both a unified voice and the continuation of our distinct identities.

Advertising

Ad buys will cluster around the exhibit openings and specific programming events. They will consist of a mix of traditional and new media, including:

Print

Print advertising will include tourist, general interest and specialty publications, including *New Mexico Magazine* and key summer tourist publications like *Bienvenidos*. Local newspaper ads will be used throughout the summer to drum up attendance and interest in specific programming events. All print ads will be re-purposed on social media sites of the museums, collaboration partners, and lowrider enthusiasts.

Television

A 30-second spot supporting the collaboration will be developed to run on statewide channels and repurposed in the social media of collaboration partners.

Radio

We aim to reach lowrider lovers in Santa Fe and outlying communities through radio stations with listener-specific interests. Working with broadcasters and their demographic studies, we can target likely stations and times of day to reach people unaccustomed to museum experiences but likely to find this one intriguing. (Examples include Española's KDCE and Las Vegas, NM's KFUN, which reach Hispanic audiences in smaller communities with programming that meshes with a blue-collar listenership.) We'll work with the stations to obtain added incentives, including live broadcasts from events like Lowrider Day, on-air interviews and contest giveaways to ensure the message gets repeated.

Collateral/Signage

We will devote a more significant amount than usual of the budget to printing fliers, posters and postcards that will be made available free to the public, local merchants, hotels, car clubs, libraries. The materials can be used as digital files as well for do-it-yourself social-media posts with strong potential for going viral. The exteriors of both museums will bear appealing banners promoting the exhibits and public programming to passersby.

Digital/Social Media

Aggressive online advertising will be used on targeted sites like Santafe.com, santafe.org, and the *New Mexican*. Our already-popular social media posts will be enhanced with paid support to extend our reach to specific audiences. With a combined fan base of 30,018 people, the museums' two Facebook pages have reached over 190,000 people a week and boast a lively engagement of more than 13,000 people a week. And that's before we start posting lowrider images!

Marketing budget: Lowrider collaboration

Exhibition funding, <i>Lowriders, Hoppers and Hotrods:</i>	\$80,000
<i>Riding Low</i> cost for NM History Museum:	\$12,000
Administrative costs, NM History Museum:	\$27,000

Exhibition funding, <i>Con Cariño:</i>	\$38,000
Administrative costs, NM Museum of Art:	\$4,000

Advertising and Promotion

Print	\$30,000
Television	\$20,000
Radio	\$15,000
Digital/social media	\$15,000
Collateral/Signage	\$10,000

Total	\$90,000
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Budget contributions

NM History Museum	\$15,000
NM Museum of Art	\$15,000
Museum Resources Division of the Department of Cultural Affairs	\$15,000
Request from Arts Commission	\$45,000

Total	\$90,000
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The New Mexico History Museum and New Mexico Museum of Art are divisions of the New Mexico Department of Cultural Affairs (DCA). DCA only provides the museums with funds to cover capital improvements, operating costs and staff salaries. All museum exhibitions and public programs are supported by private donors through the Museum of New Mexico Foundation and its Director's Leadership Fund, Exhibitions Development Fund, and Fund for Museum Education. In addition, *Lowriders, Hoppers and Hot Rods: Car Culture of Northern Mexico* at the New Mexico History Museum has received a \$15,000 grant from a local Foundation (who wishes to remain anonymous) to support exhibit production costs and a \$1,500 grant from the Los Alamos National Lab Foundation to support production costs for the *Riding Low* performance piece.

Lowrider Summer Programming

Saturday, April 30, Private opening, *Lowriders, Hoppers and Hot Rods*, New Mexico History Museum: Reception with live music and dancing for exhibit participants and Museum of New Mexico Foundation members.

Sunday, May 1, Public opening, *Lowriders, Hoppers and Hot Rods*, History Museum: Photo booth, video loop screening of *South American Cho Lo*, and a lecture about the history of *Lowrider Magazine* by its former editor, Ray John. Free to NM residents.

Friday, May 20, Public opening, *Con Cariño*, New Mexico Museum of Art: Reception shared with the opening of the Lloyd Kiva New exhibit, plus a street display of lowriders and local artists making art with the public.

Sunday, May 22, Lowrider Day on the Plaza, History Museum and Museum of Art: A mayoral proclamation opens a car procession and show on the plaza, with free admission to both exhibits for NM residents.

Sunday, June 19, Community Day, History Museum and Museum of Art: Noted author and activist Denise Chávez speaks on *chicanas*, lowriders and the differences between southern and northern New Mexico. Plus, art-making activities for all ages at both museums and a science-of-motion experiment with DIY cars.

Saturday–Sunday, July 9–10, Justin Favela residency (tentative), Museum of Art: The artist tackles a piñata-inspired community art project.

Gallery talks throughout summer, Museum of Art: Potential speakers include sculptor Luis Tapia; photographers Meridel Rubinstein and Miguel Gandert; *santero* Arthur Lopez; carver Lawrence Baca; and silversmith Ron Rodríguez.

Sunday, July 17, Family Fun Day, History Museum: Take part in a “Low Writing” workshop. Learn to write your name lowrider style, listen to some poetry and write your own.

To be scheduled, a symposium on identity, Museum of Art: Speakers will connect the Lloyd Kiva New and lowrider exhibitions in lectures, panel discussions and events.

Friday, August 12, CreativeMornings, History Museum: Creative networking, plus a talk by Rob Vanderslice, internationally known award winning lowrider car painter.

Sunday, August 28, “Behind the Locked Doors of General Motors Design,” History Museum: A lecture by Santa Fe Concorso President Dennis Little, former head of GM’s design studio.

To be scheduled, movie screenings with KNME-TV and the Lensic Performing Arts Center: Potential features include *Everything Comes from the Streets*; the new *Low Riders* film; and *1979’s Boulevard Nights*.

Sunday, September 25, "Growing Up in a Lowrider Community," History Museum: Photographer Don Usner, whose work is in both exhibits, talks about his youth in the hotbed of lowrider culture, Chimayó.

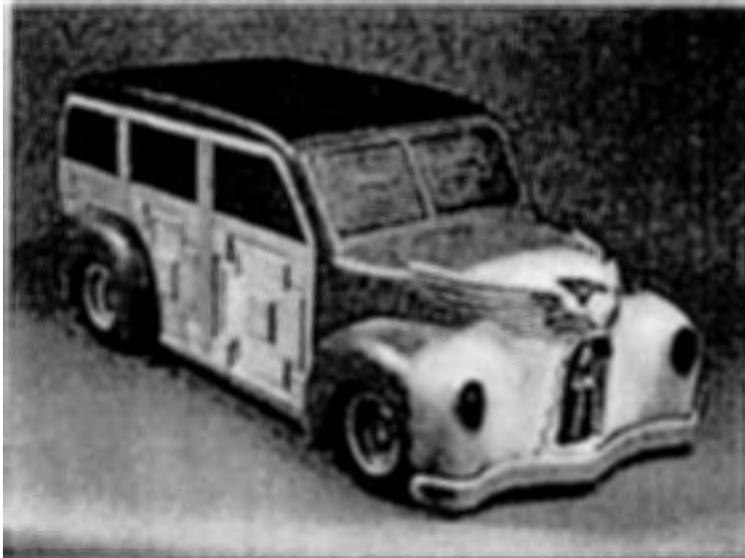
October 16, Poetry slam, History Museum: Levi Romero, associate director of Chicana and Chicano Studies at UNM, leads a lowrider slam with young poets.

Fall/Winter 2016: Performance piece, History Museum: In partnership with Santa Fe Performing Arts' *Play It Forward* program, Northern New Mexico Community College and Española High School present *Riding Low*, a lowrider-themed performance developed by local youths. Performances in Española and Santa Fe.

Sunday, November 20, Family Fun Day, History Museum: Mike Roybal, a primo auto detailer and president of the Latin Dezire Car Club, shows how to use airbrushes to paint flames on paper.

Con Cariño: Artists Inspired by Lowriders

Select images



Luis Tapia

Northern New Mexico Woody (Peñasco Truck)

2002

Carved and painted wood, 11 ¾ x 30 ½ x 12 ¾ inches

Courtesy of Jack Parsons



Meridel Rubenstein

The Medina Family, Bad Company, '68 Chevy Impala, Chimayó, New Mexico

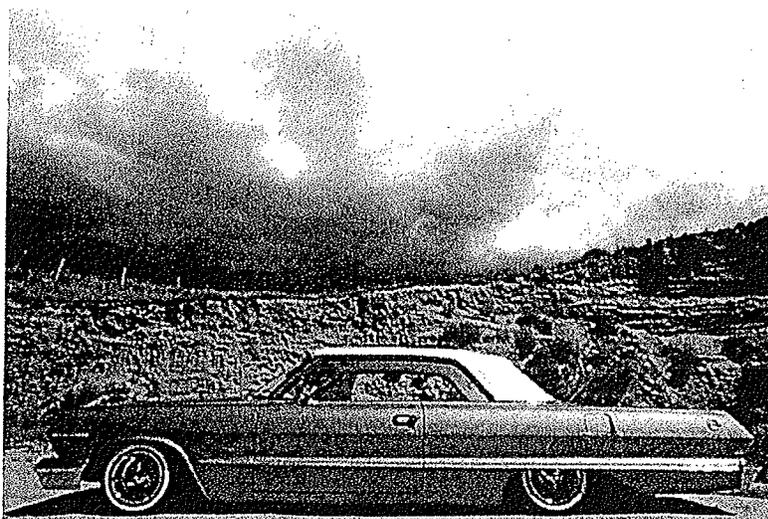
1980

Chromogenic print, 16 x 20 in.

Courtesy of the artist

Lowriders, Hoppers and Hot Rods: Car Culture of Northern New Mexico

Select images



Jack Parsons

1963 Chevrolet Impala, Owner Lee Cordova of Alcalde, NM
1998

Palace of the Governors Photo Archives HP.2007.11.

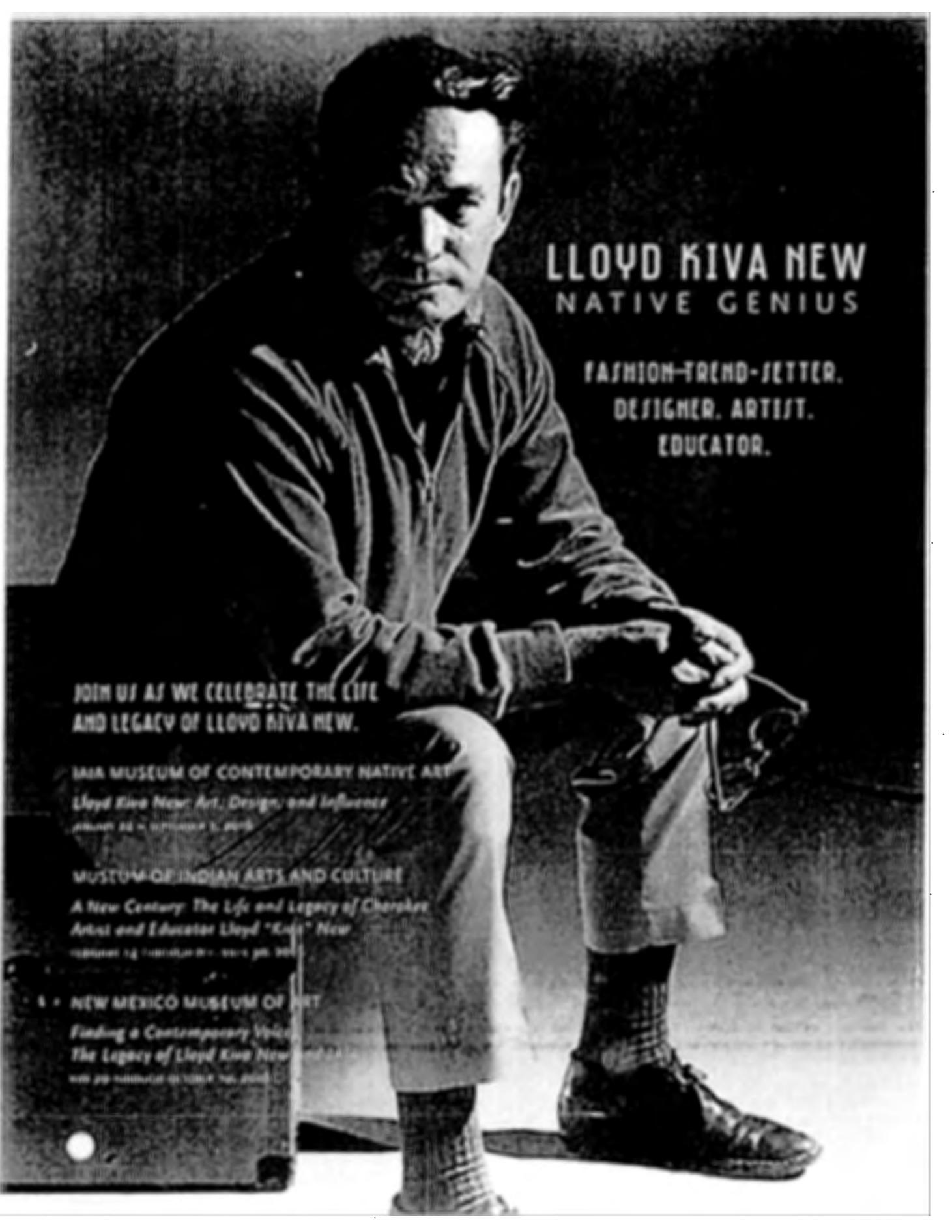


Dottie Lopez

Three Wheel

April 14, 2013

Image courtesy of the photographer.



LLOYD KIVA NEW
NATIVE GENIUS

FASHION-TREND-SETTER,
DESIGNER, ARTIST,
EDUCATOR.

JOIN US AS WE CELEBRATE THE LIFE
AND LEGACY OF LLOYD KIVA NEW.

IAIA MUSEUM OF CONTEMPORARY NATIVE ART

Lloyd Kiva New: Art, Design, and Influence

March 22 - November 5, 2015

MUSEUM OF INDIAN ARTS AND CULTURE

*A New Century: The Life and Legacy of Cherokee
Artist and Educator Lloyd "Kiva" New*

September 14 - November 10, 2015

NEW MEXICO MUSEUM OF ART

Finding a Contemporary Voice

The Legacy of Lloyd Kiva New

July 20 - November 10, 2015

Collaborative Arts Marketing Program Proposal

LLOYD KIVA NEW

NATIVE GENIUS

Proposal Narrative

This year marks the centennial of the birth of seminal Native American artist Lloyd Kiva New, and three Santa Fe arts institutions are collaborating and celebrating the anniversary in style. Locally, New, a Cherokee, is known as the Institute of American Indian Art's (IAIA) first artistic director, yet nationally, Native people refer to him as the "Godfather of Native Fashion." The proposed collaboration will be implemented under the collective brand of **Lloyd Kiva New: Native Genius**.

The **Museum of Indian Arts and Culture**, the **IAIA Museum of Contemporary Native Arts**, and the **New Mexico Museum of Art** will each present an exhibition in 2016 focusing on key aspects of Lloyd Kiva New's (b. 1916 - d. 2002) significant contributions to contemporary Native culture. Additionally, the three museums are planning a symposium, multiple lectures, panel discussions, a fashion show, Gala, and, as pure celebration, a 100th birthday party. The museums along with the **Museum of New Mexico Foundation**, who will serve as the collaboration's fiscal agent, are the key partners in this grant request.

Lloyd Kiva New earned a degree in art education from the Art Institute of Chicago in 1938. He then taught painting at the Phoenix Indian School until enlisting in the Navy in 1941. Upon returning to Phoenix after World War II, he became a charter member of the Arizona Craftsmen cooperative, a group of artists who helped develop Scottsdale, Arizona, into a western center of handcrafted arts. New took the trade name "Kiva" in 1946, and the Kiva Studio earned national acclaim for his handbags, clothing, and printed textiles throughout the 1950s. In 1962, New changed his career path, and joined IAIA, serving first as the school's Art Director until 1967, then as the school's president until 1978. In 1988 he returned to serve as Interim President, finally becoming President Emeritus. While officially retired, New continued to be active in the Native arts community, serving on the Indian Arts and Crafts board, as well as the boards of several national museums, and continued writing and speaking world-wide until his death in 2002.

New had a broad, humanistic approach to the arts, stressing creative links to the traditional arts but urging students not to be bound by them and to reject the stereotypical notions of American Indian art and culture. He encouraged students to look at innovative art techniques and forms as a path to creating contemporary Indian art. The multi-venue centennial celebration of one of Native American arts' key figures will attract and introduce people from New Mexico and around the world to the breadth, depth, and creativity of contemporary Native American art as envisioned by Lloyd Kiva New. The schedule of the three museums' exhibitions and events includes:

The **IAIA Museum of Contemporary Native Art's (MoCNA)** exhibition *Lloyd Kiva New: Art, Design, and Influence* (February 18 – September 1, 2016) opens on the occasion of the 100th anniversary of New's

birth. Aysen New, Lloyd's widow, will co-host the "birthday party" at the museum. The exhibition draws on three major themes of New's legacy, each tied to his innovative concepts in Native art and culturally-based education. *Lloyd Kiva New: Art* includes paintings by New from his personal collection – many of which have never been shown in a museum or in a gallery. *Lloyd Kiva New: Design* presents the artist as an innovator of Native Modernism through fashion and textile design in an interpretive reproduction of the Kiva Studio - New's successful 1950s showroom in Scottsdale, Arizona. *Lloyd Kiva New: Influence* features over forty printed textiles created by IAIA students during the 1960s and 1970s under New's artistic direction. Additionally, patrons will be able to "create" their own designs based on New's work, through an interactive display created by New Mexico's leader in interactives, Ideum.

The Museum of Indian Arts and Culture's (MIAC) exhibition *A New Century: The Life and Legacy of Cherokee Artist and Educator Lloyd "Kiva" New* (February 14 through December 30, 2016) will provide a comprehensive look into New's storied life from his humble beginnings on the family farm in Oklahoma to the burgeoning days at IAIA. Through personal recollections, photos, archival documents, and objects pour la couture, the exhibition reviews the life of this American Indian visionary.

The New Mexico Museum of Art's (NMMA) exhibition *Finding a Contemporary Voice: The Legacy of Lloyd Kiva New and IAIA* (May 20 through October 10, 2016) showcases artwork by former and present IAIA faculty and alumni demonstrating the contribution these artists have made to the larger field of contemporary art. Taking a Fritz Scholder group portrait of IAIA faculty and the legacy of Lloyd Kiva New as starting points, this exhibition includes work by IAIA faculty and alumni from the 1960s to the present, such as Scholder, Neil Parsons, T.C. Cannon, Melanie Yazzie, Hulleah Tsinhnahjinnie, and Will Wilson.

In addition to the estimated 100,000 visitors to the exhibitions, the collaboration aims to engage expanded audiences through a robust schedule of education, outreach and celebratory programming including:

February 18: Reception for exhibition and Birthday Celebration for Lloyd Kiva New co-hosted by IAIA and Aysen New at MoCNA. There will be refreshments, VIP guests, and, of course, a birthday cake.

May 20: Free public opening at NMMA celebrating the opening of two exhibitions: *Con Cariño: Artists Inspired by Lowriders* and *Finding a Contemporary Voice: the Legacy of Lloyd Kiva New*. See great art, talk with artists, participate in gallery activities, and hear live local music.

June 19: Community Creative Day at NMMA featuring art making, storytelling, and more in celebration of the artists and community vision in conjunction with summer exhibitions: *Con Cariño: Artists Inspired by Lowriders* and *Finding a Contemporary Voice: the Legacy of Lloyd Kiva New*.

July 1: Beginning of a series of Gallery Talks at NMMA. Join IAIA artists and artists whose work is inspired by Lloyd Kiva New.

August 5: Breakfast with MIAC Curator Tony Chavarria and Aysen New. Join the MIAC exhibition's curator and Aysen New for breakfast at the Museum Hill Café followed by a special tour – with insider narrative – on the life of this brilliant mind.

August 17: IAIA annual Scholarship Dinner and Auction -- La Fonda Hotel – inclusive of a commemoration of the 100th Anniversary of Lloyd's birth.

August 20-21: Santa Fe Indian Market Special events (TBD) will take place at MoCNA during Indian Market. Events to include lectures and a student art sale.

August 21: MIAC and IAIA host Sunset Fashion Show held on Museum Hill. Budding and established designers inspired by Lloyd Kiva New will display and/or have models wear their designs as the sun sets on the 95th annual Indian Market.

September-December 2016 (Fall Semester): "Lloyd Kiva New and the Contemporary Native Art Movement" – Institute of American Indian Arts. Taught by IAIA archivist Ryan Flahive and various guest lecturers, this class will cover a broad range of New's life and teachings, including sections such as, "The Indian New Deal and The Indian Arts and Crafts Board", "Kiowa Five/The Studio", "The Scottsdale, AZ Years", "The Rockefeller Conference and The Southwest Indian Art Project", and "IAIA 1960-1967".

October 2016: "The Lloyd Kiva New Centennial Convocation" – IAIA - The convocation will be an interdisciplinary look at the contemporary Native art movement and Lloyd Kiva New's impact on both Native Arts and Culture, and culturally-based education.

November 11: Veteran's Day Lloyd Kiva New served in the United States Navy aboard the USS Sanborn Amphibious Attack Transport during the Second World War — and was aboard ship during the Battle of Iwo Jima. IAIA will host a special event commemorating New's military service with various presentations and special guests.

Engaging the Business Community

Local businesses, including galleries, hotels, restaurants and other partners will be invited to join in this collaborative effort. Partners will be encouraged to offer packages, art enjoyment experiences, hands-on activities and menus that celebrate Native art, fashion and creativity.

Special outreach will be directed to Santa Fe's gallery community. Many of the artists inspired by Lloyd Kiva New, from both his work and under his tutelage at IAIA, are represented in our art community. These galleries will be encouraged to work with the three partner organizations to create gallery installations that support the sale of art by these established and emerging Native artists.

Hotels, with emphasis on establishments that are Native-owned or are known for their strong promotion of arts and culture packages, will be invited to create Lloyd Kiva New inspired vacations that include accommodations, museum visits, gallery tours and special related activities such as art and design workshops and classes using LKN's body of work as inspiration.

Museum shops will feature Lloyd Kiva New themed merchandise. Books related to his life, career and influence will be available.

Local businesses, including galleries, hotels, restaurants and other partners will be invited to join in this effort. Partners will be encouraged to offer packages, art enjoyment experiences, hands-on activities and menus that celebrate Native art, fashion and creativity.

Marketing Plan

Our collaboration marketing plan consists of three key elements: creative, public relations and advertising. Due to budget constraints, virtually all marketing will support the collaborative brand, thus avoiding a battle of the brands and supporting a highly unified message.

Creative Approach

Although each of three institutions will create logos to identify the unique nuances of the three individual exhibitions, a singular and cohesive brand identity will be developed to support the collaboration. Individual exhibits focus on different aspects of Lloyd Kiva New's art, design and influence, so a more focused creative approach has been developed that looks at the man in full, using an iconic image taken during the height of his career. Please refer to attached creative examples.

Public Relations

The diversity of public programs creates multiple opportunities for promotion via traditional and new media outlets. Press releases and media alerts are the core messaging for traditional media to be supplemented with a vigorous social media push. Traditional marketing (i.e. print ads) will be reformatted into jpgs to be shared on Facebook, Twitter, and LinkedIn and through peer-to-peer email sharing. Lectures, panel discussions, and similar events will additionally be both live-streamed and taped for upload to each institution's YouTube account. Opportunities will be created for traditional media coverage as well as sharing via social, such as taped artist, curator, and collector interviews uploaded to YouTube, social media slide shows, and other repurposed content. Given Lloyd Kiva New's importance to a current generation of practicing artists, we will reach out to these social influencers. With three participating institutions, the opportunities to cross-share/promote one another's social media posts open this content to potential viewing of followers/fans/friends numbering in the many hundreds of thousands worldwide. Practice has shown that this social reach results in an uncountable number of hits and posts by bloggers more tuned into relevant news via social than traditional media. Finally, these institutions are highly regarded by traditional media whose coverage will be significant, and as is the case these days, coverage that will be shareable on social media.

Advertising

Paid advertising will include a mix of traditional and new media outlets. Key advertising channels include:

Print: Traditional print advertising will include tourist, general interest and specialty publications, including *New Mexico Magazine*, *Native Peoples*, and *First American Art Magazine*. Key summer tourist publications like *Bienvenidos* will also be included. Local newspaper ads will be used as appropriate to support event and program advertising. All print ads will be re-purposed on social media.

Television: A 30 second spot campaign will be developed to support the collaboration. Spots will run on statewide television channels. A three-part series of 3-5 minute videos will be produced and aired on *New Mexico Style*. More significantly, all spots and video will be repurposed on social media.

Out-of-Home: Advertising at Sunport will be utilized during the heavy summer travel months.

Digital/Social: Aggressive online advertising will be used on targeted sites like *santafe.com*, *santafe.org*, and *Indian Country Today* that incorporates search and retargeting methodology. A coordinated social media strategy will be used to support consistent and provocative posts using as a foundation a combined number of Facebook followers exceeding 60,000. Social media posts will be enhanced with paid support to extend reach.

In addition, the numerous artists influenced by Lloyd Kiva New will be encouraged to leverage their own significant follower bases to like, share, comment and generate more posts. Hotel and galleries participating in the effort will also be asked to support our social media presence.

In this way we will create a unique and vibrant online community that includes the voices of artists, art lovers, museums, galleries, educators and students.

Collateral Material: A rack-card sized brochure is being developed for wide-spread distribution. It will also be available online.

Building Signage: Banners will be developed to cross-promote each exhibition at each location.

Publications: Publications including the Museum of New Mexico's *El Palacio* magazine and NM DCA's *Summer Guide to Museums & Historic Sites* will support the collaboration editorially and with advertising.

The proposed marketing plan will be implemented by the award-winning marketing and design staff within NM Department of Cultural Affairs' Center for Museum Resources.

Marketing Budget: Lloyd Kiva New: Native Genius

Exhibition funding, <i>Lloyd Kiva New: Art, Design, and Influence:</i>	\$41,000
Administrative costs, IAIA Museum of Contemporary Native Art	\$6,000
Exhibition funding, <i>A New Century: The Life and Legacy of Cherokee Artist and Educator Lloyd "Kiva" New</i>	\$103,000
Administrative costs, Museum of Indian Arts and Culture:	\$16,000
Exhibition funding, <i>Finding a Contemporary Voice: The Legacy of Lloyd Kiva New and IAIA</i>	\$52,000
Administrative Costs, New Mexico Museum of Art	\$8,000
<u>Advertising and Promotion</u>	
Print	\$24,000
Television	\$18,000
Out-of-Home	\$7,000
Digital/social media	\$24,000
Collateral/Signage	\$7,000
Total	\$80,000
<u>Budget contributions</u>	
Partner Contributions	\$15,000
Museum Resources Division of the Department of Cultural Affairs	\$20,000
Request from Santa Fe Arts Commission	\$45,000
Total:	\$80,000

The Museum of Indian Arts and Culture and the New Mexico Museum of Art are divisions of the New Mexico Department of Cultural Affairs (DCA). DCA only provides the museums with funds to cover periodic capital improvements, operating costs and staff salaries. All museum exhibitions and public programs are supported by private donors through the Museum of New Mexico Foundation and its Director's Leadership Fund, Exhibitions Development Fund, and Fund for Museum Education.



CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY)
06/22/2015

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

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

PRODUCER Aon Risk Insurance Services West, Inc. Albuquerque NM Office 6501 Americas Parkway NE Suite 650 Albuquerque NM 87110 USA	CONTACT NAME: PHONE (A/C. No. Ext): (505) 889-6700 FAX (A/C. No.): (505) 884-7831 E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE NAIC #	
INSURED Museum of New Mexico Foundation P.O. Box 2065 SANTA FE NM 87501 USA	INSURER A: Philadelphia Indemnity Insurance Company 18058	
	INSURER B: New Mexico Assurance Company 13673	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

Holder Identifier :

COVERAGES **CERTIFICATE NUMBER: 570058180113** **REVISION NUMBER:**

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

INSR LTR	TYPE OF INSURANCE	ADDITIONAL INSURED	SUBROGATION	WARRANTY	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:				PHPK1349241	07/01/2015	07/01/2016	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMPIOP AGG \$2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO ALLOWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				PHPK1349241	07/01/2015	07/01/2016	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$10,000				PHUB502772	07/01/2015	07/01/2016	EACH OCCURRENCE \$10,000,000 AGGREGATE \$10,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory In NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N		N/A	9615123	07/01/2015	07/01/2016	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH E.L. EACH ACCIDENT \$500,000 E.L. DISEASE-EA EMPLOYEE \$500,000 E.L. DISEASE-POLICY LIMIT \$500,000

Certificate No : 570058180113

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

CERTIFICATE HOLDER City of Santa Fe Arts Commission P.O. Box 909 Santa Fe NM 87504 USA	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 



**City of Santa Fe
Summary of Contracts, Agreements, & Amendments**

Section to be completed by department for each contract or contract amendment

1 **FOR:** ORIGINAL CONTRACT or CONTRACT AMENDMENT

2 Name of Contractor Museum of New Mexico Foundation

3 Complete information requested Plus GRT
 Inclusive of GRT

Original Contract Amount: \$90,000.00

Termination Date: February 4, 2016

Approved by Council Date: _____

or by City Manager Date: _____

Contract is for: Collaborative Arts Marketing Services

Amendment # _____ to the Original Contract# _____

Increase/(Decrease) Amount \$ _____

Extend Termination Date to: _____

Approved by Council Date: _____

or by City Manager Date: _____

Amendment is for: _____

4 **History of Contract & Amendments:** (option: attach spreadsheet if multiple amendments) Plus GRT
 Inclusive of GRT

Amount \$ 90,000.00 of original Contract# _____ Termination Date: 06/30/2016

Reason: Collaborative Arts Marketing Services

Amount \$ _____ amendment # _____ Termination Date: _____

Reason: _____

Amount \$ _____ amendment # _____ Termination Date: _____

Reason: _____

Amount \$ _____ amendment # _____ Termination Date: _____

Reason: _____

Total of Original Contract plus all amendments: \$ 90,000



**City of Santa Fe
Summary of Contracts, Agreements, & Amendments**

5 Procurement Method of Original Contract: (complete one of the lines)

RFP# _____ Date: _____

RFQ 16/05RFQ Date: December 8, 2015

Sole Source _____ Date: _____

Other _____

6 Procurement History: NA
example: (First year of 4 year contract)

7 Funding Source: Arts LT/Advertising **BU/Line Item:** 22103.561850

8 Any out-of-the ordinary or unusual issues or concerns:

(Memo may be attached to explain detail.)

9 Staff Contact who completed this form: Debra Garcia y Griego

Phone # _____ -6653

10 Certificate of Insurance attached. (if original Contract)

Submit to City Attorney for review/signature
Forward to Finance Director for review/signature
Return to originating Department for Committee(s) review or forward to City Manager for review and approval (depending on dollar level).

To be recorded by City Clerk:

Contract # _____

Date of contract Executed (i.e., signed by all parties): _____

Note: If further information needs to be included, attach a separate memo.

Comments: