



THE CITY OF SANTA FE
ARTS COMMISSION

201 West Marcy Street
PO Box 909
Santa Fe, NM 87504-0909
505-955-6707

REQUEST FOR QUALIFICATIONS COLLABORATIVE ARTS MARKETING PILOT PROGRAM

INTRODUCTION

The Collaborative Arts Events Marketing Pilot Program is a short-term initiative designed to test the potential for developing citywide, multi-partner arts events for the purposes advertising, publicizing, and promoting tourist-related attractions, facilities and events, specifically as they relate to nonprofit art activities, and nonprofit performing arts in Santa Fe. For the purpose of this program, collaborative arts marketing is defined as a complementing effort between two or more nonprofit arts organizations that is based on a common theme, art form, season/time of event, audience/desired audience, and/or geography. The marketing effort must be designed to attract audiences to visit multiple partner events, venues, attractions, etc. through a single cohesive brand. The collaborative effort should provide value to other business sectors such as galleries, hotels and restaurants through affiliated partnership opportunities.

Contract amounts issued under this RFQ will not exceed \$25,000. Multiple contracts may be issued. It is anticipated that contracts will be effective April 1, 2015. All services must be rendered by June 30, 2015.

ELIGIBILITY

Collaborative efforts must be based in nonprofit arts activities. At least two of the partners must meet the City of Santa Fe Arts Commission's eligibility guidelines of being a Santa Fe-based, IRS 501(c)3 arts organization, with a State of New Mexico Incorporation Certificate, City of Santa Fe business registration number and a two year operating history. Activities related to the collaborative must take place in the northern portion of Santa Fe county (i.e. Madrid/Galisteo to northern boundary of the county).

One eligible member of the collaborative must serve as contracting entity for the project. The organization will be required to enter into a City of Santa Fe Professional Services Agreement (Exhibit A), becoming legally responsible for completion of the project, submission of invoice and all reporting requirements. Serving as the contracting entity for this pilot program will not affect an organization's eligibility for other programs.

SCOPE OF THE WORK

Selected collaborative, through the contracting entity, will provide the following (see Exhibit A):

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

SUBMISSION MATERIALS

- Letter of Interest (1 page) introducing the collaboration and identifying the contracting entity.
- Proposal Narrative (3 page max) addressing the following:
 - a. Description of the collaborative effort including key partners and their roles as well as a summary of activities, locations and dates.
 - b. Methods for creating partnership opportunities for other business sectors to participate and engaging the community.
- Marketing Plan (2 page max) demonstrating how a cohesive brand will be developed and marketed as well as how individual partners will support the brand
- Marketing Budget (1 page) identifying where City support is requested and stating total committed funds to date.

SELECTION PROCESS/CRITERIA

Request for Qualifications Issued	February 16, 2015
Deadline for Receipt of Responses	February 26, 2015, 5 PM MST
Presentation to Committee	March 4, 2015
Notice of Selection	March 10, 2015
Effective Date of Contract	April 1, 2015
Contract End Date	June 30, 2015

All dates subject to change.

Criteria

20 Points	Potential for the effort to advertise, publicize and promote nonprofit arts activities
20 Points	Strength of collaboration and evidence of strong complementary programs
20 Points	Evidence of an effective marketing plan that will attract audiences to visit multiple partner events
20 Points	Demonstrated opportunities for affiliated partnerships
20 Points	Proof of artistic quality/capacity

HOW TO APPLY

Deadline for submission of materials is 5 PM Mountain Standard Time on Thursday, February 26, 2015. This is a receipt deadline not a postmark deadline. Responses received after the deadline will be deemed ineligible.

Materials may be mailed to: City of Santa Fe Arts Commission, PO Box 909, Santa Fe, NM 87508

Hand-delivery or 3rd party carriers may be sent to: City of Santa Fe Arts Commission, 201 West Marcy Street, Santa Fe, NM 87508

Please direct all questions to Debra Garcia y Griego, Arts Commission Director, degarcia@santafenm.gov, 505-955-6707.