City of Santa Fe

Agenda

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Special Meeting

Arts Commission
Monday, April 28, 2014
Community Gallery
Santa Fe Community Convention Center
201 West Marcy
8:30 AM to 5:00 PM

I. Call to Order

II. Roll Call

III. 2014-2015 1% Lodgers Tax Applications: Community Arts Promotion Program

IV. Committee Appointments

V. Adjournment

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.

SUMMARY INDEX OF

CITY OF SANTA FE ARTS COMMISSION

SPECIAL MEETING

April 28, 2014

ITEM		PAGE
I. Call to Order		1
II. Roll Call		2
III. 2014-2015 1% Lodgers Tax Applications: Community Arts Promotion Program (CAPP 07-33)		3-34
IV. Committee Appointments		34
V. Adjournment	Adjourned at 3:43 p.m.	36

CITY OF SANTA FE

ARTS COMMISSION

SPECIAL MEETING

Monday, April 28, 2014

I. **Call to Order**

A Special Meeting of the City of Santa Fe Arts Commission was called to order by Kirk Ellis, Chair, at approximately 8:30 a.m. on the above date at the Santa Fe Community Gallery, 201 West Marcy Street, Santa Fe, New Mexico.

II. Roll call indicated a quorum as follows:

Kirk Ellis, Chairman
Ramona Sakiestewa
Gabe Gomez
Penelope Hunter-Stiebel
Anne Pedersen
Kathlene Ritch
Donna Scheer
Todd Eric Lovato
Sandra Deitch

Others Present

Debra Garcia y Griego, Director, Arts Commission
Anna Blyth, Program Planner
Rod Lambert, Community Gallery Manager
Charmaine Clair, Stenographer

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

Audience Introductions: Elizabeth Pettus with SWAIA; Shannon Roberts with Santa Fe Children's Museum; Anne Farrell with Parallel Studios; Steve Ovitsky with Santa Fe Chamber Music; Janet Dewey Kollen with Santa Fe Concert Association; Matthew Chase-Daniel and Jerry Wellman with Axle Contemporary/ Narrative Art Center; Sanjit Sethi, Director with the Santa Fe Art Institute.

III. 2014-2015 1% Lodgers Tax Applications: Community Arts Promotion Program

Chair Ellis said the Commission is dealing with one category: the Community Arts Promotion: 1% Lodgers' Tax deals with Artistic and Cultural Contributions to the Community, Outreach Opportunities, Attraction to Tourists, Promotion and Marketing of the Project, and the Economic Impact on the City.

Chair Ellis asked that the Commissioners keep their remarks within those criteria. He explained there is a lead reader and a back up reader on each project and they would be very thorough. He added that if the Commissioners have nothing to add to the remarks, they could concur or pass.

Conflicts of Interest were confirmed as follows:

Gabe Gomez	Narrative Art Center; Santa Fe Art Institute; SITE Santa Fe; SWAIA; Center for Contemporary Arts
Kathlene Ritch	Santa Fe Desert Chorale; Santa Fe Opera; Santa Fe Symphony Orchestra and Chorus
Todd Lovato	Santa Fe Independent Film Festival
Kirk Ellis	Santa Fe Independent Film Festival; Santa Fe International Folk Art Market; Center for Contemporary Arts
Sande Deitch	Center for Contemporary Arts and SITE Santa Fe

Mr. Gomez left the room due to a conflict of interest with this proposal.

CAPP-07-Narrative Art Center- conflicts of interest: Mr. Gomez

Request: $10,000 for support for exhibitions and performances for their year-long artistic schedule.

Lead- Ms. Sakiestewa: *Outreach* is mobile site specific exhibitions and interactive public art which demystifies the process of making art and engages the public in different ways. The Art Center travels to different destinations like parking lots and businesses and generates versatile audiences as a result. The organization has garnered out of state excellent PR in magazines, because of the presentation of their programs and has received national, potentially international, coverage through access through the computer in Town and Country and the Santa Fe and Dallas Morning News coverage. The audience of 6,000 people per year is strong. A huge number of the audience is estimated as from outside the United States because of media coverage and destination visitors who seek them out while in Santa Fe. The organization also publishes, which is a nice adjunct. The programming is ephemeral and the books give a

permanence that could be reviewed and looked at down the road. The *tourism* draw is great and *outreach* could possibly extend to other regions.

Backup Reader- *Chair Ellis:* impressive that a gorilla organization like this has achieved the marketing impact in so many national publications. They have a large number of partnerships and the break out of the Marketing/Promotion campaign is exemplary. The application could have been more thorough in important areas such as *tourism. The economic impact* was difficult to assess because of the absence of real figures. The applicant states in *tourism "we have become an essential destination for arts oriented tourist that come to Santa Fe"*, but the audience is 6,000 and half of them are from Santa Fe; one thousand from other parts of New Mexico; 1700 from other parts of the U.S. and 300 international. Unclear is whether these are accidental tourists or people drawn specifically by the work. This is an important organization for its *outreach,* because it takes the art to the people and by definition is an organization that wants people to participate as both spectator and an art creator.

General Panel Comments: that this is an amazing organization is reflected in their success in *Pr/Marketing.* Their story is being picked up nationally/internationally and advances *tourism* and promotes Santa Fe as a live artistic center and a place you would want to go. In the *educational* programs would like to see elementary schools included and more south side presence. The term Narrative Art Center, if branded for Santa Fe, would be an important component in the Marketing plan.

[Staff Clarification: Axle Projects is the applicant and the organization took on 501 (C) 3 of the Narrative Art Center. Going forward the name of the organization would probably change, but legally they had to submit under the Narrative Art Center name.]

Mr. Gomez returned to the room at this time.

CAPP-08-Parallel Studios Inc. no conflicts of interest

Request: $25,000 and the Parallel Studios is the producer for Currents, and international new media festival in the sixth year and all the events are free.

Lead- *Ms. Deitch:* the main exhibition fills 31,000 ft.^{2} of El Museo with festival installations, multimedia performances, computer and web-based work, light, sound and image. The website is amazing. Smaller exhibitions are held at 10 other venues, some associated with Parallel and others are independent. The Youth Media Makers Program as part of the festival goes into middle and high schools in Santa Fe, Albuquerque, Taos and Espanola and 40 artists present. They have expensive new media tools for the expression and want people to know that they can use their ideas through the use of new media. The total audience is 5,003 with 2,020 from Santa Fe. There are 1,250 out of the 2,020 that are Hispanic and the 7,200 is predicted for the 2015 audience. A younger demographic is being sought; advertising is done in national magazines such as Art News, Art in America, Art Review and in local and regional [news] papers. Their *economic impact* is that local people are hired in construction and they rent from vendors. There is a

paid staff of two and a part-time employee; additional employees are hired for the festival. The Board has experience with new media and the advertising submitted was very compelling.

Back up Reader- Mr. Lovato: the application identified the organization's weaknesses and how they want to use the funds. The application states the weak links as individual and corporate businesses. There is a diverse mix of funding streams. The video is good and reminds him of the AHA Progressive Arts Festival and trying to break the out of the mold of attendees in a certain demographic. The organization has identified a good process to do that by reaching regional and other publications outside of the local area. The website is fantastic and their ambition for growth is noteworthy. Starting as a nascent project, they continue to grow and evolve and become part of the cultural landscape of Santa Fe.

General Panel Comments: the project is for all ages. The collaboration with Albuquerque and bringing new media to northern New Mexico is particularly liked. The *tourism* and *economic* impact numbers are not persuasive because of the lack of detail. The organization is looking to have a larger organization help with funds to maximize word of mouth outside of Santa Fe. In both categories the narrative speaks in general terms when specifics are warranted. The total audience of 5,000 is a surprise. Possibly Parallel has not fully assessed their research. Love that the organization is hiring a "social media handler".

Audience Introductions: EJ Nelson, President of Santa Fe Community Orchestra; Stock Holt, Chair of the SWAIA Board; Richard Lowenberg, Board President of Parallel Studios and Marc Dorfman with Santa Fe Concert Association.

[Staff Note: Mr. Gomez has added a conflict of interest with Santa Fe Art Institute and there is also a conflict with SITE Santa Fe.]

Mr. Gomez left the room at this time due to a conflict of interest.

CAPP-09-Santa Fe Art Institute- conflicts of interest: Mr. Gomez

Request: $35,000 for the project Food Justice, which will go for a range of programs that focus around that central theme.

Lead- Mr. Lovato: Santa Fe Art Institute's (SFAI) mission is involved in bringing in resident artists and making an impact with the artists. The strength of the application is that SFAI is clear on their mission. *Tourism* impact is one of the applicant's weaknesses. The project asks a basic question: how diverse creative practices could be used to confront social, cultural and economic problems in the food system. The topic is compelling and will draw attention because of its uniqueness. The project in art and design is made up of lectures, workshops, exhibitions and symposiums. There are strong partnerships with Santa Fe University of Art and Design, IAIA, etc. The artists who participate in the residency program receive national recognition. Through that, visibility is increased for Santa Fe artists and the city's *artistic* ethos, through the work the artists engage in while in Santa Fe. *Outreach-* there are lectures and various programs as mentioned. Numbers are needed to quantify the footprint of the good ideas and how many

people will be reached. The *community* impact- there is poetry slams and publications at DeVargas Middle School and working with a youth emergency shelter, which is a great way to reach out to Santa Fe's underserved. *Attraction to Tourists*: the organization wants to increase their print and electronic media presence, in addition to supporting the programming, but they are short on specifics. *Promotion & marketing* is solid; a New York Times article was cited. The applicant should strive for more national/international press; there is a heavy reliance on the norm.

Economic contribution- the program attracts approximately 7,500 participants and 2,700 are visitors from around the state, nation and globe. The residents engage with the local economy. A video in the supplemental information would have been helpful. The board looks strong, but could be a little bit Santa Fe heavy since the organization is nationally/internationally focused. The foundation support is a huge chunk of what the organization does. The financials seem to be balanced after changes the previous year in leadership and staff.

Backup Reader- Ms. Hunter-Stiebel: this is an institution in transition. A new novelty is to take a thematic approach and she has a problem with the approach in the choice of subject; food justice. The criteria are *tourism impact* and *attraction of tourism.* The resident artists are key; one artist is known for fruit tree inventories of the United States and another will do seeds in performance, etc. It isn't clear the connection between these activities and the *attraction of tourists*. The audience is listed as heavily in the 65 plus age group, which seems strange for the activities offered. The institution overall has brought Santa Fe a lot of prestige and a lot of educational activities: lectures, symposiums, exhibitions, all are noteworthy. The summer workshop is intended for high school students, but the fee is 1,500 dollars. She questions how much the course responds to the criteria.

General Panel Comments: The application was frustrating and like a jigsaw puzzle. An application should show what is being asked and why; specificity is needed, especially in the *economic*, *tourists* and *artistic* data. The project is complex and the focus is not clear. This is the organization's first application where there is an integration of programming at every level, under a new director and with a theme.

[**Applicant Note:** if funded the applicant will have to be sure that it at least half or more would be dedicated to marketing and promotional items.]

Mr. Gomez returned to the room at this time.

CAPP-10-Santa Fe Chamber Music Festival, LTD- no conflicts of interest

Request: $62,500 for funding of its 42nd season over 40 daytime and evening concerts at the Lensic and the St. Francis Auditorium. Four genres of music will be featured: classical, baroque, romantic and contemporary and three special commissioned pieces.

Lead- Ms. Ritch: Artistic/cultural is based on their diversity of programming and their deep commitment to new music and premieres. This year the Chamber Music Festival will host the second Young American String Quartet Composers Workshop and showcase young composers' newly minted works. *Educational-* the program consists of 4 free interactive concerts (includes free bus service) with over 1300 kids and parents anticipated. Music in Our Schools is a free curriculum for music teachers and 60 concerts are held annually for 4,000 students at nine Santa Fe elementary schools. Strings in our Schools is a bilingual violin instruction program for 65 at-risk students. There is also *educational outreach* for adults and season preview events, pre-concert lectures, open rehearsals and weekly program notes offered. A Second Annual Public Symposium on Music is planned during the festival. Their nationally syndicated 13-week radio program is *outreach*, however mostly in the *marketing*, not the *education* program. *Community outreach* is based on accessible venues for everyone and the discounted tickets for Santa Fe teachers and active military. There are reduced rate youth tickets now and young adult ticket prices. There will be a free evening concert in salute to Indian Market and the radio programs are posted on their website.

Attraction of Tourist - 46% of audience is from outside of Santa Fe. The website links to the festival artist's individual sites and YouTube videos of past performances are posted. The brochure was overwhelming in the amount that is offered by the organization, but the variety of programming is exciting. *Economic impact* – ticket sales were $577,000 last year, of which 48% was outside Santa Fe. Calculating that festival tourists tend to stay more than the usual one to three nights and that the festival artists are mostly from out of town and spend a week or more contributing to the economy; the *tourist impact* is impressive. The applicant estimates $2.2 million total impact, but hard numbers would have been nice. The budget looks healthy. The organization asks $20,000 to help with artists fees and explains that the international reputation of their artists is one of their most powerful marketing tools.

Backup Reader- Ms. Scheer: she was pleased with the detail on the *economic impact*. This is the Chamber Music's ninth year running without a deficit. They use *promotion/ marketing* efforts in a smart way. The applicant lists the largest audience as 65 years and older and address that with the noon time series for senior audiences. Also ticket prices have been reduced to $15 for the 19-35 year olds, recognizing that their audience is heavily an older demographic. The organization's history of 42 seasons cannot be ignored.

General Panel Comments: the organization has national reach and has an archive of the podcasts and multimedia. They know their audience deficiencies and target them directly. The income from their foundation shows a fiscally astute organization. Their playfulness with their logo is amazing and titles like the "Original Biber" and "Breaking Bach" is really appreciated. There should be advertising in national magazines.

CAPP-11-Santa Fe Children's Museum Inc. no conflicts of interests

Request: $19,730 for multi-disciplinary programs throughout the season.

Lead- Ms. Scheer: the Santa Fe Children's Museum (SFCM) provides community residents and visitors exposure to their programming artists, writers, performers, weekly acting programs and five to seven days of weekly programming. The Museum has a Celebrate Local Artist Month in June and will celebrate their 30th Anniversary next year. *Artistic/cultural-* is a multi-disciplinary program in a lot of art areas. The applicant is encouraged to focus on the project. The project is all *outreach and education* and they do an excellent job working a variety of opportunities into their project for children, residents, tourists and families. Free programs are offered and suit various ages at various times of the day and also address the school breaks. A substantial effort is made to connect artists to the children directly, which is important. The stop on the Santa Fe Pickup is a nice addition. Their outreach ties grandparent/ grandchild relationships and is appreciated and is another way in which they diversify themselves and involve seniors. *Attraction to Tourists*-the applicant states they are consistently ranked the #1 destination for families in Santa Fe and 50% of their audience is from outside Santa Fe.

Promotion/marketing has a good use of Facebook and is exciting with colorful photos of people in action. The organization is one of few to use Pinterest, which is smart. They address concierge audiences and have website calendars. *Economic*-this area is not the best for an otherwise well stated application. Revenue of $218,000 is projected and local artists are paid, but statements such as *"when possible SFCM exclusively supports local businesses who often donate goods to programming"* is not clear. The statement leaves the question whether other vendors are used at other times, etc. There are no solid numbers in this area and the statements in the last section are weak.

Backup Reader- Ms. Sakiestewa: SFCM stated the Children's Museum is being rebuilt from 2013 and there were a couple of rocky years. This feels as though they are taking off. Additional revenue of $218,000 is expected, plus $60,000 from their onsite store sales. There are 72,000 visitors and 50% are unduplicated, and speaks strongly to being a destination organization.

General Panel Comments: love the motto "*everyone can be an artist"* and that the museum is expanding their donor base. The artists are uniquely positioned for success in this program. The venture into the new realm gives pause at the program details. In the Museum's new chapter my hope is that they addressed the $7.50 admission for children. Changing to a voluntary contribution with a suggested admission might avoid an unpleasant situation of someone having to say they can't afford to pay. The application is unspecific in places like: *"partner with a number of local agencies".* Specifics like who the agencies are and the names of artists, etc. is needed. The lack of business, government, foundation, private or NEA support is troubling. The YouTube idea is great, but could use fresh content. The digital *marketing* plan is solid.

CAPP-12-Santa Fe Community Orchestra **no conflicts of interest**

Request: $10,000 for their current and upcoming season, which covers 2014/15. All of the funds would be used to invest in an expanded marketing program.

Lead- *Mr. Gomez*: the overarching *cultural impact* is that partners are named, which is refreshing. Their partnerships in *educational outreach,* programming and *impact on tourism;* all work together and are interconnected. *Outreach-* the most important component is that all of their programming is free and accessible. And the primary St. Francis location has a reliable long-term contract. In addition they pair "amateur" musicians with students and students are paired with professional musicians and there is a seamless relationship between the three. The total audience numbers of 801 is unclear whether from a survey or actual impact. The 3,000 audience increase projected is a huge jump and there are huge gaps in the breakdown of constituents, age demographics and racial ethnicity. It is not clear how to read that.

[Staff Clarification: the Santa Fe Arts Commission asked the applicant to list numbers related to the project that the Arts Commission would be funding. The organization presents some special events that will not be eligible and the applicant used larger organization figures in one area. On the demographic page the applicant refers to the project that the Arts Commission has been asked to support.]

Mr. Gomez continued: *Marketing-* the organization had 19 quarter page ads in Pasatiempo, which is expensive and seems low visibility for a younger audience. He did not see a plan to diversify the audience. The videos, podcasts and materials exist and with the *marketing* component, the applicant should have had a more robust, thoughtful and rounded audience plan.

Backup Reader- *Ms. Ritch*: *Education-* the organization wants to increase their funding for the Side by Side program, which is very strong. The program is the idea that students share stands with the instrumentalist. That would be an important *outreach* for the students to get an idea of how rehearsals are run. *Marketing* for the demographic- one of the easiest and least expensive marketing tools would be to have students that work with you, tweet and post to their friends about what they are doing. *Economic impact* - the community orchestra is a draw for prospective residents and a strong draw is that Santa Fe has a good orchestra. The *tourist* aspect is probably accidental and coincides with their visit, and hard to gauge. Details were difficult to find about the *educational program*. She appreciated the Tiny Tango and that could be a tool to have on the website.

General Panel Comments: they should have a more ambitious scope and ask for more funding in the future.

[Staff Note: the SFAC set a cap and the applicant responded appropriately to their organization's budget. Ms. Garcia y Griego said they adjusted the maximum organizational requests based on organizational budget size and this is within that adjustment.

[Applicant Correction/Clarification: The total audience for all of the programs was 2,600 people and the 801, 778 and 763 reflects in the age demographics; ethnic diversity is a 30% return rate on an audience survey of the 2,600 people audience. Ms. Garcia y Griego added she wasn't sure the information actually clarified the point Mr. Gomez made.]

CAPP-13-Santa Fe Concert Association- no conflicts of interest

Request: $45,000 for their season of 31 performances of varied programming.

Lead- *Ms. Ritch: Artistic/cultural* contribution is the year-round presence of quality music from the Berlin Philharmonic Wind Quintet, the Chamber Music Society of Lincoln Center, and the Academy of St. Martin's in the Fields. The theater presentation of "King Lear" by England's Globe Theater is one of the few spots the company chose on their U.S. tour. The *Education* program consists of the Saustinito Project, which supports the music programs of Santa Fe Public Schools. Bravo Kids offers in-school performances. Master classes are given with visiting performers and the Ethic Artists Program gives kids who audition an opportunity to have private coaching and performances throughout the year. The Side-by-Side Program allows young instrumentalists to sit with mentors of the orchestra throughout the rehearsal process and in a performance in December. *Outreach to* the community includes the admission-free Community Opera which also works with Santa Fe Public Schools PASS Program in which over 1,450 third graders attend. Their *Notes on Music* program gives historical, biographical and musical contexts, in addition to performance examples. There are family concerts and up to 500 free tickets distributed annually to senior centers and other organizations. The *Attraction of tourists* is hard to gauge and the numbers presented are not overwhelming; 73% are from Santa Fe. However, the year-round program offers something of high quality for visitors in the off-season.

Marketing/Promotion seems appropriate for the series and is a big line item in the budget. *Economic impact* seems appropriate. Production costs and rental fees to Santa Fe facilities is estimated at $100,000; fees to teachers and local musicians will total more than $115,000 and $45,000 for graphic design/marketing/printing; $85,000 in advertising and all is supplied by local merchants. This week the organization announced a name change to *Performance Santa Fe*.

Backup Reader- *Ms. Pedersen*: the new logo is good. O*utreach/education* is robust and the program is diverse. *Economic impact* -they received their first NEA grant for $10,000 and have robust private support. They are actively soliciting *marketing* underwriting for concerts. There is a 20-person board and a good, comprehensive website. Facebook posts are almost daily.

General Panel Comments: residents appreciate what the organization does year-round. The family concert performance is on the application as an *educational outreach* element, but there are practically no young people. The programming is incomprehensible for someone who is not informed in classical music. Complimentary tickets to local musicians and New Mexico School for the Arts, NDI and elementary schools is appreciated. The new Museum of New Mexico is a great idea to provide free tickets and get music students. The total audience is 20,000 people and 15,520 are from Santa Fe. If the applicant is going to put all of the money into *marketing*, they need to get out of the local bubble and into a more national/international mode. The applicant is encouraged to look beyond the obvious places regarding complimentary tickets. There are a number of arts-interested students that would love to have tickets, but are not members of the bigger organizations. The organization is doing something right because the net income continues to increase each year. The name was changed a few days ago, but there does not seem

to be a program or plan to roll that out. There could be danger in switching the organization's name if there is no follow through program and a true investment in reimaging. The Facebook link is broken and there are nagging rebranding issues, such as YouTube not having any content.

[Staff Note: the organization did send out a series of press releases to announce the change.]
[Ms. Garcia y Griego clarified that the application was due in March and the organization did not have a time frame to roll the change out, so they erred on the side of caution. The applicant included the change in the operation plans for their current operation and will roll the change out afterwards. She apologized that staff did not contact the organization for an updated/revised marketing plan related to this.

*[**Applicant Note**: if you care to update something to present to the panel, please submit that by the end of tomorrow.]*

Ms. Ritch left the room due to conflicts of interest.

CAPP-14-Santa Fe Desert Chorale- conflicts of interest: Ms. Ritch
Request: $35,000 support for the 2014 *Summer and Winter Festivals* comprised of the New World Music of the Americas.

Lead- Ms. Sakiestewa- there is a lot of venues in both locations, which speaks to some of the *Outreach.* The organization is 32-years old. They will present a classic and pop series and Voasis, performing local jazz, pop and a cappella arrangements by leading producers. They constantly seek new and unique compositions. *Education-* there is an All County Youth Chorus and UNM Children's Choir, public lectures, free concert lectures, open rehearsals and music educational professionals and conductors that work with audiences. They *educate* young and old participants about the work that is composed. They "tip their hat" to Native American, Hispanic and other important cultural themes and almost a third of the mailing list includes people from out-of-state (the South, Southwest, New York, California, Washington, Florida). They partner with hotels with tourists packages. *Economic* impact- there are Chorale concerts around major events such as Spanish Market and Indian Market. The total audience is comprised of 6,500 and includes performances at Warehouse 21 with strong *marketing/promotion* to capture that demographic. The 32-year-old organization has a quarter million in ticket sales. A slight loss in 2013 was buffered by managing their budget and more robust fundraising. Ticket sales are projected higher for next year by the use of more popular programming to reach a different demographic. There is good administrative and board leadership and about $100,000 in cash reserves.

Backup Reader- Ms. Deitch: she likes that the music is traditional up to avant-garde. The website is very informative. The program blog with fact notes is a good idea.

General Panel Comments: specifics are needed around the schools; the blog is great. It is great that the organization gives away 100 tickets each year, but their audience is 6,500 people. A suggested donation

or asking a patron what they can pay is different than a person turning away at the door because they can't afford to pay. The statement "we have a number of volunteers who assist with the concert so therefore they get free tickets" as an indication of outreach, is bothersome.

Chair Ellis: the application lacked detail in several important categories. The *economic impact* contained generic information and had nothing specific to Santa Fe Desert Chorale. It is not enough to state in the application that "the board president and the executive director have more than 45 combined years in management and nonprofit leadership expertise and both are regular trainers and speakers for capacity building workshops for arts organizations and other nonprofits." He wants to know how that relates to the proposal; what specifically is being done in the City of Santa Fe.

The strength of the organization is they clearly know how to market this brand of music. Voasis, which just started last year, has had exponential growth in popularity and sales. That indicates that Chorale knows and markets to their audience. More specifics would have been good in virtually every category. Buried in the application is the screening of Amadeus themed around Mozart, which is something the Chorale is doing and could be very popular. That information should be in the foreground in *outreach* or *promotional* endeavors.

Ms. Ritch returned to the room at this time.

*[**Applicant Note**: in keeping with the funded program restrictions, if funded this applicant will need to revise their project budgets to reflect that arts commission funding can only be applied to the portions of programming taking place in Santa Fe County.]*

Chair Ellis and Mr. Lovato left the room at this time due to conflicts of interest.

CAPP-15-Santa Fe Independent Film Festival- conflicts of interest: Chair Ellis; Mr. Lovato

Request: $25,000 for the festival in October and a summer series in July and the expansion of their panel and masters discussion series with artist Hampton Sides (a Santa Fe resident), who would receive the "American Author" Award.

Lead- *Ms. Pedersen*: *Artistic* criteria-the application was short on specifics; she would like names and numbers. Some of the categories had exchanges such as *educational* in the *artistic* contributions section. She does not know what they mean by *"affordable admission"* and "collaborative workshops with panels by New Mexico's film professionals"- what are their names? She was puzzled about the statement of the 2013 Santa Fe Independent Film Festival that hosted 62 middle schools from Las Cruces at the Food and Film Program. She asks, what about Santa Fe. The year-round intern program has only 10 interns. *Outreach*: free movies and free admission to interns; she would like to know how many children from the south side and the Pueblos. The application states they received submissions from around the globe and to state that as *outreach* is disingenuous. *Tourists*: 12,000 attendees are projected. There is some regional and local

advertising and mailing list exchanged with other film festivals, which is great, but there could be more advertising in the drive markets.

The SFIFF (Santa Fe Independent Film Festival) attendees are a good addition to the local cultural scene. There is good business and government support. *Promotional*- SFIFF does a fashion show which was not referenced in their application. The Facebook page has a lot of likes and daily posts. The website is a little cluttered; the lower half of the first page has people who support the organization and is impressive.

Backup Reader- Mr. Gomez: the *educational* component is experiential and the majority of the growth lies there. Not only is it an opportunity for audiences, but for young filmmakers. Underlying all of this, some of the growth is increased access and a lot of what happens in the off-season shores up the actual event. There are free admissions. The costs of transportation, travel etc. is shown and more than normal media relations, which is a good reference to show the vision of the organization. *Marketing*-the plan is thorough and integrated and important that the money invested is in hiring contractors and professionals. Attendance numbers from 2013 are over 8,000 and unbelievable that the increase is from 5,000 the previous year; especially in this economy. He would caution the organization will have to, at some point, make the localized programs stronger.

General Panel Comments: The application addresses all of the criteria required and importantly connects Santa Fe to the hottest area of the art world in a dynamic way. The experienced and successful artists and enthusiasm of young filmmakers to create a dynamic discussion and forge industry connections, is impressive. The applicant might consider paring down the budget of *marketing* and spreading more money to the film festivals such as South by Southwest or Shoot Big and Tribeca, they are becoming known within the state. It is unclear why information from 2011 was included in the information on the foundation report; it is irrelevant. The applicant indicates their programming director and consultants travel to multiple festivals to network and find films.

Mr. Lovato returned to the room at this time.

CAPP-16-Santa Fe International Folk Art Market no conflicts of interest
Request: $62,500 for the Folk Art Market, the largest of its kind.

Lead- Ms. Deitch: the Market is a destination place and marketing is local, regional, national and international with 22,000 attendees. A shuttle system is provided to get people to the Market. The Market this year includes 155 artists from 67 countries, 66 are new. There were 438 applicants and only 169 that could be chosen. The fact sheet is concise. The Market has high quality crafts, ethnic food, dress and performances. The Folk Art Market collaborates with the Museum of Folk Art, the Wheelwright and the Santa Fe Botanical Garden. How the applicant collaborates with the Santa Fe Botanical Garden would be nice to know.

The Folk Art Market promotes and preserves folk art and expands *outreach* to underserved communities, 500 children, youth and immigrant communities in Santa Fe and Albuquerque. The museum has 2,000

people in an *educational* program. Complimentary tickets are given to family and youth groups and 5,000 people attend the Railyard event. Free vouchers and tickets are given to teachers. *Marketing/PR*- the Market goes to New York to talk with people and there are inserts in the New York Times. They have an important online presence. They have talked with the Wall Street Journal, CNN, and NPR and had a spot on CBS Sunday Morning. They contribute $11.1 million to the economy and $2.7 million to artists' sales with $19 million in artists' sales over 11 years and over $3 million in lodging revenue.

The video was very well done and shows folk art and dancing, music and crowds. She learned that crafts are the second largest income generator in the emerging world, so the Market is very important for many people who would not otherwise have that.

Backup Reader- Ms. Sakiestewa: the Market is interested in growing and is a very valuable asset, not just to Santa Fe but to the world and those participating. The artists are underwritten in order to get to Santa Fe. The application states there is limited access in parking so VIPs and major donors go to the Hill. She was supportive of expanding the Market but thought consideration to flip the major part to the Railyard should be given. The Railyard has the train and access for those who fly into the city and come from other parts of the state. The Railyard would provide access to evening food and music groups and the event could go until later in the evening and is cooler. The Market feels with 169 artists, as though it could expand. The drive market seems local and might be possible to expand to both coasts.

General Comments: out of the 67 countries there are six new countries this year. The details of how the 500 free passes to teachers are given would be nice to know. That teachers attending are given a free curriculum packet is important. There are some inconsistencies in the application; 155 artists are stated in one section and 169 in another. A drive market could be Arizona and California. More clarification is needed about "90% of the purchase price goes to the artists" stated in the promotional materials. It was unclear when talking about sales whether that is all sales and the 10% is what is left. Facebook has considerable following of almost 10,000 people; it does take people to the wrong page. The Market's active video content and YouTube channel shows and interactions are done well. The Mid-Atlantic Foundation gave them a grant for $25,000 which was used to present a music and dance group from Columbia and a workshop and master classes at Warehouse 21 and Santa Fe Community College. A caution to anyone wanting to grow that is already packed into their space; they need to address the issue or they could lose their local audience.

Chair Ellis returned to the room at this time.

CAPP-17-Santa Fe Little Theatre, Inc. no conflicts of interest

Request: $25,000 to support the 2014-15 Santa Fe Playhouse season of about a dozen productions for adults and 2 productions for children, which also includes reference support for those numerous rentals of the Playhouse of about 50 performances a year.

Lead- Mr. Lovato: the Santa Fe Little Theatre has a history of 90 years and produces the "Fiesta Melodrama", "BenchWarmers" and original short plays. This is a community centered organization that provides a platform for 90 local actors, 20 designers, 20 directors and 30 technicians with 100 young actors and hundreds of volunteers. Their strong community involvement is what makes them stand out. They have cachet in the local theater scene and between their history and training grounds, can provide an outlet for creativity. The Little Theatre is developing a new contest concept to award a popular playwright the opportunity to develop a full work. The Theatre wants to expand their space by finding an additional property to house costume shops and tools and for additional rehearsal space, which would allow more opportunity to other groups for performances without having to rehearse in the same space. *Outreach* -they serve a wide cross-section; hundreds of school children are brought in by bus from Pueblos and schools. Tickets are free or group rate. They offer space free of charge for rehearsals meetings and performances; specifics are needed in this area for the panel to get a better sense of the goals. The demographic ages 25 to 64 years is represented nicely. *Tourists*- the demographic breakdown is identified through the box office, surveys /questionnaires, website and e-mail and their numbers are ambitious. The applicant states the audience total is 6,000 with 50% from outside Santa Fe, which is rare for so many to be from outside.

Promotion/Marketing- the website is hard to navigate and needs work; the calendar has old information and is inconsistent. An old logo of the Arts Commission is used in one area and a newer logo is used in another. The website needs to be brought current. YouTube is a missed opportunity and would be great to archive their wealth of history. E*conomic* impact- out-of-towners attendance is estimated to spend $15,000- $20,000 in Santa Fe. The applicant should state where the figures came from. There are issues with the numbers i.e. 3,000 out-of-towners spending $15,000-$20,000 means each visitor spent only five dollars. *Finances*-the ticket admission is a big source of income. There is room to explore corporate/ business and foundation support which is low; and there is no NEA funding. The applicant mentions that a legacy was received and averages $145,000-175,000 per year. The money is used as *applicant cash* and allows the budget to stay consistent year-to-year.

Backup Reader- Chair Ellis: the narrative talks about capital improvements, which is outside of Commission purview. The actual request when broken down is for $11,000 in marketing, 2,000 for printing and publications and $12,000 for administrative and *artistic* salaries for a total of $25,000. Inconsistency was the hallmark of this application. There is a lot of evidential statistics, but nothing stated in the *marketing* plan. There is no alternative regarding *economic impact* and the *attraction of tourists*, other than to chalk that up to accidental tourism. There has to be greater evidence that the applicant is doing something to encourage out of state *tourism.* The application does not indicate *marketing* to an out-of-state audience.

The organization makes an effort to do comprehensive *outreach* and fills a need for a truly local theater and back-up making the venue available to outside organizations. The Theater brings in youth and underserved audiences. *Economic* contribution- the Little Theatre employs and provides economic wherewithal to local craftsmen and laborers with the $40,000 outlay; which is not insignificant for an organization this size. The 25-64 demographic is two generations of people. Applicants should further break that down since that is an issue for Santa Fe.

General Panel Comments: the Theatre is applauded for what they do and for acknowledging what they need to be in Santa Fe and address the varied criteria and stay true to what they are. This is one of the historic jewels in the city; generous to individuals and groups in the umbrella of performances. A suggestion is to hire a nonprofit consultant to have a good HR/Marketing plan. The Theatre could get international visitors. That 350 volunteers are used is commendable and could be seen as *outreach*. There is a planned entry at every step for young playwrights, actors, etc. The national venue and the promotion is a concern. It is not clear what they mean by *underserved* populations.

Ms. Pedersen: there is a significant drop in the income from last fiscal year to this with no explanation and that goes up again in the following fiscal year.

[Staff Note: Ms. Garcia y Griego said because it has been mentioned a lot, she wanted to note for the record: under locations the Little Theater discusses the expansion of the facility. The last sentence states the funding amount of $25,000 "to help them fulfill a profound need in the local performing arts community to offer strengths to artists where there is very little." The project description, which becomes the scope of services for the project and the project deliverable, the applicant talks about the project season as being what would be funded. The Arts Commission cannot fund capital expenses and facilities; or any type of expansion of that sort. Therefore as the entire application is written, it is for the support of the season and no funds may be used for any type of capital facility expense.]

Audience Introductions: David Setford and Maggie Magalnick with the Spanish Colonial Art Society; Constance Marks and Pauline Tolz with the Santa Fe Womens' Ensemble; Valerie Ingram with, SITE Santa Fe; Tom O'Connor with Santa Fe Pro Musica.

CAPP-18-Santa Fe Performing Arts School & Company- no conflicts of interest

Request: $25,000 for the project for their season of 10 shows.

Lead- Ms. Scheer: the Santa Fe Performing Arts does productions, as well as children's productions that utilize local actors. They bring in professional companies and/or individual artists for different parts of the season. The applicant states other co-productions are done with other nonprofit theater organizations and a collaborative (unsure what that means). She felt the applicant expected her to already know some of the titles and the application does not explain them. Funding is said to be for the season, but "*we will be doing work like"* and "*samples include*" is followed by a list of things they have done before. Since the start date is July 1 there was an expectation the organization would have an indication of their season or at least some considerations of what they would do.

Cultural contributions- statements like: "*they are unique from other companies in Santa Fe, because of their productions and they produce high-quality works with their adult professional companies*" causes concern about the validity of the application. The statements are too broad and not exactly true-there are others. *Artistic contribution–* the new play contest is excellent and has 200 submissions from nationwide locations and playwrights. The applicant states they have produced a large number of highly recognized productions;

the applicant should not expect that she would already know what they are. *Outreach* opportunities-there is year-round programming for kids, but no mention of scholarships until the budget narrative. The narrative states: *"the average program tuition is discounted to $400 a student to incorporate offsetting scholarship awards given."* Their Facebook page indicates scholarships and shows the average tuition is $500-695 per student. The applicant seems to give up to $300 in discounts for certain students, but the budget list ticket and admission income, membership and subscription income. She has to assume that the programming income for the youth program is included in the ticket and admission income; the application does not state that. The applicant indicates expertise and knowledge is provided through collaboration with other art organizations and that they are *"indirectly responsible for many other ,performing arts events"*. It is not clear what that means and who they collaborate with and what the collaborators do.

The *attraction of tourists*- she believes that the new play contest probably generates a small number of visitors who come to Santa Fe. The touring productions do bring in performers; however she thought the *tourist attraction* is somewhat minimal and accidental. *Promotion/Marketing* is problematic. It is smart for the organization to do concierge to capitalize on tourists looking for something to do in the evening, but the *educational* brochures are significant. The brochures are mailed directly to those on the mailing list and distributed to over 5,000 youth through the public school system. The Facebook page is busy and the applicant indicates that Santa Fe visitors look to local resources such as flyers and newspapers and calendar listings to find entertainment and is why they focus on those areas. *Economic* impact on the city is the clearest portion of the application and is broken out and saved her from having to do the math. The budget – the business support seems low and a surprise is that the organization has no in-kind money in business and corporate support.

[Staff Note: the applicant does have in-kind expenses. It was an administrative oversight not to break that down so the panel would know where that comes from. Also, there are some listings in each program description about the proposed upcoming season and examples of some of the presentations they expect to do.]

<u>Backup Reader</u>- *Ms. Ritch*: *Educational*- the applicant states they reach 78% of low-income and minority youth, but the numbers don't add up. They state they reach out to schools, but do not specify how. There is no NEA support and after 26 years that should be addressed. The budget numbers are small, but there is no debt, which is good.

General Panel Comments: the application lacks specificity. The number of hits received on the website is cited, but *subscribers* and visitors and not the same thing. The branding material lacks an identity and resonates through much of what the applicant does. There is no discernible logo and no mission statement. The organization has not gone through the basic fundamentals of branding and identity and it is reflected in their graphic design and marketing collateral. Some of the funds could be used to help with that.

[Staff Note: regarding the discrepancies between the youth numbers and the statement in the education and outreach program: the applicant is showing an audience breakdown for the <u>actual</u> performances which

is technically correct. In the education and outreach they are talking about outreach beyond that specific project and where the 78% is from. There will not be a direct tie between the two numbers.]

CAPP-19-Santa Fe Pro Musica- no conflicts of interest

Request: $25,000 for the 2014/2015 season: $20,000 for promotion/marketing and $5,000 for artistic fees. *Lead- Ms. Pedersen*: Pro Musica was founded in 1980 and this is the 31st season. The organization has a varied repertoire of music: orchestral, chamber and the Annual Baroque Christmas Concert, which is always sold out. There are named artists like Yo-Yo Ma. *Educational-* the Champs Program music for students reaches 2100 annually in nine schools. There are master classes for 150 students at the New Mexico School for the Arts and an Orchestral Workshop for middle and high school students and the Grand Champs, free master classes and teaching materials for teachers. *Outreach-* experiments with repertoire that is accessible to the community audience; elderly concerts; negotiated ticket prices for local colleges and low cost tickets for teachers and students; lectures; rehearsals and study concerts. *Tourists-* about 10,000 adults a year are served and 40% of ticket buyers are from outside of Santa Fe, but the audience is largely local. *Promotion/Marketing*-the organization wants to increase their marketing budget to attract new audiences. They target specific writers in local publications, which is smart. E-mail blasts, Facebook and YouTube are done. Facebook posts frequently; the website is classy and includes a seating chart for all venues. Their *artistic* samples have audio, but no video. They want to attract new audiences and increase their digital presence. *Economic impact*-they have good project funding, government funding and foundation support. The budget summary was confusing. The board is large.

Backup Reader- Mr. Lovato: appreciates the numbers and that the application was easy to read. The scope of their project was laid out with exact titles, which made the application easy to understand. If the applicant is not able do all of the social networking sites, pick one or two and do it well. The applicant shows the desire to get more into the social networking world, especially YouTube. The one video they posted on YouTube is a huge opportunity to share what the organization does and the video can reach people regionally and nationally. He suggests the applicant use Facebook and Google strategically and not just to post once a week. Take that to the next level and look to up their social media in a concerted, specific and focused way.

General Panel Comments: the founder assumed the Executive Director position and reduced that expense. Loved the description of the *"funder sunset of the decade"* and appreciates that the organization plans ahead. Audience members of 2,400 are good in the 6 to17 year range and 3,200 in the 25-64 age range. That adds up to half of their audience. Social media could hopefully push that to bigger numbers.

CAPP-20- Santa Fe Teen Arts Center- no conflicts of interest

Request: $25,000 for arts education and entertainment in the Railyard.

Lead- Ms. Hunter-Stiebel: asked for clarification if Zona del Sol and Tierra Contenta Southside Library was part of the application.

[Staff Clarification: the project is not clear based on the project description and the locations.]

Ms. Hunter-Stiebel - there is a wealth of offerings for the underserved in the community, i.e. the youth demographic and Warehouse 21, which is incredibly important. Critical is the local and touring musicians and summer theater production, art exhibits and special music programs, and an outdoor facility media projection during Currents. There is a partnership/collaboration that is specific and meaningful with afterschool, weekends and summer workshops among many. Most impressive is the collaboration with the Berklee College of Music in their City Network Program and the Teen Arts Center has been awarded a new FCC license to create their own radio station.

The quality of *education programs* has the aspect of managing their own concerts with open mikes and featuring local talent. The applicant's print making is well known as is their Ground Zero use of radio broadcasting on KSFR. It is impressive that Berklee College Association will include a year-round instruction and the programs are free or low fee. The website was problematic. She would expect people visiting Santa Fe with teenage kids would want to know what they could do with them while in Santa Fe. She could easily find how to donate money, but had a great difficulty finding what was going on with kids in town on a given day. That was also true of the brochure, which is all about fund raising. The problem she had with the application is the applicant asked for more money from the Lodger's Tax to *attract tourists*.

Backup Reader- Ms. Deitch: the city artists at Warehouse 21 earned $29,278 last year and the space is rented for $33,000. The applicant states they are required by the city to have $30,000 in-kind community service, and they find that overwhelming. The applicant said they were offered a Challenge Grant by donors (which are not specified) to raise $100,000 and they have raised $61,000; the donor will give them $50,000. It would be nice to know how the organization plans to raise money for the Grant and who the donors are. *Outreach-* the organization does a good job in *outreach and training*; employment is a year-round program, but the budget was confusing.

*[**Application Note**: in keeping with the intent of the 1% Lodgers Tax, if this applicant is recommended for funding they would need to revise their project budget so at least half is going to promotion and marketing.]*

General Panel Comments: the Teen Center is a model for other cities and is significant and speaks to the efficacy of what they do.

Mr. Gomez: the website on some of the social media is not consistent: Twitter is undermanaged and some of the postings go back to 2011. As a youth organization on a budget, that should be their first stop. The online marketing is something that Warehouse 21 should have hands-on training and ownership and could be a vehicle to make a lasting impact and help other organizations around the country. Raising funds could

also help with the bottom line and raise awareness. That could be an opportunity for another hands-on training for the *education* program. Diversification could start to "water down" their resources in terms of how the Teen Center does what they do.

Ms. Ritch: was curious if the project would be part of the Challenge gift.

[Staff Clarification: there is mention in the program description of afterschool and weekend activities at Zona del Sol and could be assumed that would be part of those activities.]

CAPP-21-Santa Fe Women's Ensemble, Inc. - no conflicts of interest

Request: $10,000 for the 2014/15 season for four holiday concerts and a concert in June, which will partner with the Durango Women's Ensemble.

Lead- *Ms. Ritch:* the Women's Ensemble is unique in that they *are* a *women's* ensemble. They seek new music when possible and 31 new works have been commissioned in 33 years. The Ensemble is recognized nationally with awards. This year's commissioned composer is Linda Beck, a Santa Fe resident. *Outreach* consists of inviting staff and clients of the Esperanza Shelter to attend dress rehearsals free of charge and formal concerts are given at the retirement centers. They perform for Santa Fe service clubs and offer free *Gift of Music* vouchers to those associated with the Ensemble to give to potential attendees with financial hardship. The *Educational* program seems weak. The ensemble would like to partner with schools and invite high school students to sing with them. They provide a Saturday program at the south side library for young children and their families. This year they will discuss the music of Spain and use their costumes, art, instruments and stories to bring the music alive. The audience numbers are good comparatively, but the *tourism* effect is not there.

Marketing shows that most of the audience is local. The Ensemble joined with *ticketsf.org* which will help their online presence, as well as posting YouTube videos of their performances. Their Facebook page has recent posts. *Economic* impact on the city is small, but local merchants are used for all of the needed services. The budget is stable but this is a 33-year-old organization and the numbers have not grown. She thinks they might be happy where they are and intent on being a good Ensemble whose appeal is based on their new commissioned works.

Backup Reader- *Ms. Sakiestewa:* the Ensemble states they are adding instrumentalists to enrich their concert performances and they have traveled out of the country, which is good for Santa Fe. Their financial picture in foundation and business support does not reflect the long history of this organization in a positive way.

General Panel Comments: the private in-kind support of $60,000 tells her more about the organization's desires than anything else. This is essentially a volunteer organization in the *financials*, but the organization has consistency and purpose in their commission of new works. The application is confusing and states that the commissioned composer is Linda Rice Beck, but elsewhere mentions the 2014 concert will be

produced by a renowned pianist and composer. Despite the anemic social media presence, the *promotional marketing* plan looks comprehensive, especially on the digital side. More regional outreach could be helpful. They performed in November 2013 in a segment of the *Voyages of Discovery IV; the Majesty of Music and Mathematics* for almost 1500 middle school students in two shows at the Lensic. That is an important crossover program.

Ms. Deitch and Mr. Gomez left the room at this time due to conflicts of interest.

***Applicant Note**: in keeping with the funding program restrictions, if funded the applicant will need to revise the project budget and description to ensure that Arts Commission funding is applied to only portions taking place in Santa Fe County.*

CAPP-22 SITE Santa Fe conflicts of interest Mr. Gomez; Ms. Deitch

Request: $50,000 for SITElines Unsettled Landscapes at the Railyard and four projects within this project that will take place in other sites.

Lead- Ms. Scheer: the Rio Grande Feast Project is locally foraged community dinners that are held at sites along the River basin from Colorado to New Mexico. A water well will be built. Spiral Lands will investigate myths associated with the Western U.S. landscapes and include New Mexico and sites like Chaco Canyon. The plans are to install in a national or state park in New Mexico. Creative Work will plant trees at the Railyard and the 20th Anniversary Community Celebration is a 20 hour celebration. The application is well written and the introductory video supplied was outstanding. A tourist that happens upon the video would absolutely go. The video tagline "See you in Santa Fe" repeated throughout speaks highly to Marketing/Promotion, specifically to tourists. The *artistic contribution* in quality and size and exposure, especially because this is a six year series, is a smart and enjoyable way to keep the community connected to SITE.

Outreach -includes classes as well as free admission days, discounts for teachers and students and seniors. The *Education* program connects with students in the Santa Fe Opera and the applicant "*will develop programs to increase community knowledge of contemporary art*". She would like more specifics on the why and how of that. *Attraction to tourists*- is substantial. The event is publicized strongly in the nation and has participants everywhere as noted in the video. The *Promotion/Marketing* is excellent and there is an extensive use of in-person presentations at international art fairs or interviews with their SITE staff. Staff is sent to a large number of locations to interview with people and seems smart. *Economic*-the statement in this section is nice, clear and concise. The draw for non-residents to spend tourists' dollars is clear. The direct expenditure total is $635,000 and indirect $3.9 million with an annual payroll of one million. She appreciates that admission is free on Fridays and Saturday mornings.

[Staff Clarification: there is a further clarification in the educational section that includes specific examples tied to how the project acknowledges contemporary art.]

Backup Reader- Ms. Hunter-Stiebel: The institution has skyrocketed from being nothing to this year being an international institution. They are maintaining a level of excellence and have a great board that brings in a lot of money and uses the money in creative ways. The issue of biennials is one that plagues institutions across the country. SITE has rethought the biennial and made it have an international north-south access. This brings international attention, not just local tourists and this will be an ongoing program. SITE is planning way ahead, but they are not cutting off the past. One of their SITE artists will develop a contemporary performance working with students and the Santa Fe Opera to weave New Mexico history into a contemporary performance; really original. Collaboration with the observatory at Columbia University will result in the presentation of a program in New York City, taking the excellence of what is happening in Santa Fe to a broader public and a totally different area than expected. SITE knows how to do public relations, is totally professional and the numbers and details are there. They will also supply $50,000 in parking to the city which pretty much matches their grant.

General Panel Comments: SITE is very savvy and Unsettled Landscapes will get a lot of attention because of what the project is about. Their *marketing* plan targets specific writers for publications; again very smart. It is exciting that this is about New Mexico and not Eurocentric. Some of the advertising is in Spanish and they look to ancestral relationships with Central and South America. Everything about this is good and exciting. Loved the video on YouTube, which is in English and Spanish.

Ms. Deitch and Mr. Gomez returned to the room at this time.

Audience Introductions: Jason Silverman with CCA.

CAPP-23 Southwest Roots Music, Inc. no conflicts of interest.

Request: $10,000 for the season; $9500 for marketing and $500 for printing for the year-long season.

Lead- Mr. Gomez: the most popular was the Thirsty Ear Festival. The organization does not have a permanent home, but bounces around the Lensic, El Museo, etc. The specific umbrella under which Southwest Roots operates is "roots music" and project descriptions for the 2014/2015 season include bands, folk singers, bluegrass, and Deep South players.

The *cultural contribution*-they expose a specific kind of roots music and have found success in New Mexico. They started with blues-based music and the program grew and that success has expanded their reach. The organization is also known for bringing artists in from all over the world. *Education program*-very thorough and well established and reaches a number of schools, bringing other artists into the schools. Some of the programming is a form of exposure and the access to geography, history and the kinds of *culture* are through the music. Regular concerts are held in schools and to keep the program going there are relationships with other organizations. Southwest Roots is not looking to expand the existing program much, but looks to strengthen what is there. *Attraction to Tourists*- this is roughly 2,400 from outside Santa Fe and duly noted is that the applicant has shrunk print marketing dollars to concentrate

more on social media. The total audience anticipated is 8,000. The *Marketing* plan is centered locally with the exception of Tulsa Roots Music Festival, a sister festival. Press releases identify the city and they do radio interviews, e-blast newsletters and is consistent. There is thorough follow-up and two social media spots on Facebook and Twitter.

Consumer Marketing seems to be less effective in the digital age. It is a bold statement for an organization to say they are going to cut marketing; unless there is marketing research. The Facebook page made this shift to online marketing and digital, but there is no direct link to YouTube, video etc. It appears it was a rational decision not to invest in traditional media", but the organization has not done anything to build out what they have, which could affect their bottom line. The *budget* and *tourism* dollars is connected to their decision in marketing and the target of specific markets. That does not seem to work on any media plan. There is one partner and claims of other partnerships with cross-promotion; this is a national organization and there are other national organizations that that do the same thing. *Economic impact* from tourist dollars-there does not seem to be a specific effort to draw people in and there are no specifics on who Southwest Roots is working with or for. The support for an organization of this stature is light. Considering they are building visibility in the arts and building programs, concerts, etc., their overarching *marketing* plan is not clear and doesn't seem well thought out. The lion's share of *promotion* is either in-kind or web marketing, which is vastly less expensive than traditional.

Backup Reader- *Ms. Scheer:* the *educational* program is K-12 with an African drummer who does 10 programs in schools per year and two in the public libraries. She likes to point out when someone describes the same thing in their *outreach* opportunity as in the *education*; even though it could be the same. The drummer is part of the outreach as well. The *Promotion/Marketing* is not strong. The applicant states they provide rack cards to the concierges on a *per request basis,* why would they wait until the concierge asks for them. Facebook posts are about twice a month, but that might be because they are not in season now. *Economic impact*- the lists are itemized and fairly specific- she appreciates that.

General Panel Comments: on *economic impact* the applicant is selling themselves short using $100 per night for rooms for hotels. The idea of promoting the main artists with the up-and-coming artists is a good one. The organization thoughtfully listed the food, beer, wine sales and concessions of $150,000 and the ticket sales $54,000, but their other earned income only shows 500 dollars.

[Staff clarification: they were making a case for indirect impact.]

Mr. Lovato: the Thirsty Ear Festival was canceled because there was no venue and there is no mention to revive the Festival. Splintering the act in venues throughout the city will lose its identity and makes it hard to judge the *tourism* impact appropriate for grant funding. Without the centralized event, essentially the Commission would be funding a booking agent. What would be different about this from funding any other group/organization that funds a series of concerts? Many of the groups create their own material. There is a good opportunity to expose this important American global roots folk music, but it lacks core. He would like Southwest Roots to consider bringing the Thirsty Ear Festival back to create more *tourist* draw and *cultural impact*. If relying on digital media do that, 400 likes on Facebook is not enough.

Mr. Gomez left the room at this time due to conflict of interest on the next proposal.

[Staff Clarification: Ms. Garcia y Griego confirmed that the Commissioners had received the addendum that was e-mailed. She explained that the notes were further clarification in regard to the 8 full-time and 20 seasonal staff and the reduction to those salaries. Also there is a forthcoming announcement regarding a new marketing manager who is a seasoned Native professional.]

CAPP-24-Southwestern Association for Indian Arts- conflicts of interest Mr. Gomez
Request: $63,000 ($3,000 for artists' fees; $50,000 for Marketing/PR; and $10,000printing and publication).

Lead- Ms. Deitch: The organization is 93 years old with an attendance of 175,000 people. There are 1000 adult artists and 300 youth artists from over 250 tribes from the U.S. and Canada for the event in August at the Santa Fe Plaza. The organization is currently going through turmoil with three resignations and cash flow problems, but that is not unusual for an organization that old. The salaries have been reduced and the marketing manager will be announced; three candidates for the director are being reviewed and the development officer is currently acting as the director. The cash flow problems are between the artists' applications and the acceptance of booth fees. The organization is looking at the timing of booth fees and requisitions and the renewal of individual and business memberships and other processes that can ensure cash infusion early in the year. SWAIA is also looking at an endowment program and contractual expenditures and other things such as return on investment.

There are 700 artists' booths and other than *cultural* activities and official events and international collectors; the public and art buyers from 15 countries attend the Market to invest. The annual symposium is about native *arts* and *cultures* and authenticity is stressed. Everything sold is provided with the certificate of authenticity. There is a film festival and a *youth activity* and partnership with the Georgia O'Keeffe [Museum] and the public schools. The Indian Market website is wonderful; the video is well done and includes a showcase on the Railyard. The video shows artists in their studios, musical performances and youth activity and a clothing contest.

Backup Reader- Ms. Pedersen: the *artistic and cultural* contribution is self-evident. She appreciated that the application addressed the selection process for the show. *Outreach*-there are 1200 artists. *Marketing* is promoted by Southwest Airlines, Spirit of the West, Sunport Screens, the Rail Runner and Native Peoples Magazine. Facebook has 18,000 likes and the economic impact on the economy is stated to be $100 million. The promotional video was static and could be "pumped" up. The applicant is urged to look at ways to expand fundraising and the exploration of an endowment. She wondered why an organization of 90 years would *not* have an endowment. The e*conomic impact* to the city speaks to the viability of the organization and with a substantial endowment an organization could weather hard times.

[Staff Note: clarified that SWAIA does maintain a small endowment.]

General Panel Comments: one concern is the seasonal nature of the financing and basing everything on Indian Market. Also they abandoned the efforts of previous administrations to draw year-round activities, which would have drawn fundraising to those activities and made the organization more stable. The *outreach* with Santa Fe Public Schools is mentioned, but needs more specificity. This is a national/ international event. It is great that they have *Spirit of the West*, but that is only for one month. A surprise is that there is not more national/international press or *marketing*. The weak link is the *financial* health of the organization. There should be larger business and corporate support.

Mr. Gomez returned to the room at this time.

*[**Applicant Update** relating to the marketing criteria: a new website is being brought online this week that will integrate their various Facebook sites; YouTube, Pinterest. The social media site will now be professionally run.]*

CAPP-25-Spanish Colonial Arts Society, Inc.- no conflicts of interest

Request: $62,500 for the Summer Spanish Market scheduled July 25-27 and this year the Market is going to be supplemented for the first time by a four-day cultural performance, storytelling and lectures on Museum Hill.

Lead- Ms. Pedersen: this is the 63rd Spanish Market. *Artistic criteria-* there are 350 artists that participate in a variety of disciplines; pottery, weaving, painting, metalwork etc. There is also an exhibition category for innovations within tradition where traditional artists express modern idioms using traditional technique. *Educational program* - this section was a little confusing. She would like to have known more about their year-long roster of educational programs. The youth *outreach* to encourage and foster new, young artists working in forms that might otherwise not exist, is also confusing. The *art* connection to schools could have included which schools and the number of students involved. The application could benefit from streamlining. *Outreach* lacked information. *Attraction of Tourists* - 70,000 visitors with over half from out-of-state, is healthy. There is an average overnight stay of four nights and more than $25 million to Santa Fe. *Promotion/Marketing*– the core plan combines targeting key states: Texas, Colorado, Arizona and California. There wasn't a lot of information about social media and would be good to know if there is a strategy. The business, foundation and government support is good, but there is no NEA. The applicant states that they are transitioning from reliance on contributed income to earned income and NEA funding, but none is listed.

[Staff Clarification: the NEA grant might be support for another museum or another portion of their operation that is not included in the income statement. It is likely in the organizational budget.]

Ms. Pedersen continued: she would have liked more information on earned income and what the game plan is. There is no video; there are good slides. The website is nice. The executive director is new and there is a large diverse board. She expressed concern as to how one person was going to do this. Facebook says it is under construction and there is nothing on the market.

Backup Reader- Ms. Deitch: the Spanish Colonial Arts Society is the only one in the U.S. devoted to Spanish colonial arts. The deficit is a concern and another deficit is projected for next year; she is not sure how they could project $5,912 surplus. She doesn't understand the budget. Wells Fargo is now a supporter. Their market research allows them to draw 70,000 visitors and with the overnight stays, that produces 400k.

General Panel Comments: the website looks really good and there's been a concerted effort over the last year in the expansion of *Promotion/Marketing* to make that more diverse. They are doing things for specific web strategies that make the organization and the website easier to access; therefore the event itself. This is a venerable institution on hard times. Significant in terms of the Lodger's Tax is that 43.8% of the visitors said the Market was their main reason for their trip. The Market Research Survey is great and hopefully the organization can afford to do that again.

CAPP-26-Teatro Paraguas- no conflicts of interest

Request: $10,000 to support its programming beginning with POESIA VIVA! Poetry Series with Neruda and Whitman; Play Series; and Esperanza a partnership with a Chicago theater in Pan-Latina Theater for a two-week residency for Capital High School students in Santa Fe.

Lead- Ms. Sakiestewa: The organization does bilingual adaptation, some of which will be New Mexico folk tales. They have a small theater of 55 seats. They regularly host poetry readings, musical events and also act as an agent for other organizations who do bilingual or Spanish works. They produce plays by New Mexican playwrights and solicit scripts on a regular basis. Their *educational* outreach is to preserve and promote Spanish language in public; train actors and provide learning opportunities. *Outreach* also brings into the area, bilingual productions such as Cuban poetry and unique Spanish languages.

The audience at 2,200 does not seem that strong for the number of performances. *Economic* impact shows $38,000 is completely reinvested into the Santa Fe economy. The budget is small and seems there isn't consistency and ongoing devoted support. That makes the overall *financial* picture seem small and somewhat tenuous.

Backup Reader- Mr. Lovato: he appreciates the emphasis on pan-Latino and good diversity in the diaspora and that this project goes from Neruda to New Mexico folk tales. To see the organization take on a broader programming level is refreshing. *Artistic/cultural-* this is a smaller group; more specifics and more thought is needed about how this contributes to the community and is valuable to an individual. The numbers were good: over 500 individuals have worked in their productions. They work with Capital High, but the number of students is not mentioned. Regarding the: *"no one is ever turned away for lack of funds"* - who would put themselves in that situation of saying they don't have the money. He is not sure how often that situation would come up. *Attraction* to *Tourists-* it is good that the organization is paying attention to search engine optimization, but now the organization needs to continue to grow their marketing website. They acknowledge it is time to invest more in raising their public profile in their approach to marketing. He assumes that is a reference to the low cost social media world and thinks there is a niche there. The

applicant acknowledges that they are becoming better known as a south side destination, which is refreshing. They want to increase daytime and afterschool programs and it appears the organization has an eye on growth.

General Panel Comments: the organization has potential not yet realized. They are 10 years old and only have $750 of business/corporate support; there could be more. This could be a tourist destination for a certain segment of the population. Build on the New Mexico playwrights and more south side promotion would be good. The project with a Chicago company they created is ambitious. The organization knows who they are and are able to take risks, because they are small and are leveraging the message, which could help them improve. They are doing something that no one else is doing in New Mexico. On *"no one is turned away"* it is smart that their ticket prices are comparable to a movie ticket.

Chair Ellis: artistic/cultural: this organization states they are working to educate people about south side Santa Fe and that it is growing and vibrant in a hub of arts and culture. It is almost part of the organization's mission statement. This organization seems something the Commission would want to support. The programming is unique and not another theater in Santa Fe would do the Esperanza adaptation of *Salt of the Earth*- that is a valuable contribution. Sometimes it is unfortunate that part of the criteria is to look at the *attraction of tourists* and *economic impact*, which is minimal based on the nature of this company, but their *artistic contribution* and *outreach* makes up for that.

Ms. Scheer: Outreach- there is a partnership with Capital High School for a small theater program. The applicant has done well to support them and garnered generous support from them. The last statement in the application budget narrative states: *"Paraguas needs to find funding for a part-time company manager"*- she suggests that funding for a company of this size, could be better used on *promotion and marketing* and *outreach*, etc.

Chair Ellis and Ms. Deitch and Mr. Gomez left the room due to conflicts of interest.

CAPP-27-The Center for Contemporary Arts of Santa Fe, Inc. - conflicts of interest Mr. Ellis; Ms. Deitch and Mr. Gomez

Request: $62,500 for programming at the Cinematheque.

Lead- Ms. Hunter-Stiebel: the CCA has upgraded two theaters to digital, the Cinema features their 35 mm reel to reel projectors. The application points out that the Cinematheque also serves as a community space and co-presents with more than 150 programming partners. They talk about themselves as a vibrant regional gathering space that she believes goes beyond Cinematheque. Two theaters are running at the same time and they put together a series of not just interesting films, but "Science on Screen" and provides free educational screenings for students. The organization partnered with the Santa Fe Jewish community in their Jewish Film Festival and the Santa Fe Independent Film Festival. Week by week they deliver a calendar of interesting things to do in Santa Fe, which is significant. Ticket prices range from $6-9.50; reasonable and competitive with the film market and delivering a higher grade of *artistic* experience in film.

They co-present with the National Hispanic Cultural Center and do unusual things: a youth chess tournament put together with a movie about inner-city chess competitions; an astronomy film followed by a stargazing session with the Santa Fe Stargazers. The organization is interacting with the community on many different levels. CCA has been around for 31 years and seems to be constantly regenerating, clearly because of their leadership. The *marketing* focus is primarily local. In terms of *tourism*, this could reach even further and fits exactly with the Lodger's Tax, because the calendar of interest has so much to offer even to the accidental tourist.

General Panel Comments: there is an indirect *attraction* to *tourists* because they did films with the Folk Art Market and SFFI, which is laudable. Their income has increased by 40% in the past four years and speaks to the success of what they are doing. The organization uses YELP and Trip Advisor.

Ms. Scheer: CCA might perceive that the rack card would not be useful to a concierge if they are changing their events quickly, however there is no mention of approaching concierges or the convention center and might be helpful to the Commission going forward if that could be addressed. This is not film for film's sake; it speaks to audience development. The audience gets to see, feel and experience other art forms through the film and the film offering and CCA makes it easy to see something wonderful in any vocabulary or genre. It is a huge community builder in that there is no other venue that does that with film as the medium in town. Over 10,000 flyers and postcards are distributed in Santa Fe; where? Great that paid ads are being done on Facebook and that CCA does Groupon which could be a tourist draw. The fact that CCA is on Rotten Tomatoes and in the New York Times means people are aware of them.

Mr. Lovato: the hole not being filled in is the need for independent foreign film, for which there is a lot of venues. CCA is different because they have done a good job developing a sense of community around their programming, and says a lot about the Arts Commission's criteria to evaluate outreach opportunities for the community and the contributions being made by an organization. This organization has made a statement on the community that is bigger than the cinema with the mayoral debates, the Santa Fe Independent Film Festival screenings and the Science on Screen, etc. *Marketing*- the e-blast is very good, and takes concerted effort to do weekly. The online presence shows that they are thinking about that and taking advantage of digital advertising channels. CCA does a good job of handing out membership incentives, but a line item on *financials* for membership states it is zero.

[Staff Clarification: of the 45,000 audience over 20,000 people are projected from outside of Santa Fe. Also the CCA itself has a larger membership program, but because the request is for the Cinematheque it would not be reflected in this project budget.]

Mr. Gomez Mr. Ellis and Ms. Deitch returned to the room.

Audience Introductions: Jane Barry and Greg Heltman with the Santa Fe Symphony Orchestra & Chorus; Carol Schrader, managing director of Wise Fool; Janey Potts and Barbara Hatch, Theater Grottesco.

CAPP-28 - Withdrawn

Ms. Ritch left the room at this time due to conflict of interest.

CAPP-29-the Santa Fe Opera- conflicts of interest: Ms. Ritch

Request: $100,000 for their 2014 season of six operas with 37 performances.

Lead- Ms. Pedersen: This application is a model for every other application. They are continuing a commitment to rarely performed works. The festival will be planned around the opera that is different this year: *Dr. Sun Yat-Sen*. The *Educational* program quality is exemplary and is broken out to show exactly what the Opera is doing; how many people they project in apprentice programs, young voices, etc. The same is true of their nine *outreach* programs with location, number of people served. Demographics show the 25-64 age group is 93,000 out of 150,000 total audience. A surprise is that 40% of the audience is new every year, which speaks directly to the *Promotion/Marketing*. When 40% of your audience is new every year, why are people not coming back; but on the other hand, the Opera is expanding their market.

The website is great and American Airlines is the official airline of the Opera, which is laudable. Three target audiences have been identified: Opera enthusiasts, Cultural Omnivores (will eat anything) and Opera Novices. *Economic* impact-the project budget is just over $20 million and $12.2 million is spent in New Mexico. The Santa Fe Opera is the 6th largest employer in Santa Fe County with a full-time staff of 75 and 22 local artists, and 600 seasonal staff. There is business/corporate, private, foundation, government and NEA support and approximately $125,000 in surplus last year. Attendance has increased by 4% from the previous year.

Backup Reader- Chair Ellis: going straight to the criteria: *Artistic & or Cultural* contribution to the community–check; *Outreach Opportunities*- check; *Attraction of Tourists*- check; *Promotion/Marketing* of the project on all those levels- check; *Economic Impact*- check.

General Panel Comments: this is a model of what an art form can do for a community, economically and community development wise.

Mr. Lovato: Twitter has 9,000 followers and by most would be amazing, but for something this international, the number could be in the hundreds of thousands. Also the Twitter account is tethered to their Facebook account, which is a lazy way of sharing Tweets. There is an opportunity to raise their social media up a notch; Facebook likes could be much higher with one geo-targeted, age-demographic-targeted campaign. With an investment of a couple of thousand dollars the 8,000 likes could be many tens of thousands of likes. The YouTube page and videos is a model of success; the YouTube is very interactive and he is sure they've tallied many views and impressions with those tools.

CAPP-30- The Santa Fe Symphony Orchestra & Chorus, Inc. - conflicts of interest Ms. Ritch
Request: $62,500 for 29 concerts.

Lead- Mr. Gomez: The estimated overall audience outside of Santa Fe is 10,500 last year. Some of the programs for the season are from September through the Lensic and other places around town and there are a number of diverse performances. Of note is the panoramic breadth of some of their offerings. There are four full-time employees. *Cultural* impact is done successfully and the *outreach* and their regional access are extraordinary. *Education*- the mentoring provides more re-mentoring and is free in all Santa Fe Public Schools. Professionals work directly with kids and the annual discovery concerts are free concerts to fourth-graders at the Lensic. There is performance and also accessibility to the arts and the art form and the cultural, which is extraordinary. *Outreach* and opportunity- they have a significant range of comp seats. There are a certain amount of free tickets and the ticket prices range in price of how their seats are sold. The breakdown of the age demographics is very impressive; younger kids and high school kids from 6 to 17 is also something not seen in these kinds of programs. The *Attraction of Tourists*-a total audience of 23,600, 13100 from Santa Fe alone; almost half coming from the regional, out of town or international.

Marketing/Promotion they understand the market and how to integrate some of the newer technology. There is thought behind their advertising and the investment is well placed. Also notable is that they stream radio and music services, which means you are streaming worldwide. They are also building up the social media assets. They repeated in the application that the strategy has been to accomplish all of this within the budget, which means they understand and are thoughtful in their purchase of media for the season. Business/corporate support, foundation, private support is through the roof. *Economic* they do the majority of everything that could be done locally. The overall presentation made a compelling case for why this program is relevant locally, but is also a driver for people to come from out of state.

Backup Reader- Ms. Pedersen: the program is ambitious with 29 concerts from September to May, and excellent that two are bilingual narration. *Education* programs are thorough and their *outreach* includes the number of concerts and people expected to attend. She would like to see more drive market advertising. The Economic input is substantial and the budget of $1 million is spent almost all in state. The Symphony has a $2 million endowment and no debt. They reference a fundraising project that was a great success and she thinks that could be done again. Many sponsors are underwriters noted in their program and they also have their own foundation, which is not referenced in their organizational chart, but is referenced in their ancillary. There is a big board and many are retired and they might look at getting some members that are not retired.

General Panel Comments: would suggest using some money to give the website a facelift; besides looking outdated it has some functionality issues with navigation. A website like SITE Santa Fe gives a sense of what a website can do. The materials provided had a sample of their discovery concerts project that was not only bilingual narration, but Joe Hayes did both the English and Spanish. *Tourism*- the concerts are September to May and not just a cultural offering in summer.

Ms. Ritch returned to the room at this time.

CAPP-31- The Wheelwright Museum of the American Indian- no conflicts of interest
Request: the request is for $62,500 for their exhibition season of 2014/15.

Lead- Ms. Hunter-Stiebel: There is a contemporary exhibition of Pueblo textiles drawn from major museums throughout the U.S., including the Chicago Field Museum, the American Museum of Natural History, and the Denver Art Museum among others. This Museum should have died long ago but has morphed from Navajo religion into a fellowship center and now the Center for Study of Southwest Jewelry. The result is almost a new character for the institution which is something they have worked on for several years to develop space for the new collection. It has become a magnet for collectors, dealers and everyone interested in Southwest Native American jewelry. Everything the Wheelwright Museum does is free of charge to visitors. There is a vigorous training program, lectures and artists demonstrations. The Museum believes in scholarship based on exhibiting and publication of the collection, and is done better than anywhere else.

The Museum just launched a website produced in-house by two members of the board. The board is active and there are only 520 Native audience members. The Museum consistently undersells themselves in what they've done and are going to do in 2014/15. The vast majority, 28,500 of the visitors come from outside of Santa Fe and with the jewelry center, the Museum will become a huge tourist attraction. The Museum is opening up to a new world of *artistic* and *cultural* contribution to the community and *attraction for tourists* and entering the modern world for *promotional* and *marketing.*

Backup Reader- Ms. Pedersen: *Education* is unapologetically geared toward adult education and scholarship and baby steps were taken toward the under 30 age group. The Museum made their jewelry collection available to Santa Fe Community College jewelry students and IAIA study students. Recently some openings have been made public, instead of members only. There is a new website that is nice and is a reflection of who the Museum is. Their blog is excellent and there is an online exhibit catalog; there is a book club and volunteer enrichment classes for a friends group of 400, mostly seniors. The visitors skew White and since this is mostly Native American, there is an opportunity there. *Promotion/marketing*-most of the money is spent locally. There is opportunity to broaden their scope of advertising with the new resource for jewelry in design, jewelry and craft magazines. There is no NEA backing and their business and foundation support is low. The case trade book has $1 million in annual sales, which is impressive. Their budget has an unexplained $72,000 deficit. The Facebook has 1700 likes, but they do not post often.

[Staff Note: there is no NEA support for this particular project, but is possible that support could be included in the larger organizational budget.]

General Panel Comments: how the organization would deal with the deficit is not clarified. Often the panel gets into what economic impact on the city means and attraction of tourists based on exhibits, etc. and they forget that when people travel they shop. That can't be done in many of the cultural institutions, but visitors do shop at the Case Trading Post and the revenue is impressive and will only get better with the new center. While they may do their *educational* programs so extremely well in an old fashioned mode; the community is from 65-year-old seniors to their eight-year-old great-grandchild. Greater *outreach* or *educational* programs into the younger ages would benefit the Museum later. The 18-24 age range of almost 13,000; although not youth, are budding young adults. The icons for social media are missing and would not be a huge investment. The little things will make a big difference. In terms of telling the story, there is very thorough history, but giving context and investing the time and energy to fill the gaps that need to be filled, is worth it.

Ms. Sakiestewa: every summer for 30 years Joe Hayes does storytelling on site for the children and their families; in addition they have had a youth powwow. It is confusing that the trading post sales are a million dollars, but their earned income shows under a million.

[Staff clarification: it is reasonable to believe that the million dollars in merchandise would not be reflected in the organizational budget, because that is a profit arm of a nonprofit.]

*[**Applicant Note**: in keeping with the intent of the 1% Lodgers Tax, if recommended for funding this applicant will need to revise the project so that at least half of the funding is used for marketing and promotion of the project addressed.]*

CAPP-32- Theatre Grottesco North America, Inc. - no conflicts of interest
Request: $25,000 for the new works planned in the 12-month period July through June.

Lead- Ms. Scheer: The Theatre states that they are actively seeking a solution to the lack of professional, intimate performance space in Santa Fe. That is their way of telling the panel that the performance dates would be TBA (to be announced) because their locations are TBA. Grottesco style theatre is unique to the area and this year's project is to develop an evening of new works. Usually one or more of the works is developed into a full-length play for a future performance. It is important to support the development of new work as *artistic* and *cultural* contributions in the same way we laud or support an organization that commissions a new work in music, etc. Grottesco's work is founded in the long creation period and the process is a part of the product; the older pieces are original.

Outreach- there are open rehearsals, two youth performances and 12 youth workshops and 8 adult classes that average 8 hours a participant. The specifics are appreciated because they give a sense of scope of the project. Discounts and free tickets are offered and collaborations with certain foundations are named. There is a weekly *"pay what you wish or what you can"*, which is nicer than if you can't pay we would not turn you away. Workshops in schools and student matinees for Artworks and post show discussions are

done. Their demographic is within the 25-64 year age group, but there are 10 people in the 0 to 5 category, which she is pleased about.

Attraction of Tourists- the audience is stated as mostly other areas of nearby of New Mexico and some surrounding states. Some of their artists come from other locations and become tourists and could also be considered a portion of the tourism impact. Thirty percent of the audience is from outside Santa Fe and of that 5% are from outside New Mexico and more the accidental tourists. *Promotion/Marketing*- for concierges the Theatre does something different than other applicants; they hold a concierge sneak preview night for 25 attendees. The concierge may also return as a guest. The organization and the individuals within have professional membership in the Network of Ensemble Theaters and other notable theater organizations. Those organization memberships raise the name recognition of Santa Fe in the theater community and in the network both nationally and internationally. The Theatre posts several times a week on Facebook when they have something running. The style of their marketing is a good match for who they are and their website is nice. There is an introduction at the bottom of the homepage to introduce the upcoming piece and pictures on the rest of the website. The pictures would be better if done in video, because the nature of their work is something you want to see in action. The Theatre might want to invest in *promotion and marketing* in a professional organization like the Network of Ensemble Theaters or TCG.

Economic impact- 80% of their operating budget, a $523,000 impact, is spent locally and is significant for someone their size. They state their audience members spend $462,000 locally through tickets, lodging, meals, etc. There was a deficit in the last fiscal year and their budget note states that the deficit was covered by grants received in the previous year, so it is a calendar/deadline situation.

Backup Reader-Ms. Ritch: the Theatre is a Santa Fe Arts Ambassador in New Mexico nationally and internationally and their touring internationally draws the name out. The organization attends conferences of other professional organizations. In addition to word of mouth draw, e-newsletters are done. The largest corporate contributor is based in Australia, which she is curious to know more about; especially since 48% of their budget is from outside of New Mexico.

General Panel Comments: this organization is interesting because it is small and quirky and local and international. A lot of what the Theatre does is physical. There is an opportunity to collaborate with Wise Fool where there is overlap in methodology. A lot of the organizations with definite niches suffer from an economy of scale; that could be something worth exploring.

CAPP-33- Wise Fool New Mexico - no conflicts of interest

Request: $25,000 to produce and publicize a season of four major productions.

Lead-Ms. Sakiestewa: This is a physical theater that has been doing this for 14 years and combines puppetry. They engage a diverse age group of youth, small to older and heavy with women and girls. The physical part creates a laboratory for people to explore their physical-ness while producing in a very athletic way. It seems the applicant is regrouping programmatically, because they are going back to "Circus

Luminous", a circus extravaganza at the Lensic that was a sellout. There is "Holiday Cabaret" at Christmas and a performance called BUST! consisting of a workshop followed by a performance. A diverse and unusual group of theater skills is taught, such as puppetry and costume making and storytelling. *Outreach*-partners are organizations such as Big Brothers Big Sisters, Adelante and Warehouse 21 and involvement with Kingston Retirement Community and IAIA, which could use more specificity.

Performances are hands-on and attracts families, supportive grandparents, etc., which makes for an interesting audience mix. Wise Fool has an interesting outside the area presence, in that they go to things like the Circus NOW and the American Youth Circus Organization, International Art Presenters and Contemporary Circus Festivals. Again that attracts people to the area by word-of-mouth and informs people about the art form in New Mexico. The organization expects to generate $100,000 in ticket sales and an additional $4,000 in merchandise in the coming year.

Backup Reader- Ms. Scheer. outreach-the application states 2,000 New Mexicans are provided with hands on arts experiences. They perform to another 10,000 throughout New Mexico and the U.S., which is significant outreach. A lot of their performance is in open public space and the concept of free tickets is moot. They have a south side studio space. *Attractions of Tourists*– a six-week summer program is done for students and guests of the students and there would be obvious direct spending. They state that 25% of their participants and audience are outside of Santa Fe. As a member of a larger theatrical organization they indirectly promote visiting Santa Fe to see their work.

Promotion/Marketing- their Facebook page has 1800 likes and daily posts and there is a website, direct mail and concierges. They seem able to use more information on national sites and state that the grant funds would be used to contract for PR services, which is well-positioned for what they need. Their *Economic* impact statement was the least clear; they support local businesses (how much) and employ seven staff year-round and another 100 contract artists.

General Panel Comments: would have liked more information on the six-week BUST! Program. Specificity is needed. If you are stating that the Circus is a revolutionary act; state why and give specifics.

IV. COMMITTEE APPOINTMENTS

Chair Ellis said the next item was the announcement of Committee appointments for the two new Commissioners and the reshuffling of other Commissioners. The consensus of the Commissioners was to postpone the agenda item until the regular meeting on May 12, 2014.

Ms. Sakiestewa said she found it interesting this year, that more than ever organizations have merged or are revamping and there is a high turnover of arts administrators. She said that is healthy that people are looking at the bottom line and programming seriously and how to collaborate. She said the guidelines should be clear and better qualified that using organizations "who might drive through the parking lot" does not make outreach.

She suggested the issue about ticket sales might need a forum. Reduced tickets or a method of tracking sales in the application is more credible than saying an organization gave out 600 tickets. There should be a gracious, standard way organizations think about how they deal with the tickets.

Ms. Garcia y Griego said she made notes of issues that have repeatedly surfaced and wants to be sure she gets the Commissioner's additional thoughts.

Ms. Garcia y Griego summarized her notes as follows:

- Audience statistics problems; some applicants use numbers, some use percentages and some are added oddly. She and Ms. Blyth will continue to look at applications to see if there is a better way that could be done.
- Collection methodology for economic, audience data, etc. is needed
- Partnerships needs to be specified
- Applicant clarification/understanding- when listing a website, Facebook, Twitter accounts, etc. the site/outlet will become part and parcel of the application and panel reviewers would reference that information.

Ms. Garcia y Griego thought that would result in pulling back some of the hyperbole.

Other suggestions by commissioners:

- Mr. Gomez asked that analytics be added to a measure for audience traffic, i.e.
- Chair Ellis asked if the 24-64 demographic could be broken up.

  Ms. Garcia y Griego explained the demographic came from the NEA, which uses that as their breakdown. She said the Arts Commission applications could require more.

- Ms. Scheer said getting an NEA grant one year does not mean an organization would get the grant again the next year. The application has that as a line item which seems to be an expectation when it is really "icing on the cake."
- Ms. Pedersen asked to clarify the budget forms.

  Ms. Garcia y Griego replied that Ms. Blyth is working on that.

Ms. Garcia y Griego thanked the Commissioners and acknowledged the fantastic job they did. She said any of the Commissioners could have been the lead on almost any application. She thanked them for being so prepared.

She thanked Ms. Pedersen and Mr. Ellis for their service on the Commission and participating in the panel reviews.

Chair Ellis acknowledged the great work Ms. Ritch and Ms. Hunter-Stieibel did on their first outing.

V. ADJOURN

The meeting was adjourned at 3:43 p.m.

Approved by:



Kirk Ellis, Chair

Arts Commission