



Agenda

CITY CLERK'S OFFICE

DATE 4/22/15 TIME 9:13am

SERVED BY Julie Bystrom

RECEIVED BY Licia Hartig

Special Meeting

**Arts Commission
Friday, May 1, 2015**

Nambe Room

2nd Floor, Santa Fe Community Convention Center

201 West Marcy

8:30 AM to 5:00 PM

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Application Review Process Overview
- V. Conflicts of Interest
- VI. 2015-2016 1% Lodger's Tax: Special and New Projects Program Applications
- VII. 2015-2016 Community Arts Development Program Applications
- VIII. 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
SPECIAL MEETING
ARTS COMMISSION: GRANT REVIEW PANEL**

Friday, May 01, 2015

ITEM	PAGE
I. Call to Order	1
II. Roll Call	1
III. Approval of Agenda	1
IV. Application Review Process Overview	1-2
V. Conflicts of Interest	2
VI. 2015-2016 1% Lodger's Tax: Special and New Projects Program Applications	
VII. 2015-2016 Community Arts Development Program Applications	19-33
VIII. Adjournment	35
	Adjourned at 2:49 p.m.

**MINUTES OF THE
SPECIAL MEETING
ARTS COMMISSION: GRANT REVIEW PANEL**

Friday, May 01, 2015

I. Call to Order

A Special Meeting of the City of Santa Fe Arts Commission was called to order by Bryan Chippeaux, chair at approximately 8:30 a.m. on the above date in the Nambe Room, Santa Fe Community Convention Center, 201 West Marcy Street, Santa Fe, New Mexico.

II. Roll Call

Bryan "Chip" Chippeaux, chair
Gabe Gomez (arrived later)
Penelope Hunter-Stiebel
Kathlene Ritch
Ashlyn Perry
Todd Eric Lovato
Sandra K. Deitch

Others Present

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

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

III. Approval of Agenda

Mr. Lovato moved to approve the agenda as presented. Ms. Hunter-Stiebel seconded the motion and it passed by unanimous voice vote.

IV. Application Review Process Overview

Chair Chippeaux said he could only imagine how much work it took to prepare and then organize the applications. He said the process seemed to be very organized and he appreciated everyone's efforts.

Introductions were made of the panel and those present.

Audience Introductions: Shannon Murphy, Director and Frank Rose of After Hours Alliance; Stephanie Ramirez, Co-Director Entre Flamenco/Spanish Art Society, Aaron Leventman, Artistic Director/Co-Producer for Almost Adults.

Ms. Blyth explained the review process. The panel books are organized by the Special and New Projects Program (SNPP) followed by the Community Arts Development Program (CADP) and each category has different criteria. The Lead reviewer will begin and the Backup Reader will add comments followed by the other Commissioners.

Clarifications will be made before each Commissioner scores an application. Commissioners are asked to recuse themselves and leave the room in the case of conflicts of interest. They will return to the room after the project has been scored.

V. Conflicts of Interest

Conflicts of interest were noted as follows:

Chip Chippeaux-	Santa Fe Botanical Garden
Gabe Gomez-	New Mexico School for the Arts
Penelope Hunter-Stiebel-	None
Kathlene Ritch-	New Mexico Performing Arts, NMSA and NDI
Ashlyn Perry-	None
Todd Eric Lovato-	None
Sandra K. Deitch-	None

VI. 2015-2016 1% Lodger's Tax Applications: Special and New Projects Program Applications

SNPP-01 After Hours Alliance dba AHA no conflicts of interest

Lead-Todd Lovato: \$10k (thousand) is requested for the Fifth Annual AHA Festival of Progressive Arts on September 19th-20th, 2015. The Sunday portion of the Festival will highlight contemporary performing arts and different styles of music, site specific dance and performance art, in the context of an alternative style visual arts market in the Railyard. Artists are selected in May through an open application process. There will be 12 music performances with 25 artists' booths and more than 12 dance performances. The festival is expanding this year in scope and location with a new component called *Art Cruise* that celebrates cars as works of art. The event will culminate in the Siler Road Arts District and will be combined with outdoor music and performance.

The cultural contribution is the approximately 3000 visitors who attend the event. AHA does a good job gathering the data numbers and the organization has matured and is learning a variety of things and proving their sustainability and success as an event. About 120 artists participate and work in genres of performance, visual arts, music etc. One of the goals is to contribute to Santa Fe's artistic identity and bring more attention to the avant-garde styles of art. The project will need more funding and resources in order to

grow and make a greater contribution. AHA's outreach opportunities have expanded through the expansion of their programming.

The programming is more diverse and is a reflection of Santa Fe as a diverse city in a good way. In addition to the Hispanic population they often represent the Mexican population, which is underrepresented. The *Attraction of tourists*: the application states their website gets a lot of visitors from out of state and helps shape people's perception of Santa Fe, with appeal to families and teens. The boost in marketing and the "ramped up arts" component is drawing more artists and bigger name acts and allows more room for draw. *Tourism* is an important component. The organization will have to focus beyond just drawing the tourists who are in Santa Fe on that weekend. Many of the performing artists and bands come from out of town and count as tourists.

Back-up Reader- Gabe Gomez: the organization is being more responsive to the community, but in a non-predictable way. The integration of *culture* as an art form is interesting, but AHA is not selling it as such and the response is the kind of things included in the programming. You can see a natural progression and growth and a response to some of the research they have gathered. *Marketing*: the event is really about the experience and does not necessarily align itself to selling in a booth. It is about the larger ethos of community and a different kind of exposure that speaks to the vanguard of certain art forms that is interactive and has reciprocity. There is no fixed target, it can be a whole family experience or not. When looking at the site for AHA, the breath of the experience does not come across. A lot is lost in the translation of marketing; the social media properties and website text and in the advertising. A general recommendation is AHA might do well to collect more of material and use it as a promotional vehicle and in that way could reach a broader audience.

In talking organic marketing, SEO, etc. can be a useful tool to tell the story, not so much of what the Festival is or is not, but how it integrates. A missing piece is to first beef up the content of the website overall. They should look closely at media buys and how the overall integrated *marketing* happens off season to strengthen the dry market ties. There are pieces that could be better coordinated through the print advertising, Facebook, the landing page for AHA, etc. That is a matter of resources and time allocated to those specific things. The research leads what they do in their programming and now it is time to do that with *marketing*. The Car Cruise is also shedding light on an area of town that is burgeoning, the Siler Art District. AHA is conscientiously spreading out, which is notable.

General Panel Comments: going to a festival like this, you want to take a piece home, probably because there is so much experiential. The *economic impact* could be improved by incorporating more of the retail experience for visitors without 'selling out'. *Financial*: the budget shows no ticket admission, but there is *other earned income* and unclear where the \$14,500 comes from.

[Staff Note: the Commission can recommend the applicant clarify the amount in the budget narrative.]

The institution that started as all-volunteer now has seven professionals and is impressive, including their board. The 40-page double program given to visitors is very expensive and is a take-away and a token that this is a real Festival. The underground music scene and tying in headliners with nationwide recognition is an important collaboration. *Marketing*: the expansion to Denver is smart. *Financial*: as expenses increase substantially, the requirement for unearned income will increase substantially, which can be a difficult issue. The applicant is cautioned that committing to expenses on the front end will leave them scrambling on the

back end. The website should be optimized and tracked for results. The tie to Denver mentioned in the use of the Lodger's Tax funding should be strengthened. To solidify into a more structured organization is great and gives hope that in the future staff will take care of themselves.

[*Staff Clarification:* regarding the \$14,500 and where it came from; under unearned income the application states that the bulk of their funding is from businesses supporting the Festival through small sponsorships and program ads.]

Applicant Note: the organization does show a loss from the last fiscal year and if approved for funding, no Arts Commission funds can be used for deficit reduction, as that is a funding restriction.

SNPP-02 Almost Adults no conflicts of interest

Lead- Gabe Gomez: this organization produces and creates original theater and film, literary performances, radio, etc., specifically for the LGBTQ12 community. This is a new organization and many of the numbers and projections are not as detailed as other applicants. The funding is for six performances of essentially a theater festival September 17-27, 2015 in partnership with Warehouse 21. Productions include local talent from pre/post production, actors, etc. The funding requested is not only for the performances, but to create a safe space for the LGBTQ12 community and in a sense is building community. The *contribution to community:* this is an artistic endeavor and builds community, but is also seeking a designated place to create art. The *quality of education programs:* many of the programs feed into the community and national organizations, etc. and specifically with the LGBTQ12 community history, lives, etc. This organization wants to repackage that as the *educational* program and present this in a new way in Santa Fe where they have identified a need. *Outreach:* the ticket price will be \$12 and rural access prices will help align some of the costs. There are young people and interns and the program will be able to touch all of the diverse communities in Santa Fe and be a hub. They will at the same time, send their message through the respective communities.

There are notable names behind the organization because it is new; Warehouse 21 and the Santa Fe Mountain Youth Center, Youth Shelters and Agave Health, etc. There is a strong foundation not only for the work, but socially and culturally that speaks to the art in a creative sense, as well as socially and politically. The organization looks at outreach, education and cultural impact all in one. *Attraction to tourists:* building a center of activity and a program within that brings a certain voice and "brand" and that brings the attention. This is a space for the LGBTQ12 to come that reflects the nature and culture of Santa Fe and the community. *Marketing:* the organization is doing smart things. One is KUNM which is important and a public radio station is the way to go. The PSAs (public service announcements) are strong, and different organizations are looked at for distribution from Oklahoma to Colorado. It is smart that the applicant utilizes their partners or parent agencies to distribute the information. The website has a cumbersome URL. A suggestion is to consult a partner that has a web developer. This is the optimal time because the organization is new and building visibility. The applicant has invested in marketing research and understands audience segmentation and targeting segmentation is half the battle. The *economic impact* in the first year; the project uses an art form to build space and identify and ultimately build support and that speaks to the community.

Back-up Reader-Kathlene Ritch: first and foremost the organization needs to focus on a dedicated website, because we are an Internet community and the organization is targeting youth. She Googled the

organization and nothing came up. The business, foundation and private support is good and for a new group is really important. The in-kind salaries for *administrative and artistic* are donated and there is funding sought for contracted services and fees and \$6000 for marketing and promotion. The applicant shows no one that helps with in-kind donations for marketing, printing or the placement of ads, etc. The next step is to ask people to donate those services. They use the links of their collaborators, which is smart. The application lists other things the organization wants to do through the year: documentary film screenings, developing new theatrical and literary works for public presentation, a recording archive and radio broadcast by the local LGBTQ12 population and a resource guide, but it is nebulous. The resources are there to be a hub and a great contribution to the community. *Demographics*: it is important that out of the 900 total audience members, 350 are Hispanic/Latino and the age range is evenly spaced.

General Panel Comments: the collaborations and adding links is imperative because of the startup nature. The use of YouTube and other vehicles and linking that and the use of SEO (search engine optimization) so their website is picked up as a theater production, will visually show people what is going on. The applicant is headed in the direction of building the infrastructure and their thinking is in the right place for the first year to fulfill the need. But there is also an advocacy in speaking to the larger support community and the use of the organization as a hub.

Mr. Lovato: the Community Arts Development criteria is evidence of *community impact* and the criteria of the 1% Lodger's Tax is evidence of *tourism impact*. He would argue that the evidence of tourism is the weakest in this application. When looking at the tourism impact in the application, you get what the project is *not*. The application states that Santa Fe's website does not do a good job featuring marketing material and resources for this type of travel, but that does not have anything to do with the applicant. That is not an argument for why they will have an impact. Data can be pulled for future applications to show the gay travel impact and economic multipliers, etc. to provide the Commission with numbers to determine an argument for scoring economic impact to the City and the attraction of tourists.

Applicant Note: the theater event is listed for September, 2015 and if the applicant is approved for funding there will be an opportunity to refine the schedule of programming for activities that are eligible for the Arts Commission support; the public presentations of the arts throughout the contract year.

SNPP-03 Arte Flamenco de Santa Fe no conflicts of interest

Lead- Kathlene Ritch: \$10k is requested to help produce the holiday concert series December 17-19, 2015 at El Museo Cultural in the Railyard encompassing dancing, singing and music. The hope is to foster awareness of Santa Fe's Spanish and Hispanic ancestry and raise public awareness of modern trends in Flamenco performance. There will be a costume exhibit, drawings and a public lecture and a concert performance for free Flamenco dance lessons as an incentive for audiences to sign up for more information about future performances and to track the audience demographics. The organization also offers two dance classes during the production, one a traditional dance and music and the other a modern take on flamenco. *Education*- talks are planned at Santa Fe Public libraries as well as a costume exhibit and children's dance class and all are free to the public. *Tourism*: a holiday package with local hotels is planned with discounted tickets and information about the series and their outreach. They are developing two separate markets, one for tourists and one for New Mexico residents, because there are few out-of-state attendees. *Demographics* show only 64 people under 24 years of age. A suggestion is a demonstration in the public schools to draw youth. The music teachers are always looking for things to keep kids interested.

Tourism/Promotion: ads and press releases are placed in all the New Mexican newspapers, on radio and television and in the Denver Post, which is smart. The website is great, but there was nothing about the programs in the upcoming events for those planning a trip to Santa Fe in December. The website should at least have a posting that states: "don't miss our holiday special on these dates". The Facebook page is great and has recent posts and there are postcards and posters. The *marketing* strategy seems to be working because ticket sales increased 63% in 2014. *Economic impact:* the application states indirectly \$143,700, which is good for a three day festival. *Financial:* the budget shows nothing for the last fiscal year, but a surplus of about \$3300 is planned this year and \$12,500 for next year. The business and foundation support is not good and is suggested they find someone to help with that. The private support income is good, as well as the volunteer support. *Marketing:* \$5000 is requested for marketing and the same for artistic contracted fees. The applicant is looking for a larger venue so more tickets can be sold and programming can be expanded for jazz/flamenco fusion concerts, which explains the expectation of more income in the next two years. Also a donor campaign will be started next year.

Back-up Reader-Penelope Hunter-Stiebel: the application and what the organization brings are incredibly impressive. It is exciting that locals came together and are active and engaged on the board. The board has a three year organizational strategic plan and a budget and marketing plan with plans for arts education. Many of the applications appear to have pulled together an education program to conform to the standards and requirements of funding, but this is not the case. The application states they are trying to promote that "learning is often the best introduction to the arts form". The oldest traditional form is being treated in a new way and is looking not just at an historical art form, but a new artistic direction in Flamenco. Although not referred to as collaboration, the applicant is bringing in outstanding people to advance the art form.

General Panel Comments: that the event is in December and tourists are in town and because of the number of events during that time, promotion will be needed.

SNPP-04 CENTER

no conflicts of interest

Lead-Penelope Hunter-Stiebel: \$10k funding is requested for the current exhibition series that showcases outstanding local photographers. Participants are listed who presented in Santa Fe early in their careers and reached world-wide fame. Three exhibitions coincide with *Photo Summer*, a collaborative marketing effort to cross-promote CENTER, UNM (University of New Mexico) Art Museum and 516 Arts. A comprehensive catalogue will be mailed regionally to 18,000 people. CENTER not only does exhibitions, but showcases their own members in December and highlights the photography/arts community in Santa Fe. There will be an alumni exhibition at the University of Art and Design (SFUAD) in June showcasing the work of 20 notable past alumni who now reside in New Mexico, as well as a student exhibition. That the organization's work is local, national and international and is drawn for review from all over the world is impressive. The level of *artistic excellence* and originality, as well as some very prestigious jurors this organization attracts, is incredible. This year has a curator from the National Portrait Gallery in London, the head of an Italian festival and the photo editor *Time Magazine*. The opportunity funnels talent from around the world narrowing to the top people and gives artists a way to be seen while giving the community a way to see what is happening around the world. *Economically:* people are brought to Santa Fe and the rooms for participants are paid by CENTER and a \$4000 exhibition reception is held. Collaboration is with SFUAD and shows students in the context of CENTER presentations. There is outreach to not only UNM, but Albuquerque art galleries involved in photography. The commercial art galleries are often overlooked. A

concern is the appearance that the executive director does everything and there are only five board members and a three member advisory council. The hope is the organization will recruit more support in professional staffing and board membership as an organization of such importance to Santa Fe and in their position as an international arts center.

Back-up Reader-Sande Deitch: really impressive is the interview of the CENTER photography artist by the *Today Show* that has five million viewers.

General Panel Comments: the website is good and the social media is strong with over 10,000 followers between Twitter and Facebook. The applicant should look at radio blurbs for marketing, especially because their national and international status last year was impressive. It seems that the organization is Santa Fe's best-kept secret. A surprise is that only 500 come out of Santa Fe and the business support is lacking. Santa Fe has a lot of galleries and this seems a niche that has a lot of tourist potential. A suggestion is to consider adding Instagram.

Applicant Note: *the applicant lists a loss for their last fiscal year and no Santa Fe Arts Commission funds may be used for deficit reduction, as that is a funding restriction.*

SNPP- 05 Concordia Santa Fe, Inc. no conflicts of interest

Lead-Ashlyn Perry: Concordia requests \$4050 for their March 20th concert at the New Mexico Museum of Art. There is a musical theme tied to an art exhibit and great that the event is during spring break.

Arts/cultural contribution to the community: this is an original piece and the guest conductor has conducted in Santa Fe before with the event being highly attended. *Outreach opportunities:* the concert is free and accessible. Part of the outreach is through the High Desert Winds Program where 30% of the members are high school students. The program is offered to students looking for a challenge outside their high school music program and free tuition is offered. *Attraction of tourists:* there is a small audience of about 300 of mostly local and surrounding cities, such as Albuquerque and Los Alamos. The performance is on Sunday and close to the Plaza and has the ability to attract people visiting Santa Fe. *Promotion and marketing:* the applicant utilizes *Pasatiempo*, the *Albuquerque Journal* and the *Los Alamos Monitor*, press releases and a Constant Contact database, the website and has 153 followers on Facebook. A suggestion is trade magazines or other ad forms that could attract tourists not already in Santa Fe. The guest conductor might be able to promote to his following or possibly Concordia could co-market with the Museum and use their database. *Economic* impact is fairly big even though the audience members are small. Two-thirds of the musicians live outside of Santa Fe and stay in the city for their four day rehearsal period and bring in tourist dollars for meals and lodging.

Back-up Reader-Kathlene Ritch: Concordia tends to have a \$500 surplus every year, which is amazing since their concerts are free. This is one of nine concerts throughout the year. *Educational outreach:* it is wonderful that High Desert Winds and the music educators are part of this and high school students not only play, but are learning on the spot. *Advertising:* there are trade magazines and wind ensembles across the country that are both professional and non-professional, especially in the neighboring states of Texas and Colorado and cross-promotion should be considered. Local artists are used to create a piece for the event most often based on New Mexico experiences, which is *culturally* good. The next step is to reach out to other ensembles and cross-promote and participate in trade magazines.

General Panel Comments: a suggestion is to ask for the full amount to improve the economic impact by growing. The event does not have a lot of business tie-in and the applicant could work with hotel concierges. Spring break marketing in Santa Fe could be interesting for drive traffic in Texas, Colorado and Arizona, etc. and would be another aspect of *culture* that is diverse.

Ms. Ritch left the room due to conflict of interest with this proposal.

SNPP-06 New Mexico Performing Arts Society conflicts of interest: Ms. Ritch

Lead-Sande Deitch: the application is well-written and \$10k is requested for the November 2015 Winter Solstice concert, the Valentines concert in 2016 and a May Finale with Verde operas. NMPAS is unique in the state. They go to rural communities outside Santa Fe and perform complimentary programs at Immaculate Heart. *Tourists* are from Santa Fe and outside the city and there is a broad audience from other states. *Outreach for the community:* student discounts and complimentary tickets are available. They are media partners with KSFR and KSFM radio and there are many collaborative partners like New Mexico Highlands University, New Mexico Tourism, New Mexico School for the Arts and Santa Fe Hospitality Group. *Financial:* the total audience is about 825 with some international. The ticket admission income is \$15,000 and earned income is \$16,500. *Marketing/promotion:* the advertising placements look good. This is a worthwhile organization.

Back-up Reader-Todd Lovato: the organization is good at using time-tested marketing channels, which is also safe. They have a core audience, with ticket prices of \$28.50, a specific demographic of heavily white, age 65 plus. There is room to grow and one way is the use of social media and their Facebook likes could be higher. There should be more emphasis in newer marketing channels to supplement the current use. The application is well put together and although the audience is niche, it covers the criteria of the 1% Lodger's Tax.

General Panel Comments: NMPAS has two marketing specialists helping them explore new avenues for the effective use of social media. The use of venues is well chosen in terms of music acoustics, but the venues are also significantly branding Santa Fe. The *educational outreach* to the School for the Arts is great, but there could be additional effort to work with the public schools to provide opportunities.

Ms. Ritch returned to the room.

SNPP-07 Sacred Body Santa Fe Dance no conflicts of interest

Lead- Mr. Gomez: the request is for \$10k to fund two performances at the Greer Garson in November, which is a recurring event. The performance will be webcast in real time, worldwide and is a homegrown event with global implications. This event builds on previous events with a combined attendance over 1100 people and 80 volunteer artists. The event is over two evenings with multimedia performances that include singing, chanting and live painting, mostly with local artists. *Cultural contribution:* this is a performance organization that develops and features original work. *Education program:* art therapy informs a big part of the productions and the dancers have a mentorship program called *Espanola Healing Arts* with Roger Montoya, among other artists, and a program with Aspen Santa Fe and others in the community. *Outreach* is accessible with a \$15 ticket for students and \$20 for adults and donations through giveaways. There are other media sponsors through Warehouse 21 and schools, youth centers and many partners from

Warehouse 21 to Site Santa Fe.

Marketing: the importance of the simulcast is stressed, which provides a glimpse of the lives of people in Santa Fe. The performances and recordings could be parlayed into much larger audiences and if performances were on the Internet, would open up a new breadth of audience. There could be targeted audiences after the event for future performances. The *marketing* is robust locally and their interest in increasing awareness is not a hard sell, which is good and bad. You want to be as persuasive as possible, but avoid the heavy hand, especially with social media. Looking at the properties online, their Facebook is small with 543 likes and was last populated in March. The website has the November performance from last year. The organization does not explain what it does and how important and organic it is, or note their wonderful partnerships and players in the community. They thought ahead by doing a simulcast and will attract a new audience, which will probably go to the organization's website. Marketing does not sleep and when one event ends, it starts up again. There are a lot of hidden gems in the assets that need to be brought forward and is a way to build visibility.

General Panel Comments: part of the goal of *marketing* is to bring people to the City and the organization could look at other areas that would bring people in. A suggestion is to take the next step and develop their website that is not linked to the Lencic. With a visual medium their social media outlets could be accessible through their web page and a website "about" page to solve the issues mentioned. It would be helpful to showcase their private, business and corporate support and recognize their sponsors. The simulcast raises an interesting question about how that will impact tourism and if 10,000 people are watching they will need to track Google analytics. This is a soft marketing effort because the people are not in Santa Fe, but is a new and compelling audience and somewhat promotes Santa Fe. The organization has had a deficit for three years and they are confident they can match expenses to income and are changing the venue. The application mentions there are exhibitions that will not be repeated at a reduction of \$6000 and funding will increase the payments to staff. A question is why they would do that if there is a deficit. There will be a 52% increase in marketing with the funding. The unearned income projection dropped over three years and it appears the small business support could be increased. The application states: "*our marketing is less an effort to entice, but more one of increasing awareness and involvement*", but this is the Lodger's Tax and the applicant needs to bring visitors to Santa Fe.

[Staff Clarification: the applicant indicated an administrative error in their organizational budget. They did show a deficit for last year, but with the corrected figures do not show a loss for the present and next fiscal year. The corrected budget figure for unearned income is \$13,500 and for earned income is \$10,350, which counteracted the deficits shown. However, the error is still noted as an administrative error.]

Applicant Note: there was a small deficit shown for the last fiscal year and no Santa Fe Arts Commission funds can be used for deficit reduction, as this is a funding restriction.

Chair Chippeaux recused himself due to a declared conflict with the next proposal.

SNPP-08 Santa Fe Botanical Garden conflicts of interest: Mr. Chippeaux

Lead-Penelope Hunter-Stiebel: \$10k is requested to fund an invitational sculpture exhibition that will run for one year in the garden on Museum Hill. The garden is designed to show how ecological principles can support gardens. The major focus is on beauty and art and embraces the concept that nature is the

ultimate teacher and inspiration for the arts. The garden through the sculpture exhibition celebrates Santa Fe's artistic legacy and provides the community with a venue for every age to experience fine art. This is a new institution that has made amazing progress over the last few years with a focus on plants and the environment and is now going into the fine arts starting with sculpture. This new "arts trail" is a path around the periphery as they develop the garden with the hope to develop into a larger space. The idea of introducing the *art walk* is helpful to the Botanical Garden in that admission will be charged, however there is not much to see. The garden is open year-round and has few plants in the winter. They will look for other areas such as their *Glow* over the Christmas period to offer something. The exhibition is co-created by Clayton Bass Director of the Botanical Garden, who has significant experience in museums in the administrative and Dr. Leticia Chambers with expertise in government and education and the past president of the Board of Trustees at the Heard Museum. *Education*: six artist-led garden walks will use smart phone technology to scan signage for each sculpture and there will be garden docents. *Outreach*: the Botanical Garden seeks funding to offer free Saturday admissions, which will be extremely important and is currently free for ages 12 and under.

The development and expansion into site-specific installations of sculpture is a great idea and there are important sculptors in Santa Fe listed. The selections of works offered are a real concern. The applicant states a selection will be presented of both rarely exhibited pieces and iconic works inspired by nature. The works presented to the Commission were a cacophonous assemblage of examples by outstanding artists, but do not seem to have any visible inspiration by nature. *Financial*: the budget is also a concern. The artists are sculptors and cost is involved in transporting and installing the sculptures with professional expertise needed. Contracted services show \$1500 which would be impossible to move and install the pieces for that. The galleries are listed as collaborators, but she could not see any collaboration in the selection and in what was shown to the Commission. The installation and transportation by the galleries does not seem possible, because in-kind contributions are listed at \$500 each. In addition the kind of work suitable for outdoor display, not including the insurance to secure a top sculptor's work, will not be cheap. The level of the application is a surprise and seems to have been drawn at concept and not in terms of the project budget. The application lacks territorial input in terms of selection and a budget would be required to accomplish this ambitious project.

Back-up Reader-Ashlyn Perry: two special walks will be done for children by the artists, which is wonderful. *Marketing*: the garden attracts over 30,000 people, but what is being done to bring people in. *There* could be ads in gardening publications and specialty magazines out of state that might draw visitors and would be a different approach to marketing.

General Panel Comments: The list of sculptures is excellent, but more detail of how the \$10,000 will be used would be nice, other than it will go to advertising. There is mention of press releases, but no mention of media relations. Cultivation with a writer or any type of media program could generate advertising value. The sculptors have enormous visible potential with serious star power in not only trade, but substantial publications and are a valuable resource. The organization has already identified the need for the resource in marketing, but it is just as important to cultivate the relationships with reporters. It is great that the galleries support their artists, which also benefits the Botanical Garden. People who might not go to the garden might attend *because* of the artists. The event will piggyback on the Summer of Color, but the application does not show how they will distinguish the exhibition sculpture with orange; there seems to be no connection. The application lacks focus and is unclear in some areas.

Applicant Note: the Arts Commission reviewers specifically recommend future applications outline the approach to the artistic programming in more detail in the support materials and in the approach of how programming will be curated.

The applicant shows a loss for the last fiscal year and no Santa Fe Arts Commission funds can be used towards deficit reduction, as that is a funding restriction.

Chair Chippeaux returned to the room at this time.

SNPP-09 Southwest Traditional & Bluegrass Music Association dba Southwest Pickers
no conflicts of interest

Lead-Todd Lovato: this is the Santa Fe Bluegrass and *Old Time Music Festival* and the 41st festival that started with roots music. The headliner is a Grammy nominated bluegrass artist and they want to bring more traditional northern New Mexico influence into their entertainment. There is nothing else like the Festival in Santa Fe and it is a great climate for bluegrass and old-time music. The event is unique and adds a lot to the cultural identity. Work will be done with the northern New Mexico musicians to bring in Spanish and native influence and it is nice when funding helps in working with diversity. There are informal jams with amateurs and a great workshop component. To improve the *artistic cultural contribution* there is room to grow their attendance and after 41 years it is time to tighten up. *Outreach:* much of the focus is on youth, but kids of all ages can gravitate to this kind of music and regardless of the level of music expertise everyone can get something from the festival. The festival pass is affordable, ages 16 and under is free if accompanied by an adult. The event expects to attract 1500 to 2350 attendees this year, half from outside the area. More details were needed on who will actually attend. A subculture exists that draws a diverse crowd in age and ethnicity. A suggestion is to collect usable statistical data. *Attraction of tourists:* a lot of people attend, but there is also a camping component that does not help the 1% Lodger's Tax, although people still spend money in restaurants. Many people will stay in hotels, especially the musicians.

The website is nice and the music is fantastic. Additional funding could be used in graphic design because the flyers, main stage banners, etc. do not set the mood. There could be a better way to incorporate the sponsors, but without a keen sense of the audience data it is hard to justify the expanded ad buys. The applicant mentions they want to use some of the funding to attend similar festivals and hand out brochures for marketing, etc., which is another good way to reach the target audience.

Backup Reader-Chair Chippeaux: the organization has shown a deficit for the last two years. They bring people to Santa Fe and should consider concierge and other groups to synergize with for support. The event is an interesting and unique niche in Santa Fe that could have the same draw as Telluride. Layering the Hispanic and Native music could have a different and exciting vibe. Given the organization's mission to educate the public; the jamming and hands-on is nice, but there could also be outreach to schools, youth groups, summer programs and internships. There is a lot of uncovered opportunity. Regarding the camping component, it could be fun and interesting to invite restaurants to bring in food trucks, etc. *Marketing:* the festival is getting close to the deadline to place ads and they should be on top of that. A suggestion is to link to local websites like Candy Man or other groups. SEO (search engine optimization) could help.

Ms. Deitch: questioned why the current fiscal year is estimated at \$30,500 and the application there is a difference of income of \$25,000.

[Staff Clarification: the difference between the project budget and the organizational budget could be that there are other activities of the organization that are not included in the project budget. The relationship between the organizational budget and the project budget came up a lot with the panel yesterday. Notes were made on how that might be made easier for both the applicant and reviewer. There are often logical reasons why the two don't tie, but how staff conveys that between the applicant and the reviewer is an area for improvement.]

General Panel Comments: Travel expenses, etc. could fall into *marketing* and is a matter of positioning. This has all the ingredients to be enormous without a lot of effort, but there is an infrastructure issue. The organization could attend different festivals and hand out flyers, but they are not on *Santa Fe.org*. The event is a hidden gem, which is unfortunate because it does not have to be. A suggestion is *New Mexico True*. It would be nice to see their board structure. This might be an opportunity to bring people in with the specialized skills in areas the panel has discussed. The *economic impact* is confusing, \$45,000 flows into the city economy and one third is used to hire national and regional professional entertainers, which is not the city's economy. The application states \$90,000 as the economic impact benefit to Santa Fe. It is wonderful that the New Mexico Special Orchestra was invited to be part of the Festival.

[Staff Clarification: what is spent on the event is looked at as economic impact, which is the \$30,000 and at \$50-60 per attendee, comes to \$60,000 and the two figures added is the \$90,000.]

Applicant Note: *The Santa Fe Arts Commission recommends that the organization make the above clarification more clear. Also the organization shows a deficit from the last fiscal year and no Santa Fe Arts Commission funds may be used toward deficit spending, as this is a funding restriction.*

SNPP-10 The Film Festival dba the Santa Fe Film Festival no conflicts of interest

Lead-Gabe Gomez: a caveat for this application is that the Festival is for Santa Fe venues only. The \$10k is for a festival this December and this is their 15th year. The Festival is noted for local film and talent and new programming has been introduced that speaks not only to the technical side, but the things that define talent in film and accessibility in the film world. The Festival has not only those who appreciate film, but also those interested in expanding the film scene in Santa Fe. The project description states they are looking for support for various programs associated with the Film Festival in multiple venues. The *cultural contribution* brings the film audience locally, nationally and internationally, while expanding the dialogue of film locally. The Festival is naturally evolving the film programs in Santa Fe. A pilot project for filmmakers is to make a trailer and the winner will receive funding and industry-standard resources to create a pilot project that will be shown at another festival. *Education programs* are the cornerstone of the organization and they are advocates and contributors to the local film scene. Their core program is very strong; to bring film and educate people about film and provide accessibility to industry directors, etc. This includes students from the community colleges as well IAIA's (Institute of American Indian Art) program and the University of Art and Design. The *outreach to the community:* the organization is a cornerstone for providing accessibility and has *Operation Sound Stage*, a collaborative program and opportunity in special effects that is a great resource for veterans. The applicant took the initiative and time to develop human capital and invest in people to learn the craft in a variety of ways. One way is the "Tune Up" with specialists who build the economy and foster growth and bring professionals from the industry to help locals with their craft.

Marketing: the website is well done, easy to read, clear and up to date and is an extension of their

outreach. There is year round visibility and the information is current and updated as things happen. When Googling the *Santa Fe Film Festival*, two Facebook pages came up and one is clearly very old. The new Facebook page has more followers with 2768 likes. When doing organic type of marketing, Facebook likes could be a lot larger. The applicant could do a campaign to build the number even larger and the same is true with Twitter. There are a lot of local media buys; the *Hollywood Reporter*, *Sundance* and *Tribeca*, etc., an ad could be bought in those to cross-market and they have a multi e-blast package. The applicant is doing a lot of smart things industry wide, but there could be more by networking with *Sundance* and *South by Southwest*. The applicant should be looking at the metrics and targets for tourism, this has lots of legs.

General Panel Comments: the application states a quarter of a million dollars is generated in economic impact, which seems a lot. They mention they filled 400 hotel rooms in one event and expect to generate \$50,000 in room sales, but more information is needed on how the applicant determined those figures. There is a new board of directors and their executive director was just promoted from three previous titles starting with office manager and is now the executive director. That shows stability and progress within the organization. Their partners are impressive in terms of support from the community; Jon Hendry, with the union and the New Mexico Brewers Guild. Numbers for outside the state are relatively small and one would hope that marketing would bring those up. There is great in-kind support, yet no foundation or private support and they could draw on that. There is certainly room for collaboration in the business community and to leverage collaboration with the Santa Fe University of Art and Design, and it would be good to get more community college students. Theater space even as far away as Albuquerque could be drawn into Santa Fe to leverage the economic impact. There is a lot of opportunity and it is the right time of year to bring in new money. A suggestion is to step up the advertising in the *Tribeca Film Festival*, etc., because of the affluent audience. It would seem that the New Mexico Film Commission would want to engender something like the Festival in an economic fashion. *Cultural contribution*-the Festival has gone through a lot of changes in the last 3 to 5 years. The question is if Santa Fe needs two film festivals that have competing interests and overlap and whether another festival fills a niche or a need. The Santa Fe Film Festival does excellent work as does the Independent Film Festival and both might serve completely different audiences.

This speaks to target audience and the vastness of places to see film, and if we invest in it there is more of it, and more dialogue about art making. As an attraction, the Festival might be able to leverage that in different ways to start the conversation.

VII. COMMUNITY ARTS DEVELOPMENT PROGRAM APPLICATIONS

There is no tourism requirement and the focus is more on education, human services and the local community and underserved populations. The marketing is more appropriately aimed at the local community.

CADP-01 ARTsmart

no conflicts of interest

Lead- Kathlene Ritch: the request is for \$6000 for public exhibitions and hands-on art and at least 10 exhibits throughout the year that start in July through June 30 next year. Youth 5-18 years of age who participated in the ARTsmart and the hands-on programming, will accompany the exhibits. Free workshops are offered at the Plaza and the Railyard throughout the year. *Education/outreach:* a methodology is used that includes art historical context language and literacy and a demonstration of hands-on art making and positive feedback, critique and an opportunity for a public exhibition. Students learn national, regional and