



Agenda

CITY CLERK'S OFFICE

DATE 5.3.17 TIME 9:02am

SERVED BY Debra E. Garcia

RECEIVED BY Carmelina Spencer

ARTS COMMISSION

Monday, May 8, 2017

City Councilors' Conference Room

200 Lincoln Avenue

505-955-6707

5:00 PM

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Action Items
 - a) A RESOLUTION DIRECTING THE CITY MANAGER TO EXPLORE THE CREATION OF LEGISLATION ESTABLISHING AND FUNDING LOCAL ARTS AND CULTURE DISTRICTS. (Councilor Maestas) (Debra Garcia)
 - b) Window Gallery Guidelines for the Community Gallery
5. Updates and Reports
 - a) Social Media Marketing Program Update (Simply Social)
 - b) Art in Public Places
 - i. Art on Loan—Future Discussion
 - c) Community Gallery
 - i. Ambivalence/New Mexico School for the Arts Exhibit
 - ii. Spectacle Exhibit with The Santa Fe Opera
 - d) Cultural Investment Program
6. Approval of Minutes
 - a) April 10, 2017
7. Report of Chair
8. Report of Director
9. Adjourn

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

Arts Commission Meeting – Index – May 8, 2017

| | | |
|--|---|----------|
| Cover Page | | Page 0 |
| Call to Order | Chip Chippeaux, Chair for the Arts Commission called the meeting to order at 5:00 pm in the City Councilor's Conference Room, Santa Fe, New Mexico. Roll Call reflects quorum. | Page 1 |
| Approval of Agenda | 6, 7 and 8 - to follow #3 #4A – move to end of agenda. <i>Ms. Anair moved to approve the agenda as amended, second by Ms. Ritch, motion carried by unanimous voice vote.</i> | Page 1 |
| Approval of Minutes, April 10, 2017 | Corrections: Page 8 Sirun <i>Ms. Hunter Stiebel moved to approve the minutes of April 10, 2017 as amended, second by Ms. Anair, motion carried by unanimous voice vote.</i> | Page 1 |
| Report of Chair | Informational | Page 2 |
| Report of Executive Director | Informational | Page 2 |
| Action Items a) A Resolution directing the City Manager to explore the creation of legislation establishing and funding local arts and culture districts. b) Window Gallery Guidelines for the Community Gallery | <i>Mr. Lovato moved to approve the proposed resolution directing the City Manager to explore the creation of city legislation establishing and funding local arts and culture districts, second by Ms. Anair, motion carried by unanimous voice vote.</i> <i>Ms. Ritch moved to approve the Window Gallery Guidelines, second by Ms. Hunter Stiebel, motion carried by unanimous voice vote.</i> | Page 2-3 |

Arts Commission Meeting – Index – May 8, 2017

| | | |
|---|---|-----------------|
| <p>Committee and Program Updates</p> <ul style="list-style-type: none"> a) Social Media Marketing Program Update b) Art in Public Places <ul style="list-style-type: none"> i. Art on Loan, Future Discussion c) Community Gallery <ul style="list-style-type: none"> i. Ambivalence/New Mexico School for the Arts Exhibit ii. Spectacle Exhibit with the Santa Fe Opera d) Cultural Investment Program | <p>Informational</p> | <p>Page 3-5</p> |
| <p>Adjourn</p> | <p>There being no further business to come before the Arts Commission the Chair called for adjournment at 6:30 pm</p> | <p>Page 5</p> |
| <p>Signature Page</p> | | <p>Page 5</p> |

MINUTES

Arts Commission
Monday, May 8, 2017
5:00 pm – 6:30 pm

1. Call to Order

Chip Chippeaux, Chair for the Arts Commission called the meeting to order at 5:00 pm in the City Councilor's Conference Room, Santa Fe, New Mexico. Roll Call reflects quorum.

2. Roll Call

Present:

Chip Chippeaux, Chair
Todd Lovato
Sarah Eyestone
Penelope Hunter-Stiebel
Kathlene Ritch
Monique Anair
Brian Vallo

Not Present/Excused:

Ashlyn Perry
Bernadette Ortiz-Pena

Staff Present:

Debra Garcia y Griego, Executive Director, Arts Commission
Jacki Camborde, Arts Commission
Jacqueline Beam, Administrative Assistant
Rod Lambert, Gallery Director

Others Present:

Fran Lucero, Stenographer

3. Approval of Agenda

6, 7 and 8 - to follow #3
#4A – move to end of agenda.

Ms. Anair moved to approve the agenda as amended, second by Ms. Ritch, motion carried by unanimous voice vote.

4. Approval of Minutes, April 10, 2017

Corrections: Page 8 Sirun

Ms. Hunter Stiebel moved to approve the minutes of April 10, 2017 as amended, second by Ms. Anair, motion carried by unanimous voice vote.

5. Report of the Chair

Introduced Sarah Eyestone: Ms. Eyestone was raised in Los Alamos, NM. Both parents were Scientist; she was an Art Major and has had a wonderful and successful career as an Artist. She is an Art Curator at La Posada Hotel, first hotel that has art for sale.

Introduction of Arts Commission members

Nominations are needed for the Mayor's Art Awards. The Chair asked the members to please send in nominations. The deadline has been extended to June 16, 2017. Presently there are two new applicants and a carryover from last year.

6. Directors Report

- Ms. Garcia y Griego reiterated the nominations for Mayor's Art Awards.
- Budget was approved as presented to City Council to include the Partnership Coordinator.
- The grant application reviews will commence soon. An e-mail will follow to allow time to express if there is a conflict of interest, provide time away from the city in order to schedule the review date.

7. Action Items

- a) A RESOLUTION DIRECTING THE CITY MANAGER TO EXPLORE THE CREATION OF LEGISLATION ESTABLISHING AND FUNDING LOCAL ARTS AND CULTURE DISTRICTS. (Councilor Maestas) (Debra Garcia) (Exhibit A – New Mexico Arts & Cultural District)

Councilor Maestas noted that this is an exploratory effort, nothing definitive. The State has recognized the importance of Arts and Culture Districts and the importance of Economic Development. There are two ways you can designate them, you can develop your own process if you are a city over 50,000.

Criteria: Councilor Maestas referred to State Statute 15-5-A – Criteria related to geographic areas that range in size, distinguished by physical attributes, criteria is quite broad.

There is a way to open the entire city up to create a district – there are funding mechanisms that can be made available, and it gives districts a way to seek public funding. Councilor Maestas said that he feels this is very close to Culture Connect. Last bullet: Elevate the unique assets of neighborhoods; this legislation could potentially do that.

Councilor Maestas asked staff to see what the best practices, are across the state, Las Cruces, Gallup, Silver City, downtown ABQ, almost a dozen. Some are locally created and some are done by the state. We should maximize on our own, create our own ordinance, and some of the requirements that would not be burdensome ask for administrative help from the Arts Commission office. He recommended to staff that they also consult with state Tourism office for those districts created through the state process.

To implement this action it would need to go on a ballot.
State Tourism Department: Cultural Districts (check on the statute)

Councilor Maestas asked for support from the Arts Commission.

Mr. Lovato: Local Steering Committee – If everything went perfectly, what is the timeline?

Councilor Maestas said that it could be 1-2 years. It would need an approved Resolution first to be put on the ballot.

Mr. Lovato asked who would be the fiscal agent for the \$7.8 million dollars.
Councilor Maestas: Perhaps the Arts Commission could be the oversight commission. Staff would explore this option.

Ms. Garcia y Griego said she is excited about this possible opportunity. The preliminary reaching out to municipal designation makes sense. One win-win is we could apply to the state for technical assistance, cultural planning, infrastructure planning. The timing fits beautifully with Culture Connects throughout the city. The thought of being able to provide a designation and support them with infrastructure dollars would be great. It could change economic viability.

The Chair said it would be so nice to do something in the airport area and that this would be a good method to have a funding mechanism. The economic boost they can drive is really stunning.

Councilor Maestas said they would need to do some advocacy work in the southern part of the city and some coalition building. Thank you to the Arts Commission for supporting this possible endeavor.

Mr. Lovato moved to approve the proposed resolution directing the City Manager to explore the creation of city legislation establishing and funding local arts and culture districts, second by Ms. Anair, motion carried by unanimous voice vote.

b) Window Gallery Guidelines for the Community Gallery – Rod

Exhibit A – Provided the background information on the time frame for the Window Gallery. It will give artists a great opportunity to show their art and give them exposure. The title of the program is: Front and Center which is a one-year rotating exhibit that will highlight the treasures of the portfolio archive.

Ms. Hunter Stiebel asked if 3 dimensional pieces could be placed outside. Ms. Garcia y Griego said yes with review of the piece requirements.

Ms. Ritch moved to approve the Window Gallery Guidelines, second by Ms. Hunter Stiebel, motion carried by unanimous voice vote.

8. Updates and Reports

- a) Social Media Marketing Program Update (Simply Social)
Amy, Judith, Caitlin – Partners in the Company described themselves as Multi-Genex.

(Exhibit B): Santa Fe Arts Commission Social Media – Amy narrated the presentation as the members followed from Exhibit B.

- Messaging Objectives
- Campaign Strategy
 - Messaging daily (Facebook, Instagram, Twitter)
 - Attending live events and posting from those events with cross reference from events not directly related to the Arts Commission

- Average Growth Rates
 - Santa Fe shows great numbers for growth in compared to those listed.
- Definitions for Analytics
- Facebook, Twitter, Instagram April Overview
- Hashtag Data #cultureconnectssantafe – Culture Connects Santa Fe – another way to gather data.
- Facebook, Twitter, Instagram Page Demographics
 - Amy offered to send the digital format if anyone is interested. It also showed an international following.
 - Top Facebook, Twitter, Instagram Posts
 - Twitter moves rapidly. This is a platform that isn't going to disappear, that is the good news. It moves so fast. It is a global platform, easy to share, it is quick and news goes out rapidly. There is a renewed interest.
 - Hash tags are also very powerful right now.
 - Instagram loves beautiful pictures – curiosity as to where you are when you post. Goal is to get people to engage not just to like it.
- Interactive Google Map of Art in Public Places – Indicated by a pin is where there is art. Goal is to photograph art every place there is a pin, it will then be possible to add and embed in the website.
- Social Media Observations, Conclusions, and Trends
- Video is top of the line right now in social media. They are also trying to incorporate Artist Exhibits in Social Media from the Gallery.

Caitlin, who is one of the partners, is a professional photographer and much of her photography is used by their group and is very professional.

Ms. Hunter-Stiebel asked how to reach Spanish speaking audience. It was recommended to contact the Hispanic Chamber of Commerce, target Spanish speaking audience, post on Facebook in Spanish. Ms. Hunter-Stiebel asked if she could send video to them in Spanish. Ms. Garcia y Griego clarified that they only post for those that the Arts Commission funds.

Ms. Garcia y Griego will research who is tracking any analytics on the City Website.

Ms. Anair said that SFCC also has interns available should there be a need to utilize them.

Mr. Lovato expressed his gratefulness and thank you for the consistent, hard work being done.

Ms. Garcia y Griego said that in the future, a workshop would be organized with the grantees and Simply Social. Amy expressed her thanks and said that they do many workshops and she loves to teach.

Mr. Lambert said that since Amy, Caitlin and Judith have been involved the attendance in the Gallery has grown.

- b) Art in Public Places
 - i. Art on Loan—Future Discussion

Mr. Vallo said that they will be working on membership, they would like to invite the Arts Commission to send resume's for openings on the Art and Public Places Committee.

Mr. Vallo and Ms. Garcia y Griego stated that there are a number of installations that have been completed. He stated that they look forward to bringing more information on the Art on Loan Program to the Arts Commission

Ms. Garcia y Griego put together a comprehensive history for the Art on Loan Program, both installations and refusals. At one time they had an intern who worked on this program for close to a year. Discussion is to switch this program over to the Gallery. A huge advantage is that the insurance for the art on loan at the Convention Center would be covered. Mr. Randall is very welcoming to have more art at the Convention Center. Right now they are referring artists to the Railyard and to SFCC.

Mr. Vallo also discussed a review of the Ignite program. Thank you to the staff for doing all of this work. We want to create opportunities for this program and artists.

FYI: Google map only shows those pieces that are permanent.

Currently on loan there are approximately 18 pieces.

c) Community Gallery

- i. Ambivalence/New Mexico School for the Arts Exhibit
Opened on Friday, they had a private event for the donors and their Board. There were 11 seniors who participated, there are 3 videos in the exhibit and was very well attended. There will be a series of programs they will do for themselves inside the space.
- ii. Spectacle Exhibit with The Santa Fe Opera
There are 22 artists for June 2nd opening. Social media information has been given to Simply Social.
- iii. FRONT & CENTER: Exhibit C – Annually, Community Gallery receives hundreds of artist portfolios. FRONT & CENTER is a one-year rotating exhibit that will highlight these treasures of the portfolio archive.

Same Boat – Launching Party, Saturday May 13, 2017 – 3 to 5 pm, Monica Lucero Park.

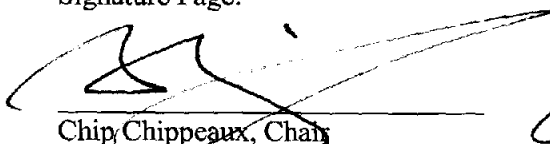
d) Cultural Investment Program

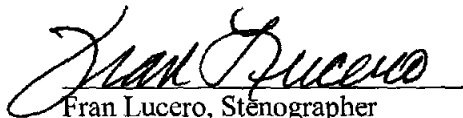
Tuesday, May 9, 2017 applications for Category B & C will go live. Category D is a 2-year contract. Ms. Camborde will send the reports to the Funding Policy Committee.

9. Adjourn

There being no further business to come before the Arts Commission, the Chair called for adjournment at 6:30 pm.

Signature Page:


Chip Chippeaux, Chair


Fran Lucero, Stenographer



New Mexico Arts and Cultural Districts Self-Designating Communities

Legislative Intent

In 2007, the New Mexico State Legislature created enabling legislation for the “designation” and “authorization of Arts and Cultural Districts in the State of New Mexico. The legislation recognized the internal capacity of larger municipalities with population over 50,000 to “designate their own districts.

Larger communities employ urban planners, economic and community development specialists and have public arts and cultural departments or divisions within municipal government. Within the private sector, there are professionals in the fields of planning, architecture, design, marketing and promotion, the arts, historic preservation and other cultural enterprises and institutions.

Additionally, larger cities generally provide for a portion of their gross receipts taxes as well as Lodgers Taxes to support and enhance the local cultural economy.

Smaller communities usually do not have access to such resources and technical assistance. The “authorized” process was established to create a start up period for smaller communities with the assistance of collaborating state Divisions, Agencies and Institution.

However, for self-designating communities there is great value in being part of a larger branded effort in marketing to cultural and heritage tourists. For the state of New Mexico, there is value in marketing and promoting a network of diverse Arts and Cultural

Exhibit A

Districts through promotion of a strong common brand for both self-designated and authorized Arts and Cultural Districts.

Criteria for self-designated communities to become authorized by the state follow below.

Legislation (excerpts on Municipal Designation)

Section 4. B. A municipality designated arts and cultural district may be created by the municipality with a population greater than fifty thousand in which the proposed arts and cultural district will be located if the [proposed district meets the criteria set forth in Subsection C. of this section.

Section 4. C. An Arts and Cultural District shall:

- (1) be in a geographically contiguous area that ranges in size from a portion of a municipality to a regional district with a special coherence;*
- (2) be distinguished by physical and cultural resources that play a vital role in the life and development, including economic and cultural development, of a community;*
- (3) focus on a cultural compound, a major art institution, art and entertainment businesses, an area with arts and cultural activities or cultural or artisan production; and*
- (4) be engaged in promotion, preservation and educational aspects of the arts and culture of that locale and contribute to the public through interpretive, educational and recreational uses.*

Section 6. Municipally Authorized Districts. - -

Municipalities with a population greater than fifty thousand that choose to authorize their own districts shall pass a local ordinance stating minimum requirements for establishing the arts and cultural district, and any municipally authorized arts and cultural district shall meet the criteria contained in Subsection C of Section 4 of the Arts and Cultural District Act.

Policy for State Authorization for Self-Designating Communities

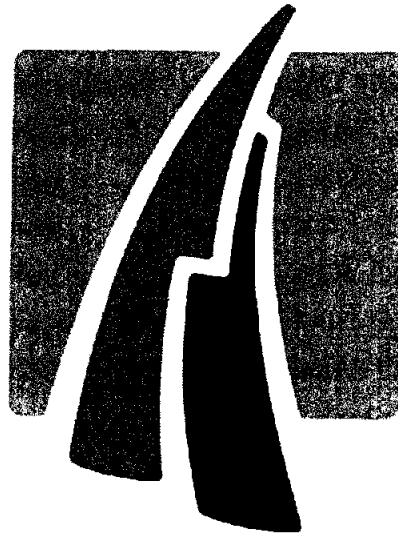
A self-designated district may apply through the State Arts and Cultural District Coordinator to the New Mexico Arts Commission for state "authorized" status if it has accomplished the following:

1. Complied with the state's enabling legislation for Arts and Cultural Districts as defined and described in the enabling legislation,
2. Utilizing the same application provided to communities fewer than 50,000 in population answer fully all the questions pertaining to their proposed state "authorized" Arts and Cultural District.

3. Prior to applying have completed the structural development of the Steering Committee and hiring of a Coordinator, documents (District Cultural Plan and Master Plans), official adoptions, resolutions and ordinances pertaining to all Arts and Cultural Districts under 50,000 in population:
 - a. Create a local Steering Committee comprised of partners from Arts and Cultural; organizations and institutions within the proposed district to plan, coordinate and orchestrate the projects, activities, development and implementation and financing of the Council and the district's activities.
 - b. Municipally adopt an ordinance dedicating the purposes and boundaries of your Arts and Cultural District.
 - c. Based on the work of your Arts and Cultural District Steering Committee, complete a downtown Arts and Cultural District Master Plan inclusive of a downtown/commercial corridor Arts and Cultural District Cultural Plan or revise an existing downtown Master Plan with the same components, incorporating planning and design, project and programmatic priorities for the District over the next five years.
 - d. Establish clear goals, benchmarks and performance measures for the Steering Committee and the Arts and Cultural District for each of the first two years of authorization and report progress in achieving said goals, benchmarks and performance measures to the State Coordinator of Arts and Cultural Districts and the New Mexico Arts Commission at their January Quarterly meeting.
 - e. Agree to use the state Arts and Cultural District logo, branding and related protocols as the district's primary marketing image for the ACD based on the state adopted "New Mexico Arts and Cultural District Identity Standards Manual: A Blueprint for Effectively Branding Your Community Arts and Cultural District."
 - f. Agree that failure to perform as part of a state authorized network of Arts and Cultural Districts, the New Mexico Arts Commission deems the District no longer viable or that the Council is under-performing related to is authorization, the Commission may remove such authorization.

Benefits to Self-Designated Communities through State Authorization

1. Access for use of State authorized Arts and Cultural District logo and branding.
2. Inclusion in statewide and out-of-state marketing and promotional campaigns.
3. Networking opportunities with other state authorized Arts and Cultural Districts.
4. Access to the application process to the Arts and Cultural District Fund through the Department of Cultural Affairs, when available.



**Santa Fe Arts Commission
Social Media**

Exhibit B



Who We Are



Simply Social Media is a Santa Fe-based social media marketing consultancy. Our unique blend of social media management, growth strategy, content creation, and influencer marketing ensures that we have something to offer everyone. They started working with SFAC when contracted to curate and manage the #CulureConnectsSantaFe social media campaign. More information and full client list can be found at www.simplysocialmedianm.com

Judith Moir is a 40-plus year resident of Santa Fe, New Mexico. After 18 years as the Marketing and P/R Director at the Inn on the Alameda, she spent 2 years as the author of Tourism Santa Fe's weekly blog. Known as one of New Mexico's top Twitter pros, she is the owner of SaySoMedia Santa Fe, specializing in social media, marketing and content creation, with a client list that includes The Official Burning of Zozobra, The Santa Fe Opera, Santa Fe County Tourism, Zaplin-Lampert Gallery, and The Santa Fe School of Cooking. Find her online as @santafered.

Social Media Strategy



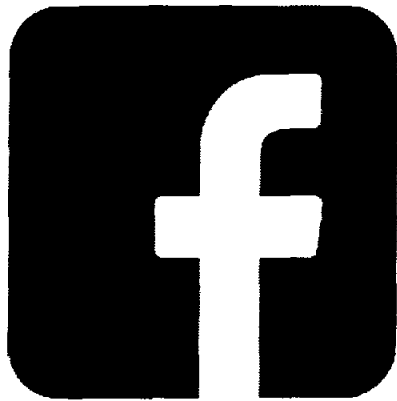
Messaging Objectives

- Culture Connects Santa Fe Cartography Conclusions
- Cultural Investment: Lodgers Tax for the Arts Recipients, Collaborative Arts Marketing Grant Recipients, Community Arts Development
- Art in Public Places

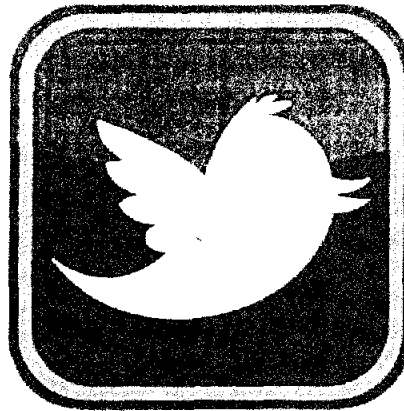
Campaign Strategy

- Post original content consistently on all platforms at least once a day, optimized for each platform in support of the above mentioned objectives.
- Create engaging and focused original content to increase knowledge of and participation in SFAC's programs and services by residents and visitors.
- Seek and utilize shares and retweets from appropriate entities.
- Provide live social media coverage of select SFAC events.
- Conduct social media contests when and if content is appropriate.
- Provide engagement with followers on all platforms to include: Responding in a timely manner to messages, comments, retweeting, and sharing posts (in addition to the original content created) that are relevant to the mission of the plan.

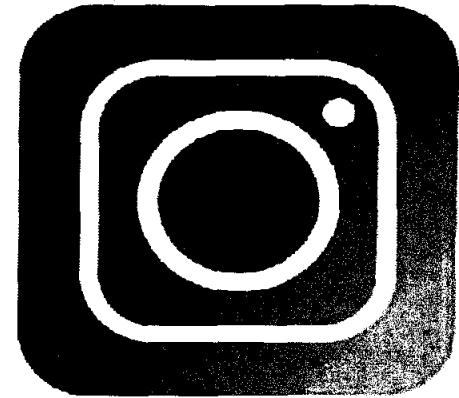
Account Growth: November 1, 2016 - April 30, 2017



11/01/16: 5939
4/30/17: 6342
6.78%












11/01/16: 1632
4/30/17: 1857
13.78%



11/01/16: 0
4/30/17: 2306
100%

Average Growth Rates

| |  Number of fans |  Average Weekly Growth |  Engagement |
|---|--|---|--|
|  Austin Area Commission for the Arts | 1.5k | 0% | 0.17% |
|  Maine Arts Commission | 5.6k | 0% | 0.093% |
|  New Mexico Arts | 2.1k | 0% | 0.16% |
|  San Francisco Arts Commission | 1.1k | 0% | 0.11% |
|  Santa Fe Arts Commission | 6.4k | 0.63% | 0.23% |
|  Tacoma Arts Commission | 3.3k | 0% | 0.23% |
| Average values | 5.0k | 0.11% | 0.17% |

Definitions for Analytics



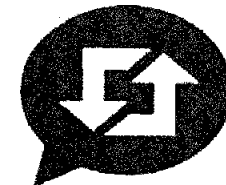
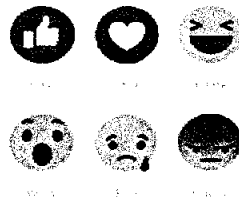
Reach - The potential number of people who saw a post.

Impressions - The potential number of times that post was seen.

Engagement - How people are reacting to posts, ie: likes, comments, shares, reposts, and retweets.

Followers/Page Likes - People who follow an account or page.

Hashtag - A clickable and searchable keyword used on posts.

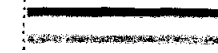


Facebook Overview

April 2017

POSTS

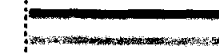
31



31

REACH

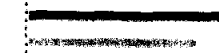
30.9K



30.9K

ENGAGEMENT

475



475

PAGE LIKES

+134



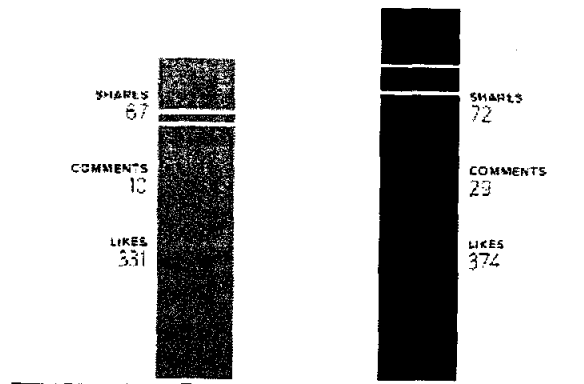
+134

TOP POSTS

108



108

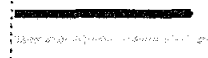


Twitter Overview

April 2017

TWEETS

153



REACH

470.4K



ENGAGEMENT

371



FOLLOWERS

+36



TOP TWEETS

32



MENTIONS

22

REPLIES

10

RETWEETS

11

FAVORITES

217

MENTIONS

15

REPLIES

13

RETWEETS

11

FAVORITES

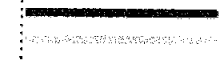
229

Instagram Overview

April 2017

POSTS

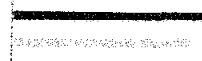
26



Number of photos you shared.

ENGAGEMENT

3.3K



Number of likes and comments you received.

FOLLOWERS

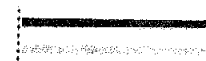
+368



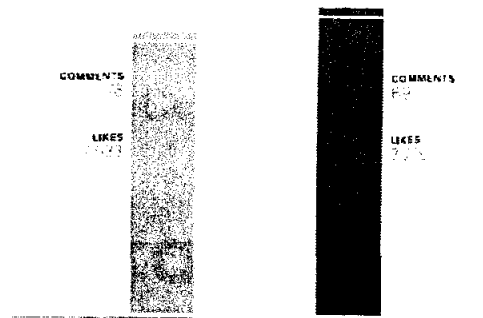
Number of followers you gained.

TOP POSTS

194



Engagement for your top post.



Hashtag Data



#cultureconnectssantafe
Culture Connects Santa Fe

12/9/2016 - 5/7/2017

Instagram

132
posts

26
comments

787
likes

225,302
impressions

16
contributors

37,226
reach

Twitter

118
tweets

364,636
timeline deliveries

36
contributors

97,720
reach

Facebook Page Demographics

Your Fans People Reached People Engaged

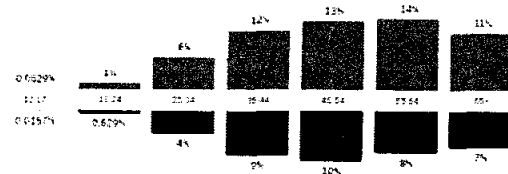
The people who like your Page

Women

58%
Your Fans

Men

39%
Your Fans



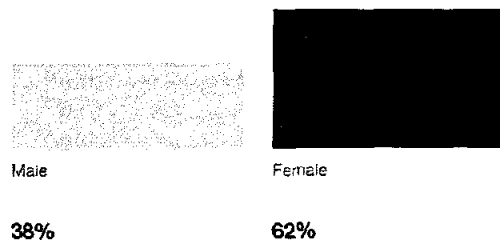
| Country | Your Fans | City | Your Fans | Language | Your Fans |
|-----------------------|-----------|-------------------|-----------|----------------|-----------|
| United States/Western | 5,912 | San Francisco | 1,112 | English US | 5,947 |
| Western | 41 | San Francisco, CA | 1,112 | English US | 139 |
| France | 41 | San Francisco, CA | 81 | English | 74 |
| Spain | 11 | San Francisco | 1 | Spanish | 15 |
| France | 27 | San Francisco, CA | 11 | French | 21 |
| Spain | 11 | San Francisco | 11 | Spanish | 21 |
| Germany | 12 | Düsseldorf | 74 | English/German | 15 |
| United States | 11 | Atlanta, GA | 11 | English | 14 |
| Spain | 11 | Düsseldorf | 11 | Spanish | 11 |
| United States | 11 | San Francisco | 14 | English | 11 |

| | | | | |
|----|---------------|----|---------------|---|
| 11 | United States | 17 | United States | 1 |
| 12 | United States | 18 | United States | 1 |
| 13 | United States | 19 | United States | 1 |
| 14 | United States | 20 | United States | 1 |
| 15 | United States | 21 | United States | 1 |
| 16 | United States | 22 | United States | 1 |
| 17 | United States | 23 | United States | 1 |
| 18 | United States | 24 | United States | 1 |
| 19 | United States | 25 | United States | 1 |
| 20 | United States | 26 | United States | 1 |
| 21 | United States | 27 | United States | 1 |
| 22 | United States | 28 | United States | 1 |
| 23 | United States | 29 | United States | 1 |
| 24 | United States | 30 | United States | 1 |
| 25 | United States | 31 | United States | 1 |
| 26 | United States | 32 | United States | 1 |
| 27 | United States | 33 | United States | 1 |
| 28 | United States | 34 | United States | 1 |
| 29 | United States | 35 | United States | 1 |
| 30 | United States | 36 | United States | 1 |
| 31 | United States | 37 | United States | 1 |
| 32 | United States | 38 | United States | 1 |
| 33 | United States | 39 | United States | 1 |
| 34 | United States | 40 | United States | 1 |
| 35 | United States | 41 | United States | 1 |
| 36 | United States | 42 | United States | 1 |
| 37 | United States | 43 | United States | 1 |
| 38 | United States | 44 | United States | 1 |
| 39 | United States | 45 | United States | 1 |
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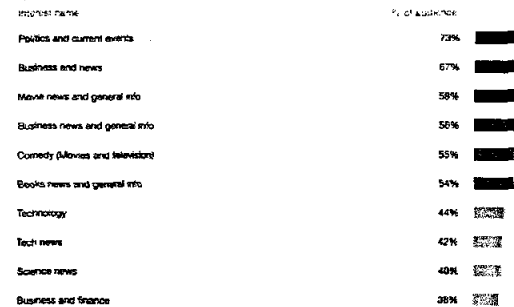
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| 7 | United States | 7 | United States | 1 |
| 8 | United States | 8 | United States | 1 |
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| 13 | United States | 13 | United States | 1 |
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| 50 | United States | 50 | United States | 1 |

Twitter Page Demographics

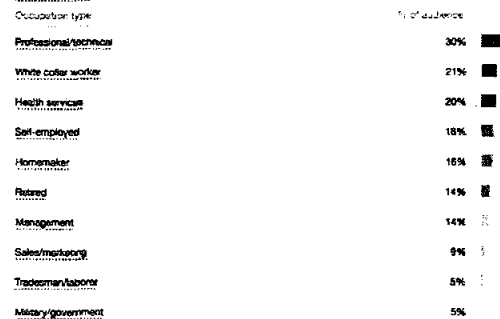
Gender



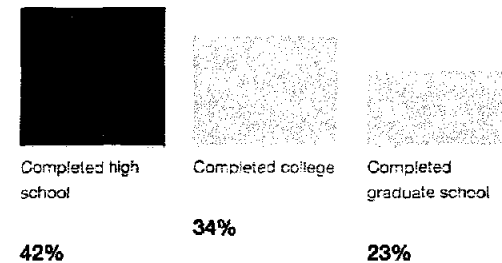
Interests



Occupation



Education (highest level completed)

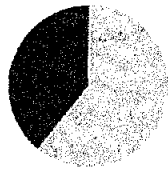


Twitter Analytics do not currently provide statistics on follower ages.

Instagram Page Demographics

2,350 followers
+160 from last week

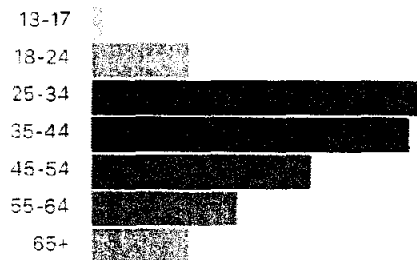
GENDER



39%
Men

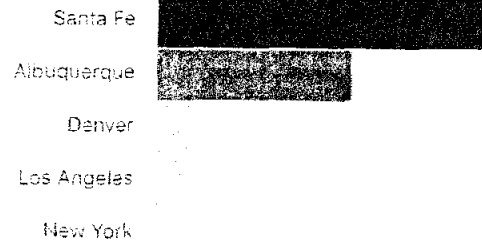
61%
Women

AGE RANGE



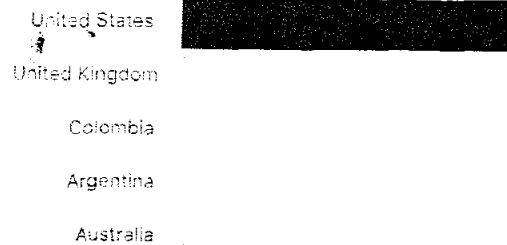
TOP LOCATIONS

Cities Countries



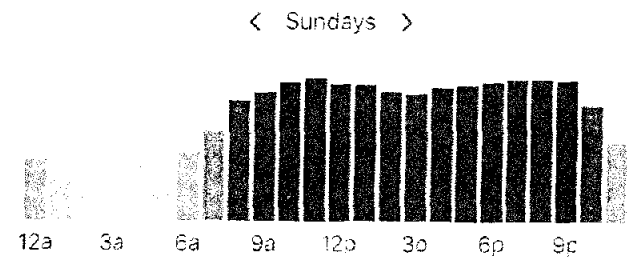
TOP LOCATIONS

Cities Countries



FOLLOWERS

Hours Days



What do these mean? ^

Gender and Age

The gender and age distribution of your followers.

Location

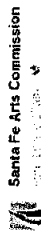
Where your followers are.

Followers - Hours

Average times your followers are on Instagram on a typical day.

Followers - Days

The days of the week when your followers are most active.



Mayor Javier Gonzales and the City of Santa Fe Arts Commission announce a call for nominations for the 2017 Mayor's Awards for Excellence in the Arts.

Each year, the Mayor's Awards recognize the outstanding contributions that individuals, organizations and businesses have made to the Santa Fe arts community. Any member of the public may nominate an artist, writer, performer, philanthropist, organization or business for consideration. Nominees should have demonstrated a sustain... See More



Click Here to download the 2017 Mayor's Awards Nomination Form

4,816 people reached

View Results

2 Comments 25 Shares

4,816 people reached

174 people reached

123 On Post

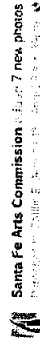
7 On Post

19 Comments

25 On Post

251 people reached

Top Facebook Posts



Here's a sneak peek of the work featured in the New Museum School for the Arts Senior Exhibit going up now in the Santa Fe Community Gallery. Come see Ambravalence: Senior Visual Arts Exhibition on May 5th at 6:30 pm. This is going to be a great exhibition!



1,169 people reached

4 Like 1 Comment 1 Share

1 share

Boost Post

Chronological

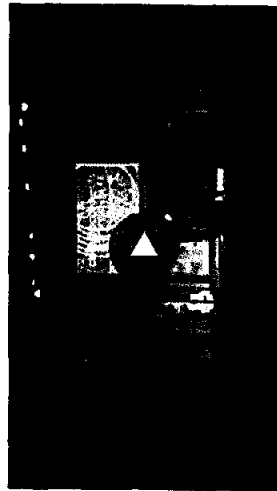


Santa Fe Arts Commission was live.

Posted by Catherine Jenkins

January 27, 2017

Watch the Culture Connects Santa Fe: Cultural Cartography Unveiling and then download the documents from our website at http://www.santafenm.gov/cultural_roadmap. #CultureConnectsSantaFe



14 Comments 1 Share 459 Views

Where is the community gallery? Do we need to pay to get in and what are the hours to view the exhibition?

Like Reply Message

Santa Fe Arts Commission The Santa Fe Community Gallery is located next to the Convention Center at 201 West Marcy Street, and admission is free. The public viewing for this exhibit takes place Friday, May 5th at 6:30pm and the exhibit runs through May 14th. Regular gallery hours are Monday through Friday, 10 am to 5 pm, and Saturday, 8:30 am to 4:30 pm.

Like Reply

Mausha Raddecker Thank you!

Like Reply Message

Like Reply

Judy Stepien You must be present! Had fun and met some of my art community! Congratulations Abby!

Like Reply Message

Top Twitter Posts

DECEMBER 2016

Top Tweet: 1783 Impressions; 13 Likes; 5 RTs; 1 Profile Visit; 2 Link Clicks; (Post on Santa Fe New Year's Eve celebration)



Santa Fe Arts Comm @SantaFeArtsComm
Tonight! Join Mayor @javiermgonzales friends, family & visitors to say Bienvenidos to 2017 on the Santa Fe Plaza! #SantaFeNYE begins 8:45pm! pic.twitter.com/ftlqEFuVf

JANUARY 2017

Top Tweet: 2646 Impressions; 13 Likes; 12 RTs; 3 Profile Visits; 5 Link Clicks; 1.5% Engagement (Article from The Hill on proposed NEA cuts)

Santa Fe Arts Comm @SantaFeArtsComm
Standing with all deeply concerned who believe passionately in critical role of arts in our country . <http://ow.ly/5rZ7308cOzi> via @thehill

MARCH 2017

Top Tweet: 2786 Impressions; 40 Likes; 14 RTs; 5 Profile Visit; 3 Link Clicks; 5.1% Engagement



Santa Fe Arts Comm @SantaFeArtsComm
Congratulations @MeowWolf1 on your FIRST BIRTHDAY! Living proof of how #CultureConnectsSantaFe
pic.twitter.com/2uVWwP2D6a

APRIL 2017

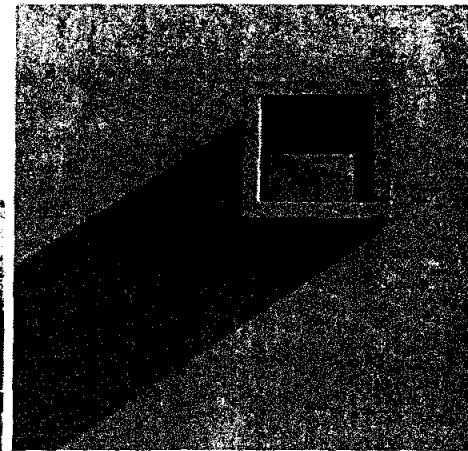
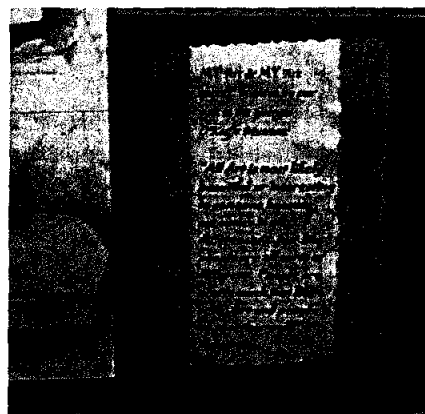
Top Tweet: 1369 Impressions; 17 Likes; 11 RTs; 3 Profile visits; 3.8% Engagement



Santa Fe Arts Comm @SantaFeArtsComm
Santa Fe, NM @CityofSantaFe ranked #2 on list of Top 10 most vibrant arts communities (pop. 100K-1M) by SMU Nat'l Center for Arts Research! pic.twitter.com/R70VM9QxIF



Top Instagram Posts



santafeartscommission The @santafeopera is in NYC for a public workshop on this year's SFO world premiere, *The (R)evolution of Steve Jobs*, as part of the prestigious series *Works & Process* at the @guggenheim. They are delighted to have this superb opportunity to generate interest in @cityofsantafe as a world-class destination, not only for opera but also for a rich and enduring arts and culture scene. Follow the @santafeopera for exclusive #sfoRSJ sneak peeks! Photo credit: @santafeopera

Partially funded by the Santa Fe Arts Commission and the 1% Lodgers Tax for the Arts.

#santafeartscommission #cultureconnectssantafe #santafenm #santafe #simplysantafe #artscommission

toryhughes Fabulous! Great to see the persistent efforts by you and others in our creative community increasingly visible internationally. Thanks from all of us here. 2x 1 like Reply

santafeartscommission @toryhughes Thank you for the lovely compliment! What a nice thing to receive on a Monday morning. 2x Reply

santafeartscommission As we get ready for the next exhibition in our Young @ Art series "Art of the Santa Fe Public Schools", we take a look back at "ArtWorks Works!" produced by Partners in Education for @sfpsdistrict. Thank you to Ruthanne Greeley and Lisa Arnold for sharing their passion with us. Click the link in our bio to watch the entire video. #santafeartscommission #cultureconnectssantafe #santafepublicschools #artworks #santafenm #exhibition #artmatters #artgram #santafeart #simplysantafe

nmswartist Great quote! 2x 1 like Reply

santafeartscommission @nmswartist Yes, we agree! We literally couldn't have said it better. 2x 1 like Reply

realsandy2013 Yes art and people go together well 2x 1 like Reply

santafeartscommission Come play with the new dog on the block! "Barn Dog" is sculpted by local artist extraordinaire Don Kennell and is part of the Santa Fe Arts Commission's Art on Loan program. See how #CultureConnectsSantaFe at the corner of Grant and Federal, on the back side of the Santa Fe Community Convention center. Photo courtesy of @donkennell #santafeartscommission #publicart #artinpublicplaces #santafe #santafenm #simplysantafe #artscommission

samssilentlife52 That is awesome, I love the swing underneath 2x 1 like Reply

wild_hare_studio_ Awesome! 2x 1 like Reply

donkennell Thank you all @artscommission we are so happy to collaborate on this! 2x 1 like Reply

elucero.photogenics 2x 1 like Reply

santafeartscommission @donkennell Thank you! 2x Reply

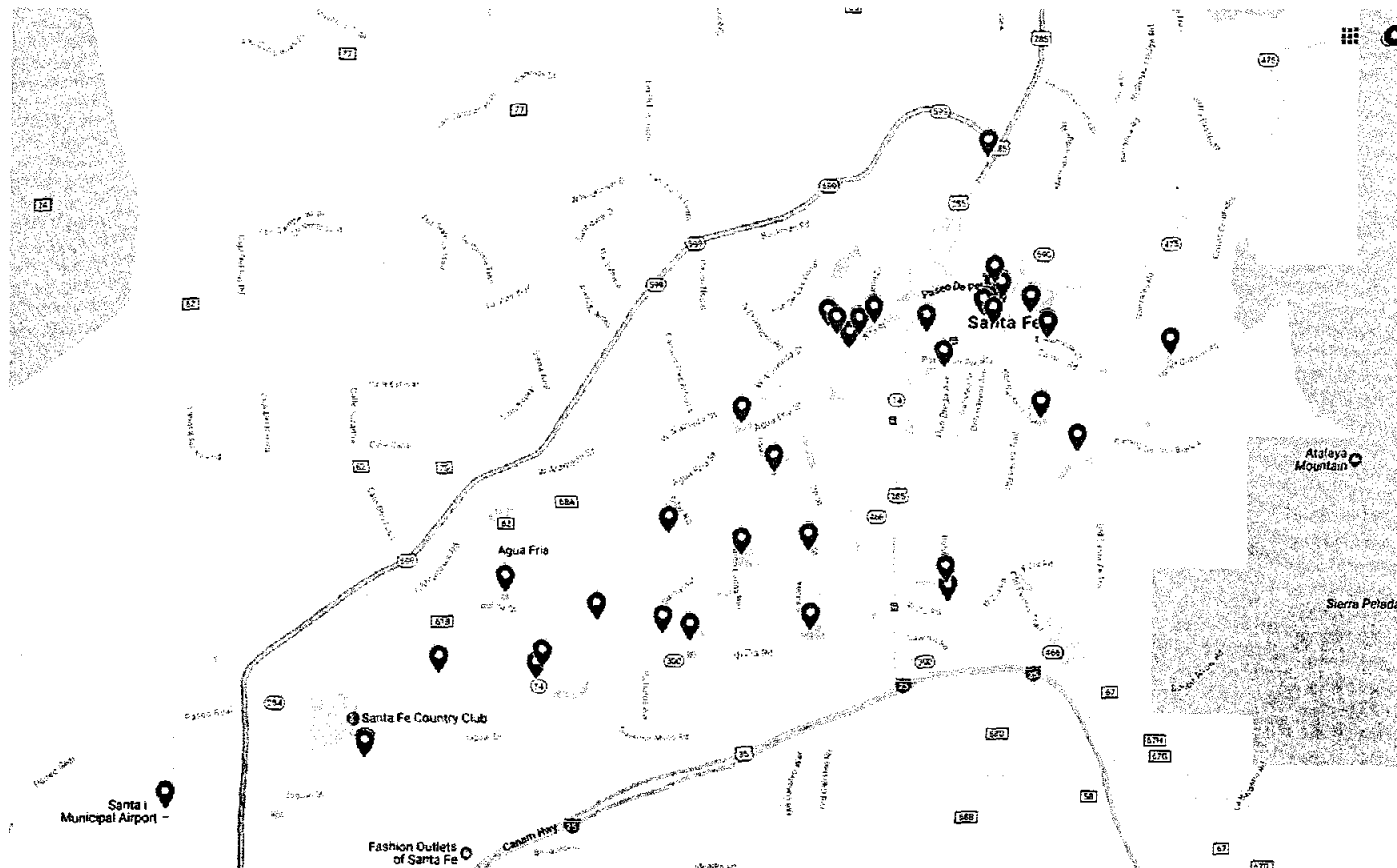
santafeartscommission Culture Connects Santa Fe recognizes that Santa Fe values the essential role of culture in advancing equity. @santafeartsinstitute cultivates creative leadership and invests in community, culture, and place to re-imagine a more equitable world. We support organizations through the Community Arts Development program that support high-quality, community-based arts projects that provide art services to the local community. #collaboration // Click the link in our bio to download our Cultural Cartography to learn more. Photo credit: @santafeartsinstitute #santafeartscommission #cultureconnectssantafe #santafenm #santafe #simplysantafe #artscommission

hdasantafe 2x 1 like Reply

austinsively LOVE this! 2x 1 like Reply

treeoflifestudiosantafe Love my town 2x 1 like Reply

Interactive Google Map of Art in Public Places



Social Media Observations, Conclusions, and Trends

Facebook

Content Analysis

Most engaged with content - Posts about Community Gallery exhibit openings and sneak peeks, videos, and board member or employee introductions.

Market Trends

Facebook posts are organically shown to 5%-25% of people following the Facebook Page. Posts with specific goals have been boosted to reach a specific audience outside the current followers and were very successful. Live video does well organically and tends to be engaged with most often.



Twitter

Content Analysis

Most engaged with content - Topical information with a focus on the arts and local people involved; arts events promotions; and national and international arts with tie-in to local initiatives, i.e. #CultureConnectsSantaFe.

Market Trends

Renewed interest in Twitter after last election cycle; increase in political fervor and provocative content; and increase in engagement over topics #thatmatter

Instagram

Content Analysis

Most engaged with content - Art in public places, #MuseumMonday, Events relating to Cultural Investments program with tie in to #CultureConnectsSantaFe.

Market Trends

Instagram is promoting the use of Stories and Live Video, which we are leveraging for events. They are also giving Recorded Video a higher priority in the algorithm that decides which content is seen first in the follower's feed.

C
E
N
FRONT &
E
R

Annually, our Community Gallery receives hundreds of artist portfolios. The majority of artists submit a portfolio for inclusion in a specific exhibit. Many others simply want the opportunity to exhibit their work in the Gallery. Over the past nine years of operations, a collection of archived portfolios representing outstanding, smaller scale work has been accumulated, but not exhibited. FRONT & CENTER is a one-year rotating exhibit that will highlight these treasures of the portfolio archive.

Over the course of twelve months, approximately 20 artists will exhibit their work in the western most window of the Gallery façade. The exhibits will open on a Friday and run two weeks, closing on a Thursday. The staff will curate artist participation. All work will be for sale under the standard Gallery consignment agreement. Artists will display work on a set exhibit display, greatly reducing installation requirements for both artists and Gallery. Use of the western window allows visual separation of the FRONT & CENTER exhibit from the main gallery space, both externally and internally.

FRONT & CENTER supports the Arts Commission's "Arts, Culture and Creativity Agenda" Policy Plank of Economic Growth by building infrastructure to support the creative economy for artists. It also aligns with the Culture Connects by expanding access to markets and ways to present work to audiences. Finally, Front & Center supports an opportunity identified in the early years of Gallery program by offering smaller scale, lower priced art for a tourist market.

FRONT & CENTER

Exhibit C

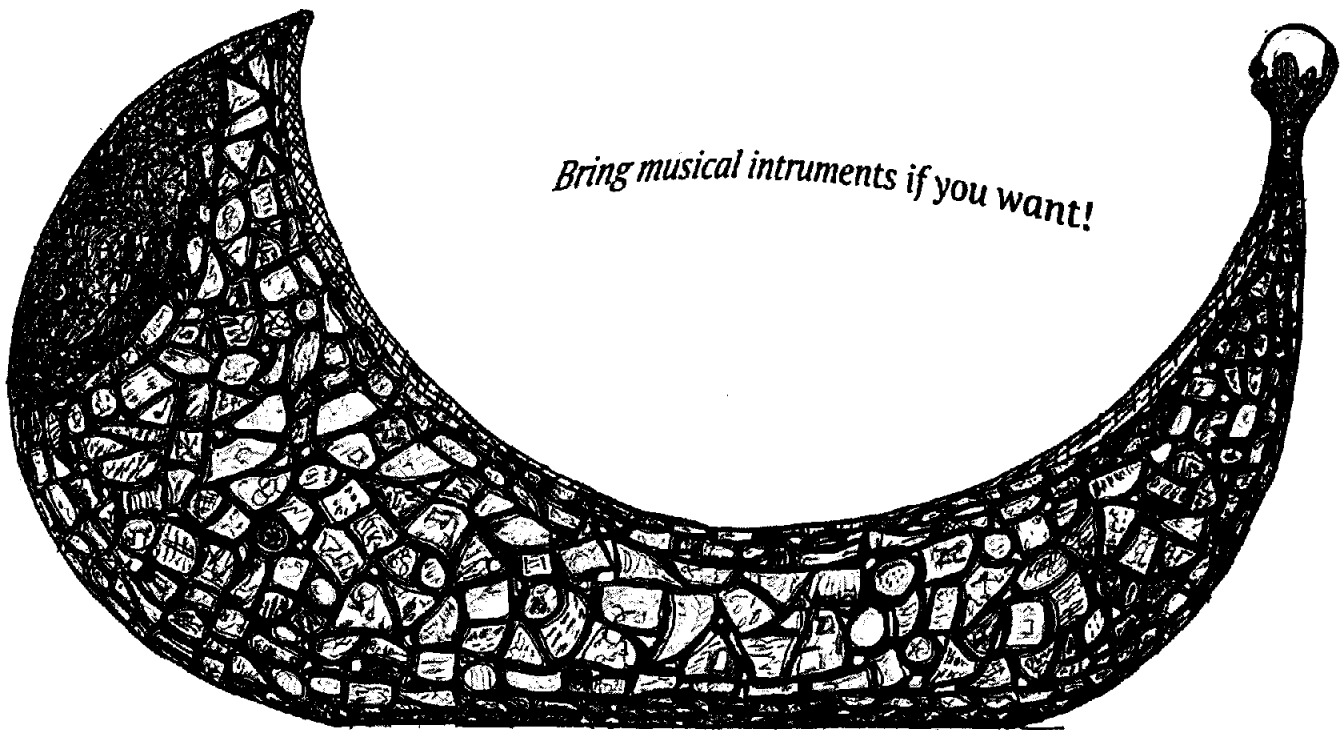
Same Boat

A collaborative, permanent sculpture installation
on the theme of climate change
involving over 200 kids from seven different schools in Santa Fe

Boat Launching Party!

Saturday, May 13th
3-5pm

Monica Lucero Park
2536 Avenida de las Campanas, Santa Fe



This public art project is supported by
the City of Santa Fe Arts Commission,
The McCune Charitable Foundation,
the Santa Fe Watershed Association,
and La Montañita Co-op

Exhibit D