



Agenda

DATE 11/8/17 TIME 8:41

SERVED BY Debra Garcia

RECEIVED BY [Signature]

ARTS COMMISSION

Tuesday, November 14, 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. Approval of Minutes
 - a) August 14, 2017
5. Presentation
 - a) SiRun (Siler Road and Rufina Road) Collaborative
6. Report of Chair
 - a) Commission Appointments
7. Report of Director
 - a) Mayor's Arts Awards
 - b) New Logo
8. Updates and Reports
 - a) Community Gallery
 - b) Funding Policy Committee
 - c) Art in Public Places
 - d) Social Media Marketing
9. Action Items
 - a) Request for approval of fall 2018 exhibit: 10th Anniversary Exhibit: Exquisite Corpse
 - b) Request for approval of changes to Cultural Investment Program Lodgers' Tax for the Arts categories
 - c) Request for approval of 2018 meeting schedule
10. 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 – November 14, 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	<i>Ms. Pena moved to approve the agenda as presented, second by Ms. Ritch, motion carried by unanimous voice vote.</i>	Page 1
Approval of Minutes – August 14, 2017	<i>Ms. Perry moved to approve the minutes of August 14, 2017 as amended, second by Ms. Ritch, motion carried by unanimous voice vote.</i>	Page 1
Presentation – SiRun (Siler Road and Rufina Road) Collaborative	Informational	Page 1-3
Report of Chair	Informational	Page 3
a) Commission Appointments		
Report of Director	Informational	Page 3
a) Mayor's Art Awards		
b) New Logo		
Updates and Reports	Informational	Page 3-5
a) Community Gallery		
b) Funding Policy Committee		
c) Art in Public Places		
d) Social Media Marketing		
Needs Action		Page 6
a) Request for approval of Fall 2018 Exhibit, 10 th Anniversary Exhibit, Exquisite Corpse	<i>Ms. Hunter-Stiebel moved to approve the fall 2018 Anniversary Exhibit: Exquisite Corpse, second by Ms. Perry, motion carried by unanimous voice vote.</i>	
b) Request for approval of changes to Cultural Investment Program Lodgers Tax for the Arts categories	<i>Ms. Perry moved to approve changes to Cultural Investment Program Lodger's Tax for the Arts categories, second by Ms. Pena, motion carried by unanimous voice vote.</i>	
c) Request for approval of 2018 Meeting Schedule	<i>Ms. Eyestone moved to approve the 2018 meeting schedule, second by Ms. Perry,</i>	

Arts Commission Meeting – Index – November 14, 2017

	<i>motion carried by unanimous voice vote.</i>	
Adjournment and Signature Page	There being no further business to come before the Arts Commission the Chair called for adjournment at 5:50 pm	Page 7

City of Santa Fe

Arts Commission

Minutes, November 14, 2017

Fran Lucero

11/14/2017

DRAFT UNTIL APPROVED

ARTS COMMISSION
Tuesday, November 14, 2017
City Councilors' Conference Room, 200 Lincoln Avenue
5:00 PM – 5:50 PM

MINUTES

1. Call to Order
Chair Chip Chippeaux called the Arts Commission to order at 5:00 pm in the City Councilor's Conference Room. Roll call reflects a quorum.

2. Roll Call

Present:

Chip Chippeaux, Chair
Sarah Eyestone
Penelope Hunter-Stiebel
Kathlene Ritch
Brian Vallo
Bernadette Ortiz-Pena
Ashlyn Perry

Not Present/Excused:

Todd Lovato
Monique Anair

Staff Present:

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

Others Present:

Fran Lucero, Stenographer

3. Approval of Agenda

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

4. Approval of Minutes August 14, 2017

Ms. Ritch moved to approve the minutes of August 14, 2017 as presented, second by Ms. Perry, motion carried by unanimous voice vote.

5. Presentation

- a) SiRun (Siler Road and Rufina Road) Collaborative
Carol Schrader, Katrina Mendoza and Zane

Summary: Booklet and Marketing plan that were created through the grant were also distributed for review by the committee. Ms. Schrader commented that she believe they have completed all

of the deliverables they outlined under the grant and added a more items as the community expressed what they wanted. One of the things that created her excitement was bringing together the Siler Neighborhood and a unique mix of non-profits, art organizations, galleries, restaurants, businesses, etc., it generated a sense of community in an area that feels right for this project. It felt great to get people together, people were eager to get on board. Presently they have monthly meetings hosted by different people and businesses at different locations, which brings together an interesting constellation of people. In addition to creating the branding, marketing plan and the logo they ran four different ads in the Santa Fe Reporter focusing on multiple events going on in the next couple of weeks in the area and tried to capture some of the larger events that are happening. First thing they did was put up a Facebook and Instagram, Mail Chimp account and on-line calendar for communicating. They started with a listing on SantaFe.com and as people are coming on through the website they are transitioning off of that and driving everything from there to their own website. (Exhibit A)

Zane: The website is alive now (Exhibit B) and passed around some of the goals for this contract period. There is a calendar listing where every member can add their own calendar listing through a google calendar function and they can list their areas of interest and they will be filtered to that part of the website. There is also a hash-tag function that will send things to that part of the website. We will use our website and our social media presence to really drive forward especially with more video this year. Katrina came to Santa Fe to work with the Maker Space and she is also a marketing professional. One of the things that did at the Maker Space was to help us make that space a diverse space for the community but also to teach us to tell our story and build community. We are really happy to have her working with us on video on contextual storytelling.

Katrina and her wife own a business here in Santa Fe and they have a client base of 15 businesses in less than a year. It was natural that we found SiRun and we wanted to help. We like to draw out the essential narrative not only to the heart of who you are as a business and what you do for the community and we like to push that forward in the most efficient way possible. You may have a small budget and we will help you derive the biggest impact you can make on that budget. We do a lot of video because it is so powerful and useful. We also do social media, website development and with SiRun specifically we would like to cultivate the south side culture and what it means to be a part of this culture and do that through each series of stories and video's.

Zane: Some of the other priorities are for the expanding group of partners to figure out how we want to move forward after we get the boost from the Arts Commission, what sort of organizational structure we will have to maintain these strong partnerships that we are building. We would also like to do a collateral print map that is important; we did not anticipate that at the very beginning. Last year through the meetings it became evident that was a need, the neighborhood wanted to see something that defined the neighborhood and a list of attractions that could be handed out downtown or the Visitors Bureau and this is why we are also pursuing the rack card for the public to get acquainted with the area. We are working on an interpretive sign project so that people can tell what is happening. In Santa Fe we would like to do brief histories, people can go around and have an interpretive history of that area. We have been talking to the Inter-Planetary Festival and Current about these two arts marketing can collaborate with each other and share resources and make sure that we are working in our respective networks to drive an audience to both of those areas and the events surrounding them. We were able to use the collateral that was produced in a partnership network that was created out of this arts marketing grant to apply to host the Inaugural Convention of Maker Space for next year. Santa Fe received the award for that convention. This was an instrumental part of making Santa Fe competitive.

(Example of the Footage was viewed by the Arts Commission members).

Mr. Garcia y Griego stated that this is a good example of how this can be harmonious using the Lodger's Tax and meeting the requirements. Thank you for demonstrating so well.

Art of the Machine Festival: Goal of the video was to honor the artists and the event.

We did two surveys, one of people in the area and one outside of the district. Tourism people were more critical and there was more openness of those in the area.

Mr. Vallo asked if the Culture Connects resources were useful towards this. Ms. Schrader said it was what actually motivated them to apply and she referred to the outcome of the surveys, which showed another way that the city could build on those connections and bridges. With that said, yes, it was definitely useful.

6. Report of Chair

a) Commission Appointments

We are in the process of suggesting two individuals for the Arts Commission and names will be forthcoming for the next meeting. Committee appointments will also be discussed in the next few weeks.

Thank you to Debra, Jacqueline, Jackie and Rod for the wonderful work at the Mayor's Art Awards event; it was a great ceremony, congratulations!

7. Report of Director

a) Mayor's Arts Awards

Thank you to Fran Lucero for helping at table check-in and thank you to Ms. Pena for escorting the guests to the stage.

Ms. Garcia y Griego reported that they are working on collecting outstanding payments, particularly from the larger groups. The costs were up this year; we talked about it last year, ticket prices will need to go up next year. Catering costs increased by over \$6,000, Santa Fe AV Systems was kind in their donation but they still had to pay their crew which was approximately \$2000 more. A lot of the costs incurred are higher at the Convention Center and would be less expensive if held at a local hotel. We were blessed with contributions for fund raising and sponsorships but costs were still high.

b) New Logo

New Logo was introduced at the Mayor's Art Awards. New marketing collateral will be forthcoming.

8. Updates and Reports

a) Community Gallery – Rod Lambert

The Opera Show Spectacle which ran through the summer and they sold approximately \$89,050. Exhibit was well received and successful. Everyone enjoyed reading the artist statements on the process and how they chose that opera.

Recently opened "Cred" which is street art, thank you to Commission Perry, who made the initial suggestion. The result was 20 Artist with mixed media, please come and check it out. It will run from November 3, 2017 through January 25, 2018.

We are doing a joint show with the Botanical Gardens, Wetlands and Audubon Society and the artists who were selected will go out on guided tours and will gather organic material from those environments and incorporate them in to their work. We have 25 artists that are in that show. The show will open in the spring; the Artists have already gone on their first tour.

b) Funding Policy Committee – Jackie Camborde

The Chair, Chip Chippeaux, Jackie Camborde, Kathleen Ritch and Todd Lovato, met on October 30th, make up the committee. Main topics of discussion were creating a standardized site visit form for Category D funded groups. Ms. Camborde said she has does a bit of research on this and it seems that site visits are fairly free form in the arts world, trying to get someone else's example is almost impossible. Staff is in the process of creating that form and should have something by next meeting.

Second topic related to categories of Lodger's tax funding specifically that it is tied in to Tourism and Marketing dollars. We have just completed the applications for the former category A currently target support and we had asked those groups to create a marketing plan that would include Santa Fe plus one other area and think outside of the norm, that wasn't what the end result was. The discussion is; do we have to give more structure and do we have to think about the categories reflecting more the areas that should be reached within each market.

(Exhibit C) The 2nd last page: Grid with some perspective changes to the Lodger's Tax Program to give it more definition and tie it to the fact that marketing is key to our funding. Target Market support will be the smallest groups and we would like to give those groups 100% of what they apply for so they can do a completed marketing plan knowing that they are going to get \$5,000 to complete that and not have to juggle things around if we gave them partial funding. The thought is to combine Groups B & C and maybe a few people from C moving up in to what was our D. You will notice on the budget sizes there is a little bit of wiggle room. The D group would be more of a regional market, Santa Fe plus drive time. Tourism has priority markets, Denver, Phoenix and Dallas so we would really like to see the groups focus on those markets specifically since they are already markets that we know people come to Santa Fe. Moving up to National Market support, this would our larger groups, Category D that are promoting themselves on a National level, budgets between \$350,000 - \$600,000 and even beyond that and the Global markets being groups that look at all four components, local, regional, national and global. If you look at where our budgets are in who we fund, there are some natural breaks. We have a lot of groups that are under \$300,000 level. We have a lot of groups that are under the \$150,000 level. We have several groups that are between a one million and four million dollars. That is a giant jump and then we have groups that go to seven and twenty million dollar budget. To have a standard that is the same for a \$600,000 budget and a \$4 million dollar is not equitable. We spoke about that as a committee and talked about doing tweaking and refinement and this is the end result document. Work continues to refine this document together with Ms. Garcia Y Griego, Director and Ms. Camborde.

Ms. Camborde said they just received the Target Support Group and they will need two volunteers from the Arts Commission to help score those. We are not only going to do score sheets we are going to ask for narratives where the Arts Commissioners can offer support and guidance for these groups. The Chair stated there are a total of 3 applications.

The Chair asked if the commission was in agreement; these are really evolution changes, we are trying to target to what we are seeing and what some of the needs are for these specific groups. The site visit things we are still plowing through as they are larger groups, what do we ask for. Another thing we should consider is if we will have some of those grantees come in as well in

lieu of a site visit that way it leverages off a little more. The Chair voiced his appreciation to Jackie and Debra for their hard work on these guidelines and looks forward to reviewing after the tweaks based on the input we get.

Ms. Ritch also said that the chart, as Ms. Camborde explained above, there are definitive breaks and there isn't much guessing as to who goes where and also some of those organizations that we have seen that have tried to apply in certain categories seemed a little lost will help them decide to can go up or make peace with where they are and expand from there.

Chair Chippeaux added; especially with the target markets we are trying to move them up to a different level. We have all seen it in the grant applications, x-amount of dollars in Pasa Tiempo and there it is and they are really trying to help them with their small budget amount and a small group of people in their organization, how do you make an impact. That is a challenge for them and a challenge for us to try to get them to the next level.

Ms. Garcia y Griego said that was part of the conversation at the Funding Policy meeting about technical assistance and referral for organizations and tomorrow we have 24 representatives from Arts organizations coming in to do a full day workshop on social media with the women from Simply Social. In the coming 6 months to a year, Jackie will work on migrating some existing resources to the website, and producing possibly a quarter email blast to our grant recipients. This marketing workshop is the second that we have done in the past 2 years. We will continue to identify the resources and needs based on the grant applications.

c) Art in Public Places – Jackie Camborde

The Chamber Music Festival donated a piece to the Arts commission and we have been waiting on the plaque. The plaque should be ready by November 22nd and the art piece will go straight across from the Ballroom at the convention center.

We had our call to Artist for the Ignite Program this is for funding for \$10,000 to produce a public art piece. We received 5 proposals and Art in Public Places will evaluate these proposals. Ms. Garcia y Griego made contact with the new Airport Interim Director, Nick Schiavo and he is open to moving the project forward.

Underpass Project: A very productive site visit was done with the project team and Mr. Randall came along and loves it, and there was a reporter from the Journal who did a very nice article. The project looks really great, lights should be moving in, they are supposedly on schedule to be done by the end of December.

d) Social Media Marketing – Debra Garcia y Griego

Contract with Simply Social expired at the end of September. An RFQ was done to seek new proponents and we receive a great response from the last time. There were a couple of national firms who had very good experience if we were looking at larger branding for the Arts Commission. Thank you to Commissioner Perry and Rod Lambert for reviewing. Ultimately what we are looking for which is on-going maintenance of those three platforms and promotion of the non-profit events that we fund. Simply Social are local and their real advantage is having a photographer on staff they are able to produce content like no other out-of-town firms are able to do. A lot of the other proponents look to you to provide the content and the story and they manage how to post it. It will be a 3-year contract we will enter in to with them. The Chair commented that the Branding piece is almost at Mr. Randall's level of support; he does not see where we would brand ourselves.

9. Action Items

- a) Request for approval of fall 2018 exhibit: 10th Anniversary Exhibit: Exquisite Corpse
Mr. Lambert said this will be the 10 year anniversary exhibit and a good way to communicate collaboration, gallery serving as a hub for artist and organizations so we want to propose an Exquisite Corpse exhibit where artists that are interested from anyone who has participated in an exhibit in the past 10 years, we will do a call to all of them and if they are interested they will be reviewed and the committee will make a selection. Ideally there are about 120 artists, each artist will produce, a head, legs, etc., and as we install and curate the show they will be placed and you can buy them individually.

Ms. Hunter-Stiebel moved to approve the fall 2018 Anniversary Exhibit: Exquisite Corpse, second by Ms. Perry, motion carried by unanimous voice vote.

- b) Request for approval of changes to Cultural Investment Program Lodgers' Tax for the Arts categories.

As noted, the chart discussed under the Funding Policy Committee echoed the report. The org overlap may be adjusted so organizations can choose their level. This would go in to effect for the applications that are coming out in December and January for the next year.

Ms. Perry moved to approve changes to Cultural Investment Program Lodger's Tax for the Arts categories, second by Ms. Pena, motion carried by unanimous voice vote.

- c) Request for approval of 2018 meeting schedule
Tuesday, October 9th is a holiday.
November 13th is a Tuesday due to Veteran's day. All meetings commence at 5:00 pm unless otherwise notified.

Monday, January 8, 2018	Monday, February 12, 2018	Monday, March 12, 2018	Monday, April 9, 2018
Monday, May 14, 2018	Monday, June 11, 2018	Monday, July 9, 2018	Monday, August 13, 2018
Monday, September 10, 2018	Tuesday, October 9, 2018	Tuesday, November 13, 2018	Monday, December 10, 2018

Ms. Eyestone moved to approve the 2018 meeting schedule, second by Ms. Perry, motion carried by unanimous voice vote.

10. Commission & Staff Comments

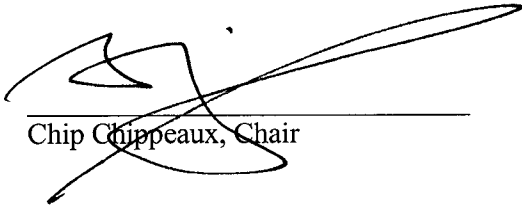
Ms. Garcia y Griego said that she will provide updates at next months meeting on Resolutions approved by the Arts Commission which are the Freewall Resolution and the Arts and Cultural District Resolution as well as the Inventory of Monuments, Markers, Memorials and city sponsored events that the Mayor asked for.

Ms. Pena introduced two of her guests, Student Council Officers: Joann and Vanessa

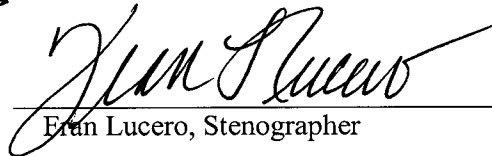
11. Adjourn

There being no further business to come before the Arts Commission, the meeting was adjourned at 5:50 pm.

Signature Page:



Chip Chippeaux, Chair



Fran Lucero, Stenographer

FINAL GRANT REPORT NARRATIVE—SILER MARKETING April-October 2017

1. Describe the project as it actually happened and compare this with what you planned originally. Please be sure to describe how City of Santa Fe Arts Commission funds were used.

All grant deliverables were met, and additional marketing activities were also completed, based on input from the organizations in the collaboration.

1. Building the Siler area collaboration--Outreach and regular meetings grew the collaboration from the original 7 applicants to a group of over 60. Shared Google drive, Google
2. Calendar, and Mailchimp account were established for communication within Siler area organizations.
3. Facebook page was established and maintained
4. Instagram account was created and maintained (not in original proposal)
5. Logo and branding package created (not in proposal)
6. Arts event listings happening in the Siler area provided by participating organizations. Key events selected for promotion in ads in the Santa Fe Reporter and
7. postings on Santa Fe.com
8. Website was created, sirun.org, with capacity to list participating organizations and providing links to their individual websites, event calendars, and digital map of the Siler area.
9. Marketing plan was created by Metta Agency
10. Metta Agency listed events in local calendars and pitched events and organizations to media contacts across the state for potential earned editorial coverage.
11. Stickers with Sirun logo and website were printed (not in proposal)
12. Rack cards were printed
13. Distribution service was hired to distribute rack cards (not in proposal)

2. Please describe the marketing, promotion and public relations plan for the project, and how each partner in the collaborative effort played a role.

Grant Partners included Wise Fool New Mexico, Adobe Rose Theater, ARTsmart, Chimera, Creative Santa Fe, Make Santa Fe, Teatro Paraguas. Additional organizations and businesses joined the collaborative and attended the meetings held on an approximately monthly basis. Partner organizations hosted meetings, including at Wise Fool, ArtSmart, Kitchen Angels, and Rufina Taproom.

Organizations submitted events to be publicized to Metta Agency and participated in social media outreach. Survey of Siler area was completed for both local organizations in the area, and external perceptions within media and tourism, which highlighted the difference in perception of the area, internal perceptions being more positive. Meetings were used to gain input on marketing approaches, including name, vision statement, branding, ad content, and marketing products desired (stickers, rack card, website features).



SRN Grant Activity Report

PR Activities:

Outreach to the Journal North, Santa Fe New Mexican, The Pasatiempo (SIRUN and AHA Festival), NM Magazine (SIRUN), AP Travel (Cacao Santa Fe), Scruff Vigor, Albuquerque Journal, THE magazine and SF Reporter editorial pitching

Liaised with Talia Pura of Theatre Walk Santa Fe

Pitched event to: KSFR (Merrylin LeBlanc, Tom Trobridge), Cline's Corners, KRQE, KAOT, Pasatiempo, ABQ Journal, Santa Fe Travelers, THE Magazine.

Reached out to John Feins at Meow Wolf—resulting in Meow Wolf's promotion of the event

Talked with real estate stakeholder in SRN about the Collaborative Marketing Group
Meeting with Catherine Lynch of Adobe Rose

Conversation with Olivia Brown and sharing survey with Meow Wolf employees

Media monitoring for Siler Rufina Nexus group

Ongoing HARO pitching

Administrative:

Arranged next meeting with ART Smart for July 11 at 4 p.m.

Sent out a call for calendar listings and managed responses

Calendar Listings to: The Reporter, Los Alamos Monitor, Pasatiempo, Santa Fe.com, KUNM, KSFR, etc.

Worked with Santa Fe.com to set up SIRUN page

Wrote Marketing Plan draft

Interviewed retired City of Santa Fe Planner and developer about the SIRUN neighborhood

Created mailing list and set up Mail Chimp

Used Survey monkey to survey 100 members of New Mexico's travel/tourism and press community

Used survey monkey to survey SRN constituents and mailing list

Ad copy coordination for September SFR ad

Monthly meeting coordination

Follow-up with Sharon Peterson re: Richards Block Party

Press History:

Chocolate Lovers: These Tours are For You:

<http://www.chicagotribune.com/lifestyles/travel/ct-chocolate-lovers-tour-nyc-travel-0602-story.html>

(Pitched and picked up by the AP: syndicated to NY Times, Chicago Tribune and over +100 other papers)

(Ad Value: over \$3,000,000.00

UMV: 125,000,000 Plus)

Trend Magazine article

In Santa Fe, the Past Meets the Future

<http://www.travelandleisure.com/culture-design/santa-fe-new-mexico-culture>

An Art "City Different": What Santa Fe Has to Offer

http://www.huffingtonpost.com/entry/an-art-city-different-what-santa-fe-has-to-offer_us_59036a03e4b084f59b49f879

Neo Santa Fe:

<https://www.newmexico.org/nmmagazine/articles/post/neo-santa-fe-94197/>

From the New Mexican:

Mixed-use buildings planned for vacant lot in midtown district

http://www.santafenewmexican.com/news/business/mixed-use-buildings-planned-for-vacant-lot-in-midtown-district/article_80bbda61-4841-56c5-a198-cbd7eedbc2c7.html

Second Street Brewery aims to turn ugly Rufina Street warehouse into taproom, brewery and cannery: http://www.santafenewmexican.com/news/business/second-street-brewery-aims-to-turn-ugly-rufina-street-warehouse/article_29ae06fe-2c60-5395-b370-b0c7b88d4987.html

Mentions:

<https://nmdarksidebrewcrew.com/2017/01/05/a-second-glance-at-second-streets-big-expansion/>

<https://greenhousegrocery.coop/greenhouse-grocery-to-build-new-community-food-cooperative-on-site-of-former-santa-fe-greenhouses/>

The Albuquerque Journal: <https://www.abqjournal.com/917924/excerpt-meow-wolfs-house-of-eternal-return-business-development-along-rufina-street-and-siler-road-are-bringing-town-new-hope.html>

Santa Fe.org: <https://santafe.org/perl/page.cgi?p=maps;gid=7743;js=1;s=5>

THE Magazine / Freeform and Wise Fool

Pasatiempo:

<http://www.santafenewmexican.com/pasatiempo/performance/theater/roar-of-the->

[greasepaint-smell-of-the-crowd-santa-fe/article 78802d8d-a7ed-54df-b65f-4f1229262eda.html#utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fpasatiempo%2F%3F-dc%3D1504870217&utm_medium=email&utm_content=headline](https://www.santafenewmexican.com/article/78802d8d-a7ed-54df-b65f-4f1229262eda.html#utm_source=santafenewmexican.com&utm_campaign=%2Fnewsletters%2Fpasatiempo%2F%3F-dc%3D1504870217&utm_medium=email&utm_content=headline)

Monthly Calendar Listings to:

(usually Freeform, Homewise, Wise Fool, Teatro Paraguas, Adobe Rose and Santa Fean
ABQ Journal
The Pasatiempo
Los Alamos Monitor
ABQ Alibi
Santa Fe Travelers
KSFR
KUNM
New Mexico Magazine

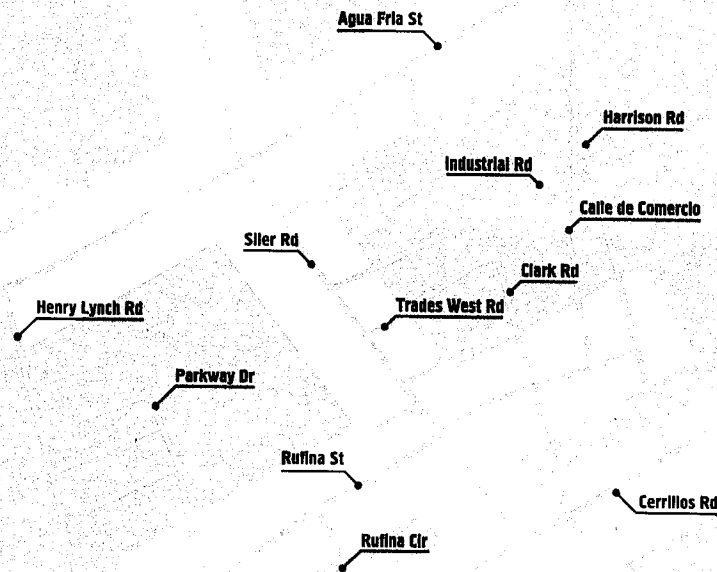
SILER RUFINA NEXUS

ExploreSRN

Where Santa Fe Connects

SilerRufinaNexus.org

**The SILER RUFINA NEXUS is a creative
Innovation district in central Santa
Fe that celebrates and cultivates
artists, performers, craftspeople,
tradespeople, makers and innovators
of all kinds and the organizations,
businesses and actions that promote a
healthy, vibrant community.**



**SILER
RUFINA
NEXUS**

SilerRufinaNexus.org

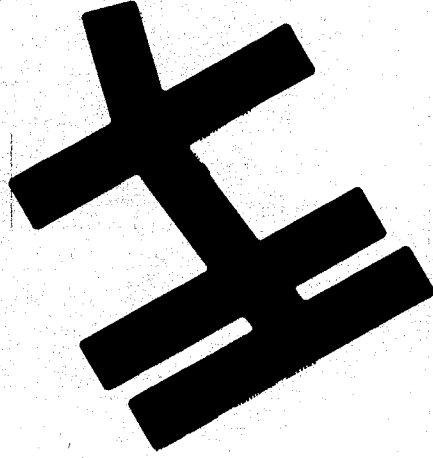
f /silerrufinanexus

@silerrufinanexus



**THE CITY OF SANTA FE
ARTS COMMISSION**

Partially funded by the City of
Santa Fe Arts Commission and the
1% Lodgers' Tax



SilerRufinaNexus.org



2017/2018 Highlight Goals

Website with Improved Functionality

Video Storytelling

Area Map in Print

Organizational Structure

Interpretive Sign Project

Reporting and Surveying

Arts Marketing Collaborative Squared

Nation of Makers

Erdich-B

Proposed Changes to Funding Categories for Lodgers' Tax for the Arts

Category (Descriptive titles, not program names)	Scope/Description	Org Budget Size	Award Amount
Target Market Support	Set amounts to jumpstart targeted marketing/promotion to a specific audience segment.	>\$150,000	\$2,500/\$5,000/ \$7,500/\$10,000
Regional Market Support	Funds to support marketing/promotion statewide and/or to drive markets (e.g. <i>Denver, Phoenix, Dallas, * CO Springs, El Paso, Amarillo, Lubbock, Austin, etc.</i>)	<\$150,000 to 350,000	\$35,000
National Market Support	Funding for marketing/promotion in both regional and national markets. (e.g. Regional Markets listed above, plus Los Angeles, NYC, Chicago, Houston, San Francisco)	>\$350,000 to 600,000 (min 2 FTEs)	\$75,000
Global Market Support	Funding for marketing/promotion regionally, national and internationally. (e.g. Regional and National Markets listed above, plus international)	>\$600,000 (min 4 FTEs)	\$100,000
Collaborative Arts Marketing	Supports the development of unique citywide, multi-partner arts events that market/promote nonprofit arts in Santa Fe.	None (Collaborative must include 2 eligible organizations)	\$30,000

*TOURISM SANTA FE Priority Markets

Exhibit C