



Agenda

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Special Meeting

Arts Commission

Friday, April 27, 2012

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. Application Review Process Overview
- IV. Conflicts of Interest
- V. 2012-2013 Community Arts Development Program Applications
- VI. 2012-2013 1% Lodgers Tax Applications
 - a. Special & New Projects Program
 - b. Community Arts Promotion Program
- VII. 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.

**MINUTES OF THE
CITY OF SANTA FE ARTS COMMISSION**

Special Meeting

Santa Fe, New Mexico

Friday, April 27, 2012

Friday, May 4, 2012

Day 1 of the City of Santa Fe Arts Commission special meeting was called to order at approximately 8:30 AM on Friday, April 27, 2012, at the Santa Fe Community Conference Center, Santa Fe, New Mexico.

PANELISTS PRESENT:

Kirk Ellis, Chair
Joey Chavez
Todd Eric Lovato
Michael Namingha
Anne Pedersen
Ramona Sakiestewa
Donna Scheer
Gail Springer

OTHERS PRESENT:

Debra Garcia y Griego, Senior Planner
Sabrina Pratt, Arts Commission Executive Director
Larri Romero, Administrative Assistant
Kay Carlson, Recorder

INTRODUCTION

Ms. Garcia y Griego welcomed everyone to the meeting and invited the panel members to introduce themselves and give a brief statement of their backgrounds and current experience.

(Short biographies of the Grant Panel members are incorporated herewith to these minutes by reference. Copy may be obtained at the City Arts Commission office.)

Frequently throughout the meeting, Mr. Ellis requested that the audience members introduce themselves.

(Sign-in sheets are incorporated herewith to these minutes by reference. Copy may be obtained at the City Arts Commission office.)

APPLICATION REVIEW PROCESS OVERVIEW

It was explained that each application will begin with a review of an artistic sample of up to three minutes and asked that there be no discussion during the review. Discussion will follow with the lead reader, backup reader, and further comments from the other panel members, allowing 10 minutes for each applicant. Following each presentation, the score sheets will be filled in and passed on to staff members for calculation.

Ms. Garcia y Griego said that the applicants may not speak to the panelists. Should there be a pertinent question from either side, a staff member will step from the room to talk to the applicant.

Ms. Garcia y Griego explained that panelists will be given a final opportunity to review their score sheets for errors and consistency at the end of the meeting.

Ms. Sabrina Pratt, Director, Arts Commission, welcomed the panelists and thanked them for being part of this important process for the community. She recognized Ms. Garcia y Griego for devoting so much time and thought into making the process work and consulting with the grantees and Ms. Romero for organizing of books and artistic samples.

Mr. Ellis echoed Ms. Pratt's comments and noted that this was a gargantuan group of applications this year. He thanked everyone for their dedication to the most important thing that the Arts Commission does each year.

DECLARATION OF CONFLICTS OF INTEREST

Mr. Kirk requested that panelists recuse themselves from consideration of an application for which there may be a conflict of interest. He asked that each panelist fill out and sign the conflict of interest form and that the panelist leave the room during the review for which there was a conflict.

For the reviews where an assigned lead reader may have a conflict of interest and need to step out of the room, the backup will become the lead. For the reviews where an assigned backup reader may have a conflict of interest, the next panelist will become the backup.

Joey Chavez

Kirk Ellis

Teatro Paraguas, School For The Arts-NM, National Dance
Institute of New Mexico
International Folk Art Market, Santa Fe REP

Todd Eric Lovato	Independent Film Festival, SITE Santa Fe, Museum of New Mexico Foundation
Michael Namingha	SITE Santa Fe, Institute of American Indian Arts, Fine Arts For Children & Teens
Anne Pedersen	none
Ramona Sakiestewa	Georgia O'Keeffe Museum
Donna Scheer	Eldorado Children's Theater, School for the Arts-NM, National Dance Institute of New Mexico, Santa Fe REP
Gail Springer	Teatro Paraguas, Outside In, Serenata of Santa Fe, STEPOLOGY, Desert Chorale

Mr. Kirk outlined procedures for the day. He explained the actual criteria to be addressed are on the nameplates. For this session they will be dealing with CADP, SNPP and CAPP. He asked the Commissioners to speak only to the criteria and do not venture outside any of the areas they are designated to judge.

(Application summaries are incorporated herewith to these minutes by reference. Copy may be obtained at the City Arts Commission office.)

Community Arts Development Program

New Mexico Literary Arts (Alzheimer's Poetry Project) (no conflict of interest)

Sample: DVD sample of poetry at assisted living center and dancing to music and poetry, interactive explanation by a poet, describing different responses from attendees before and after the performance.

Request: \$5,000

Funding is requested for thirty poetry workshops to be held throughout the project year at various assisted-living and adult daycare facilities. Workshops are held in both English and Spanish. People living with Alzheimer's disease and related dementia are guided by poets Gary Glazner, Cari Griffo, Joanne Dwyer and Michel Otera in the performance of well-known classic poems, as well as using those poems as the inspiration for creating their own poetry. The workshops culminate in a public performance by participants at Collected Works Bookstore.

Lead Panelist – Mr. Chavez: The application was clear and easy to read, although many dates and locations were not specific. The promotional marketing in the project is appropriate to the audience. Their web page mentions they received the MetLife award for 2012 Creativity in Aging in America leadership award. The links on the web page were easy to navigate. They serve the underserved and forgotten, and go into places where sometimes there are even no family members. In outreach, they were specific with numbers, which is appreciated in a grant, such as 70-80% of the audience are women.

They are NEA recognized as Best Practices, one of only 200 groups. It was not discernible whether that was in the state or nationally. Their promotion material is appropriate for their audience. There was an article in Spanish, which evidences they are reaching out to that aging population.

Back-Up Panelist – Mr. Kirk: A good proposal to kick off the day. It is excellent, detailed, and was full of specific plans. Showed they have grown from past experience. They know who their demographics are and build on that, reaching underserved members of the local community. The audience itself is part of the creation of the artistic work. With the projects for this year, they are looking to do cultural exchange on a bilingual level. Impressed by use of social media. They had a Youtube video that is quite good, the kind of marketing and promotion not seen in other applications. That gets extra points from me.

General Panel Comments: Would hope they could seek to expand on where their printed collateral material is going, that or they are suffering from the general statement that says it is distributed throughout Santa Fe. The final performance is at Collected Works Bookstore and was hoping at some point they would need or want a larger venue or even two events so that more people can become acquainted with them.

Mr. Kirk commented that Collected Works has become a de facto place of public performance of literary work in Santa Fe.

As a once-upon copy editor, a *pubic* performance as opposed to a public performance is an unfortunate gaff. Feel if you can't write it or check it, that gets my attention, because if you use the money that you may get from the Arts Commission with the same lack of attention to detail you pay to your grant proposal, that is troublesome. Am impressed when see an indication of the social media use of Facebook and Twitter, and make it a point to see if they are actually active. Given the scope and services of what they do, they are doing a good job in social media. That goes in their favor.

Santa Fe Men's Camerata

(no conflict of interest)

Sample: Audio samples from concerts, including *Sometimes I Feel Like a Motherless Child, Sounds of the City, In Old Santa Fe.*

Request: \$6,000

Santa Fe Men's Camerata requests support for two to three concerts in Santa Fe, totaling four to six performances. It is anticipated the season will include "Classics, Spirituals & Folk Songs" in September 2012 at the Scottish Rite Center; a collaborative concert with the Zia Singers of mixed seasonal and holiday music in December 2012; and a collaboration with students from Santa Fe High School's student chorus in spring 2013.

Lead Panelist – Ms. Pedersen: Found the proposal redundant and unclear, not sure what programs were in place and those that were not. Their local advertising and PR is standard. The website links did not work and there was a picture of the Camerata, made up mostly of middle age white men. This is a worthy group, but their appeal is limited. Cannot tell if it is a planned or in place school involvement. A series of emails indicates they are planning it, but the proposal does not say so. There is a proposed collaboration with SFPS and other singing groups, but the makeup of the audience is like the group, 70% elderly and white. This is a problem inherent in a lot of choral music. But if they are going to be viable down the line, that needs to be addressed. Ended up with a muddled impression from the proposal.

Back-Up Panelist – Ms. Springer: Looked at more from the perspective of an all-volunteer organization that exists for the love of this kind of music and the desire to serve the community, and that was the caveat in which I looked at it. There is a lot of outreach in terms of concerts at different locations, collaborations in high schools, free workshops with young singers. Would like to know how many young singers join the group and how does the mentoring of SFPS students happen. The group seems to improve the lives of the elderly by sharing music freely and performing at City events. If they plan to commission new works and record CDs, would like to know how it works. Promotion and marketing seems appropriate for a homegrown community organization.

General Panel Comments: An important point for the commissioners is that we may or may not have personal experience with an organization, and that can be factored into the comments as long as it addresses the criteria. But we are fundamentally dealing with what is actually put down on paper by the organization. What we have heard is the interpretation of many of the things in the application, because there is a lot of speculation about what may or may not happen. Found this a much improved application their last application. There has been an attempt to address the specific criteria to be judged in this process. Do like the outreach component of free concerts, workshops and commissioning of local composers. That is admirable and what outreach needs to be, but it is not specific in terms of what is or is not being done at this point. Almost every organization relies on traditional marketing techniques. Press releases are free and great, but you get what you pay for. Everyone is using a limited kind of advertising. However, with an organization like Camerata, it is a focused audience and their advertising seems to work for them.

This application would rely on the good graces of the commission to make a leap forward. Will not ding an organization because their audience reflects their participants. Their outreach states they are available for private events such as funerals and weddings, but do not consider outreach unless it is free. It is clearly a passionate group of volunteers. However, after ten years would want to see under income some kind of corporate, business or foundation support. Does their board contribute money. It is still a

small budget with large ambitions and would like to see growth happen. It was nice to see mentoring in high schools for male students. Doesn't feel like a strong business plan.

Ms. Garcia y Griego stated that the non-Camerata individual support is to clarify it between that and what is shown in earned income as annuals that the members pay to participate.

Los Niños de Santa Fe

(no conflict of interest)

(New Mexico Dance Coalition, fiscal agent)

Sample: Film of dance performances, Mexican costumes, Aztec dancers, sword dance, folk dancers.

Request: \$5,000

Los Niños de Santa Fe requests funding for the "Quetzal Showcase of Mexican Folkloric Dance," June 22, 2013, at El Museo Cultural de Santa Fe. The showcase will feature original costumes and choreographies through the presentation of various Mexican Folkloric groups over three hours of non-stop performances, focusing on the Huastecas and Jalisco regions.

Lead Panelist – Ms. Springer: Strengths are that the performance builds on year-long classes in schools to over 4,000 students. The website does not have an updated calendar, and there is no mention of the Showcase. Although there are beautiful performance photographs, there is no mention of several Santa Fe schools in the website. It seems that this would be a good event for social networking and fundraising. The program obviously inspires folkloric dancers and outreach opportunities. They work with underserved 5-18 year olds for free. It benefits Hispanics and economically disadvantaged students. Funding is for the culminating student performances after the classes.

Back-Up Panelist – Mr. Lovato: Overall, the program impacts youth in a positive way, reminding all the cultures in Santa Fe of the Hispanic and Mexican-American roots that are valuable and has significant and cultural impact on the community. Was disappointed in their promotion and marketing. Certainly, this group has strong word of mouth and a community reach, but even side by side with some of the other applications there is a weakness when it comes to print promotional material, marketing plans, social media. Would like to see that improved. The educational touring of schools and working with at need students, making their shows accessible, summer workshops are strong components. The organizational budget doubling in such a short amount of time raises operational concerns of how the organization is being run. They are projecting considerable growth.

General Panel Comments: On both cultural impact and outreach, this is a strong application. They have a very minimal social media component and would urge this organization to address that so they can better serve their target audience.

The outreach is the strongest component of the organization and of their application. While it is agreed they need to expose themselves more to the social media issue, my experience with a number students in this population is that there is not a lot of computer access. So it may not be as much of a negative as we might perceive it to be. Know that this community relies on posters and flyers and would like to see that upped.

Sangre de Cristo Chorale

(no conflict of interest)

Sample: Film with live performances from March 2012 and photographs accompanied by singing.

Request: \$6,000

Funding is requested for the 2012-13 concert season at Santa Maria de la Paz Church on December 9, 2012, and May 12, 2013. The Chorale will be under the direction of new Music Director, Maxine Thevenot. Included in the project are the mentorship of high school musicians as apprentices for the entire season and the hosting of a high school chorus for a weekend of rehearsals concluding with a free public concert.

Lead Panelist – Mr. Namingha: Their advertising, radio, print is pretty general, *Pasatiempo* and KSFR. Word of mouth seems important to this organization. Went to their Facebook page, and since April 2010 there were only 47 likes. For an organization targeting an age group older than 65, they might need to do something to get more active members. Found it hard to read the small font on the website and there should be a link to their Facebook page from the website. Utilizing Facebook, posting some of their events on the Arts Commission page opens up a broad range of people. Their website needs updating. It listed a job description and search for a new musical director who has been found. They embrace the cultural diversity of the City by commissioning pieces by New Mexico composers. Their venue is Santa Maria de La Paz on the south side. They have a partnership with Capital High that showcases music to a younger generation. Ticket prices are totally fair and they offer free tickets to students at IAIA and members of the church. A benefit concert for St. Elizabeth Shelter raised \$3,000.

Back-Up Panelist – Mr. Chavez: The Arts Commission logo was on their website, which is not as sophisticated as many others are. Appreciated their specificity, but it was not consistent, i.e. which works are used and who they are by; how students to be mentored are selected, who they are, and where did they come from. There was a smaller audience for two concerts, ticket prices are reasonable, free and reduced cost to students are appreciated. They have been around since 1978, encourage them to move forward in their audience outreach and take a step forward to move out into that outreach with a specific school or organization. They have name recognition. They are being honest in saying that word of mouth is their way to go.

General Panel Comments: They can only have at maximum of four interns. Given the size of the organization, they try to do as much as they can. Agree that perhaps they should do a more prolonged association with a school. It is a good organization. Their marketing mix is solid for the audience they are reaching, especially the cultivated relationships with radio stations, like KSFR and KUNM, where the listenerships are more likely drawn. It is no secret that arts and music education have taken a hit. Among their outreach and education activities, they donate scores of choral works to schools, because that can be expensive for the schools. They are making the effort to secure reliable demographic in ways of charting it. As a counter-argument, if it weren't for older white audiences in the city, 90% of the current organizations would no longer exist.

Pomegranate Productions

(no conflict of interest)

(New Mexico Dance Coalition, fiscal agent)

Sample: Film of former performance, *Invaders of the Heart*.

Request: \$6,000

Pomegranate Productions requests funding for the annual presentation of “Invaders of the Heart: Rapture,” in late April 2013 for two performances at the James A. Little Theater. The annual show will feature more than 20 dancers from Pomegranate Productions professional company and Mosaic Dance Company, as well as apprentice companies. Performances will feature a nationally known guest artist. The request includes the Free Performance Series, providing community outreach and education through 40 to 60 free performances annually.

Lead Panelist – Ms. Scheer: Overall a good application. Had some confusion in going through the application and was negotiating between outreach programs requiring funding and this particular showcase. It is a founder driven organization, who is having the greatest creative and entrepreneurial impact. They are getting national magazine exposures, although they seem to be for the organization and not the particular showcase. It is confusing that there is no indication in the application of social media, since this program is so invested in young teenage women. It might even bring more students and/or audience members in. The large full-color advertising poster looks like they went to great expense, but from a personal perspective, there is so much in the poster cannot figure out what it is about. Perhaps more focus would be more successful in their marketing. The budget information does not show substantial connection with business donors and would encourage that effort. Their awareness of the arts and their effort to bring multicultural dance is excellent. The free performance series they are seeking funding for is the strongest aspect of their application. The Seed program for young girls has great impact, and their outreach is achieved through it. Scaled ticket prices and donated performance contribute in a positive way. Their focus on solely young teenage women is appropriate, given their genre and size. They are not overreaching and are in control. A confusion in the application indicates the company develops new choreography and uses new artists and new choreographers. They make that a point but

do not tell who they are and what genre they are in. The hip hop segment in the artistic sample does not seem to fall into anything suggested.

Back-Up Panelist – Ms. Pedersen: Seeds is by far the strongest component of their outreach. But nowhere is there indication of whether the young women in Seeds participate in the show that we are being asked to fund. That kind of specificity would be good to have. They have good foundation support, but would guess that is partially driven by the Seeds program. There is a lot of dance in Santa Fe, and this is different to have this kind of diversity in the arts landscape.

General Panel Comments: It was great to see the Santa Fe Opera and Children's Museum listed under performances for outreach. They do email blast lists. Agree that outreach is their strongest portion. The list of collaborators reads like a Who's Who in the social safety net. There is a real effort to reach the community as a whole and not just one particular segment of it.

Eldorado Children's Theatre

(conflict of interest – Donna Scheer)

Sample: Film from productions of The King and I, Wizard of Oz, Fiddler on the Roof, Spelling Bee

Request: \$6,000

The Eldorado Children's Theatre seeks funding to produce a professionally-coached musical production in December 2012 at the James A. Little Theater, preceded by year-long musical training for youth. Titles under consideration include "Peter Pan" and "Beauty and the Beast."

Lead Panelist – Ms. Sakiestewa: Their marketing is appropriate and includes everything, word of mouth, social, conventional. It is good and multiple times a year. They hit it all in a cross section and variety of mailings. They do full productions with professional musicians. Good outreach to Indian School. Have a wide demographic and high adult attendance. Good affordable ticket prices. Do a tremendous amount of exchange with other groups to effectively disburse the tickets. They have a big demographic component in their participating students and audience members. They have a specific targeted audience, very big and diverse.

Back-Up Panelist – Mr. Namingha: Their Facebook page only had 82 likes. Then went to their site again that said they have peer-to-peer discussions, but there were no posts from students. There was no Twitter page or feeds. Videos could be added to the website to show the important part of what they do.

General Panel Comments: Their shows are well attended. Would like more social media. They talk about 75% of their students from Salazar and Alvord are eligible for free and reduced lunches, which is a real indicator for Title I schools and students who

may never see a show without this opportunity. The outreach opportunities are one of the greatest strength this organization has. They go into the schools and bring students to see the performances on a field trip to James A. Little. Appreciate their reduced ticket prices and scholarships for students.

Found it interesting that the audience is about 70% Caucasian in their figures. Whoever does their media relations needs to refresh their contact list. *Crosswinds* is listed and has been out of print for a good while. If they are wasting time and funding sending press to defunct publications, it is not a good use of our money. That goes for this organization and others.

Institute for Spanish Arts

(no conflict of interest)

Sample: Video of past performances featuring Flamenco's Next Generation, "La Joat" Spanish traditional dance, solos by former members.

Request: \$6,000

The Institute for Spanish Arts requests funding for year-round programming including professional Spanish dance performances, workshops, classes and outreach activities. The request also includes public performances of youth flamenco at the Lodge at Santa Fe in August 2012, as well as at various community events.

Lead Panelist – Mr. Lovato: Liked the overall strong submission. Generally speaking, there is a good balance in the organization of exploring specifics and educational outreach of the higher art form. From that, we get a strong cultural impact on the community. Is something powerful about classical Spanish performance of flamenco that resonates with locals from Mexican-American backgrounds and with visitors. There is a lot of intrigue in their public performances and with their outreach. Their printed materials are all very strong. Their Facebook presence is also strong, had under 1,000 followers or likes, which could top the list of all the grant applications. They are moving into public schools as a nice addition to their growing community impact. That has been some of the direction of their growth, a positive thing. Look forward to seeing the school mentorship programs grow. Have good financial health from the application. When touting social media like Twitter, Google Plus, etc., need to make sure are not just saying it but that the accounts are active. While Facebook was strong, the others seemed to be slapping on labels.

Back-Up Panelist – Ms. Scheer: An excellent, thorough, clear, focused application. Knew what they were after and what they do. The quality of their marketing is excellent, including use of the internet. That is especially important, given they have a target audience of younger students. Their presence in the school is a major cultural impact. Impressed with their use of having older graduates coming back. That strengthens the organization, brings it forward and keeps it cycling around. Important for outreach to the

community, they use multiple accessible locations and have scaled ticket prices. The teacher training component that implements the ISA and NEA curriculum is strong and is a miracle in the world of dance. Training the younger students to become teachers is part of a great cycle. They are the absolutely appropriate sized program for the number of current staff members. They have a significant presence in the schools and I would be hesitant to tell them to grow some more. They would need to add staff to add programming, but the balance is very smart for what they have and what they are doing with it.

General Panel Comments: Loved the language and the honesty of the grant. It listed schools and dates did not have to divine information. When they go into the schools, their curriculum focuses on the study of the variety of styles of Spanish dance and music, but also on the history and culture of Spanish dance, providing youth with an opportunity to relate to their heritage through the performing arts. They do not identify with textbooks and subjects, but getting on stage and perform gets viscerally in their body. That is a strong part of the cultural outreach and opportunities. The grant never listed if funding sources were proposed or confirmed.

Nice to see they are working with Santa Fe Indian school. The multiple venues are very important. Appreciate the high quality of work. The most important thing in the application, the idea it is not just about getting kids on stage dancing, but they are getting an immersion into a whole tradition and culture that informs what they do. Would say to the Arts Commission staff when they are asked, what can we do to better our position. Show them this application. Hands down this was the best application in the entire category.

Pandemonium Productions, Inc.

(no conflict of interest)

Sample: 2011 productions of *Narnia* and *Wizard of Oz* – kids
singing, dancing, solo and groups, munchkins.

Request: \$6,000

Funding is requested for the presentation of “The Adventures of Tom Sawyer,” during fall 2012. In addition to the student production, Pandemonium will conduct drama residency programs in four elementary schools and provide 200 free tickets, as well as bus service to the theater to students from Title I-designated public schools participating in the residency program. Grant funds will also be used to create an education study guide.

Lead Panelist – Ms. Pedersen: Found the application basically well written and clean and deeply appreciate the specifics. A small point was some confusion between 200 free tickets versus 300 kids in the drama residency program. Their website is comprehensive and lively and is enterprising with a store. Wondered about Youtube presence. The advertising and promotion was standard in terms of outlets utilized. Live theater is

always a plus with kids. Free tickets to schools and drama residency program is good. A huge fan of study guides, something Pandemonium does that nobody else seems to do. It is one thing to see a live production but it is very important and a huge plus to then go into what is the cultural milieu that gave rise to this and mechanics of theater. The partnership with the Opera is commendable. They have been invited to perform at Big Brothers, Big Sisters, Green Expo and others is good. Struck that 40% of students in each production is Hispanic. It has been my unsubstantial impression that a lot of youth theater is skewed towards white. Exemplary to include kids with disabilities and autism. Wanted hard statistics about what their graduates do. Like the specificity about the fact that they awarded \$25,290 to 41 students in 2011.

Back-Up Panelist – Ms. Sakiestewa: Clarified that 48% is Hispanic, plus Native American. They also do KSWV radio. Have free admission for 100 students and have live events at shopping malls and stores to promote themselves to reach a different audience. The study guides are good for children and also demystifies it for teachers and gives them backup. A good application.

General Panel Comments: Mr. Ellis clarified that the grant would largely go to the study guides. Ms. Garcia y Griego replied it is for the production itself and for the study guide also. Mr. Ellis added this is not done by everybody and the fact that they get into the schools in a citywide manner is fantastic.

Materials are bilingual on request. Their financial information page is clear, with plenty of information. They let us know what is proposed and secured funding. They mention DVD sales and tuition in the programming, which is honest and often does not happen with such organizations.

Outside In (conflict of interest – Ms. Springer)
Sample: Promotional video of comments and artist performances
at various social service settings **Request:** \$6,000

Outside In requests funding to present free professional-quality monthly live performances to seniors, Alzheimer's patients, homeless, those with physical and mental disabilities, and their friends and families at various facilities. The project includes at least 70 performances by a core group of local performing artists.

Lead Panelist – Mr. Namingha: They do not do much under promotion and marketing. They are unsung heroes. The Facebook page has 1203 likes and seems pretty active. Perhaps they could pursue a fundraiser to gain awareness for the organization, which I was not familiar with until the Arts Commission. The website information was simple, with a donation button on every page. The bios of board members were outdated. This organization is the paradigm of outreach.

Back-Up Panelist – Mr. Lovato: A lot of new research has been correlating the impact of music and arts on Alzheimer's patients. We are learning things Outside In has known for years about the efficacy of this kind of programming impacting on some of our community's most needy and underserved. More awareness to the community that these services are happening would be great because there is value in these patients being served. A strong proposal.

General Panel Comments: There is no question this organization provides a valuable service. In outreach it has few competitors. However, for the last several sessions they have pushed the tolerance of this commission with an application that reads identically and have used the same video for almost four years. The organization is resting on its laurels and not making an effort to get out to the public at large. There is no real marketing plan. They take out one full page ad during the summer and send out weekly and monthly press releases. Everything about the application is sloppy. The video does show that they bring music and culture to those who are least equipped to get it on their own, but they need to do better in future in presenting their case to the commission, let alone the publications.

Unlike some of the other commissioners, have not seen this application for several years. They are they not marketing and promoting their work because they have too many requests already. A follow up question would be, why not market to people who would further support the organization. They have excellent foundation and private support, but do not see business or corporate. Did not know of Outside In before reading the application. It is an incredibly valuable service.

Wanted to see more specificity in actual performances. The video gives the impression it skews towards folk and traditional music. A lot of our aging population grew up with rock and roll. Want to see they have addressed a breadth of performance options.

Thought it was a poor application. My mother lives in an assisted living facility in Albuquerque that pays for people to come in on a daily basis. It is like living on a cruise ship with no end of entertainment. It appears that most of their promotion is in-house and goes to family members. They have 70 performances and a core group that is not listed. Feel they are resting on their laurels and need to step it up in the future.

Santa Fe Youth Symphony Association

(no conflict of interest)

Sample: Performances of ensembles in various locales including
Mozart y Mariachi, Con Vivo, Miles Davis Jazz
Ensemble, Mariachi Estrella, Intermezzo String
Orchestra, Youth Philharmonic

Request: \$6,000

The Santa Fe Youth Symphony Association seeks funding for the 2012-13 season consisting of winter and spring concert weekends and a "Spotlight on Youth" event in February 2013. The winter and spring concerts will feature performances by all classes and ensembles; Youth Symphony Orchestra, Youth Philharmonic, Intermezzo and Preparatory Orchestras at the St. Francis Auditorium, two jazz ensembles at Warehouse 21, two mariachi ensembles and all classes in the Elementary Strings program. The "Spotlight on Youth" concert features the best and brightest youth performers at the Scottish Rite Temple.

Lead Panelist – Ms. Springer: This is the same video shown last year. Like this organization as a music educator especially because there is such a range of cultural application in terms of classical, jazz and mariachi music as well as education. Have an improved internet presence and reaches out to multiple media. Relationships developed with other organizations is strong. At a time when Santa Fe schools do not offer much in the area of musical education, they offer valuable support for talented young musicians. Appreciate their partnering with public schools, bringing musicians from throughout the community, internships with UNM, school performances, and 37% of their students receive financial aide. Overall a valuable organization.

Back-Up Panelist – Mr. Ellis: When looking at a cultural organization, have to ask, does an application provide something that does not exist elsewhere. The answer for this one is yes. The elementary strings program provides a needed stopgap in the absence in the schools. Jazz at Warehouse 21 is a continuity between a starter program and ultimately becoming a part of the orchestra. A constant learning process. Thorough use of traditional and new media, Spanish language print and radio as well. Youtube could be sustained. Unleashing my pedantic side, it would be helpful to do better proofreading. There are certain egregious misspellings and other mistakes.

General Panel Comments: The addition of a newsletter to parents of students and interviews in Spanish are great things. Although pending, their business and foundation support is strong. Like having performances at Canyon Road galleries as a means of promoting themselves and like the upcoming collaboration with Santa Fe Community Orchestra. Laud them for actually having survey audience cards and demographics that show who has attended. Know it is a pain, but it is valuable and shows a larger diversity. An extremely well put together proposal. Guessing that Miles Davis was a great musician but probably not a good speller.

Fine Arts for Children & Teens (conflict of interest – Michael Namingha)
Sample: Slides showing children creating artwork and exhibitions at
the Art Barn and many locations around the city and county **Request:** \$6,000

Fine Arts for Children & Teens, Inc. (FACT, Inc.) seeks funding for public exhibitions and hands-on art making. FACT, Inc. will collaborate with El Museo Cultural de Santa Fe in July 2012, Santa Fe Public Library South Side Branch in August 2012, Winterowd Fine Arts in November 2012, and Wells Fargo Bank in April 2013 to host public student art exhibitions featuring artwork by youth ages 5-21 who participate in FACT, Inc. visual arts programs. FACT, Inc. will also present two public exhibits in September and May 2012 at its Community Art studios on Pacheco Street and at Zona del Sol in Tierra Contenta. Additionally, FACT, Inc. will provide free hands-on art-making workshops to tourists and citizens at several Plaza and Railyard Park + Plaza events.

Lead Panelist – Mr. Lovato: A well established organization with 22 years of providing a service that has great collaborations. It is apparent they have strong community bonds in this time-tested relationship with the community. For a group like this, want to see more than listing a bunch of names of media, but to see how that is being put to actual use, not just specific to Facebook, Twitter, Linked In, but in terms of engaging media relations. With regard to the culture of youth, "... work is high quality, original and dynamic art that reflects the unique cultural perspectives of our local youth." That sounds great, but would like to see more numbers to quantify what these great ideas are putting forward. There was nice information on how many artists' work will be featured in their exhibitions, 70% are low income, 80% are Hispanic and Native American, and many are south side Santa Fe residents, which is such a growing and vibrant part of the community. A red flag was a deficit from last year in their organizational budget. They are cutting costs by reducing non-program related staff and indirect costs. The Arts Commission has to look at what that means and if their fiscal house is in order and they are taking action. Overall is a great service, with roots in this area, and has a nice wide geographical imprint.

Back-Up Panelist – Ms. Springer: They are also applying for an unspecified number of workshops and would like to know how many and where. There is an outreach opportunity in the sense that so much is targeted for artistic salaries and fees. They are clear about the qualifications they look for in their teachers, that they are experienced in public schools and are practicing visual artists with a minimum of education.

General Panel Comments: This application uses my favorite words, south side library. They are moving all over town with the exhibitions. It is a matter of the whole community being involved. There is a strange disconnect in the marketing plan. The narrative made it clear they use social media, but like many other organizations, there

was a general itemization. The more specific you can be, the more clarity I have in determining how effective you are in reaching your audience.

The fiscal year loss was significant, and did not understand why they lost this amount, which connects to the fiscal house in order question. Also, the first line on the marketing plan says, "when possible." Understand it means when there is enough money, we will do it. Is that where the funds were lost, are you taking funds from marketing because you lost the funds and if so, what does that impact. With the amount of artwork seen around the city, they are a very visible organization, which is collateral by the students who create the artwork and those that get to enjoy it at the different venues.

A deficit of almost \$70,000 is a fairly significant sum of money and wanted to know why. There will be free hands-on artmaking workshops to tourists and citizens, but did not see marketing to hotels for tourists. A visitor will not know about this unless they are told. The strategic use of the internet has saved FACT thousands of dollars on advertising while reaching a diverse audience by doing monthly website updates, email newsletters. They also use their annual report as marketing and advertising by sending out 3,500 of them. Have good corporate and foundation support. They seem to have rectified the deficit problem at some level, but just did not articulate it.

School for the Arts-New Mexico (conflict of interest – Joey Chavez, Donna Scheer)

Sample: DVD sample of student instruction resulting in performances and exhibits through drama, visual arts, musical, modern ballet.

Request: \$6,000

School for the Arts-NM requests funding to present various performances and exhibitions as the culmination of students' studies. These events provide further learning opportunities for New Mexico School for the Arts students. Performances in dance, music and theater, as well as visual art exhibitions take place through the year. In 2012-13, performances will be held at Warehouse 21 in October 2012 and March 2013, at the James A. Little Theater in January 2013 and at the Lensic in May 2013, with art exhibitions held at various venues throughout Santa Fe.

Lead Panelist – Ms. Sakiestewa: It always warms my heart when people have a plan beyond the next month. There was a significant deficit, but it is a new institution that is addressing its shortcomings in the next couple of years. Have good PR for productions, and they are at the beginnings of collaborations with other institutions and organizations. They have a seemingly viable social networking media and a lot of word of mouth because of the high school demographic. They do collaborations with Moving Art in Española, Chamber Music. They have a diverse student body. Reasonable ticket prices makes it viable. Have meaningful outreach to El Castillo and other venues in Santa Fe. Have good corporate support and a strong diverse board, which will help them in the long

term to garner additional funding. They already have significant foundation support, which will continue to grow. A good application and a solid organization.

Back-Up Panelist – Mr. Lovato: Their online presence was strong, with good ideas. There is a blog and area for news releases in the website, which is current, helpful and engaging. But they need to follow through on those, because the last post was from January. Overall, a strong application. Making performances accessible to more lower income at risk youth might enhance outreach.

General Panel Comments: A strong marketing campaign that is diverse and well thought out. But had difficulty extracting the organization from the application, which have had to grapple with in the past. Encourage this particular applicant in the future to come with a specific project basis what the money is going to fund. Not sure if the numbers were for the school or the performances. When I see a huge deficit, even though it is a new organization, would like to have some acknowledgement of it with explanatory facts.

In the point about separating the organization from the program, which they are asking money for would be helpful. My assumption is the budget we are looking at is for the institution, which makes the deficit insignificant and covered when looking at the big picture. If the deficit were just for these performances, it would be devastating.

Would like more specific information for the organization versus the project under outreach. It lists different organizations it partners with in the community, but asked if that had to do with the project or the whole school.

National Dance Institute of New Mexico, Inc. (NDI-NM)

(conflict of interest –Joey Chavez, Donna Scheer)

Sample: Selections from last year's performance, *Sergeant Pepper's Lonely Hearts Club Band, When I Get Older ...*, *Can't Buy Me Love*, with the solos and the whole troop singing and dancing.

Request: \$6,000

Funding is requested for the 2013 Year-End Event that concludes the In-School Program, providing dance education to 863 students in twelve Santa Fe public elementary schools. The event features 16 performances by two casts at The NDI Dance Barns on April 25-27 and May 2-4, 2013.

Lead Panelist – Mr. Lovato: This year end event for 2013 will involve participation from almost 1,000 dancers. Clearly, when that many students are involved, there will be huge amount of word of mouth. They could utilize a more diverse PR and marketing plan than proposed. They send out 500 mailers, which seems small. Since they sell out

all their performances, perhaps they could look to increase them or find another venue. Their cultural impact is great and it reflects Santa Fe's diverse population. The community should respond well to its new theme of exploring the world of scientific discovery and interdisciplinary exploration through art. The special invitation to seniors through free dress rehearsals shows they are making an effort to reach various facets of the community. Overall, very strong.

Back-Up Panelist – Ms. Pedersen: They could investigate involving private schools again. *(Other panelists pointed out that private schools are included and homeschooled students are encouraged.)* What they do, they do extraordinarily well. It is wonderful that they target boys and in particular Hispanic boys. There is a handout that shows how it impacts other areas of education. It is not just for elementary school kids, there is a kind of continuity as an excellent part of the program where more advanced high school age students can participate. Have great foundation support, but says it is pending. Assume the deficit was due to the fact a second facility in Albuquerque was opened, but that was not explained. All in all, an excellent proposal. They have a good board.

General Panel Comments: The narrative implies where the deficit comes from. Glad they also market the performances by Facebook. Primarily a local family oriented audience, but the cultural impact is not one sided. By funding this organization, the Commission is making an investment with young people about music, theater, dance, that they will then have appreciation for other artforms. They connect dance to history, science and other core subjects that help strengthen school programming. Have a second branch at the Highland Theater and next year would like to see the proposal specifically broken out to the Santa Fe events, because the numbers might be slightly different.

Ms. Garcia y Griego replied they need a way to address that in the application material.

This application scores high on outreach. They are targeting "residents who do not usually patronize arts performances in Santa Fe." Appreciate they are targeting Hispanic boys. That was not clear in the narrative, that includes lapses in the narrative and the marketing campaign, which was thorough but quite conservative. At some point need to quantify how the social media is impacting the audiences.

Have personally given up Facebook and Linked In because it takes an inordinate amount of time to maintain. Some of these organizations may not be doing all these because of time, and it is like a separate job for someone in the organization. Do not want to penalize an organization because did not see them listed. It is important for them to have it, but perhaps could come up with a policy or mitigate how it is reviewed as a criteria.

Those organizations that rely too much on traditional media like print ads or press releases will fall by the wayside.

1% Lodgers' Tax: Special And New Projects Program

Mr. Kirk pointed out the change in categories. The criteria is attraction of tourists, promotion and marketing of the project, locally, regionally, nationally and/or international. It is not how well it is promoted locally. Is it being promoted in areas that are not Santa Fe based. Is the project bringing in people from out of Santa Fe County, from out of state, and from outside the country. The economic impact on the city and outreach as an important component. Comments should be addressed to those four criteria. This is a new projects category for applicants that are new to the Lodger's Tax Funding to allow them to establish themselves.

Santa Fe Shakespeare Society (Teatro Paraguas, fiscal agent) (no conflict of interest)
Sample: Film of previous performances. **Request:** \$10,000

Funding is requested for producing *A Midsummer Night's Dream*, hosted at the Santa Fe University of Art and Design campus and running from July 6 to August 12, 2012. The production will use community and local talent, drawing its pool of artists and workers from New Mexico.

Lead Panelist – Ms. Scheer: It appears the grant is specific to the summer production of *A Midsummer Nights Dream*. Shakespeare could be an incredible addition to the Santa Fe theater and tourism communities. There is something inherently fun about sitting outside and tourists will be engaged by that. A major concern is that there is a casual style about the application with so many errors and ambiguities. That may spill into a lack of attention to detail in marketing and financial areas as well. As a result, found it a struggle going through the application and looking at the specifics. This has a potential to attract tourists and theater professionals as well. Do not believe in its first year it has the potential to generate tourist visits specifically to see this show, but that can happen down the road. As we look at this initial application, we may need to consider it might be a longer term proposition. There is an excellent idea to distribute flyers by actors in costume on Canyon Road, a great way to generate interest in the audience seeking to attract. The flyer was clear and specific about the performances and encourage them to bring something similar to the hotels rather than the rack card they gave as a sample, which does not function in that way for a tourist. The rack card has to be as clear as the flyer. The marketing plan does not specify many outside of Santa Fe marketing opportunities. They talk about the cultural tourism and have their own website, Facebook and Twitter. But look for other places where they are going outside of Santa Fe, even if it is just Albuquerque. List something called Railyard events, which is nonspecific and am making a guess they might send performers there. The Facebook page was a closed

group, which left me with a negative impression, but this morning it was now open. The company uses all local contractors and businesses, generating economic impact. The sliding scale of tickets prices was appropriate for community outreach. Their primary outreach seems to be the reading group, which sounds like a great germ of an idea, but it was unclear if it is going to connect in any way to the summer production and if there are collateral events. This is something that can impact tourism positively in the future, but found the application seriously problematic.

Back-Up Panelist – Mr. Namingha: They are focusing on collaboration, particularly in building sets with Meow Wolf. Nice to see they have a Twitter presence. Have a blog, but it seems most of their web presence is oriented to members of the association rather than outsiders.

General Panel Comments: Found the proposal very speculative. You cannot make a statement that includes the word if. It is long on intentions and generalities of what might happen, but there are no specifics on how it is actually going to happen. A reading group that discusses a "scholarly way" is not going to attract a lot of people. Great it is being done, but does it bring people to the table. This will not actually draw people to town. Was impressed by the ingenuity of the marketing campaign of handing out flyers in costume, which speaks well to the intentions of the organization, but found it hard to get fully behind this proposal because of reasons previously expressed.

The word et cetera in a grant application is a huge flag and puts the burden on me to understand what that is. It is a great idea with wonderful possibilities. The ticket prices are listed as \$5, but then the flyer says by donation, \$5 to \$20 sliding scale. Not sure what that means. Like it is local paid artists, but an organization we struggle with every year because this category does not fit, because they cannot do the international marketing yet. A startup group that relies on our good graces.

The Santa Fe Marimba Festival, Inc.

(no conflict of interest)

(The Institute for Spanish Arts, fiscal agent)

Sample: Audio sample of marimba music with different selections of repertoire

Request: \$10,000

Support is sought by The Santa Fe Marimba Festival to present a concert of the internationally-acclaimed marimba group from Mexico, Marimba Nandayapa, highlighting the importance of the marimba in Central and South American cultures.

Lead Panelist – Mr. Chavez: When got through reading the paragraph on the artistic and cultural contribution to the community, made a note that the explanation seems to go in a circle. It was hard to know what they are talking about, but do not know how it relates to the project description of Mexican folk music making the same journey along

the Camino Real and other Mexican cultural traditions. Enjoy the music, but still have to go with what is written. They schedule an educational event in the southwest quadrant of the city, but they do not have a specific location. We need better specifics and cannot make a leap for them. Find it has small tourist attraction. In outreach is the first time they say they will present their concert at El Museo de Cultural. But where are the classes, because they mention something on the southwest side of the city, and again have to go back to divine information. There is collateral value if a tourist happens to be in town and finds one of the rack flyers. When we travel, my wife has her droid and her laptop, but I go to the lobby and appreciate a good rack flyer if it is compelling to me. Promotion and marketing is minimal at best; even though they mention Facebook, blogs, some outside paper and radio, it should be identified. Their outreach opportunities were generally stated. The grant confused me. Got lost between outreach, events somewhere on the south side of town, and finally the concert. Believe the monies they are asking for is to support the concert at El Museo. On that, they have broken down the funding request, and it is imagined most of that money will stay in the community.

Back-Up Panelist – Ms. Scheer: The performance festival itself seems to have great potential to attract out of area participants, but the only advertising listed is in Santa Fe and Albuquerque, other than their website and general statements. There is an opening for them to take advantage. They are very clear that their programming is community based, which makes it difficult to assess tourism impact. Imagine again that the named artists and workshop leaders are significant in their field and think they would draw more participants and more attendees if they were marketed more regionally and nationally. Did not see anything about bringing information to concierges. Found the flyer itself is problematic, because it lists the show times, workshops and recitals, but there is not a phone number or website to go to to find out what is when. The outreach programs seems to be in planning or theoretical stages.

General Panel Comments: The project description is for a concert, but the education programs are not part of the project description. It is vague as to what is the festival and what is the project. According to the way the grants are structured, the two cannot be conflicted. If you want to have the education programs as part of your funding request, then do it. Do not assume that because you are generally a great organization, we should just fund it.

Found this to be strong on artistic talent and lacking in all the things brought up. Spent hours looking at all the phenomenal marimba artists. It is like a barbecue, in that everybody has a different way they do it and a different flair and who knew it was big in Tokyo and Denmark and that all of these people are world class marimba players. We already have a strong marimba following in Santa Fe and Albuquerque. They are not good administrators and need someone to help them write an application and do the administrative work. The quality and interest are there and they are bringing

international communities to Santa Fe specifically. Good musicians and good talent, but need nuts and bolts help.

When looking at these organizations in this category, it is difficult to evaluate the tourism. What helps is seeing if the marketing plan is commensurate with the artistic talent. That is what has made this problematic in evaluating.

Axle Contemporary

(no conflict of interest)

(Narrative Art Center, fiscal agent)

Sample: Slides of homeless poets and poet mentors performing; performances, installations, mixed media, video installation and interactive at the Railyard; the road sign project; poems on the streets of Santa Fe; enormous wheat-paste photography at Warehouse 21, photographic portrait exhibit

Request: \$10,000

Axle Contemporary seeks funding for twelve installation and performance art exhibitions from November 2012 to June 2013. Installation art in the mobile gallery is experienced via a large plate-glass vitrine and changes monthly. The performance art series will occur during weekends in May and June and utilize the mobile gallery and surrounding space. Artists include both emerging and established New Mexico artists. Locations vary daily and include the Railyard Park + Plaza, downtown area, Canyon Road and elsewhere.

Lead Panelist – Ms. Pedersen: A mobile van that is moved daily, which is inspired imagination on the hoof. It is unique, quirky, and adds an unexpected dimension to the Santa Fe art scene. Word of mouth and promotion are important, but you have to know where it is on any given day. They have already drawn national attention, which is impressive for an organization this young. The website is clear and engaging, but the blog is not being updated much. They do Facebook, Twitter, Youtube. There are some art sales but it is an artist project that updates Santa Fe, which is extremely important. Programs are free and broaden the appeal of the city. It will reach people who had no idea they were going to be reached, which is wonderful. The serendipity factor is important and engages the community. Good foundation support is pending, but they have gone out to get it. Have realistic financials. No unearned income last fiscal year and still had a surplus. The application was well written and clear.

Back-Up Panelist – Ms. Sakiestewa: The state just spent millions of dollars to have a consultant tell us we have to be authentic and people will come, and this is the antithesis of that. It is local and uses emerging and established artists. Its projects are things museums and galleries do not want to risk or to do. Fun and edgy and has gotten national press. They update their social media often and have 20 YouTube videos on line. They

get an A plus. Varied venues and open late. In the genre and dynamism of commercial popup venues. Represents contemporary exhibits and concepts in their programming not seen anywhere else. They build the community by going out to the community. Have an extremely modest budget that it is hoped will grow. An excellent application.

General Panel Comments: In some ways it is hard to quantify on this particular grant and put things in hard numbers. For a younger generation, this is an appealing breath of fresh air for guerilla art being brought to Santa Fe. As the *New York Times* magazine article conveys, this kind of international and national press has to have an economic benefit, impact on the city and appeal to attraction of tourists, even though cannot put numbers to it. This is the only application we will see that has an ad in *Adobe Airstream*. These kinds of mobile art shows are the rage and this is appealing to that demographic, nothing like it in this town. Their current partners will include Mesa, Desert and ATC, and the big high schools, and a slew of public elementary schools. This has been identified as an attractive art conceptual issue for kids, and that would be a great place to expand. Those kids would tell their parents, this thing is downtown, we should go to increase it exponentially.

Serenata of Santa Fe, Inc.

(conflict of interest – Gail Springer)

Sample: Film from performances, with their arts director playing

flue, guest artists, pianists, photos with mezzo soprano. **Request:** \$10,000

Funding is requested for the Chamber Concerto Project, featuring renowned pianist Norman Krieger and Yi-heng Yang in early Mozart and Beethoven piano concertos performed with a small chamber ensemble of eight local musicians at the Scottish Rite Temple on November 16, 2012, and January 6, 2013. Classes for local piano teachers and students will be held in association with both concerts.

The City of Santa Fe Arts Commission funds cannot be used to support travel related cost. If the applicant is recommended to receive funding, the budget will be revised to remove the use of Arts Commission funds for travel.

Lead Panelist – Mr. Namingha: No numbers were given for demographics. In terms of alternatives for tourists during the holiday season, chamber concerts are in fashion. They utilize local advertising, radio and print. They are celebrating their 25th anniversary, but this is the first time have heard of them. Facebook had only 39 likes, their website seemed simple, but could not find a Twitter account. Was confused because it said there is a party at El Meson during Fiesta, but that is not in December. They seemed to have missed the memo in terms of how the city will benefit from the audience. Went to one of the concerts, and my observation is there definitely was an older audience. Thought could use interaction on south side of town.

Back-Up Panelist – Mr. Chavez: Looked at the website and had the same non-discoveries. For an organization like this, their poster was in black and white, although it did have a lot of information. The majority of the performers reside in Santa Fe and Albuquerque. The two guest artists will be sponsored in Santa Fe lodging for five days with all meals, so do not think they will be staying at hotels. They are hiring local designers and printers for their promotional material. Mentioned their appeal to second homeowners during the months they come here, November through January. Feel that was thrown in there with nothing specific. The artists are high artistic quality, which cannot be denied. They might have a following of their own or have an international appeal, especially since they are commissioning the piece from a Pulitzer Prize winning artist. Found unearned income low for an organization this old. They provide master classes for a reduced rate, but people can watch the class for free.

General Panel Comments: Understand the need to keep things at an affordable price and that might explain the black and white poster. It is a season poster, but question the effective use of their marketing money for a poster that lists everything for such a long time that would be put on a board and gets covered up and taken down. The money spent for such a big poster may dwindle away. Was surprised the unearned income with an organization that been around as long as they are and quality of artistic people they use seems sparse. In the organization's favor, for a chorale organization, it is unusual to see a national presence. They have press releases and photos in *Chamber Music*, *Musical America*, NPR's *Performance Today*. Get a postcard from them for every concert, which shows they are still relying on a traditional mailing list to get people in. It appears they have good outreach ideas, but am unclear how some events played in this particular project. By their own admission, the audience remains primarily local that has a measurable but limited economic impact.

They spend a lot of time focusing on the individuals and their breadth of talent. Something that would help me is to know what kind of draw they have had up to this point. It is hard to take all these people and their accomplishments and put that into context in how it will impact Santa Fe. More detail on the numbers would be helpful. Their real strength is that they are trying to perpetuate rare music, but everything about them is rarified. They have no business or corporate, a tiny foundation and private. Asked if this is a hobby or a viable organizational program budget. For an organization that has been around this long, would have expected more hard statistics about attraction of tourists and audience breakdowns. In the financials page, the last fiscal year there was a deficit that was not addressed. As of August 2011, there is a new board, which indicates they had a major shakeup, but they have not given any information. There are a lot of these grant applications that are for niche audiences, and agree it is worthy to preserve rare music and to perform it. But for it to be viable, it has to gain new audiences, and so have concerns that they do not have much outreach.

Concordia Santa Fe, Inc.

(no conflict of interest)

Sample: Narrated film, guest conductors, experience of bringing in experts to share their knowledge, shows at various entities, original scores.

Request: \$8,000

Funding is requested to present six free concerts in Santa Fe during the grant period. Concordia will also provide outreach/educational programming for wind and percussion high school students in the Santa Fe area through its community ensemble, High Desert Windband Project.

Lead Panelist – Ms. Springer: This is a very specific kind of music. National advertising, more nationally focused internet PR, targeting wind musicians and artists would be helpful. This is described in their vision on their website. Did not have any examples of brochures, announcements or ads, although there were some articles. The website appeared to be well done with a DVD with professional and Concordia recorded music, interviews and photographs. They need to move to national promotions. There is no mention of PR outside of Santa Fe, except for the *Albuquerque Journal*. It seems to be all volunteer except for the guest conductor whose expenses are paid by Concordia. Their educational programs are mentioned generally, but there are no specific numbers, participants or locations given. The intent stated is to found a youth group with this grant, but no details or how this integrates with the project title proposal are given. The website and the DVD specified Turquoise Trail elementary, Ortiz middle school and Capital high from a year ago, but nothing current or for the future.

Back-Up Panelist – Ms. Pedersen: Stress the need for a better marketing plan. Says they hold destination events to aficionados of the art form. If that is so, you need to reach those aficionados. Do not know if there is a wind and percussion magazine, but do that in places where there are other wind ensembles and go after that market. Even for an organization that only was concerned with local people, its marketing is anemic.

General Panel Comments: There was an opportunity to mention hotels and meals and shopping, but it is generally stated. On the attraction to tourism, the percentages did not seem to add up correctly.

Ms. Garcia y Griego explained that they roll each group up, so the 50% of Santa Fe is included in 80% New Mexico. But then their international does not make any sense.

This is one of the things that may be taken up next year to make that question more user friendly. Really want to know how many are coming from Santa Fe, how many from outside Santa Fe; how many are not from New Mexico at all, from the United States; and how many are international.

On unearned income, they state local businesses \$10,000 but does not give anything more than that, and does not mention whether pending or confirmed. With an organization this old, they should be reaching out to foundation, government, corporate support.

Would stress if you are going to have the statement, we intend to found a youth band and funding from this grant would help to develop it, you have to give me more specifics on the program. We are dealing with another application, like so many, that make claims that are not fully substantiated in the text. There are no numbers to indicate this is a destination event and no marketing plan for a destination event. The grant is proposed for a very specific thing for which we have no details.

Meow Wolf, LLC (CCA, Inc., fiscal agent) (no conflict of interest)

Sample: DVD of contemporary artwork installations at Railyard
Park, indoors and outdoors, SITE Santa Fe.

Request: \$10,000

Meow Wolf requests funding for “The Wonderful Walkabout,” to be unveiled on August 11, 2012, at the Railyard Park. The colorful and immersive outdoor installation will be sectioned into four pieces with a visual emphasis on the Park’s eastern corner. Matt King’s *Glow Forest* will act as the centerpiece, surrounded by a collection of small fairy book houses and color-changing prism sculptures. Various other trees in the park will be inhabited by small creatures and lit by color-changing LEDs. A mural backdrop will be included in the children’s play area.

Lead Panelist – Ms. Scheer: The application was well written and thorough. It should appeal to tourists and especially kids, who are underserved in Santa Fe. It is something you can take your kids to and can be attended in day or evening. If are going to do something that would appeal to kids, would like to see reflected in the marketing plan that they are making a special attempt to approach a family activity. Think the marketing plan included more out of state advertising than what is listed, which would attract more tourists. They are depending on blog, Facebook and website for national exposure, but they need to look further afield. Noted they will drop off printed collateral to hotels. New Mexico tourism sites are not mentioned on their marketing plan, a significant omission. The flyer for last year's event is well done, but if I were not from here, it did not give me a lot of information on what I would be going to see. While it has good artistic merit it was not particularly clear. The businesses in the Railyard should see a boom out of tourists and locals coming for an exhibit like that. The number of employees for the size of the organization seems appropriate. Was not entirely clear whether supplies for such a project would be purchased locally. The revision to the outreach program helped me. It is clearly connected to the project in activity and education, and should lead to increased visitors if it is cross-pollinated. It seems to be well conceived and, with further marketing to the non-local community, it would have impact on tourism.

Back-Up Panelist – Mr. Ellis: A one of a kind project you expect of Meow Wolf. It is ill-served by much of the application, which was squiffy in terms of statistics with speculative thinking. They estimate 55,000 visitors, but where does the number come from. All of the other numbers are derived from that, and there is no substantiation in the narrative. Are interesting promotional ideas, 5,000 Facebook invites, people will post snapshots on their own sites to draw people. Interpret attraction of tourists means this project will attract tourists and think will attract those already in town, but it will not bring any in, particularly with the elucidated marketing platform. There is a component of outreach that is indirect here. This project is going to be construction heavy and the people doing it will be young people. Nothing brings a community together like building something. That element was not specified, am drawing it out from their narrative. Says this will stand out from Santa Fe's historical Southwestern aesthetic and we need more projects that do that, but want to see that promoted in places that will be likely outlets for that message.

General Panel Comments: In their favor, they are obviously very social online media heavy in how they promote. What sets them apart from a lot of people that try to promote in that way, they have strong bonds and relationships with people who relate to Meow Wolf. The digital heavy promotion is functional for them and works. It easy to say you would like to see more initiative on them trying to advertise, market and promote in more tourism based venues or national press. But they are a good example of how much you can develop and grow and how much of a following you can gain from these cost effective marketing methods.

Surprised there was not more inkind time, since they have over 100 artists and volunteers, some of whom are parents of young artists. Glad they are starting to use the Railyard for this type of installation. Noted they dramatically stand out from the historic Santa Fe and Southwest aesthetic. If we are going to survive as a viable arts destination, we need to cover the waterfront. Would like to see from them down the line more structured outreach to schools. This is the kind of artistic collective serendipitous neat thing that is tailor made for elementary schools. Would like to see more foundation and government support. Think they would be attractive to that kind of funding.

They rely on, if we build it they will come. The idea it is there in the Railyard on that perfect corner where people can see it, especially if is lit up at night. The image in my head was more vivid than what shows in the promotional video. An arts collective could do a great service for themselves by putting together something that is of higher artistic quality. It felt flat for me. See a dramatic increase from last to this year and then doubled again projected into next year. If that is the direction they are going, I believe they have the wherewithal to do it. This is the kind of planning that will get them in that area where they will survive and move ahead.

Santa Fe REP (WH21, fiscal agent) (Conflict of interest – Kirk Ellis, Donna Scheer)
Sample: DVD from production of *Pippin*, music, singing, dancing. **Request:** \$10,000

Santa Fe REP requests funding to present Studs Terkel's *Working* at Warehouse 21 in fall 2012. *Working* is a musical based upon Terkel's book, highlighting a broad cross-section of working people. In May 2013, also at Warehouse 21, Santa Fe REP will come together with local theaters to produce *Scenes: A Collaboration*.

Lead Panelist – Mr. Lovato: They do a good job of laying out the estimated size, diversity and geographic location of its audience. They use a number with primarily people attending in Santa Fe and a nominal percentage coming from outside of the state. For patrons of theater, especially locally, this is a good thing for them. Some of their productions are audience and family friendly. There is a good tourist draw, but it is not something people will come for as a destination and they do not make claims for that. Their approach to draw in tourists and visitors while they are here is an auxiliary function, is where the strength of this organization lies in terms of its attraction of tourists. But that is contingent on the ability to market this project locally and to visitors regionally, nationally and/or internationally. Like a lot of these grants, this proposal is missing a plan for attracting people outside of the area. Would suggest it is an area of improvement. They did a good job of outlining the economic impact on the City. Appreciated their laying out the estimated, both direct and indirect impact of these two productions. That came in the form of thinking about it in the right way from an economic standpoint, people staying in hotels, eating, the pay that is going to be received by the actors, and applying a multiplier effect. Are saying that, by providing this service, they will continue to build the theater scene, build self-esteem of the work and the skills of youth. At this point, it wanders into vagueness, which makes it hard to make assumptions for them without information. In terms of sheer numbers, they seem financially stable. It is a nascent program, and there is a lot of potential. Enjoyed learning about the program.

Back-Up Panelist – Mr. Chavez: It is a professional music theater company in the sense that their performers are getting paid, which is wonderful. It is mostly local audience members who are familiar with them, are on the mailing list, or happen to look at *Pasatiempo* to find those events. The shows are at a good time of year for tourism. Regarding the collaboration with other local theaters, would like specifics about what theater they are going to use. This is a niche organization where that is reaching the level of audience that enjoys the genre that they are going for. It is hard to ding them because they cannot market in Europe for a company of this size. But they are honest in their application. Like the way they use the multipliers and the information we would need so we do not have to make assumptions. The performers are paid, which is economic outreach. They do not seem over inflated. Things seem to be identified. Would appreciate not just saying the outreach is people will benefit by seeing the show, but

instead saying we are going to this school, this community, and we are going to use these people for this. Very specific things would help. The unearned income for this organization that is still in its infancy, there are a number of organization, businesses, foundations, and government supports that have been applied to, which shows they have a plan in place and are moving forward. They also would like to reduce the financial burden on their founding artistic director. Appreciated the note they made on the budget narrative.

General Panel Comments: Found this application a little confusing. Was surprised the applicant did not stress the scenes of collaboration more, because it is one of the stronger things in the application. If you have local teens performing original monologues, you will get their friends and relatives. It was almost a throwaway. On the one hand appreciate under expenditures there were some actual figures, but under indirect expenditures, it reads, include the following assumptions, but where do they come from. Am not entirely comfortable with that. If you pick a figure out of the ether and then apply an approved economic multiplier model to it, your base is still suspect. The outreach opportunities were so much boilerplate. It is easy to say you will foster an appreciation of the arts.

Another leap of faith because there are only two years on the map. Read indirect expenditures differently in that it did say assumptions, and you use the multiplier in just about everything that has to do with tourism. So it said nothing to me. The Studs Turkel piece is more appealing to the demographic piece, and if they are trying to reach a younger audience, don't know.

Contemporary Hispanic Market, Inc.

(no conflict of interest)

Sample: Photographs of art, silver work, paintings, mixed media. **Request: \$10,000**

Funding is requested to present Contemporary Hispanic Market, starting with a preview night to be held at the Santa Fe Community Convention Center on July 27, 2012, followed by the public Market on July 28 and 29 on Lincoln Avenue. Over 132 artists will display their work, including David Vega Chavez, Edward Gonzales and Amado Pena.

Lead Panelist – Ms. Pedersen: Was astonished to find the application utterly maddening and badly written to the point of being incoherent, ungrammatical, sloppy. It is at the same time in conjunction with and appears they basically piggyback with Spanish Market, a venerable established institution. So it is undeniable they will attract tourists because of the spillover. Nothing tells me how they would do it as a standalone operation. They want the entire grant request for advertising, but am not clear where it will go because most of what they are doing is regional publications that do not cost that much. The lack of figures, details, and social media is pathetic. There are no real

concrete figures to signify economic impact to Santa Fe. They are introducing new artists to the Market, plus attending the Market, which is not outreach. They are working on pilot educational programs, giving art supplies to random schools for art programs, but do not know what schools. There are self-evident ways in which the Market could engage with the community. They could go into the schools and show kids how to take their tradition and build on it, but there is nothing here. Have walked through this Market and there is some wonderful art there, but those artists and that organization are not served by this application.

Back-Up Panelist – Ms. Sakiestewa: Emailed and called Ms. Garcia y Griego for clarification because it is borne out of the traditional Spanish Market. These are more contemporary artists who did not necessarily fit the genre that are articulated in the traditional Spanish Market art form. Also thought this was a poorly written application. They still used the name Sweeney Convention Center, which gave pause. They could profit by having actual surveys and demographics done because they are linked to an existing entity. Found the attendance and demographics questionable. They say all of the words we like to hear with no specificity about how they are getting there or what they will do. They appear to have a lot of income from booth sales. The website looks like they had a change of administration. They charge for having their work judged. Do not know where prize monies come from, if they do get judged. For an organization that has been in existence for such a long time, it should have better administrative continuity.

General Panel Comments: Application says they offer benefits for disabled, elderly, youth but does not state what the benefits are. Starting with the promotional video and now going to my notes, can understand where these questions come from. This organization should have it together at this point. The presentation feels hastily thrown together and last minute. That is not a good use of our time or theirs. Concerned when an organization states the orientation for the artists participating in the market is an educational program. That is a prerequisite for participating, but not an educational program. Ask what other parts of this presentation are stretched to meet a definition.

Their grant writer, Jason Salazar, is not doing this organization any favors. Mr. Ellis quoted from the text, “We are working on pursuing sponsors. It’s hard to estimate expenditures, because every artist has good years and bad years. Whatever money people do spend is recycled nine times.” Mr. Ellis said he did not know what that means. They have the temerity to ask for \$10,000 and they cannot spell out in the application what they are going to do with the money. If he had not previously attended the Market, he would consider from the application that it a frivolous affair put together on the fly without much thought by people who have no administrative experience.

Robert Wood Dance-New York, Inc.

(no conflict of interest)

Sample: Film sample of performances, events, rehearsals,
“Silence,” Florence, Italy

Request: \$7,500

Robert Wood Dance requests support toward marketing, publicity and community outreach for a ten-day collaborative artistic residency and composer’s concert at the Railyard Performance Center, followed by an “open theater rehearsal” and ticketed performance at the Lensic on October 5 and 6, 2012. The project will include staging of the contemporary dance work *COREOGRAFIA*, with aerial work and multimedia technology and featuring dancers from the Robert Wood Dance company as well as Santa Fe dancers.

Lead Panelist – Ms. Springer: The major contribution is innovative local and international contemporary dance performance that has added visibility because of its New York location. Plans to promote and market are broad, including print, radio, TV and online sites. They have an attractive website with video. Although they mention santafe.com on culture.net, could not find a presence on either site. There were no links on their website to any kind of social media or other related organizations. When Google Robert Wood Dance, there are a number of articles. There was an unspecified number of visiting artists resulting in hotels, restaurants and spending at stores. There was an unspecified number of musicians and staff. They are being highly selective in the two students that they choose to participate. They intend to invite unnamed schools to bring students to open rehearsals and no plans for how to do this outreach. There were fairly general comments about tickets being discounted. The outreach program could be greatly enhanced if the company could go to some of these schools and organizations and investigate the possibilities of performance or education opportunities on the south side of Santa Fe.

Back-Up Panelist – Ms. Scheer: Santa Fe having a shared professional dance company with New York is an excellent thing for the city. A problem with the application is that too much is theoretical. There is a lot of we will, we could, we should, we might do these things. They do not appear to be thinking about things specifically. That could be because they are in start up mode. The website has the same image that started the video presentation that says Robert Wood Dance Santa Fe. Would like to see them ground themselves in this community by knowing when you say you are going to invite local dance teachers and dancers that you explore all of what that means. It is easy to get trapped in the top three big studios and names. Also, both of the public high schools have strong dance programs that are not mentioned. Sense their either newness to the community or a lack of ability to delve into where to go to start the outreach programs. That needs to be looked at in the future. The marketing plan calls for quarter page ads in the *Pasatiempo*. Realize they are expensive, but they disappear because there are so many. When a group is new and trying to establish a presence in the community, they

need to save their money and make it one full-page once. Feel they are floating on the outskirts. As a dancer, I am not familiar with them and if I am not, where is it.

General Panel Comments: As they grow, it would be nice to see more activity from foundation and government support. It seems they are relying quite a bit on private support and ticket sales. All of this speaks to an organization that has come here and does not know the community at all. They need to know that and come back with a better application. To their detriment, it seems superficial. It would be a nice asset to the community, but they should know the community before it is put to paper. In reading the application, had a sense that Santa Fe could be characterized as an after thought, that it did not seem grounded in the community.

Santa Fe Independent Film Festival, LLC (WH21, fiscal agent)

(conflict of interest – Todd Lovato)

Sample: Promotional trailer for a film to be shown.

Request: \$10,000

Funding is requested for the fourth annual Santa Fe Independent Film Festival to be held October 17 to 21, 2012. The Festival will include five days of screenings at Warehouse 21, two nights at the Lensic, daily educational panels/workshops with visiting filmmakers and industry professionals, and five nights of evening celebrations. The Festival opens with special screenings of New Mexico short films. Christopher Lloyd, Chris Eyre, Wes Studi and others will receive non-juried awards presented by Gary Farmer on October 19 at the Lensic, with juried awards presented on October 20.

Lead Panelist – Ms. Springer: It seems this is very much dependent on their promotion and marketing. They have an extensive website, Facebook, Twitter, national publications, as well as local and regional, Youtube and several other sites, 13 different ad locations, 5,000 festival catalogs, flyers, posters, brochures. Did not get any estimates on the economic impact to the city. It just said that visitors to the city generate money through lodging and restaurants. They hold screenings and awards at local venues. They offer free discussions with established filmmakers, had 18 Navajo students from Cuba in 2011. They pledged in the application to continue such support, but could not find anything specific. Was confused with their finances. They talk about the deficit they had and that it will be mitigated with 2012 earned income and it had resulted from numerous factors not applicable in 2012. Did not know what those were. Did not understand the last sentence about the awareness of election year impact on audience availability, funding restrictions and economic uncertainty. That seemed to be a general statement and was not sure how it applied. They are estimating a surplus and project a bigger surplus in the following year. Think it is a valuable festival, but there was a generalness about the application that was disturbing.

Back-Up Panelist – Mr. Ellis: The lack of specificity in certain things made it difficult to judge properly. Like to see advertising, which is where you get your audience, not from a press release. This is one of the first times we have seen national advertising, i.e. *Indie Wire*, a well read film magazine; *National Cinemedia* is an on screen advertising service. With a cinema group there is a lot of online and social media presence. You have people who occupy the film festival circuit and they come if it is properly marketed. Based on anecdotal information, it should be noted that, in the current hostility to the film industry that is evinced by state government, such an organization promoting filmmaking in New Mexico, with New Mexico filmmakers talking about New Mexico locations, talking to many young New Mexico aspirant filmmakers is providing a valuable service to the community on the business level, because it is not happening on the state level the way it used to. Was impressed by the outreach element by the way the festival seems to be committed to bringing films to underserved populations is a valuable service. There has obviously been support in the business community, particularly in the Railyard area. There is a significant number of sponsors. There is an economic impact alluded to. From previous festivals, the Railyard becomes very active. If the Meow Wolf exhibit were up around the time of the film festival, a lot of people would be seen venturing into these spots.

General Panel Comments: Read the financial support as an organization unlike other groups as having been homegrown and borne out of this community. It is an authentic expression of interest. It is really big and small groups that are supporting this organization. Seemed they meant that people might be contributing to campaigns, rather than to tax exempt organizations in 2012. A lot of the strength of this organization, they have a young vision and hope they can keep the leaner, younger eye throughout.

Their timing is nice for the actual festival itself, right after Balloon Fiesta and a time in Santa Fe when there is not a lot going on. It would be nice to see some sort of marketing that took advantage of the people coming to Albuquerque for the Balloon Fiesta and making them aware of this festival in Santa Fe. Agree with the lack of specificity. On the organizational budget, they are anticipating a precipitous rate of growth. What is that based on. Many organizations try to expand too quickly and bear adverse consequences. Would have appreciated more of a narrative for those figures.

Commend the person at the Arts Commission who is catching the mathematical errors. There seem to be a lot this year. Reading their application again and attending many of the events, this seems to be an organization that is on the precipice of taking the next step to becoming a vibrant real tourist destination for the City of Santa Fe. Seems the momentum and excitement they generate will move them to that. The possibility for future attraction is great because of the real firmament for Indie films that has grown so much in the last ten years.

Parallel Studios (El Museo Cultural de Santa Fe, fiscal agent) (no conflict of interest)
Sample: Film, photographs, slides and animation showing installations, software design, computer driven, real-time modulation; installations around the country, California, New York, New Mexico, Indiana, and the Netherlands. Request: **\$10,000**

Funding is requested for *Currents 2013*, June 14-30, 2013, which will present over 70 new media artists from New Mexico, all regions of the United States, and abroad. The Festival's main exhibit will take place in the warehouse at El Museo Cultural de Santa Fe and will include video, interactive installations, multimedia performances, web-based projects, computer modulated/robotic sculptures, and interactive and experimental documentary. This will be the fourth annual festival.

Lead Panelist – Ms. Sakiestewa: The thing that makes it unique as a festival is that it is dimensional film and video. There is something for everyone in every genre, some is narrative, some is purely visual, some is contemplative, some just conceptual. It runs the gamut of what one might see or do with video and space and dimension. They have a strong community and outreach program. The venue is at Museo, and it is free. They named several schools for the series of classroom presentations. Last year the students did their own video work, which was presented at the festival. This is clearly the way to do community outreach because it gives people the tools to participate directly in the festival and learn about film and video. It is usually concurrent with other art events. It attracts youth, artists, scientists, cultural enthusiasts, and just curious people because of how the installations are presented. They have good foundation, business support. They have gone after NEA and New Mexico Arts and Tourism Department, but do not know what is pending. They had a surplus last year and are showing major growth for the current year and next year.

Ms. Garcia y Griego pointed out that all the foundation support is pending, keeping in mind it is for 2013.

Back-Up Panelist – Ms. Springer: It is an inspiring and unique exhibit and has an impact on the community and tourism. There are plans for the use of public funding to promote *Currents* and to market it nationally and internationally. They also rent equipment from local vendors and have a small paid staff. There are plans to grow into a destination event that will increase the economic impact on the city. Like that they were specific about their educational outreach plans. Think they could have a more organized program going into community centers and schools in terms of education. Really like that their objectives are not just stated but are evidenced in the kinds of activities they have done in their educational programs.

General Panel Comments: They are taking a more global role in international outreach. There is a broad range of venues, particularly IAIA's digital dome, which is a great asset

to the community and great to see it utilized this way. The New Mexico Tourism Department grant is significant for a relatively young organization. Like their ad strategies in that they are gradually expanding their reach outside of Santa Fe in 2012 to Los Angeles, Dallas-Fort Worth, Houston, Denver. That is expanded in 2013 to Chicago and other cities in the Midwest, in 2014 the East Coast and abroad, which indicates they have thought this through, although they already have some international advertising. Last year was utterly captivated by the exhibit. New media and new art venues like this are so important for the city so that it does not end up being a Southwest museum. A well put together grant, articulated, particularly the use of font that helped things stick out. Like they mention it will help Santa Fe foster its arts as a UNESCO Creative City. They are in touch with the city and know who we are and what we are trying to do. Found marketing plan strong in its growth and potential. Our money is going for that advertising to bring people into Santa Fe, which will spill out into the Railyard, hotels and restaurants.

Any of us in the arts knows that intern is code for slave labor, and it is easy for theater companies and artistic organizations to say we have an intern program. But appreciate they go into a classroom and make a presentation, then they have students that bring their projects that are displayed. Then they also have the intern level, which shows they have thought through the educational process as well. In the strong marketing campaign, these are full and half page ads in significant magazines in Los Angeles, Dallas-Fort Worth and Houston. Was impressed with the sheer geographical breadth of their outreach where they are importing kids from Navajo Res in Arizona. People will respond well to the cross-discipline genre, which transcends the traditional art festivals in many ways. It brings together the art and science community, including artists, sound engineers, technicians, software developers, programmers. It is very "now" and brings together relevant things and a diverse group of people that go outside of the typical Santa Fe art population.

New Mexico Women's Foundation

(no conflict of interest)

Sample: Slides of photographs of women who have participated in the festival showing and wearing their artwork, fabric, clothing, wearable art, weaving.

Request: \$5,000

New Mexico Women's Foundation is requesting funding for the annual Rag Rug Festival and Gift Show, which provides a retail outlet to woman artisans to expand their income and the audience for their handmade, often culturally-traditional products of rag rugs, hand-woven wool, cotton, silk and rag-based clothing, home furnishings, beaded accessories. Approximately a dozen cooperatives and 100 individuals artists will be showcased August 11 and 12, 2012, at the Steward Udall Center for Museum Resources.

Lead Panelist – Mr. Lovato: Overall, there is this wonderful aggregate charming folk art appeal to this program. What is nice about folk art is that there are wonderful interactions that take place between artisans, vendors and people purchasing the goods. Looking at their ability to attract tourists as a destination, do not see as necessarily going outside of this area to woo other people in. It has auxiliary appeal to visitors and tourists and presents an appealing and genuine version of Santa Fe to tourists. Saw an opportunity for the website to offer more entrepreneurial efforts and eCommerce. Would like to see more developed structure in sustaining the retail operation, essentially since their mission is to fund these often low income people who are creating the work so they can empower themselves. There is a large amount of people involved with strong community bonds and word of mouth. The media mix is pretty traditional and there is a lot of room to improve in media relations and social media. This has the multiplier effect where there are 100 artists taking in an estimated \$45,000 in sales. Those kind of direct dollar to dollar that stays in the community are valuable. It brings the community together, is a very strong service to the artisans themselves, and is an accessible event. The prices seem reasonable for what they are making. A key ratio, according to this report, there are 100 participant vendors and the audience is 1,000. That number could be ratcheted up significantly to improve that one to ten ratio.

Back-Up Panelist – Mr. Chavez: Am reminded that they are in the special and new category. This is at a good time of year, the beginning of August, at a great location. Another organization that gets the overflow from the traffic in that area, which is great planning and also luck. It is tough for them to compete nationally and internationally. It gets sparse in the new eMarketing with the possibilities that are there. Hope in the future that becomes a real plan for them. Know that there are publications that deal with fiber arts to help get the word out to the larger community. This small but vibrant group is stuck in the pool of funding requests. Love what they do in helping those that want to start a cottage industry and make money with their craft. Just got confused between that service provided there and the actual event itself. Hope that is clarified in future grant applications. There is a significant drop from last year, and they hope to recover some next year. Asked why that happened. Their promotion material is nicely put together, colorful, slick, and have our logos on them.

General Panel Comments: When you are a collateral event that is taking advantage of tourists who are already here, would hope the marketing plan would show an indication that they are distributing their great looking promotional materials to concierges. They might do it, but it is not listed here. Tourists would flock to this if we give them a hint. Part of me believes the actual marketing and promotion is not as dull as it appears to be on paper. They could increase their visibility by getting out of the Udall building, which is stark and grim, and the organization could use a better spot that might increase their traffic. They still manage to do a respectable amount of sales but it needs significant more marketing than it is currently getting.

Wonder if they have explored a mentoring or apprenticeship kind of outreach where some of these women could go into places like schools, community centers, the Girls Club. Was struck that their mission is to broaden these women's retail experience. The quality evidenced by the samples are low to medium price points. They need 20,000 visitors to make this economically viable, and do not see how they will get there with the amount of funding they have and with their limited and unsubstantial promotional material. Their application does not say what organizations of women and girls they have helped. The fiber arts community is fanatical. Suggest that they advertise in craft magazines and in industry newsletters. Another way to up the profile is to get space on retail sites where the women can sell their wares. That would work two ways, help these women and be a way to up the name recognition of the festival.

Southwest Roots Music, Inc.

(no conflict of interest)

Sample: Audio sample of banjo, singing, fiddle, guitar.

Request: \$10,000

Support is requested for the 2012-13 performance season of up to 20 music events at various Santa Fe venues, including GiG Performance Space, Santa Fe Sol, the Lensic and the Santa Fe Plaza (co-presented with Santa Fe Bandstand). The climax of each season is the Thirsty Ear Festival (June 6-9, 2013), which features performances and educational programs at a variety of venues. The series is ongoing and most of the artists are yet to be announced. Likely artists include Bela Fleck, Bill Bragg, Rosanne Cash, Be Good Tanyas and many more.

If this applicant is recommended to receive funding, the project budget will be revised so that at least 50% of the grant award is utilized for the costs associated with marketing and promotion of the project.

Lead Panelist – Ms. Scheer: Starting from the artistic sample, this is as much a music event as it is an event event. Part of the experience would have been enhanced for the evaluators if they could have seen how people engage in the event, even if it is just photographs. It is about more than the music. There is strong potential for tourism and significant economic impact. The outreach is high but it was separated from the actual application event. The performance season is different from their outreach, which is classes and touring, but that may be my misunderstanding. The marketing plan seems thoroughly explored. Am surprised there is no presence on Youtube, because it is as much about experiencing the event as the music. Given the scope and size of the event, it is natural to explore national marketing. The economic impact is significant.

Back-Up Panelist – Mr. Lovato: The quality of how they are curating the music is high. That is a draw to not just locals but tourists, which covered their bases well. Understand this is a year long project that culminates with the Thirsty Ear Festival, which

has been split into different venues. Wonder if splitting it up or if the former single festival event is better at drawing tourists.

General Panel Comments: They also do practical outreach. Impressed that they have partnerships to broadcast music to local communities, where they set up remote equipment and do mini workshops on a year round basis with touring artists whenever they are in town. Beyond their actual traditional and social marketing, like that they use community volunteers to spread the word. That advance word of mouth buys a lot of audience that even a full page ad cannot get.

This application gave a lot of information, but there was specificity missing. Love that they do a class on African drumming but do not mention the schools and communities where they go. The flyer for Thirsty Ear gives a lot of information and there are so many different artists coming in. Have to grant kudos because of the significant impact on the city.

Given that they have some fairly high profile people coming in, would like to see more national advertising. There are venues to be investigated. It is worth noting that the organizational budget stated that their primary source of earned income are ticket sales, which are down 40% since the recession began in 2008. That is huge. Would hope that the next fiscal year figures are inching back up. Like their participation in Outside In on the Plaza. Wanted more specificity about who, where and what the schools were. Their lists of potential artists is vaguer than would like to have it for an organization that seems to have a good national grasp of the artist. They may need administrative help.

Littlelobe, Inc.

(no conflict of interest)

Sample: Performers singing opera on a Santa Fe Trails bus, living sculptures along the road.

Request: \$10,000

Littlelobe seeks support for a groundbreaking new opera on and along a Santa Fe Trails city bus route. *Crosstown: A Santa Fe Bus Opera* will take place in October 2012 and tell the stories and experiences of Santa Feans and create connections between those who might not usually share the same space. The opera will feature live vocalists and musicians, spoken word/poetry, street performers and involves a wide range of city residents, including youth.

Lead Panelist – Mr. Chavez: The premier of new groundbreaking opera as you ride around the city is both special and new. They go out in the community and this is of the earth. The average tourist does not go to a city to ride the public bus unless in New York City or London. It feels hard in attraction to tourists, but if the marketing plan goes well, there is an opportunity to get off the bus and see other parts of Santa Fe where the community is vibrant and different. Like the response form provided. The webpage is

navigable and could get information about this and possible things that will go on in the future. They do pay local artists with salaries reaching \$39,000. The strength of the project is its collaboration with the artist and the community. They are talking to the people who ride the bus; the drivers and people along the routes makes it an interesting project. Wanted the number of specific rider performances to be stated. The website was active but not flashy and appropriate for the organization.

Back-Up Panelist – Ms. Pedersen: How exactly will this work? What is the schedule? Will it be continuous? This is one of those projects with a considerable value, but is elusive to the criteria. It is unique and showcases the stories of the city. There is a reverse outreach because there are people who live in Santa Fe who have never been on a bus who will never get on a bus and will have the experience. So it is fostering community in that way in addition to the more obvious ways. Am glad they will have to spend more on marketing and promotion, because promotion for this is key. Otherwise, no one will know about it except for people who happen to be on the bus at that particular time. You have to get the word out that this is going on so people know to be in a certain place at a certain time.

General Panel Comments: A good organization structure chart. Question what if people want quiet time on a bus and they are a captive audience. Impressed by their head of steam. If the foundation and corporate support comes through, they are well rounded in their financials and organization. Makes me feel confident about their ability to carry out their proposal. It is interesting to speculate on what could happen if they follow through and market this project well. Imagine people saying you have to get on the bus to see the show, a unique art happening and positive benefit. On the first line of the budget, they have 300 advance reserved tickets for sale, but do not see that anywhere in the narrative. Perhaps some people will purchase a \$10 ticket to ride the bus, but do not know why they would do that if they can get on the bus for a dollar. Maybe missed further information on that.

1% Lodgers' Tax: Community Arts Promotion Program

Teatro Paraguas, Inc. (conflict of interest – Joey Chavez, Gail Springer)
Sample: DVD of past productions, discussion about poetry in
Spanish, Manhattan Glass play, Machada y Lorca Request: \$10,000

Funding is requested for Teatro Paraguas' 2013 season which will include: Poetry Tribute Series, *Poesia y Corridos de Mexico*, twelve performances in September/October 2012, created and directed by Crawford MacCallum at the Teatro Paraguas Studio; and play series, *Dona Refugio y su Comadre*, by Jim Sagel, directed by Rosalia Triana, nine performances in July/August 2012; and *In the Time of Butterflies* by Caridad Svich,

director to be announced, twelve performances in January/February 2013. The project also includes hosting guest productions, poetry readings and musical events.

The budget is allocated differently than it needs to be. If they are approved, they will have to allocate at least 50% to marketing and promotion.

Lead Panelist – Ms. Pedersen: They say their estimated audience is 2,300, almost all from Santa Fe and they acknowledge they are not particularly a destination for tourists, but it diversifies Santa Fe's rich cultural menu, which is extremely accurate. It probably could attract tourists. Excellent that the website has Youtube videos of various productions. Standard local advertising and PR. A lot is word of mouth. They are a good neighbor, they help out other theater companies and schools, both renting out the theater and by donation. They are a bilingual theater and have a bicultural audience. A significant portion of the poetry series audience is Anglo. This is a good solid proposal. Its mission is laudable and they seem to be succeeding at it. Was overall impressed.

Back-Up Panelist – Mr. Namingha: The radio plays in Spanish is cool. Under the budget narrative, it said they had to shut down because of an extremely noisy neighbor next door. Was curious who that neighbor is.

Ms. Garcia y Griego said they do have a new location at 3205 Calle Maria, and they had a stage reading last Saturday night. So they are up and running in their new location with a black box theater.

General Panel Comments: It is more about the criteria in this application. It is extremely refreshing to see a proposal that admits the organization is “not a destination for visitors.” It underscores how difficult it is to make a distinction between cultural impact and the criteria we have to judge. They may not be a tourist destination, but in the PR and marketing plan, they send promotional material to 15 major hotel concierges. A note is, there must be more, so why stop there.

Ms. Pedersen suggested that at some point these criteria might be revisited. Ms. Garcia y Griego replied they are legally mandated in the state statute that for use of the Lodgers Tax, it must be related to promote tourism in the district that generated the income. The only way that the Arts Commission can utilize this funding to support arts organizations is to have at least half the score be related to tourism impact.

The New Mexico Dance Coalition

(no conflict of interest)

Sample: Website pages, photos from performances.

Request: \$4,000

New Mexico Dance Coalition is requesting support for its annual productions, which provide opportunities for performers and choreographers of diverse techniques to come

together to showcase and explore dance performance in the community. *Mono Mundo* is a folk and world dance festival, free to the public, presented on the Santa Fe Plaza in July. The Winter Forum, held in November, is designed for choreographers to present work in progress and exchange feedback. Held in March at the Railyard, the Showcase provides burgeoning and professional choreographers of all styles and abilities the opportunity to perform.

If this project is approved for funding, their funds cannot be used for fundraising, and their budget would need to be revised to support the criteria.

Lead Panelist – Ms. Scheer: While the application is for certain events, this was difficult to glean from what was written. Do not know that the *Mono Mundo* will draw tourists but those on the Plaza will watch and enjoy. The marketing plan does not indicate postings outside the local area, just the *Albuquerque Journal*. They have a website and Facebook, but not sure that will generate tourists. Noted only radio spots and calendar listings and was particularly concerned about the statement about a route for 30 locations of flyers. If are not doing much in terms of marketing and are only putting up 30 flyers, that is not enough. The website was easy to navigate, but the scholarship links are blank. Scholarship outreach is valuable to students and does send money back into the local dance community. It sounds like they are based on need, but does not indicate the number or the decision process. The application indicates that a portion of the grant money is going toward the scholarships and so was seeking greater specifics. *Ms. Garcia y Griego explained that the scholarship portion is what they will have to pull if awarded the grant.* It can be assumed that guests to any one of the choreographer showcases or anyone on the Plaza watching the performances will spend money while there, but there are a number of areas that are broad stroked over the answer and were not specific.

Back-Up Panelist – Ms. Springer: Had several questions about the scholarships, what they were, how the students would be attracted, what awards would be offered to them.

General Panel Comments: Hopefully the group will read the notes from this. The application is long on words but short on specificity. Not sure what they are talking about if they deal in generalities. Thought it was a blow-through organization. It says that the project director is an events producer. On the last page of the budget narrative, it says the organization continues to be financially stable because it sponsors several groups, but see it as basically a sponsoring venue. It has been around since 1986 and felt as though the business, corporate, foundation and government support were missing. Seemed thin overall with no specificity and almost feels like a rental venue rather than an organization.

Santa Fe Community Orchestra

(no conflict of interest)

Sample: Program highlights from 2010-11, fantasy on Japanese wood prints, composition competition, William Tell Overture, SFPS strings, concert preview, multimedia piece, Berlioz.

Request: \$10,000

Santa Fe Community Orchestra requests funding to present five free orchestral concerts: two *Anatomy of a Symphony* concert previews; two *Side-by-Side* programs with Santa Fe Public School students and other amateur musicians; five New Mexico soloists, including David Felberg (violin), Carol Redman (flute), Kim Fredenburg (viola) and two amateur musicians; and a state-wide composition competition and the world premiere performance of the winning piece. All of the above take place at the St. Francis Auditorium. Three readings of new works by New Mexico composers will also take place at the Santa Fe Opera.

Lead Panelist – Mr. Namingha: Their promotion and marketing was lacking. They could utilize some radio time; there was no Facebook or Twitter; the website was pretty simple and couldn't turn off the music on it. They do utilize local musicians and look to bring about 3,000 people to the Downtown area over the course of the season. Did not understand what membership dues were for. The concerts are free so everyone can attend.

Ms. Garcia y Griego explained that each member pays membership dues of \$125.

Back-Up Panelist – Ms. Sakiestewa: The value of this organization has been its ability to do the free *Anatomy of a Symphony*, which is popular with students. Half of the audience is 65 and over, which speaks to the genre of the music. They have been looking for ways to fund themselves and are showing a small deficit for this year. Think they should at least have donations, but a general membership perhaps to the community orchestra could be some other way of generating money, because they do not have enough business, foundation and private support to continue to fully function at the level they should be.

General Panel Comments: The New Mexico Composers program is a valuable cultural and outreach activity, as is just having a fullfledged orchestra available to amateurs who can pay to play but also then have a completely full packed theater.

Under the projections of total audience, to their credit, it seems they would get more than ten international people, especially during the season. Amateur classical music, especially in a time when statewide budgets have been cut for symphony orchestras and classical music, is highly underfunded, and these programs provide a vital presence for classical music in a community oriented way. While there is value there, have apprehension about the ability to draw in tourists. Was left with a feeling of perplexity by the disparity between the narrative and the lack of specific demographics and

economic numbers to back up some of the assertions. Even after 30 years of free concerts and their other programs, their audience is still 50% seniors. That may be more to do with the arts in Santa Fe than what a classical music audience is at this point. They are aware of it but are not addressing that with any kind of new social media.

The outreach program cannot end with you going into the school and doing the classes, but if you have a connection to a Facebook site that generates the younger person, that will eventually translate later into an audience member. A lot of their secondary outreach is, we will have it and you come and experience it, instead of grabbing onto them and holding them.

A lot of organizations like this need to figure out a way to think outside the box, which is difficult. One of the things the Arts Commission might consider doing for these organizations is giving a workshop on new media and on strategies to reinvent yourself. Because that is what is called for with a lot of these niche organizations. They need to attract a new audience or else they will die, whether they should or not. Would be a real service the Arts Commission could do.

This April 27, 2012, meeting adjourned at approximately 4:16 PM.

CITY OF SANTA FE ARTS COMMISSION

Special Meeting

Santa Fe, New Mexico

Friday, May 4, 2012

Day 2 of the City of Santa Fe Arts Commission meeting was called to order at approximately 8:45 AM on Friday, May 4, 2012, at the Santa Fe Community Conference Center, Santa Fe, New Mexico.

Mr. Ellis called the meeting to order. He congratulated the Arts Commission Community Gallery for its award of \$14,000 for two exhibits from the National Endowment for the Arts.

Art Works received a \$48,000 NEA grant.

There were undeclared conflicts of interest and it was requested that the Commission members complete their forms again. Following is the updated information.

Joey Chavez	Teatro Paraguas, School For The Arts-NM, NDI
Kirk Ellis	International Folk Art Market, Santa Fe REP, recused self from Santa Fe Desert Chorale
Todd Eric Lovato	Independent Film Festival, SITE Santa Fe, Museum of New Mexico Foundation
Michael Namingha	Wheelwright Museum of the American Indian, SITE Santa Fe, Institute of American Indian Arts, the Santa Fe Opera, Fine Arts For Children & Teens, Santa Fe Chamber Music Festival, Ltd.
Anne Pedersen	none
Ramona Sakiestewa	Georgia O'Keeffe Museum
Donna Scheer	Eldorado Children's Theater, School for the Arts-NM, Dance Institute of New Mexico, Santa Fe REP
Gail Springer	Teatro Paraguas, Outside In, Serenata of Santa Fe, STEPOLOGY, Santa Fe Desert Chorale

1% Lodgers' Tax: Community Arts Promotion Program (continued from April 27)

Santa Fe Women's Ensemble, Inc.

(no conflict of interest)

Sample: DVD of ensemble performing, accompanied by a harp. **Request: \$10,000**

Santa Fe Women's Ensemble seeks support for its 32nd season. The ensemble will perform four holiday concerts at the Loretto Chapel and First Presbyterian Church during December 2012 and a spring 2013 concert at First Presbyterian Church. The commissioned composer for the season will be Dr. Bradley Ellingboe of UNM. In addition to formal concerts, the ensemble provides outreach/education activities by offering free mini-concerts at senior residences and schools, collaborating with the Santa Fe Symphony in its annual community holiday program and with First Presbyterian for a free Good Friday program.

Lead Panelist – Ms. Scheer: Their audience is primarily New Mexico and Santa Fe, listed at 70%. The exposure outside Santa Fe is minimal, but in their marketing plan, at least as far as the magazine interview, concierge outreach and attempt to hit the santafe.com website, they are making an attempt. If tourists are here, they have given them every opportunity to find out about the event and come, but whether they will attract tourists to Santa Fe is a different story. Felt the desire to suggest that they attempt something at national exposure and greater use of the tourism sites, and investigate ways to mention themselves in the Loretto materials that they do a major concert there. Are ways they are not tapping their full possibilities. They do good job on the quality of their marketing materials. Was especially impressed with the booklet with spring and winter concerts. It shows they are prepared for their season in advance and they are financially savvy in being able to use the book in different ways. Indicated they are getting ready to update their website. This is important because it is dated. They are using local contractors. Was surprised that the business, corporate and foundation support is low for such an old organization. They use the word other, but that is not specified. Their connection in the schools is great. They say they offer student pricing, but they do not specify what it is. There is a missing link to connecting those students as audience members, a component of outreach that would be useful.

Back-Up Panelist – Mr. Lovato: Overall, despite being vague and lacking some details that made it difficult to glean specific tourism impact and outreach, it was a good marketing and promotions driven grant.

General Panel Comments: This organization has a national profile. Yesterday it won the Chorus America Award for Innovative Programming, which makes it interesting that there is not more of an attempt to go national, particularly in light of a very professional video. The organization seems ready to launch in the digital age. Liked the outreach component, particularly that they do performances at the south side library. The board members themselves go into schools as educators, a unique feature. They do a lot of performances for other organizations without charge, which speaks to their dedication to keeping community involved.

Appreciate the specificity in that they give specific numbers where economic impact monies will be spent. Many older people do not like to drive at night anymore and like the matinees, and it shows they are aware of the audience they attract. Not sure what the student ticket price is. The organization shares a characteristic with a lot of chorale organizations in town, in that their audience is principally Anglo and 50% are over 65. Their board is mostly retired people and suggest they get younger people on the board who might have ideas on how to diversify. This seems to be a tightly run organization. To reiterate, it started 32 years ago, long before it was mandated that the monies go toward tourist impact. It shows they have a passion for this endeavor, not to meet tourist criteria.

Canticum Novum

(no conflict of interest)

Sample: Audio sample of several selections from their repertoire, with strings, vocal, and a modern piano piece. **Request: \$10,000**

Funding is requested for the 2012-13 season during which Canticum Novum will present two choral/orchestral concerts of two performances each. One concert will take place in fall 2012; the other in spring 2012. Performances will feature neglected or rarely-heard works from the 17th to 21st centuries, including: Christmas Oratoria by Heinrich Schutz (1585-1672); Cantata: Christian, Be Joyful, BWV 248 by JS Back; Three Church Sonatas by WA Mozart; Variations on a Theme of Frank Bridge by Benjamin Britten (1913-1976); and Cantata: Hiersualem by George Dyson (1883-1964).

Lead Panelist – Ms. Sakiestewa: This is one of those culturally specific organizations where 85% of the audience is from Santa Fe, as well as ethnicity being essentially not as diverse as it might be, but culturally relevant to the people who appreciate the music. This is a very tightly organized group of people who have an impressive private support from its board of directors. One would hope they have greater foundation and corporate support. They are expecting to get \$15,000 from New Mexico Arts. They use a lot of local resources and offer free and reduced tickets and pay their musicians. Their promotional material is done locally. They are looking to improve their local image and attract a wider audience. A tight application.

Back-Up Panelist – Ms. Pedersen: Vis-à-vis the demographic, agree that different people prefer different things. However, if organizations are going to continue into the future they cannot just have approximately 60% of their audience over 65. Would urge them to figure out ways to appeal to younger people and expand their audience. It says they are going to have college and advanced high school students involved, but there no number, and wanted to know how many. Matinees are a nice touch for an older audience. Perhaps they could use a slightly bigger board. Half of the board is retired, and they need to get younger people involved.

General Panel Comments: A tightly written application. A small group appropriate for their audience, but since a component is outreach opportunities for the community, would encourage that they seek partnering with an existing organization or a school. The marketing plan seems predictable. Would make a leap to say this is the way they have always done it and they are continuing to follow the same avenues. That may not be true, but like to see how they might market differently. One of the criteria is not just the local and regional advertising and promotion, but part of the question is nationally and internationally. There is room for improvement when it comes to media relations and some of the new on line and other areas. There may be some more outreach to the population in Albuquerque that would have a good reserve of audience members to tap into. In relation to other grants their audience participation is small. Did not notice social media.

STEPOLOGY

(conflict of interest – Gail Springer)

Sample: Tap dance performances from the 2011 *TAP into the NOW!* with solos, group, singing, African dancers, drumming.

Request: **\$10,000**

Stepology requests funding for *TAP into NOW!* on August 24 at the Lensic featuring New Mexican and visiting artists from across the United States in a concert of tap dancing and live music as the performance component of the third Annual Santa Fe Tap Festival. The performances celebrate the traditions and new directions of this uniquely American art form. Lead artists include John Kloss and multiple Princess Grace Award winner Channing Cook Holms with Bert Dalton and Elise Gent's African Dance & Drum Ensemble.

Lead Panelist – Mr. Lovato: A strength is that this event has the ability to promote Santa Fe as a dynamic, interesting place. It is refreshing to see a representation of not just African/American, but African culture, jazz and urban culture. That brings a dynamism into Santa Fe's art scene that is valuable. This young growing organization in Santa Fe is a partner with the same organization in San Francisco. Santa Fe is kind of a sister town of the broader organization. Like this relationship and the cross ties. Just want to make sure this partnership is not tossing shows here without a thought to Santa Fe's local culture and diversity of our audience. It does a good job of presenting itself to Santa Fe. It could increase its attraction to tourists, by just growing in terms of establishing themselves locally. There was an intentional marketing plan, which is very rare. This went out of its way to show they are reaching out, not just nationally but other areas. It was nice to see clients in Santa Fe, New Mexico and Canada addressed and broken down. Their marketing plan is relatively strong and forward thinking. The social media was soft, given the importance of reaching the audience. This group could benefit from utilizing Facebook and Twitter more. Did a good job of outlining

expenditures, but as with other grants, do see a lot of assumptions. Are incorporating local artists and production staff, which has a positive impact on the economy. This has a lot of potential to reach out, especially when it comes to public schools.

Back-Up Panelist – Mr. Ellis: Liked the application. Admired its precision, particularly in the way it charted demographics. They have monitored the demographics of their audience, and amazingly it has shown an increase in diversity. That says something to the organization's ability to grow their audience and making it a dynamic part of the cultural scene. There were exceptional marketing strategies. While it has a limited base of followers, they know how to work the people that are their audience who will get others into a performance. One of the few whose audience base merited international advertising with ads as well as press releases. There is expenditure going there. The outreach component is terrific. Was struck by the donation of free tickets to kids in Española. It says something for the dedication of its artistic director that he teaches five days a week at NDI, a significant commitment of outreach. There is also outreach to local business, in the best sense, that it becomes a kind of private partnership, with places like the *Santa Fe Reporter* and the *Lensic*, where there is almost \$8,500 in pending and confirmed donations, including NDI. They are doing a good job of networking and having other organizations collaborate. People are going to have to stop acting in competition and start acting in concert, and this organization is a good example of how that can be done successfully.

General Panel Comments: Certainly appreciate that the application is superbly organized. This is one that stood out. They made a specific effort to produce an application with everything necessary and make their case. Their statistics are good to a fault, but they are all there. Thought the social media attack was good. After watching the DVD, had to ask, where are the women? Tap is a man's field and has always been, but there are a number of women that do this. That is not a terrible negative, but those are the clips they chose to show us.

A well written application. For a one day event with a week leading up to it, it has everything that is required. It is at a great time of year when there are lots of people in town. The audience is always such a vibrant lively place. There is a lot of outreach for this one-day event. Regarding formatting, when everything is underlined, nothing is important. Also struck with the absence of women in the presentation. This is a good addition to the dance scene in Santa Fe, a feel good event. Would like to see more utilization of the San Francisco connection, both in outreach and fundraising. It is time to solicit business and corporate support, which would be a natural. High marks for everything. They list both Santa Fe and San Francisco on their website, and all their donors. They also link to NDI. It feels like an organization that did not come here to suck the financial life out of other dance organizations. They are actually contributing. What was brilliant is they did not reinvent the wheel. They went to existing entities that do outreach and launched immediately, working with NDI and the Española group. It

means they know something about the community where they have chosen to perform. Social media says they are doing email blasts and brochures to clients that are in other countries. Mailings are still important and viable in all of this.

Santa Fe Complex

(no conflict of interest)

Sample: DVD of selected exhibitions narrated by a computer voice, *Light up Santa Fe*, façade project, mapping and modeling on 3D sculpture, student work from the Santa Fe University of Arts and Design and Santa Fe Community College. **Request:** \$12,500

Santa Fe Complex seeks support for *Intersections: Projection/Performance* a two-part project. *Light Up Santa Fe (LUSF)* will feature building façade projected videos, images and sounds in and around the Plaza area and Railyard Park + Plaza. A workshop on 3D mapping will be organized for the 2012 International Symposium on Electronic Arts (ISEA 2012) prior to the *LUSF*. The second component is *Complexity + Creativity (C+C)* which will feature two projected performances, the multi-media *Ursonate* and *IR*, a thermodynamic performances.

Lead Panelist – Ms. Pedersen: Confess to some frustration with the application, was getting confused the more delved into the application. Am a proponent of this kind of an arts organization, because think it is valuable to investigate the relationship between complexity science and arts science and technology. The main source of confusion was the nature of the relationship between Santa Fe Complex and 2012 International Symposium on Electronic Arts that is going to take place in Albuquerque in September. The estimated audience is obviously tied to ISEA. Light Up Santa Fe is one of those projects that will entertain tourists that are here but will not necessarily draw them. This kind of light display is in place in a number of other cities and is a welcome addition to the Santa Fe scene. Facebook page has 947 likes, the website links to Flickr with both stills and video, but there is no mention of this project on the Complex website. Had to dig to find a mention of Santa Fe Complex on the ISEA site. Found a mention and a link to their Santa Fe day, but there were no specifics. They have web ads, standard local media ads and PR. They mention that projections will be scheduled during the Albuquerque Balloon Festival, which is after ISEA, but in that case, they need to link to the Balloon Festival PR. There is a workshop on 3D mapping for ISEA, but have no idea who will go or what it will cost. Assume it is part of ISEA, there are no attendance costs for that. It is hard to gauge which educational programs are Santa Fe Complex and which are ISEA. They have a good board of directors.

Back-Up Panelist – Mr. Lovato: It is hard on a grant like this to decipher what projects are and how it applies to the organization, and then there is the other variable which is the festival. So when trying to parse out all the roles, it definitely gets confusing. The outreach is strong and unique, particularly Santa Fe Institute, LANB, getting into the

crossdisciplinary world of art that brands Santa Fe in a way that is interesting and new. This program clearly has a lot of room to grow in terms of its tourism impact. Events like this do a good job of cultivating the community that is arts and science. That can be seen on the student level with some of their not very specific plans to work with the SFUAD. Would like to see more integration into the public schools, with at risk or lower income students in Santa Fe. Since I look at the grants as a reflection of the community we are serving, this is still serving very specific private school students and would like to see a broader group of students. They have cut their expenses. It is nice to see have decreased their rental facility cost by moving to the Second Street Studios, but that only applies indirectly to the proposed grant project. With a group this forward thinking, always, there is room to improve on social media outlets.

General Panel Comments: We spend a lot of time talking about outreach to schools and kids, which is where we want to see a lot of the focus. But do not want to fault this applicant for doing outreach to the adult community. They are trying to foster interdisciplinary dialogs, a fascinating component of the application. Would strongly recommend in future this applicant come back with a more specific and less sweeping application. The application mentions that outside artists and scientists will come to Santa Fe, and some may move here, which is true, but it is equally true to say some will not. So that cannot be used as an economic indicator. There are claims that tickets to underserved communities will inspire them to start new careers, the realist says that is not going to happen and need to see demographics and breakdown, which are painfully lacking.

Have trouble when an application says collaboration with the Santa Fe University will not only attract new students and then go on. It may give them marketable skills, but that kind of statement with broad strokes and large leaps starts to become confusing and makes this reader unwilling to go there with them. The specifics are key.

It does not say where they are targeting the web ads. It says they will use Facebook, Twitter and other social media to promote Santa Fe as a tourist destination. Seems a cop out that they are not advertising anywhere but Santa Fe. Tried twice to access the website and could not open it. Called them and no one answered the phone. This is not the first time they have not been accessible. To their credit, they say their numbers served are 50% youth and 30% elderly. They do need to make a more specific application and perhaps hire a professional grant writer. Hotels were included as corporate support, with no names. The application is unclear.

Santa Fe New Music

Sample: Audio of vocal and orchestral music.

(no conflict of interest)
Request: \$15,000

Santa Fe New Music requests funding for SFNM2 Festival (aka the Southwest Festival of New Music), June 20-20, 2013, at the Center for Contemporary Arts, on a theme of "Music in a Time of Unrest." The Festival will include six concerts, two children's programs/workshops, panels, pre-festival lectures at the O'Keeffe Museum, pre-festival film screenings at the CCA, with three new commissions of renowned international composers. Other events through the year include co-sponsorship of other area new music events, the New Mexico Young Composer's Project, a CD release on Mode Records, and tour appearances in Berkeley, New York and San Francisco.

Lead Panelist – Mr. Namingha: They plan to leverage their name to promote the Santa Fe brand and fill a space in the early summer season, which is important because of the clutter of musical happenings later in summer. Advertising is in regional publications with the exception of web banner ads in an online site dedicated to various music festivals, which was very interesting. The Facebook fan page was informative with consistent updates. Twitter had one feed. The website was clean and simple with information on the upcoming festival with links to the composer's website, and you can purchase tickets, donate and listen to sample music. Their outreach targets all ages and ethnicities. They have active national affiliations with community organizations, but they do not elaborate on what those relationships are.

Back-Up Panelist – Mr. Chavez: This application could benefit from some judicious editing to make the language more clear and specific as to what they are asking for. They have good statements but they do not say who stated the quotes. A highly professional organization with the product they produce. The website has music and lists well known artists in their field. When clicked on events on the website, it looked like a standard PSA sent to newspapers. Encourage them to move into a more sophisticated web design. Statements were made about economic impact, but providing a number can help. The first paragraph under outreach was a mouthful, but then had to search for specifics. Would encourage them to promote to the national and international audience that the commission has to look at as an indicator for the grant. The outreach was well listed with specific workshops.

General Panel Comments: Also had trouble with the broad theoretical type statements that are not necessarily always supported. Compliment them on the late night concert that would attract different and unique people. It is important to note that they earn 44% of their revenue from out of state visitors, which shows they are making inroads into that market. The nature of the program itself exemplifies the organization's dedication to insuring a broad audience, with lectures at the O'Keeffe, a film series at CCA and youth concerts. They are making a visible effort to broaden the audience as much as they can to transcend their classical audience stereotype.

Some might know there are target areas for Santa Fe, Dallas, Denver, El Paso, New York that are marketed to as prime areas for attracting visitors. They are directly addressing that in their marketing plan of reaching out to those areas to back up their ability to attract tourists directly, rather than those that are here already. Feel they need to do real audience surveys, rather than saying for range of audience, all ages, all ethnicities. How an audience identifies themselves on a card or a survey is usually vastly different from how an organization perceives who its audience is. Found this whole category unremarkable. They are a relatively new organization. They have decent business and good foundation support, and they have received NEA grants for five consecutive years.

El Museo Cultural de Santa Fe, Inc.

(no conflict of interest)

Sample: Community procession, 2011 show with textiles, paintings, multimedia.

Request: \$25,000

El Museo Cultural de Santa Fe, Inc. seeks support of its annual program which references the state's Hispanic and Native history and traditions, with a special presentation in November/December referencing the Mayan 2012 event that includes a visual arts/multimedia exhibit and a series of community lectures and events. They will offer several theater productions covering Native stories, Chicano history and Cuban music. Parallel artistic exhibits, including drawings of Federico Vigil and two photo exhibits, community discussions on elements of our social history and genealogical roots, and hosting several arts expositions.

Lead Panelist – Ms. Scheer: Their programming itself will be the attraction to tourists. The website has a clear donate button on just about every page. It is clear, but in some cases was non-specific and it took some clicking to find some of the information. Their Facebook page was more interesting, current and accessible. If the actual programming of the events in their space is the attraction, then their website could do a better job of giving more information and better links. They do not indicate that they approach concierges or use that attack, which would seem a missing part of the loop. The flyers were clear with good information and indicate national exposure in the month when the event that occurs. That is somewhat tricky for national tourism attraction, if the advertising is not done in advance. Perhaps they could find some greater tie-in marketing with other events that are going on around other organizations, such New Mexico Tourism site or Spanish Market. They make the specific statement that when the convention center was built, it took away a great deal of their ability to host events. Wanted to ask what are they doing to approach that. Outreach is built into whatever programming they are supporting and producing. In places the application was theoretical and not specific enough. They conquered the shortfall of the previous fiscal year and now appear to be balanced.

Back-Up Panelist – Ms. Sakiestewa: Feel this is strongly just a flow through rental organization that does not do their own programming. A quarter of their expense is rent. There is no list of their own programming or outreach they do as their own organization. There is nothing on the calendar past May 2012. Their description was vague and does not say who, what, where, or how the educational components happen. By their own admission, they say current revenues are mostly from hosting art exhibitions. There is no projection for economic impact and no projection of projects beyond this month. The slides shown are from people who paid them rent to do those exhibitions. Membership donations are shown as pending, who are the members and what does that mean. Perhaps as a policy issue, if inkind is over \$100,000, there should be a better breakout. They do have their own art collection, but there is nothing on the website that lists what that might be and who the artists are. Felt that it was a poor application throughout.

General Panel Comments: They list various organizations they have pending applications to. The application does suffer because of the confusion as to whether it is just a venue. For outreach, even if one is giving a rental break to someone that might be targeting a youth group, that would help in evaluating this specific application. Do know they give breaks to people that go in there, but it is not reflected in the application. Next year encourage them to break out those numbers and be specific which groups they are sponsoring or just renting to. Think that El Museo is a valuable resource to the community, but they would be better served with a better application. They say they are exploring new grants, but under foundation support it says, other foundations not yet determined, \$10,000. Why put that in there if they have not applied for them. Am curious about the library they say they are developing.

Santa Fe Playhouse

(no conflict of interest)

Sample: Previous performances, *Empty Bed Blues*, November 2010; *Six Dance Lessons In Six Weeks*, December 2010; *The Butler Didn't Do It*, children's programming; *Cole*, July 2011, with singing and dancing; *Two Wives in India*, April 2011; Benchwarmers Tenth Edition. **Request:** \$25,000

The project for which funding is sought is the 2012-13 Santa Fe Playhouse season, comprised of six productions for adults and three productions for children for a total of 90 performances at the Playhouse. The season plays have not been selected with the exception of the annual Fiesta Melodrama, a spoof on the City Different, and Bench Warmers 12, an original series of short plays showcasing the works of New Mexico playwrights.

Lead Panelist – Mr. Chavez: There is a significant number of performances. They try to reach a variety of audiences with challenging performances, many actors, designers, technicians. Since they have been around since 1922, this is a category that could use some editing. It is a lot of information to go through that could have been done in a

concise single paragraph. People that apply to us have to realize that we go through a number of applications; at a certain point, just give me the facts. It is a jewel in Santa Fe. It is downtown and they present a variety of shows. For concierge and hotel business their marketing is great and they benefit from that. Of the audience members, 25% are from outside of Santa Fe and they give a lot of specifics in the attraction to tourist category. Their marketing is appropriate for this organization, even on the international side. They are not going to be a destination, but tourists do benefit from being here. There is a donate button on their homepage. They update their website, which is easy to navigate. Even though this is a volunteer organization, the people go out after the shows to eat or enjoy other entertain in downtown. The audience is identified through the box office through surveys, questionnaires and the website. They are looking for the specifics we ask for. They support thousands of schoolchildren that are brought in to attend the productions. If some of those were identified, it would be of help. One of the great benefits of their outreach is to those people who love to perform, be involved in design and work on the stage. They do it because they love it. An organization that has been around for this amount of time should seek out more business and foundation support. Perhaps they could collaborate with surrounding businesses. They have a legacy from a patron that allows the budget to stay consistent from year to year. A question is, should this be listed in the unearned section and is it identified. Love the organization, but the application needs to be edited down.

Ms. Garcia y Griego stated that they use the legacy as applicant cash to make up for loss of earned or unearned income each year. In this particular budget it is probably listed as \$26,000 worth of applicant cash that is confirmed.

Back-Up Panelist – Ms. Springer: Excellent and defines an outreach type of organization. They draw people in with many hours of volunteer support, not just for performers, designers, directors, but also have programs that reach out to writers. They own their building.

General Panel Comments: They have a good aggressive campaign and hit the hotels hard with brochures that are nicely printed. *Empty Bed Blues* was an effort by this organization to get themselves slightly beyond the community level. It was an award winning play and was its only second production in Santa Fe. It won awards from its home country, Britain. Good to see they are moving slightly beyond the community theater model. Believe we are also correct in saying that *Two Wives in India* was only its second professional production in the United States. For an organization that has been around for so long and is so deeply rooted in the community, am surprised they have so little business support.

The Film Festival

(no conflict of interest)

Sample: Film clips from films shown in 2011: *The Artist*, *Wild Horses and Renegades*, and *Cariolanus*, with Ralph Feines.

Request: \$25,000

Funding is requested for the 13th Annual Santa Fe Festival in early December 2012 that will present 45 to 50 films by New Mexican, United States and international filmmakers. Screenings will be combined with workshops and panels by professionals from New Mexico's film industry and the film industry at large during a four-day period. Screenings will take place at The Screen, Cinematheque at the CCA and the Lensic. Workshops and panel discussions will take place at alternative locations throughout Santa Fe.

Lead Panelist – Ms. Sakiestewa: They have a diverse selection, good print material, and the budget is realistic with a good price point. It is a boutique attraction. It is in the fall, indoors, and they are trying to reach a specific group of people. It has built its reputation here and is going to continue presenting free panels and workshops in galleries in 2012. That is an interesting concept that moves its presence around the city. How do they know the estimate of room nights in 2011. Seems they needed a specific demographic. Targeting markets in Texas, Oklahoma, Arizona, Colorado, California, Chicago and New York during a season that would attract those people. There was nothing very specific about ethnicity of audience. It seems to have an equivalent youth base in terms of numbers who participate, which is very good. Think the panels and workshops will help to bring in a larger demographic. Have had some screenings like *Juno* in the Railyard in 2011, which is specifically targeted for outreach. They do have film industry sponsorship, but would be nice to know what that is more specifically. They partner with Hutton Broadcasting and seem to have a stable, well projected budget for the future. Liked the small card for individuals and for concierges that lists all the films so can keep it at hand.

Back-Up Panelist – Ms. Scheer: They indicate there is delivery to local outlets of that card, but there is no specific mention of concierges, an important thing to take best advantage of. Their focus is on New Mexico filmmakers, and perhaps there could be a greater effort to woo more non-local attendees from the film sector. Was unclear within the application as to the use of local contractors and suppliers for things they needed. It is not indicated in a way to easily ascertain. They have a great awareness of how to reach their particular audience market. There is minimal outreach present, but what they do with the free panels and workshops, especially with the gallery connection, is a good thing.

General Panel Comments: We should be reminded this is a reboot of a very large festival that got out of control, and now the organizers are rebranding it. Wish they had been more specific in almost every area of the application. It is important to note it is in

December, which is a major improvement over the previous October timeframe, which is the end of the film festival season. December is the beginning of the film festival season for the next calendar year. They may benefit as a result of that change.

A key thing that pops out is attribution. Almost all applications say numbers – according to what, over and over. Otherwise, good stuff. Would like to see more advertising in film industry papers. The board is completely local, and if they are going to grow the festival, they need people from the major film generating cities on the board.

Theater Grottesco

(no conflict of interest)

Sample: DVD of *This Is Life As We Know It* from 2001, music, dance, narrative.

Request: \$20,000

Theater Grottesco is requesting funding to produce *This Is Life As We Know It* for 20 performances in spring 2013 at the Munoz Waxman Gallery at the CCA. Conceived and produced by the Theater Grottesco Ensemble in 2011, the piece is comprised of five contemporary stories connected to the past and the future by a postulate that moral and social instinct is nourished through familial and community traditions. The company intends to reunite the original creative ensemble for the 2013 productions. Open rehearsals, workshops and talk-backs accompany the production.

Lead Panelist – Mr. Lovato: This is America's oldest ensemble based out of this tradition. Liked that there is a concerted effort to reach out to Albuquerque, and surprised do not see more of that from other applicants. There is not just a centralized attraction to tourists while they are here, but sharing Santa Fe indirectly as an interesting place when they are touring. There is potential to extend the reach into national and international publications. They claim about a \$500,000 impact to the city, which gets into assumptive numbers they are forced to come up with to apply for the grants. But again, more sources of figures would help to understand. They reach a lot of people, and that has to do with an aggressive performance schedule, with a robust number of performances. They have strong organizational funding, a diverse mix when it comes to business, foundation, government support that are in the proposal process. They seem to have a strong outreach initiative program. The organizational budget was fluctuating somewhat, although that was explained in the narrative. Was impressed by the diverse board. Should make for interesting board meetings.

Back-Up Panelist – Mr. Kirk: This is not a new work, it is a updated revival for contemporary scene. For that reason, the numbers provided for the audience seemed conservative, but would prefer to see that than overestimating. Cannot fault an organization for using multipliers that are provided by the city and state. Taking the numbers on face value, they have a significant impact on local economy, which is a good number for an organization of this size. Grottesco is always good because of their

international reputation of promoting the city as a destination. For an international company like Grottesco that has such a large percent of its income budget from outside the city, and its largest corporate contributor is in Australia, found it to be a shockingly local advertising campaign, with almost no out of state or international components. Would be more comfortable with the application had it had a more far-reaching advertising component to it.

General Panel Comments: Like the performance in the gallery concept and crosspollination possibilities and of capturing an audience that might not come to a theater location. Outreach is even more successful when people know you offer all these things so people can take advantage of that wonderful thing you are doing. They are using the numbers we give them to indicate what their impact on the city is. They have a popular pay what you wish component, and there are oftentimes sold out audiences. Appreciate the bullet points on the outreach opportunities to make it clear to me. Agree the advertising campaign needs to expand geographically. It was nice to see the age range of the audience is relatively young. They need to update their advisory board listing, a comment made last year also.

Luna Moruna Productions

(no conflict of interest)

(New Mexico Dance Coalition, fiscal agent)

Sample: Film from 2011 summer season performances of Juan Siddi professional theater company, groups, solos, singer.

Request: \$25,000

Funding is requested to present the Juan Siddi Flamenco Theatre Company six nights a week in the Maria Benitez Theater at The Lodge at Santa Fe, Tuesdays through Sundays from June 29 to September 2. Under the artistic direction of Spanish choreographer Juan Siddi, the production will utilize the talents of internationally-acclaimed artists, including the legendary Jose Valle "Chuscales" as musical director, along with other artists from Spain, San Francisco and New Mexico.

Lead Panelist – Ms. Scheer: They do a great job of representing Santa Fe on a national and international scene through their tour, which is a great proponent of their tourism impact. The quality and range of marketing is good, materials are beautiful. The website is very good but screams out for a Youtube presence. The Facebook site is great and very personal, which is a smart thing to remember. It continues to expand their impact. A great job of hitting the tourism department, local businesses and making sure visitors who want to see something that screams Santa Fe are aware of it. Wanted details on the statement about economic impact. They say all the smart things they are doing, but there is nothing to grab onto. Clearly, we know that theater attendees eat and drink. It would be good to include that in their specifics to support the application. Would encourage them to think about new places to reach out to with discounted and comp tickets. Would

like to see more business, corporate and foundation support. They list their gala donors, but cannot believe there is not a business in Santa Fe that would not support them. In general, the unearned income portion was strikingly not specific enough, yet they did an excellent job of separating out in the ticket section.

Back-Up Panelist – Ms. Springer: No numbers at all on the economic impact of the outreach opportunities. How many discount and complimentary tickets, which kind of groups, which students from what schools, which art programs for children. Needed numbers rather than generalized descriptions. The organization is obviously valuable in the city. The work they have done on their music aspect and the way they are expanding the music is exciting and innovative. It has the potential to draw in a little different type of audience if the word got out about the expanded instrumental choices.

General Panel Comments: Join in this general symphony of perplexity about the application. Something has happened, because it used to be one of our strongest applications every year. We all know the company's benefit to this community. They have done such a great job in the application of underselling themselves on every single criteria the commission is meant to judge, it is hard to determine what a proper ranking is. We are all bringing personal experience of this company into our evaluation, we are not evaluating the company, we are evaluating the application and what can we say on the basis of this application. This company is extraordinarily generous with its time and talent, but want to know where. Marketing and promotion demonstrates savvy and innovation, with great bus ads. It attracts a crowd that I know from personal experience, and it acts as a cultural ambassador because of its touring. By now they should be able to give a breakout of their numbers that would give some sense of the size and makeup of the audience. We have 66 applications, and this may have been the most disappointing because the application undersold the organization.

Well spoken. Over 50% of their audience is from outside of Santa Fe and they are in the hotel to draw the audience. They should be able to hang their hat on that impact. They are working with tour groups and like that they put their full page ad in the Opera program and sell posters. Impressed with their branding on bus signs and brochures. It all has a nice cohesion to it. There is a lot missing, and this may be the nature of flamenco groups that are artistically excellent but not good administrators. They do not break out the inkind. They do show an executive producer and managing director, but no one on the board reflects anyone who is really helping them with their business. It seems local and tiny. Maybe we are seeing a giant fall into an administrative crevasse that they need to fix quickly.

Santa Fe Fiesta, Inc.

(no conflict of interest)

Sample: Narrated DVD showing music and dances, mariachi music, history of mariachi, describes the instruments and their histories.

Request: \$25,000

Santa Fe Fiesta requests funding for the Mariachi Extravaganza, in its twelfth year, featuring award-winning artists as well as rising stars in the genre of Mexican music known as mariachi. Santa Fe Fiesta is the first organization in New Mexico to feature Mariachi Vargas de Tecalitlan, El Mejor Mariachi del Mundo and 2009 Grammy winners Mariachi los Camperos de Nati Cano. The three and half hour show will take place on September 2, 2012, at the Santa Fe Opera, kicking off a week of celebrations in honor of the 300th Anniversary of Santa Fe Fiesta.

Lead Panelist – Mr. Chavez: Sometimes I got confused with the historical and marketing that the traditional Santa Fe Fiesta Council takes care of and when it spills over into this extravaganza. This a great time of year, it is at the opera and will attract people who normally do not go to that venue. They use the artistic and production staff at the opera. Appreciate that they went to the Robert Anderson School of Business in 2011 and asked for help with their plan. The recommendations are reflected in the video that was well put together. Their promotion and marketing regionally seems to be standard. Church bulletins will bring in a different type of audience. Have standard PSAs. Found the Extravaganza on the Fiesta website but did not find the listing on the Santa Fe Opera's website. Tickets are sold through the SFO box office, using their employees. They collected demographics, which were very specific for the breakout of the mariachi festival. Probably there is more in-kind than just the Opera that is listed, which could be to their benefit. The outreach listed cannot be equated as outreach to the Extravaganza itself. This group has stepped up this grant from previously. They have excellent numbers and can see they made a concerted effort to give us what we asked for in a previous review.

Back-Up Panelist – Mr. Lovato: Like the outreach. This is clearly engaging young Mexican/American and Mexican people, not just as performers but hopefully as paid performers. There is no mention for how many musicians will convene for this Extravaganza, but am sure it is sizable. Would argue that this also has a significant impact that maybe next year could be factored into this proposal. Like their partnership with the Anderson school and would like to see some of those things implemented. A festival like this could be a draw to people in the target markets of Dallas, El Paso, Denver, California, New York.

General Panel Comments: Commend the organization for a much improved application. It is very much to the criteria we are being asked to judge. There is a real mariachi circuit and the bands travel all over the country. A recommendation from Anderson was travel to other cities and the commonality of the culture. The more of that

can be done, would like to see it expanded with the monies that may be provided to reach out to those cities. There is no business, corporate or foundation support. It seems that businesses would flock to this if they are approached.

The conundrum for me is that this is a special event, in addition to Santa Fe Fiesta, which goes to the schools. Went on line, and they are high level, world renown mariachi groups. The program is excellent, but feel it has to be separated out from Fiesta as a whole group.

Theaterwork

(no conflict of interest)

Sample: Excerpts from previous performances, *The Drawer Boy*,
The Tempest, *A Very Old Man With Enormous Wings*,
done in sign language and narrated.

Request: \$10,000

Theaterwork seeks funding for its 17th season of plays including three full-length plays, two poetry readings, two play readings, a workshop for poets and another for playwrights. One of the plays will be based on stories gathered from local immigrants. The artists involved will be local actors, technicians, designers, playwrights, poets, volunteers and directors. As in the past 16 years, the participants will include all ages from seniors through children. Events will be held mostly at the James A. Little Theater in October and November 2012 and February, March and May 2013.

Lead Panelist – Ms. Pedersen: The audience is overwhelmingly from Santa Fe and New Mexico. An interesting and pretty well put together application. It is a good neighbor organization. Their website is well designed and informative. No Facebook page. The quality of their productions is high, and do a lot with the James A. Little Theater, which is a challenging space. They would be well served by putting videos of their performances on the website and they should advertise more on Spanish radio. They might cultivate their relationships and advertise in the theater magazines, and also cultivate a relationship with local hotels. This is a hidden gem, and if you are a tourist and you do not have a rack card or are told by your concierge, it will pass you by. Their earned income is pretty minimal and they survive through generous inkind donations. Outreach is good. They have hosted IAIA theater program, work with schools, done a play in ASL, which makes sense since they are housed on the campus of the School for the Deaf. They could improve their outreach by advertising in magazines for poets and writers. Their economic impact is local. They are not a big tourist draw or big money maker but they are a key contributor to the cultural fabric of the community.

Back-Up Panelist – Mr. Chavez: Did find on the website a well edited video of *Antigone*. Are one of these niche organizations that has moved primarily to James A. Little after losing their theater space. They sometimes just use an abridged section they set up on the stage. The two magazines they advertise in are the two that theater artists

would look at. The vast majority of their inkind is because people love to do it. What salaries they have stay in Santa Fe. They do use all local production facilities. Ticket prices are reasonable and have to put that in outreach. Another form of outreach is the sheer number of free sharing of materials, technical expertise, sets, costumes, that happens in the community to other art organizations. There is some local business and foundation support, and think this is a category they should move into that would help them garner the money necessary to become a real presence in the city and to allow the artists to be paid a decent salary.

General Panel Comments: When quote an estimated total audience, would love to have them take the time and effort to give a specific outbreak of age ranges, rather than 3 to 90. What is considered elderly? Due to the nature of theatrical programming, for the project description, there is merely a list of what there will be. Obviously, it is not thoroughly programmed yet, and the application relies on what the organization has done, rather than what it is doing with this program. Have to assume that will be on the same level. They are going to be doing a play based on stories of immigrants whom they will interview, which is a major outreach potential, reminding the reader of the bus opera project where they go out into the community and make the community feel a part of the project. While they lack a Facebook page, many of their performers have them. As a commission, we have to quantify economic impact of theater companies, but Santa Fe is not known as a theater town. These are things that if properly marketed will add to their audience, but may not be something that is a direct draw. Although they do make a measurable contribution in direct expenses to the community.

They use local playwrights, providing an opportunity for writers. Needed more specific information for the schools they are working with. Also who are the local nonprofits that they lend costumes to and have used their space without charge. For a 17-year-old organization, it is worrying that only \$53,000 of their budget is actual cash income. It is clearly an organization born out of commitment and passion. All of the other support is pending, even private support. Tax exempt organizations have to run themselves like a business.

The Santa Fe Performing Arts School & Company (no conflict of interest)

Sample: Previous performances, *Blythe Spirit*, *Wolf in Camp*, educational programming, *Cats* with kids singing and dancing.

Request: \$25,000

Funding is requested for ten shows scheduled during the grant period at the Armory for the Arts Theater. Performances include full-scale productions utilizing local actors and bringing professional companies to Santa Fe; youth productions of innovative and socially poignant content. Partnership examples include: Santa Fe Theater Festival,

Fusion Theater, Ricochet, National New Play Competition Winner, Caballeros de Vargas and *Man of La Mancha*.

Lead Panelist – Ms. Springer: Not clear how many of their listed audience are specifically drawn to Santa Fe for these productions. Assume there are a number who come to see the new play in support of the playwright. Overall there is little specific information to support its attraction to tourists beyond collateral ticket purchasers who are in Santa Fe anyway. Except for the playwright contest, PR focuses primarily on local audiences and families. Had to spend a lot of time to find their presence on the internet. Their outreach was described in glowing but general terms, and it was not clear who the numbers referred to. There was no mention of specific schools or numbers served by the artisan school program. They help other organizations produce their work, but could not find information on who they are. The website was attractive but did not refer specifically to outreach work. It was difficult to glean the necessary information from the application in order to judge.

Back-Up Panelist – Ms. Pedersen: It was unclear how much this is a booking agent and how much is original programming. Last year there was a conflation of the adult production company and the children's production company, which was confusing. It is just a bit less so this year, but when look at outreach opportunities for the community, it seems they are talking about the performing arts school because they mention children, but it is unclear. Facebook has only 31 likes. The website did not have clips of productions, upcoming or past. There was not enough specific information.

Ms. Garcia y Griego stated the audience numbers should be for both adults and children.

Would like to see in all applications statistics from previous years so you have a basis for gauging how reliable the audience statistics are.

General Panel Comments: Nationally, they list two magazines and include the Dramatist Guild and the Resource Directory. They do mention the specific number of people that submit plays to that organization from 30 different states. For as long as it has been around, if they are going to market themselves as an adult professional company, there needs to be the move to step up into that realm. They have some foundation support. This is an organization that actually lists confirmed or pending.

The application itself is asking me to do a lot of work to answer a lot of questions, and so went to the website for answers and could not glean them. There is no data to match up with it. There is no reference to adult performances with tours, no photos from prior performances. If I need to make a leap, that is where I go.

They do actually break numbers out, the issues may be derived from the fact that the numbers are based on an estimated expenditure of ticket sales. Commend them for

breaking out those demographics that are significant in minority participation. It is clearly deliberate outreach to that community.

Ms. Garcia y Griego said that she asked the applicant for clarification. For the purposes of the grant, they detailed out the actual cost of productions during the last fiscal year, as well as the ticket revenue they produce and use those same percentages for the future. Those are based on actual numbers from last year with no inflation, but would not have known that had we not spoken.

For this town, their ticket sales are an enviable piece in the budget. Hope they get the projected amounts. There was no explanation in the organizational budget for how earned income had doubled from the last fiscal year.

Ms. Garcia y Griego said there is a long and reasonable explanation written by a financial advisor. It is related to productions that are not only joint productions.

This points to the issue of clarity within the application. It is not the job of the commission to do that work, but of the applicant.

Wise Fool New Mexico

(no conflict of interest)

Sample: Live performances, metal installations, trapeze, stilts,
InMigration.

Request: \$25,000

Wise Fool requests support for *InMigration*, a 25-minute outdoor theater spectacle. *InMigration* will explore the universal and timely themes of migration, immigration, their intersection and the search for “home.” Acrobatic theater artists in the air and on stilts will inhabit a landscape of large-scale kinetic sculptures, interacting with their ever-changing environment and each other.

Per the application guidelines, the City of Santa Fe Arts Commission funds cannot be used for travel related cost. If this applicant is recommended to receive funding, the project budget must be revised to remove these funds for travel.

Lead Panelist – Mr. Namingha: Assume the number of audience members is related to the fact they are going on a national tour with the production. Seeing the video reminded me of a Burning Man type performance. Advertising is primarily local and regionally based. There are radio interviews and they utilize the Target Concierge service. The website is informative, with videos and galleries, calendar of classes. They have a donate now button and a Facebook like button as well. The Facebook has over a thousand friends.

Back-Up Panelist – Ms. Springer: Appreciate how clear they were that the summer youth circus camps, the after school programs are Wise Fool New Mexico, and not *InMigration*. Generally, the grant application was very clear and was able to follow it throughout, and did not have to do a lot of imagining.

General Panel Comments: They are very aware, this is our organization, this is our project, here is the difference, we acknowledge some of these things that we cannot apply. It was nice to have that laid out. What they could address seemed to be robust. They have a lot going in terms of their proposed strategy. They indicate that at these public events outside of Santa Fe, they will set up a table and offer handouts that connect them back to Santa Fe. There was a significant NEA grant for \$20,000. They have a pending \$5,000 grant from the City Parks Foundation of New York City, which indicates they are thinking big and have secured a spot at major festivals in New York City, Seattle and Arkansas. Feels like they are trying to reach the next level of professional development as an organization.

Warehouse 21

(no conflict of interest)

Sample: Film narrated by a teenage musician who said it is a home away from home. It is nice to get feedback from the other kids who are shown hanging and eating, creating art, screen printing.

Request: \$25,000

Warehouse 21 requests partial support for the presentation of Art & Entertainment in the Railyard for July 2012 to June 2013. The series includes weekly music/concert events featuring local, regional and international artists year round; theater productions featuring local teens, young adults and adults in summer 2012; year-round art exhibitions in the Warehouse 21 gallery with youth artists; one collaborative Railyard Park + Plaza event with other organizations, date to be determined; and a special lecture on the arts.

Lead Panelist – Ms. Scheer: They do not promote tourism, but their success is that they are recognized outside of this area and represent Santa Fe well. They mention an Albuquerque program and other New Mexico communities. Los Angeles and Las Vegas are seeking advice from them. They look outside the box for the kind of programming that speaks well for Santa Fe. The organizations that use Warehouse's performance or event space advertise themselves, and they will have some impact as well in terms of bringing in people. They do a lot of radio advertising, the brochure was good, and the fact that they use high school papers is good. Encourage them to exploit the internet and social media. The Facebook page is presently empty. The website is great, alive, and connects with their population. Events that are hosted there definitely generate funds in parking or food; however, if we have to be very strict about the definition of economic impact, perhaps we would have to look at it not as positively, but the events that take advantage of the space definitely help. Their outreach is the strongest area of the

application. They are invaluable in the community and with teens. They have a great number of free and low cost events and provide a space for kids to experience art and life outside of the real world.

Back-Up Panelist – Mr. Namingha: These are teenagers that could utilize their Facebook presence in promoting the space. The board of directors seems small, although it states they will be nominating new members.

General Panel Comments: Was extremely disappointed in the application because this organization was incorporated in 1996 and has had quite a few financial legs up, including sponsorship for the building. Their business and foundation support is extremely poor. It is incomprehensible that an organization that are advocates for teens now appears to be a flow-through organization. They have nothing on the website past May 17 beyond the screen printing studios. They are a venue where space can be rented. Thought it was shocking that their annual budget was only \$300,000 for an organization that should be higher and moving forward. Felt it was a very poor application.

There is an indirect impact on the economic health of Santa Fe when you have an organization for teens. That says something about our future as well. The question is posed, how does a vibrant youth arts organization that is taking in at risk youth impact on the economy and tourism. Those are bigger discussions for people with higher degrees than the reader. This is a tough one to answer given the criteria the commission is forced to deal with. Their marketing plan is very locally based, which for their mission and what they are doing makes sense. The outreach clearly needs to be here and it is hard to understand why they would spend money to advertise elsewhere. Given their scope, it is effective. They also have a good tie-in with local radio. In terms of web presence and social media development, there is a lot of room to grow, especially given how that permeates amongst the youth they serve.

When organizations are looking to emphasize their economic impact, they have to be careful the numbers they bandy about. They quote \$43 million without any kind of backup. It does not help when they throw in numbers that are that large without backup.

Cannot divorce my knowledge of an organization from my reading of a grant and will not do it. It might be a poor application, but it is not a poor organization. They are of extreme worth to this city. Any child or student of any kind can walk in and find a safe place in which they can be and express themselves. Agree the board needs to step up so they can find that social media outlet that is incredibly important. As a venue, it is one of the ways they can keep their doors open. They do hire a significant amount of teenagers on a part-time basis, and they get job skill learning through that. They mention LGBT youth, drop out teens and students who are recommended by teen and municipal court to do community service there.

Also noted the \$43 million figure, which makes no sense in context, and so would imagine it is a typo. But you need to proof these things. Reiterate support for this wonderful and great organization. If your model is having people coming in and mentoring kids, surely you could get more business and government support, since these are at risk kids. If they find a niche and a passion, they are not at risk any more and that has an impact on government services.

Spanish Colonial Arts Society, Inc.

(no conflict of interest)

Sample: Digital slides of rugs, lace weaving, multimedia, woodwork, furniture, sculpture, ceramics, carvings, textiles, paintings, tin work, silver, workshops with kids and adults.

Request: \$62,500

Funding is requested for the 61st annual Spanish Market, July 27 to 29, 2012, on the Santa Fe Plaza, featuring 250 adult Hispanic artists from New Mexico, plus 100 youth artists ages 7 to 17; the 24th annual Winter Spanish Market, November 30 to December 2, 2012, at the Santa Fe Community Convention Center with 100 exhibiting artists and a full schedule of music, dance and art demonstrations; outreach programs teaching traditional Hispanic arts to adults and children; and promotion of the Society's newly acquired Peruvian art collection.

Lead Panelist – Ms. Sakiestewa: They do a tremendous amount of school programming in the traditional arts. Their pending and confirmed support is pretty broad and nice numbers from a variety of business, corporate, foundation and government support, and have very good private support. They acquired additional cash from the Peruvian collection. They are now expanding to a weeklong event and are collaborating with other organizations with a variety of venues. On all fronts, it meets all the criteria within this category. The outreach is impressive because they send traditional artists to schools. The youth artists are a very significant and successful part of their market. Are a good tourism draw to Santa Fe.

Back-Up Panelist – Ms. Scheer: They indicate they have a presence on Facebook, but there is nothing on the page. If you Google Spanish Market itself, the first website is santafenm.info, showing 2011 dates. It takes several clicks down the Google list to find their actual website, which is fabulous and gives tons of information. It is important to make sure all their information is current. Have excellent programs in the schools, but would have appreciated more specificity – where, who, what.

General Panel Comments: A lean and concise grant to read. Did not have to divine information, the numbers were clear. For adult artists, the Market is often the only outlet available to them and they often make a large part of their yearly salary there. They got more specific under education in terms of outreach, how many public schools and the

summer education series. On a technical note, when you Google key terms they had trouble having prominence in what can be battlefields of search engine key words. In their online presence, they have recognized search engine optimization as something they are working towards. Just the fact it is on their radar is great, but it can be a long road for them to get on top.

There are three destination events over the summer, and this is one of them. No question this is a draw for tourism. Even though they do have a national and international profile in their ads, they have not broken out to new media in the level they have with traditional media. Was struck that their presentation was all photographs, with no video. Would recommend using that to promote them.

Center for Contemporary Arts of Santa Fe (CCA)

(no conflict of interest)

Sample: A film montage with excerpts from films shown.

Request: \$35,000

The CCA requests funding for the CCA Cinematheque programming, which will provide more than 1,400 screenings and community/education events in two theaters. Programs include: Cinematheque Partners program, 40-50 education events presented with collaborating organizations; premieres, 1,000 screenings of 50 independent films from 12-15 countries; "Treasures from the Archive," 20+ restored classics, 100 screenings; and ArtScreen, 12 films about the arts, 30 screenings.

Lead Panelist – Mr. Lovato: It would be easy to look at a cinema house like this as a clearinghouse and a pet project for someone who loves films and classics. Have learned this is not that kind of an organization. They are strong in terms of how the organization incorporates itself into the community in new and exciting ways. As a good example of what they offer, they just had a screening of the Bob Marley documentary that included an interaction with the director via Skype. In the proposal they put on a lot of productions with a wide reach to viewers and have an established following. These festivals attract out of towners. While a lot does delve into locals, when they rent out these festival environments, they include partnerships with the Smithsonian, SITE Santa Fe, Santa Fe Institute, Veterans for Peace, which has a tourist and outreach impact. Their marketing is savvy and strong. As a rare inverse, found Twitter to be more robust than Facebook. Their social media could improve. Saw room for promoting national and international awareness. Their tickets are priced accessibly. An interesting statement was, "Audience members who avoid museums, theater and opera often give independent and foreign film theaters a try." That is an assumption. Also anecdotally agree with that, and you see that when you are at the theater. One area of outreach where there could be room to grow is to Hispanic audiences. Overall, a strong and good organization.

Back-Up Panelist – Ms. Pedersen: People do not come to Santa Fe to go to the movies, but if they are here for a while, a vibrant independent film scene in a theater such as this

is a big plus. They really are very creative in what they choose to show. Their audience is 76% Caucasian, and there is room for outreach there. Their films would be of interest to a broad audience. Appreciated the specificity of their figures, but do not like the informal surveys being preferred as a form of hard information.

General Panel Comments: Agree tourists are not going to come here to see a movie, but given the category we are in and where they have to fall in our criteria, would like to see what they could do to attract the tourist market that is here. Do not see specific mention of concierges and hotels. Appreciate the specificity of the data.

When these festivals occur, they are bringing in out of state filmmakers and the audience that may accompany those films. Very often the CCA is the only place in New Mexico where a particular film is being played. We struggled with the CCA application last year and never sorted it out. Will commend the organization for focusing their application on their most successful enterprise. Was particularly pleased with the way they broke out the advertising, not so much in what they did, but how many impressions they had, which gave a sense of scale of the marketing and promotion being done.

They are going to have to open a coffee bar. If they have 26 screenings in a week, it looks like it will run 24/7 for a period of time. Love they have demonstrations that coincide with certain screenings.

Santa Fe Pro Musica, Inc.

(no conflict of interest)

Sample: Several pieces from prior performances, orchestral and strings.

Request: \$35,000

Funding is requested for the 31st season beginning September 2012 and concluding April 2013. Comprised of five orchestral programs and six chamber ensemble programs at the Lensic, Loretto Chapel and St. Francis Auditorium. The season features three weekends of solo recitals/orchestra concert pairs, ten of our time-honored Baroque Christmas concerts, Mozart concerts between Christmas and New Years, a quartet concert and Baroque Holy Week concerts. There are 28 concerts total, with three educational youth programs and community outreach services.

Lead Panelist – Ms. Pedersen: Like a number of applications, found it confusing and short on hard numbers. Most concerts are during holiday times, which is good because that is when people like to listen to baroque Christmas music. They might add concerts to early summer, an underserved time. This is a niche market, and a lot of the wording in this application is a certain amount of promotion-speak. They would be better served by keeping that kind of language to a minimum and just giving the facts. Maybe they should market more nationally to people who are classical music aficionados and like to travel. Their website is well designed, but unfortunately there is randomness with 2011 events

mixed in with 2012 season. There is good business and foundation support. They give quite a bit of space to outreach, but nowhere is there an actual number of participants in the program. The board is heavy on retirees, and if you are going to perpetuate your organization, you need to appeal to people who are younger. Urge them to have younger members on their board. There is a certain element of preaching to the converted in the application. They are targeting the people who are predisposed and they cannot be blamed for that, but they need a more creative outreach than they have.

Back-Up Panelist – Mr. Kirk: Like their specificity in certain areas, but not in others. This organization has grown in leaps and bounds and probably has become a destination, particularly with their winter concerts. The balance between Santa Fe and non-Santa Fe is 60-40, which is not bad. There is not a lot of specific backup to estimated expenditures, but they are specific about employment. Would like to see a greater web and Facebook presence, where they acknowledge they are weak and taking steps to correct. They are marketing aggressively to their audience and have interesting ideas to involve donors, such as Adopt a Concert. They provide material to the classroom and deserve credit for the Champs program that has expanded, but would like to know where it expanded to. Their Spring Fling is an intense teaching workshop with people from Julliard that has a public performance at the end.

General Panel Comments: Thought it was great they have expanded the outreach program and it now has an adult component for amateurs, they do one performance to a retirement home, which makes their outreach doing outreach. Nice to see other nonprofits are advertising in their brochure.

Santa Fe Desert Chorale (conflict of interest – Gail Springer, Kirk Ellis)
Sample: Several pieces from prior performances , orchestral and strings. **Request:** \$35,000

Santa Fe Desert Chorale requests funding for the 30th Anniversary Season to include a Summer 2012 Festival and a Winter 2012 Festival. The Summer Festival will include: From Back to the Beatles, Dancing the Mystery, Celebrating the Centenary, Evening of Cabaret with Patricia Racette, Rachmaninoff's Vespers and Encore. The Winter Festival will include: Carols & Lullabies, Big Holiday Sing, Lighter Side of Christmas and Toast to the New Year.

Lead Panelist – Mr. Namingha: The audience size listed may come from their collaborations with other organizations.

Ms. Garcia y Griego stated the 10,000 is their own audience and is based on the number of tickets sold in the earned income.

There is no Twitter, even though the narrative states there is one. They update their mediatags, which helps when people are using search engines. They provide business cards for staff and the directors, which is important for networking. Found the economic narrative confusing and tried to do the numbers on my own, and still do not know where they came from.

Back-Up Panelist – Ms. Sakiestewa: Overall, a well thought out application. Liked they will consult with SFPS music staff to find out what kind of outreach program will most benefit the young singers. Have a lot of traditional media, including summer mailings. They have an amazing amount of private and a nice composite of corporate, foundation and government support. Their budget seems to have a reasonable progression of growth. All in all, a strong application.

General Panel Comments: This and a lot of similar organizations do a good job of finding their niche audience, not just in Santa Fe and the region; but when they start to collaborate or work with public radio stations, that broadens the appeal. Although it is hard to know how much radio listenership there is, it is effective and engaging. That factors into the attraction of tourists and promotion and marketing of Santa Fe.

Compliment them on their very current use of social media. They posted photos on their Facebook page last night of the recent work they did with the men's choir at Santa Fe High. As well, found confusing the numbers on economic impact and had to rely on numbers they gave at the end. Along with their unearned income the amount in different organizations speaks very well, makes them a stable, forward thinking organization. They are thinking about redoing their outreach by consulting with the teachers in programs they have reached. Appreciated the specificity of the description of the education program in SFPS. Their PR pitch is to regional and national media, ranging from Taos to the *New York Times* and *Los Angeles Times*. Perhaps they could do some international down the line.

Santa Fe Children's Museum

(no conflict of interest)

Sample: Slides of work by children and workshops, creating art with mentor, fireside music, ethnic dancing, flamenco, guitar, harmonicas, participation.

Request: \$35,000

Funding is requested to support the Comprehensive Participatory Arts Program that provides art and music programs led by working artists, musicians, writers and performers, for all museum visitors. The Museum is open six days a week and artists are hired for one to three hour drop-in programs and events. The program also includes special events and seasonal festivals that include: Winter and Summer solstices, Autumn Festival, *Dia de los Cuentos*, Holiday Performance Series, the Museum's birthday party and Spring Storytelling Festival.

Lead Panelist – Ms. Springer: There are daily programs, as well as six seasonal special events, which appeals to Santa Fe as a family and tourist destination. Targeting to tourist families is primarily to those that are already in Santa Fe and searching for child friendly destinations. The website has basic information images in print, but neither as vibrant or inviting as the museum is. A user has to register and pay a fee. The calendar had one or two events listed with no sound, photos or videos. Twenty-five days of the month had absolutely nothing noted. Facebook had only five photos. Considering joyous image potential of children at the museum, both the website and Facebook were terribly disappointing. Although the grant application does not clearly differentiate between the museum generally and the comprehensive participatory arts program specifically, found it difficult to discern what the economic impact of the program would be. Neither the grant application nor the website clarified the specific program funding in terms of outreach. Certainly, the museum itself runs valuable outreach opportunities to the Santa Fe community. They have free passes and field trips and take its programs to schools, but which, where and how many were not specified. It was not clear if these programs are part of these outreach activities. Overall, the grant application did not clearly communicate the specific connections of this program to the rest of the information of the grant criteria.

Back-Up Panelist – Mr. Lovato: The grant could have benefited from a bit of focus in the sense of, we know the Children's Museum handles a lot of outreach and different programs. But when was all lumped in on the list, was hard to determine what was applicable to the specific request for funding. It makes it difficult to apply to certain criteria. For the future, they could be more focused. The promotion and marketing is reasonable for the area. In terms of looking at it through the tourism lens, children's museums can be a tourist destination, a traveling family says, we'll go to the children's museum today and the opera tonight. It has a strong tie-in to tourism and that could be expanded in the marketing proposal to hone in on those types of people. Based on what was submitted in terms of printed collateral, there could be some benefit from reassessing the graphics on it.

General Panel Comments: A pedantic point, when people are breaking out tourist attraction, there is often a confusion. They have simply added numbers up, when what we are asking here is, how many are from Santa Fe, how many are not from Santa Fe but from New Mexico, how many are not from New Mexico but are from the United States, and how many international. Do not know if it is our language or their interpretation, but they are not the only one to do that. How you judge an organization like this in tourism is difficult. But as people start traveling in cars with families, children's museums do become an important attraction. The only way to measure that is by looking at their marketing campaign, which has almost no out of state or national component. It is strictly local. Based on the way they are promoting the organization, it is not an attraction to tourists and its impact is limited to people in Santa Fe.

Found it confusing as well. From the material, printed collateral and video they provided, it seems they are relying on our good graces. Wholly support this as a worthy organization. A lot of things were not evident in the grant to help make my decision. This is a valuable resource, and in that case the concierge connection is vital. Would like to see that beefed up. The economic impact section is muddy and opaque. Regarding presentation, when I am looking at grants, I like them to be easy to read, and would like to reiterate the point about, if everything is underlined then basically nothing is underlined. If you have a number of specific groups you are serving, break them out in outline form, so I can see immediately what they are; if you have goals, number them. It makes it easier to take it in.

Children's museums worldwide are a destination magnet more so than history or science museums. There are great examples in the country where people with small children Google to see where the children's museum is and what their events are. Some people use a children's museum like a club that they visit two or three times a week. They serve the community well and are on the brink of serving a wider audience and they need to do that. They are also talking about repositioning the museum as an innovative community hub of learning and hope they take the global view into perspective when they do that.

Santa Fe Art Institute

(no conflict of interest)

Sample: Photographs of institute, work of visiting artists and installations, and artists creating their work.

Request: \$25,000

Funding is requested for *HALF LIFE: Patterns of Change*, at the Santa Fe Art Institute. The series will explore how artists redefine "useless" as useful by creating a new life for objects, and how that renewed life alters the role of an object entirely. Artists pursuing similar work with degraded landscapes, blighted neighborhoods and other systems—infusing them with new purpose and expanding the potential for positive change will also be examined.

The intended use of the 1% Lodger's Tax is used primarily for marketing and promotion, and if the applicant is recommended to receive funding, the project budget must be revised so that at least 50% of the grant award is utilized for costs associated with marketing and promotion of the project.

Lead Panelist – Mr. Lovato: This is a wonderful organization that does so much good stuff that this grant does not serve the organization justice. It starts off in the project description that is heavy on philosophy, vision and mission and thin in creating, and telling me what it is. Have been trying to get a sense of what *Half Life* is. A paragraph gets into opaque territory that describes the intention, but not what the project is going to do. It does get more clarified within the grant. What the grant provides me with is, they

are going to provide stimulating art experiences for young and old. They have a great vision, a great mission. But when have to look at it through the lens of the criteria of how to qualify attraction to tourists, have to make a lot of assumptions. Their social media was robust. They had an excellent blog separated from their main website, and found myself getting absorbed into the blog side, kudos on that. There may be a serious financial contribution, and a lot of the resident artists live and work in Santa Fe. But want some attribution and a way to quantify those numbers. There is no indication who the outreach is impacting, but they just rehash the project description. Materials are bilingual and sound great, but did not follow the narrative. Encouraging bilingual programs is a nice touch. Overall, it is a wonderful organization doing a lot of good work, but the grant forced me to do a lot of divining.

Back-Up Panelist – Mr. Chavez: The language of the application was so dense, had to reread, which is not a good thing to do when there are so many different grants. Know the organization, but got confused about them reading the application. Like the Santa Fe Trails bus panels. Could navigate through the website, but there are so many programs going on, would have to take more time to go through most of it. They have a significant presence. They could give better breakout on numbers, i.e., salaries. Encouraged that they provide materials in Spanish and their outreach can be found on the website. They ask communities what they can do to help them. Instead of coming in with a plan for them, they get out in the community.

General Panel Comments: Would like to make a strong point, if the category is called “brief project description,” please describe the project, not a philosophical statement on the arts which is important, but that is not the spot for it. The Hopewell district is specifically broken out, but am unclear if it is connected to this project. There is just so much potential here, their weekly school and summer camp programs, connecting to creative cities and bringing into Santa Fe families and individuals interested in participating in the arts.

The administrative salaries and benefits are the greater part of the budget. This may not be their fault and is hard to assess because are talking about a specific project and we are looking at the whole organization. Could be vastly more succinct and thought out. No programming is listed on the web after this month, which gives pause. It is nice to see how far this organization has come along since they were in the back parking lot of Second Street Studios. Found the application vague to the point of incoherence and will have a hard time evaluating it because have no real idea of what the project is. There are so few specifics and so much generalization that when got to something worthy, did not trust it because everything else had been so incredibly vague. It is a good organization, but they have done themselves a disservice with this grant application.

Wheelwright Museum of the American Indian (conflict of interest – Michael Namingha)
Sample: Digital slides showing jewelry, silver work and other items displayed. **Request:** \$62,500

The Wheelwright Museum of the American Indian seeks funding for its 2013 exhibition season. The Museum will present six exhibitions of historic and contemporary Native American art, focused primarily on the work of New Mexico artists.

Lead Panelist – Ms. Sakiestewa: Extraordinary Native American Indian work. They explain that they do all original research and have substantial publications in the form of books with the exhibitions. They have a national and international presence and a very strong reputation in promoting children and up and coming young artists. They do a lot with living artists and take on projects that other museums are not willing to do. It is nice to know is for an exhibition for 2013, which shows that some people plan. It is a free museum and they have an online presence. They use the museum shop as an extended educational experience in that everything that is historic or contemporary has a statement about the artist. They do a children's powwow annually. They give \$15,000 in scholarships to young Native American artists. The attendance was down due to the fires last year. It was a surprise that they did not show corporate, foundation or government support. They have a lot of private support and would like to have seen it listed or broken out. They get a substantial amount in their donation box. They do an excellent job and have good exhibitions.

Back-Up Panelist – Ms. Scheer: The return visitors fact they gave was excellent. They indicate on their PR plan that their postcards are distributed personally to concierges, which goes a long way to having an impact. Was also surprised to see the lack of business and foundation support. They are smart to target specific audiences with particular classes and events, and it seems they make good use of knowing where they should spend their marketing dollars and their resource energy to finding people that are most interested in their events. Also like that their collections are available for study.

General Panel Comments: Found this to be exemplary, precisely worded, specific to the criteria, and a detailed breakdown of expenses. Makes a solid case for itself as a major tourist attraction and a reliable source of revenue for the city. A comprehensive marketing campaign, both in traditional and new media. At one place in the application it says the museum maintains its commitment to scholarship and considers itself primarily an educational and research institution. For an institution that describes itself in that way, it has a remarkable amount of varied outreach.

Santa Fe Symphony Orchestra & Chorus, Inc.

(no conflict of interest)

Sample: Video of performances, discovery concerts for fourth graders, *Marriage of Figaro* and *Peter and the Wolf* with Joe Hayes narrating.

Request: \$62,500

Funding is requested for the 29th season to include 31 concerts from September 2012 to May 10, including: ten concerts at the Lensic featuring Strauss' *Till Eulenspiegel*, Fall Fantasy with Mussorgsky's *Night on Bald Mountain*, Handel's *Messiah* conducted by Tom Hall, a Beethoven Festival, Tchaikovsky's *Symphony No. 5*, Vaughan-Williams' *Lark*, Music of Spain and Mexico, Dvorak's *Symphony No. 6* conducted by Ward Stare and Orff's *Carmina Burana*. Education and outreach concerts will include 12 ensemble concerts for Santa Fe public elementary schools, five ensemble concerts at area retirement facilities, two Discovery Concerts for fourth graders at the Lensic and two free concerts at the St. Francis Basilica.

Lead Panelist – Mr. Lovato: They have strong seasonal advertising and radio ties and spend a good portion on printing and promotion. This is a marketing driven proposal, which is in line with what the Commission is looking for and a big piece of what the grant funds are looking to utilize. Loved "Meet the Orchestra," which is in English and Spanish and interactive, read it all, played the games in it. So fun and engaging. The application goes outside of just the breakdown of how many dinners people buy. It is a dense grant with a lot of detail, which is hard sometimes, but the details and specifics helped to outline what they are striving to accomplish and helped in the scoring. The statewide impact is almost \$3 million when factor in the multiplier. Outside of indirect expenditures, there is also the fostering of music and sustaining professionals in the classical world. It is valuable to pay these musicians and the people producing the shows. Obviously, ethnicity of the audience is disproportionately Anglo compared to the population of Santa Fe, but they are making an effort to reach into the community. Another model of a well-written grant.

Back-Up Panelist – Ms. Springer: Very clear and specific, and would be even clearer if bulleted rather than paragraphed. Thought the project and description itself having a built-in educational component, along with the concerts, was very beautiful and well done.

General Panel Comments: The \$100,000 in foundation support means they have an actual endowment, and would like to see more on the application. A professional video. Wanted to know which SFPS those were. Like the radio broadcasts. The fact they have the concerts for fourth graders indicates they have done their homework. Excellent application and gave clear numbers. The outreach is exemplary.

The Santa Fe Concert Association

(no conflict of interest)

Sample: 2011-2012 season performances, featured violinist, aria from *The Magic Flute* and a duet.

Request: \$40,000

Support is requested to present a series of 27 performing arts concerts of internationally-acclaimed artists primarily at the Lensic, the St. Francis Basilica and St Francis Auditorium; self-produce three symphonic concerts with guest artists; continued community and educational programs; and implementation of an expansion of the Youth Outreach programs. Artists will include violinist Hillary Hahn, Academy of St. Martin in the Fields, Signum String Quartet of Germany, pianist Louis Lortie, touring Broadway production of *Fiddler on the Roof*, Chanticleer and others.

Lead Panelist – Ms. Scheer: Was grateful the project title included the statement of both requests so did not have to wonder. Another example of a wonderful organization that may not be served well by the application that tested my use of the question mark in a big way. Found a lot of places where kept asking, where? what? in reference to what they said. There was a surprising lack of addressing tourism as the focus in the application. Recognize that sometimes an organization does not have that focus, but that is this grant application process. They indicate they advertise in the visitors guides and then it says, additional advertising in, tells me it is not at the top of their priority list. They have engaged a top level marketing team for search engine optimization and network of links. Next questions were, which ones, what, and where. Do believe that national and regional advertising could serve them quite well and serve the tourists by knowing in advance of their trips. They show recent increased focus on internet related advertising. Statements in terms of economic impact are nonspecific, even though they have dollar amounts listed. It is hard because the evidence appears anecdotal when things are said, such as, guest artists eat, shop and take spa treatments while here, and stay in local hotels. If these are your guest artists, you should know how much they are spending in a local hotel and be able to supply that for me. Was also bothered throughout the application by typos and errors in spelling and grammar. This reflects upon what I think about your diligence to detail, especially when there is a typo in the title of one of the outreach programs. Would like supporting documentation for returning visits. The outreach program is very thorough and continue to encourage them to seek out all the programs in the community that might benefit from their outreach, as opposed to just those that come up first when you Google Santa Fe dance or music or school.

Back-Up Panelist – Ms. Sakiestewa: Specificity would have been greatly appreciated. They have a lot of support and good board participation, which is not insignificant. Next year they might have a \$2,000 deficit but it seems they would be able to handle it. It feels like the application was written by different people because some parts seemed put together well and others were difficult.

General Panel Comments: It's been briefly touched upon about the nature of the advertising. This is aggressively local. You cannot open a paper every day without knowing there is a concert going on in this town. What found perplexing is, you have world class acts they know about well in advance that are major draws in any city where they perform. So you need to get the word out to those other cities that these people are coming to Santa Fe. They seem to be making a sincere effort to engage the broadest possible audience. But the audience is just resolutely white and old. There is that disconnect between the effort and the reality.

Was extremely bothered by the multiple typos, some ungrammatical sentences, and the use of et cetera over and over again. And the word epic, which was never defined. Please do not assume we know what an abbreviation or acronym stands for. Think that is sloppy and asked if they would be as sloppy with the money as the application was. It doesn't take long to proof something.

Southwestern Association for Indian Arts, Inc.

(no conflict of interest)

Sample: Photographs of paintings, basketry, jewelry silver, fetishes, pottery, rugs, sculpture.

Request: \$100,000

Funding is requested for the 2012 Santa Fe Indian Market, the oldest and largest Native arts exhibition in the United States, and its year-round programming. The annual market will include 7,000 booths displaying the work of 1,200 Native artists from throughout the country and is attended by more than 100,000 individuals yearly. The market will also include the Native American Clothing and Fashion Contest, demonstration booths, educational symposiums and a stage featuring performances by Native musicians and dancers.

Lead Panelist – Mr. Chavez: They expect 100,000 people annually, a not insignificant number. This is one of the larger organizations that is obviously world renown. There is an enormous impact on the city with \$122 million brought in last year. Because of its size, it can place full page ads, have billboards up in July and August, 60 second radio spots running for three months. Their detailed study means they made an effort to get the numbers. Enjoy the radio ads. We have many major organizations giving us a slide show, which does not speak well for them. It would help to be up here in a more dynamic form with the presentation. They generate \$18 million for the local artists, which is real impact. There are a lot of pending grants and foundation and business support. But the numbers pending are significant. The inkind contribution is an enormous machine. They have a Native Cinema showcase, which is a great opportunity for more information as a part of the presentation to us. They are keeping track of their visitors. It is an organization where their patrons represent the ethnicity of people who

are putting it on. Much of the accessibility of the art and interaction outreach is with the individual artist. You talk with them, get their card and see the demonstrations.

Back-Up Panelist – Mr. Ellis: The film classification that has been added begs the issue of, so let's see some video as your presentation package. Beyond that, it has brought in a whole new group of artists and a new group of people who are not necessarily collectors and are interested in Native American art. The fashion show and skateboarding competition are a very important adjunct to this with a lot of youth there. They have found a way within the confines of their rules to make it the most successful event they can.

General Panel Comments: Think it is not good that they only have Buffalo Thunder, and all of their support is pending. For an organization that has been in this community this long and has a huge significant impact on return dollars that are spent in the city, there should be greater local support from businesses and foundations. It shows private support of \$50,000 and they take in a tremendous amount of money for prize money, which is not insignificant. They have added categories in film and other areas. Found the financial to not well represent the organization. Also looking at over 50% of the visitors are age 55 and older. Things like the skateboarding events will help attract a younger audience.

A lot of these organizations would do well to note also that the focus of our work is the connection to the community. Although I can look at work in many areas and define its artistic merit and say this is wonderful, it would give an organization a huge service to show me a film with people responding to the work so I see what your connection is to the community. Imagine a shot from above the Plaza where you see the volume of work. That would do a great deal to help us evaluate the applications.

El Rancho de Las Golondrinas

(no conflict of interest)

Sample: Video that showed activities and included photographs of exhibitions.

Request: \$62,500

El Rancho de Las Golondrinas requests funding for programs during the grant year. The project will welcome approximately 55,000 visitors to eight weekend Festivals, three special Living History programs and a three-part winter lecture series. More than 800 artists and performers will be involved.

Lead Panelist – Mr. Namingha: They set a record for visitors in 2011, almost 56,000 people. Their website has a page of friends of El Rancho where contributions can be designated. They have a daily blog that is updated daily if not weekly. El Rancho is used for films, TV, photo shoots, weddings, and private events, which contributes to the local economy.

Back-Up Panelist – Ms. Springer: It is significant that \$200,000 of their contributions came from out of state in 2011. They have nice government support. Not sure what is pending and what is not. Did not get as much information as would have liked in the area of outreach and education. They were fairly generalized, although there was a total of 15,000 students and teachers that come to the museum and 10,000 visitors are admitted with no charge. Did not get what are these schools and what are underserved areas. Again, they did not show the schools the K-6 students came from that participate in Spanish Colonial Days. They do 50 presentations offsite, but they do not say which ones they are. They are increasing the age group in their audiences, and was curious how they were going to do that. Overall, Santa Fe is very fortunate to have this living museum.

General Panel Comments: It seems we are in that ambiguity between the proposed project and the greater overall organization. Again, all the description is to support some of the major events. It is all lumped in, but is not as glaring as in some of the other areas, but it makes it challenging to parse out the information.

They are asking for their entire year's slate of programming and got the sense it is an extension of what happened the previous year. They are increasing their demographic, but would have liked more specifics. It seemed they are looking to do that through social media. This is one of the only applications that actually quantified the social media, number of tweets and Facebook friends, which is broken out well. Beyond the things they are doing in schools, they have had to look at how to bring more people in. They decided to erase the invisible borderline between New Mexico and Mexico, and that ballooned their attendance. This is one of the first points of contact with Hispanic culture many people have. Organizations like this that do broaden the definition of their mission will benefit in the long term.

Ms. Garcia y Griego pointed out that the Renaissance Fair is not included in the application because it is a fundraiser.

Appreciate that they subsidize bus transportation for some schools, because that has become the new reason why schools do not do field trips and events. It is a small sentence with huge impact. They say they welcome Pueblo students from as far away as Zuni. A van that transports older and infirm visitors around the site at no charge shows they are making every effort to get every age and demographics there. The financial information is spelled out, which says that they keep incredible records, which then says they will be fiscally responsible for any grant money received. Foundation and government support is a significant number. Even with that they still have inkind because of all the volunteers at the museum. It is such a significant number.

Appreciate the thoroughness and vigor of this organization. They said they recognize from their visitor information surveys that they have carried out since 1991 that the

internet is an increasingly effective way for people to learn about them. And the fact that they thought back then that is something they needed to do. Their visitor information surveys is obviously working for them. They also have an endowment that is very nice.

Santa Fe Chamber Music Festival, Ltd. (conflict of interest – Michael Namingha)
Sample: Audio from past performances, including Piazzola. **Request:** \$62,500

Santa Fe Chamber Music Festival seeks funding for its 40th season from July 15 to August 20, 2012, at the Lensic and St. Francis Auditorium. The season will feature 40 concerts of traditional, Baroque and contemporary music, including four specially-commissioned new works, plus five free youth concerts, and 25 or more open rehearsals, all featuring a record 100 nationally- and internationally-renowned musicians. The Festival will also co-host its first-ever scientific symposium on music, the brain and healing.

Lead Panelist – Ms. Springer: An impressive orchestra for the high quality of programming and artists that are attracted to the festival. It is a skilled working organization that shows in the clarity of the grant application. For such high quality they should advertise in national and international papers and journals. Current advertising seems to be localized except for the syndicated radio series. Spent some time Googling and searching and concluded they need better internet presence. The name itself is great and get lots of interesting sites. But when Googled music or festivals or Santa Fe tourist attractions, did not come up with much. There was no link on santafe.com or santafe.org, except if you know its festival name. It was an odd thing and not sure how it works with search engines. If you know about the festival, the internet presence is informative and widespread, but if just looking generally for music in Santa Fe, it is not easily available. Outreach opportunities are very strong in the way they make it easy for people to observe the process of musicians in rehearsal. Their daily free open rehearsals are an extra offering. There was no mention of going to perform in underserved locales or offering youth chamber coaching educational experience. Considering the quality of artistry, would expect them to expand their image and reputation nationally and internationally. An associated music camp is something many other chamber festivals do for talented young musicians.

Back-Up Panelist – Mr. Lovato: They are doing so much with the youth concerts, including the music in our schools programs that have free concert curriculum for teachers, concerts for different public schools. The bridge now is, how do you show people everything you are doing and how awesome you are with what you are offering through things like podcasting the radio programs you do, through more photos interactive of these programs. They are a big organization and it is a missed opportunity not to have more documentation of their outreach. That would add a service to their

image. They have a loyal following and obviously have a strong drawing, which is more a reflection of Santa Fe and its concert going people than the organization itself.

General Panel Comments: Always bemused when get to an application from an organization that is 40 years old and they make the statement that an effort is being made to link to younger demographic. There is no time like the present, and they are coming late to the table, which is a disconnect. They have significant tourism and economic impact numbers despite the fact that their marketing and promotion campaign is not that interesting and lacks a major presence online. There is so much more they could be doing.

They are branching out by co-hosting with Memorial Sloan Kettering symposium. It is great their programs in the schools is year round and they are evolving from being a seasonal organization. They have incredible foundation, business and government support, which speaks very well for them. It is commendable they are operating with a surplus and without a debt. The unearned income area is amazing.

SITE Santa Fe (conflict of interest – Michael Namingha, Todd Lovato)

Sample: Slides showing past exhibitions using photography, and interactive projects.

Request: \$30,000

SITE will collaborate with Minneapolis Institute of Arts on an international exhibition examining the impact of deception, simulation and new technologies on art and everyday life. *More Real? Art in the Age of Truthiness* will propose that our understanding of the truth is no longer bound to anything tangible or factual. Participating artists will include Thomas Demand, Sharon Lockhart, Vik Muniz, Evan Sussman and Ai Weiwei.

No funding that is approved can be used for fundraising purposes. If this organization is approved for a grant, they will need to adjust the budget for promotion and marketing.

Lead Panelist – Ms. Pedersen: This is an interesting application and would have liked more clarification of the relationship between SITE and Minneapolis Institute of Arts. The estimated total of the audience was 28,000, which is higher than SITE's annual number of visitors. This is a sexy, contemporary subject and has some high profile people in it. It is a timely and well chosen theme. Whether it can follow through remains to be seen. Think it will generate quite a bit of buzz nationally and internationally, given the people involved. There is a reasonably aggressive PR plan. They are opportunistic, and that is to their credit. The website is a thing of wonder, clean, crisp, easy to negotiate, comprehensive, and has a lot of information about this exhibit, including their press release. They are also proposing to create a new website specifically for the exhibit, which is an interesting interactive way to engage people and augment the whole point of the exhibit. They have solid business and foundation support, and private

support of \$962,000. Their figures in terms of financial support are impressive. I do not like words like typically. I want hard facts and to know if you are talking about something that can be ascertained. SITE events that are not necessarily germane to this particular exhibit are included. The application does not describe collaboration with other art programs. Appreciate the bullet points under education outreach. SITE's relationship to the project is unclear. Got the sense they do what they do and do it relatively well and are not particularly interested in doing a whole lot more.

Back-Up Panelist – Mr. Chavez: A lot of arts organizations design their season and then look at our categories and ask how can they fit into our categories. Was struck that they make the statement that SITE is an international destination for contemporary art audiences, which it has proven to be true. Under economic impact for the city, they give specific numbers, but they did not do the math, which would have been a help.

General Panel Comments: Think the outreach educational program, the Young Curator Program, is a nice unique niche. The only program of its kind in New Mexico teaching the curatorial side to high school students. That is important. We see plenty of art outreach programs that teach the art skill itself, and this is a nice niche for them.

Was confused by some of this application, although the outreach component is clear. Questioned the numbers for both tourist attraction and economic impact because it is hard to determine if they are related to the project or the biennial, which is not a factor. They say that 50% of their annual audience comes from out of state, but is that in a biennial year or when they have a regular exhibit.

Ms. Garcia y Griego this project replaces the biennial, which they are not doing.

Agreed it should be more clear that they are asking for money for just for the art of the Age of Truthiness. It wandered here, there and everywhere. The most positive thing is that SITE has have become more local user friendly in the last year, which will help in the long run in the big picture.

Santa Fe International Folk Art Market

(conflict of interest – Kirk Ellis)

Sample: DVD with narrative, helping to create a better world, it is more than a market, one that brings the world together. Showed photos of people in their native countries, live video from the art market.

Request: \$62,500

Funding is requested for the ninth annual International Folk Art Market to take place July 13-15, 2012, on Museum Hill. The Market will present 175 folk artists from 54 countries, multicultural entertainment, ethnic foods and hands-on educational activities

for children and families. The event will include demonstration booths and opportunities for interaction and cultural exchange.

Lead Panelist – Ms. Scheer: The video selection presented is ideal for the application and enables me to see how the community and public interact with the event and have a personal connection to it. There is no denying the tourism and economic impact. The traveling artists bring in the potential for other people connected to the artists or interested in this kind of event traveling to it is not quantifiable, but they managed to quantify it. They have targeted pretty much all media through their national approach, although the list is somewhat non-specific. As a nice note, they approach producers at national television and magazine shows, which would be a good feature spot for them. A nice thing we have not seen before is that they network trips in New York, DC and Phoenix. Would point that out as being part of why they are so successful. Would have liked more specificity on the national press as opposed to the statement that they made. Appreciate their math in the economic impact statement where they indicate what they generated in artist sales and that they paid \$179,314 in gross receipts tax on those sales. There are 215 local vendors, 15 food, 12 performing groups from throughout the region. Thought the ethnicity of their audience would be more diverse, but do not know that is a fault of the organization. They are making a significant attempt in their multi-pronged approach to get people and use the volunteers. Love their fact sheet. It is not only educational but a great marketing tool. Their data is right up front and do not have to be a diviner to figure it out.

Back-Up Panelist – Ms. Pedersen: A good application that is slightly less hyped than their previous applications. There are some grammatical errors and inconsistencies in the project description. Over the years they have built on what they do. Their outreach is good. The methodology for the \$13.8 million figure is on the fact sheet underneath the figure. Appreciate knowing how they got those figures. Was also somewhat perturbed by the 4.5% Hispanic attendance figure. Think that is something the market should look into. So many volunteers is a huge number. Given the overall mission of the market, it gives local people a way to feel they are contributing and making a difference. The business and government support is good, foundation was good, although would like to know which is pending and which is current. A great organization.

General Panel Comments: For some it might seem as a deterrent to have to take the shuttle or the fact that it is on Museum Hill and it seems jam-packed. Perhaps they should seek out another venue to expand the market. It is a new-ish organization that has had huge success and has a very good fiscal year. They garnered great unearned income support, which is laudable. Was not so impressed with 1,700 volunteers, because that is like a small community that has to be managed, and sometimes more is not better. Think their biggest challenge is overcoming the 85% mostly Anglo demographic and somehow reaching out to newer and younger audiences. They do a good job overall.

They do market in Albuquerque, including the *Albuquerque Journal*. When went to the market last year my shuttle left when the train had just come in. The train was packed and they all got on the shuttles right away. It is a very smart marketing tool. Like they mention they are part of UNESCO Creative Cities, obviously one of the jewels of that. Something that might help with demographics. The prices are so reasonable, that it is easy for a family to make the event and even to purchase something. People might not know what a reasonable and fun place it is to be instead of what people consider the standard marketplace in Santa Fe. They have outgrown the space, which is wonderful; but it does get claustrophobic, which deters some people from returning. Outreach for other people and communities might be to have an early opening for the elderly and handicapped, and then maybe an hour earlier opening for a younger audience. As soon as I learn the dates each year, I send a text to my friends who want to come stay at our house for the market.

Lensic Performing Arts Center Corp.

(no conflict of interest)

Sample: Performance of *The Tempest*, Indian School Spoken

Word team, Trey McIntyre project, dancing skull heads. **Request:** \$62,500

The Lensic seeks funding for Lensic Presents, a year-round series of programming in the performing and literary arts that includes World Music, Under Construction, New Works in Progress, Big Screen Classics, The Met: Live in HD and the National Theatre of London in HD. The series will consist of as many as 50 presentations in theater, music, dance, spoken word and lectures.

Lead Panelist – Ms. Sakiestewa: An organization that has a long track record in doing presentations. Have excellent earned income in their budget; NEA support, New Mexico Arts and get additional money for special projects. They offer programming that is diverse, but they do need more foundation support. They are downtown, with excellent access for tourists and offer a wide category of programming. Even though they may not be specifically targeting tourists, it is something they would easily come to. In some ways they are more localized, and perhaps that is something they can work on in terms of developing an audience outside of the area. A good application.

Back-Up Panelist – Mr. Namingha: They have a large board of 25, a good thing for an organization like this. The advertising needs to be more regional and Albuquerque would be of use. The Met Live broadcasts are cool. Sat next to a little girl who was very into it and to see her so involved with opera was good.

General Panel Comments: Always hear the words Lensic of Santa Fe on the radio. They are the beneficiary of lots of press from other organizations that use it as a venue. Besides the pass program, they do pay for the buses for students to see the show for free. They use interns from public schools in technical theater aspects and give scholarships

and go to schools asking how would they like to apply for the internship. Then they hire the students during the summer. They have a Facebook presence for Lensic interns that is updated constantly.

One thing very good about this application is that the Lensic more than anybody else could say, We are an institution and we really don't need to explain ourselves. But they made an effort to focus the application on their most community based project and back up their assertions with numbers. You could make a valid argument that they are as identifiable now in the local landscape as the Plaza, and so they really are a tourist destination. People are always checking out the box office and posters out front. It is a place you go to when you are in town. Commend them on this thorough application.

The Lensic is the poster child of how you execute with newsletters and press releases and tickets.org and lensic.org. They are so comprehensive and capture the bio and description. The projects they present are diverse. We get high art and movie nights. It is a diverse offering for the community as well. It fairs well in being able to score in their promotion and marketing abilities.

Georgia O'Keeffe Museum (conflict of interest – Ramona Sakiestewa)
Sample: Photographs from O'Keeffe paintings and photographs. **Request:** \$75,000

The Georgia O'Keeffe Museum requests funding for two exhibitions, *Georgia O'Keeffe and the Faraway: Nature & Images*, on view until May 5, 2013, and *Georgia O'Keeffe in New Mexico: Architecture, Katsinam, and the Land* opening May 17, 2013. The project also consists of education and outreach programs for adults, children, youth and families, including public lectures, free school tours, hands-on art workshops, film screenings and youth art exhibitions.

Lead Panelist – Mr. Lovato: One of the major strengths of this organization is that it qualifies as a direct tourist destination. In terms of addressing the criteria of its attraction of tourists, the museum is second to none. There is a good mix of state and external marketing. They obviously have the local angle covered. The website is sound and Facebook, Twitter, email blasts and search engine optimization are part of online mix. Facebook and Twitter are pretty active and current with a value added content base. They do a good job of outlining some of their expenditures, including projected ticket sales, gift store sales, and employees, which have a lot of positive impact on the city. They are lauded nationally for their outreach. Education goes beyond just going into schools and engaging kids. They have a whole area devoted to professional development for curriculum adult learning and how to teach arts. Overall a strongly outlined grant.

Back-Up Panelist – Ms. Scheer: Seems they are well connected to national marketing, and their statement regarding press releases that go to a nationwide audience sounds

impressive. But do not know how effective that web based media distribution is. My only request would have been, let me know what national publications you would be in. What are those connections for us. They have a package with lodging at hotels as well as admission, a great way to take a further step into that market. Appreciated in the earned income section that they broke it out clearly between regular senior and New Mexico residents. There are nicely varied outreach opportunities for both kids and adults. Appreciate their airport screens at the Albuquerque Sunport.

General Panel Comments: One of those institutions that is a destination point for people to come here, and if they don't come just for the O'Keeffe, it is on their list of things to do. Show good business, foundation and government support. Appreciate that is shown as either pending or secured. All fees go to marketing and promo. How to market the name O'Keeffe even more will be a challenge. Would like to see advertising in national art magazines and newspapers. Am constantly asked how to get to the museum. Impressive 20,000 international attendees. Noted the numbers do appear to reflect the total museum audience, as opposed to the audience for a particular exhibition. But the exhibition and the museum are the same identity for visitors. Think there should be international advertising because when people think of the Southwest, they think of Georgia O'Keeffe.

Institute of American Indian Arts (conflict of interest – Michael Namingha)

Sample: Slide presentation with work from exhibitions *Thicker Than Water* and *50-50*.

Request: \$40,000

Funding is requested for programming and marketing at the Museum of Contemporary Native Art, including two exhibitions, *50/50* and *Thicker than Water*. *50/50* will display work from the Museum collection, which spans 50 years of contemporary Native art. Three artists that are representative of the 50 creative years of Institute of American Indian Arts will give separate artists talks at the Museum to discuss how IAIA impacted contemporary Native American art and the future contemporary Native art. *Thicker than Water* will address the complexities of family, biography and race that intersect blood and memory through photographs and mixed media.

Lead Panelist – Ms. Pedersen: The museum is an international tourist draw, but only 3,000 are singled out. Since it is downtown and on that museum circuit, they have some leeway in saying it will be a draw. It gets confusing in terms of what is the school and what is the museum. The Facebook was hard to negotiate. It has over 7,000 likes for IAIA, and there is a link to the museum that takes you back to the IAIA page. They have PR to a number of national publications, but the Smithsonian was not listed. The museum website is part of IAIA, and the museum does not have a prominent online presence. There was no estimation of tourist impact and their figures were inconclusive. For outreach, want to know what schools. Would like to know how many are in the

docent program. There is no business support cited and foundation is good, however found the budget narrative a bit unclear because it is for all of IAIA. Would like to have the deficit explained.

Back-Up Panelist – Ms. Sakiestewa: The application suffers from the way it is written. The financial inconsistencies go back and forth between the college versus the museum, and it should be specific to the museum. These two shows will be interesting because most of the artists in 50-50 are heading towards their golden years and think it will be a popular show. They have PR going to nice publications, although it would be nice if they could buy ads in national and international magazines. *Thicker Than Water* is not a popular theme, but one everyone is interest in. It will be done through a variety of mixed media.

General Panel Comments: Like that they are send PR to magazines, but what matters is measurable results. Would rather see the coverage than who they are sending PR to. Given their location, who they are and what they do, it is odd they did not mention concierges.

Museum of New Mexico Foundation (conflict of interest – Todd Lovato)
Sample: Photographic slides of weaving, pottery, workshops with
kids, puppets, rugs, artworks. **Request:** \$75,000

Funding is requested for exhibitions and seasonal programming at the Museum of Indian Arts & Culture, Museum of International Folk Art, New Mexico History Museum and the New Mexico Museum of Art. The project includes upcoming featured exhibitions and events such as: *It's About Time: 14,000 Years of Art in New Mexico*; *New World Cuisine: The Histories of Chocolate, Mate y Mas*; *Cowboys and the Land of Enchantment*; *They Wove for Horses: Dine Saddle Blankets*, and seasonal programs such as Christmas at the Palace, Arts Alive, holiday open houses and Winter Celebration.

Lead Panelist – Mr. Namingha: Found the all local advertising disappointing and lax for an organization spending so much. It does not state to whom they are sending PR. The online presence was disappointing. Every museum has its own Facebook page and the Foundation has its own. They have after-school programs serving 1,500 students at 12 sites, but do not say who.

Back-Up Panelist – Ms. Pedersen: Confess to some frustration with this kind of an application. They are all things to all people. They are a big part of the Santa Fe cultural infrastructure and cannot argue with the fact they attract a lot of people. The promotion and marketing was pro forma with things that were not broken out. They have a central marketing department, which may be part of the problem. Cannot quarrel with the fact that they have a huge economic impact on the city. A report states that the City of Santa

Fe contributes in large share to the state's cultural tourism, but is there a way to generate more specific figures than that, instead of using words like significant and large. Get the sense there is too much bureaucracy in a way, but there has to be some way in terms of getting people to their online sites and doing PR that highlights the specific aspects of the museums as opposed to what is in the foundation.

General Panel Comments: This is the case of the large whale in the room that does not have to swim. If they tried to put in everything, this panelist would probably say don't give me all that stuff. It is a fine organization. It just gets confusing when mixing all the numbers of the museums together. Like the free admission days and students that they serve. If you call ahead of time, they will give a free tour for students with a dedicated guide and free materials.

Agree on the non-specificity, but how can they do this with one marketing department. Love the Van of Enchantment, but the perfunctory marketing campaign came as a surprise.

This is the arm that raises money for these organizations and is the grant writing pièce de résistance for the Museum of New Mexico division. The application is poorly written and think they can give you more specifics. Ages and ethnicities are so general. This is the organization that should have the details because it is the marketing and outreach arm for all of the museums. The sample that was shown did not sell me on the museums or that they were even supporting the museums. That is their job and what they should be doing. This is a poor representation. Their media is unremarkable.

Santa Fe Opera (conflict of interest – Michael Namingha)
Sample: Excerpt from 2011 presentation of *The Last Savage*. **Request:** \$100,000

The Santa Fe Opera seeks support of the 2012 season to include five operas in 34 performances from July 4 to August 25. This season operas are: Puccini's *Tosca*; Bizet's *The Pearl Fishers*; the world premiere of a new performing edition of Rossini's *Maometto II*; *King Rodger* by Karol Szymanowski; and *Arabella* by Strauss. All are new productions. World-renowned artists will be involved in each production, supported by the Apprentice Program. The Opera's wide-array of education and community outreach programs will continue to take place both within the Santa Fe community and on the Opera grounds.

Lead Panelist – Ms. Springer: Appreciated the cohesive and clear application. They have artistic productions and beautiful theatrical settings. The early announcements of future seasons are attractive teasers and encourage audience members to plan ahead. Their entire approach to programming, outreach, education, advertising, marketing and PR works in their and Santa Fe's favor in terms of community support and economic

impact. Liked the bullet points in the application. An impressive number of high quality education and outreach programs. In every way an exemplary organization.

Back-Up Panelist – Mr. Lovato: They are such an institution that the media will come to them, which takes a bit of pressure off them in terms of having to reach out for media relations. However, they do not rest on their laurels and they have a wide distribution marketing plan. They do not need to necessarily rely on putting out ads everywhere because they are getting huge articles in some of the same places they might want to buy ads. A good robust mix.

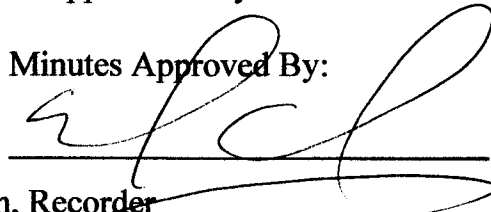
General Panel Comments: When an application is this thorough, have nothing to say. It is a destination. Opera clubs from around the country, even New York, come for opera week.

ADJOURNMENT

Mr. Ellis thanked the Commissioners for their dedication and sterling work. He said it is great to be part of the group. He also thanked the staff for making their job easier.

The meeting was adjourned at approximately 5:35 PM.

Minutes Approved By:

A handwritten signature in black ink, appearing to be 'K. Carlson', written over a horizontal line.

Submitted by: Kay Carlson, Recorder