



ARTS COMMISSION

We provide leadership by and for the City to support arts and cultural affairs; we recommend policies and programs that develop and promote artistic excellence in our community.



Culture Connects



Photos courtesy of (from left to right): Chrissie Orr, Chris Hanna, Chris Hanna, Chris Hanna, Juan Rios, Juan Rios, Xochitl Chavez, Xochitl Chavez

Lodgers' Tax for the Arts

Eligible organizations must play a role in promoting tourism and apply the funding received primarily towards the project's promotional, advertising and marketing costs.

All projects must take place between the effective date of the contract (anticipated to be July 1, 2020 and June 30, 2022)

Target Impact Support ELIGIBILITY

Applicant organizations must:

- Be Santa Fe-based organizations whose mission includes the arts.
- Be a Federally-recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in NMSA Section 11-1-1 or any count, state or education institution specified in Article 12, Section 11 of the NM Constitution).
- Have a State of New Mexico Incorporation Certificate as a domestic or foreign nonprofit corporation and be in good standing with the State.
- Have a current City of Santa Fe business registration number.
- Demonstrate annual organizational operating budget below \$200,000 during the most recently completed fiscal year as evidenced by the IRS Form 990.

City of Santa Fe-operated programs are not eligible. Organizations that do not meet the above requirements may apply through a fiscal agent. The fiscal agent must meet all eligibility requirements. The fiscal agent must be a resident of New Mexico.

PROJECT ELIGIBILITY

- Projects must take place in the northern portion of Santa Fe County (i.e. Madrid/Galisteo to northern boundary of county).
- Must support the presentation of artistic content to the public (i.e. performances, productions, exhibitions, art markets, fairs, and festivals); funds cannot support ancillary, non-arts programs.

What you can apply for

A		B
ONE from this column		One from this column
Global Arts Marketing		Collaborative Arts Marketing <ul style="list-style-type: none">- Partnerships- Should reflect distinct and unique programs in addition to regular programming for which funding is being sought under Column A
National Arts Marketing	AND	
Regional Arts Marketing		
Community Arts Development		
Target Impact Support		

What Cannot Be Funded

- **Demonstration and master classes**
- **Scholarships and fellowships**
- **Closed subscription series**
- **Projects which are part of a post-secondary academic degree program**
- **Awards (ribbons, trophies, prizes, etc.)**
- **Deficits and debt reduction (including finance charges, loan fee, etc.)**
- **Meals, catering, lodging or transportation**
- **Capital expenses (including the purchase of equipment or real property, labor or materials costs for renovations, remodeling or new construction, etc.)**
- **Tuition assistance for college, university or other post-secondary formal course work**
- **Fundraising (events, personnel, merchandise, invitations, etc.)**

Scope of Services

- Advertise, publicize and promote Santa Fe as an arts center through presentation and production of the project described in Exhibit “A” attached hereto and incorporated by reference in response to RFP#
- Promote and advertise nonprofit attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project.
- Market and promote the project locally and regionally through media coverage and placements that emphasize target markets and demonstrated evidence of attracting audiences. The region of main focus markets outside of a 60 mile radius of Santa Fe.
- Promote and market the City by utilizing the City’s arts logo and credit line on all printed and online promotional material related to the project.
- Encourage the cultural development of Santa Fe by maintaining high standards of artistic excellence as demonstrated by an ongoing series of performances, exhibitions and/or services.
- Demonstrate administrative competency through planning, quality programming and realistic budgeting.
- Provide a final report to the City providing statistical and demographic information about audience attendance and the results of the project.
- Provide a report to the City of the results of the advertising project.



THE CITY OF
SANTA FE
★
ARTS & CULTURE
DEPARTMENT

Reporting

Reporting

- Organizations are required to submit reports online through GoSmart at <https://santafenm.gosmart.org/>
- Report actual demographic/attendance numbers based on ticketed events or reasonable estimates for free events to support tourism impact.
- Ten percent of the total funding award will be withheld until acceptance of the final report by the Arts Commission.
- Failure to submit acceptable reports by the deadline (15 days after the termination of the fiscal year – July 15) will render an organization ineligible to apply for Arts Commission funding for a period of five (5) years from the due date of the report.

Target Impact Support Criteria & Evaluation



EVALUATION AND CRITERIA

The Arts and Culture Department staff reviews all applications for eligibility and completeness. Then a Review Panel consisting of community representatives and the Arts Commission review all eligible applications. Reviewers' scores are added together and then divided by the number of reviewers scoring application. A minimum combined score of 300 necessary to be considered for funding in any category. Receiving the minimum score does not guarantee receipt of funding.

CRITERIA

All applications are reviewed based on an established set of criteria are weighted equally, based on a scale of 1 (low) to 5 (high).

50% Evidence of attraction of tourists

As evidenced by:

- Estimated size, diversity and geographic location of the audience, keeping in mind that the scope of this project should include marketing and promotion to audiences located regionally, focusing markets outside a 60 mile radius of Santa Fe
- Feasibility of promotion and marketing plan; quality of marketing and promotional materials
- Sound, well-crafted and researched marketing and promotion plan that is appropriate to the intended audience's age, geography and interests
- Past work demonstrates an ability to understand and clearly promote the project to a regional audience

50% Standards of administrative and artistic excellence

As evidenced by:

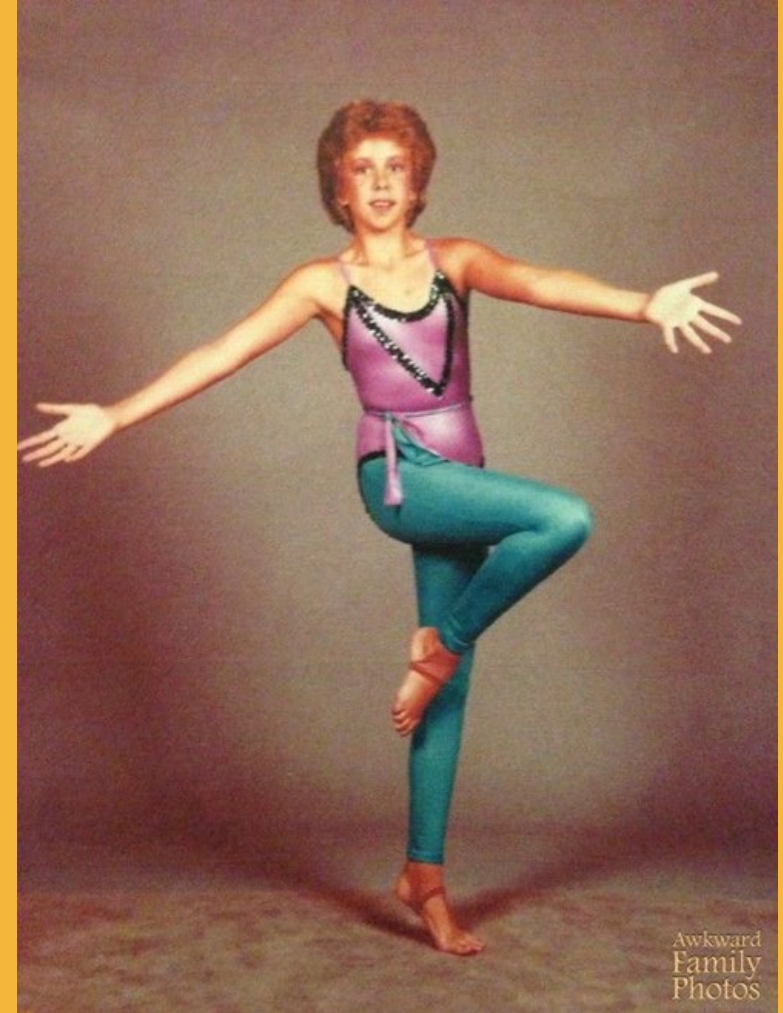
- Artistic samples submitted are of good quality and unique to Santa Fe
- Ability to foster the creation, production, presentation and awareness of the arts in Santa Fe
- Qualifications/backgrounds of artistic and administrative personnel
- Accuracy of the application materials; realistic project budget; financial stability

Using the scores and rankings as a guide, the Arts and Culture Department makes funding recommendations. These recommendations are forwarded to the appropriate bodies for approval. All awards are based on the ability of tax dollars and funding.

Samples



OR



Samples: Activate, Engage, Interact



Samples: Storytelling, Messaging



Checklist

| Early submissions are encouraged.

Online submittals include:

- ☐ Applicant Information
- ☐ Project Narrative the following:
 - Description of the project: Give a complete project overview - where and when will events take place? What are the estimated size, diversity and geographic location of the audience? How does the project advertise and promote Santa Fe locally and regionally as a tourist destination? How will programs complement each other to encourage the audience to attend multiple partner events? Why are the partners in this collaboration the right ones to execute the project?
- ☐ Audience Demographics
- ☐ Marketing and Promotional Plan
- ☐ Financial Information
- ☐ Artistic Samples, Marketing/Promotional/Education Samples
- ☐ Support Material (Bios, Organization History, Board List, Organization Chart, IRS Exemption Letter, Incorporation Certificate, City Business Registration, IRS Form 990, Fiscal Agent Agreement, if applicable)
- ☐ Certification of Submission (that you have successfully submitted on GoSmart online system)

Upload the following to Support Material:

- ☐ Artistic Samples
 - Images in PowerPoint (Converted to PDF and uploaded via the Document Bank)
 - Video Samples (Submit up to no more than two (2) video clips, each clip not to exceed three minutes.)
 - Audio Samples (Submit up to no more than two (2) audio clips, each clip not to exceed three minutes.)
- ☐ Promotional Samples, Reviews, and Educational Materials
- ☐ Artistic and Administrative Biographies
- ☐ Board List
- ☐ Organizational Chart
- ☐ Organizational History
- ☐ IRS Exemption Letter
- ☐ Incorporation Certificate
- ☐ IRS Form 990 for most recent completed fiscal year



Questions...

**Contact us. We are here to help to ensure your
successful grant application**

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