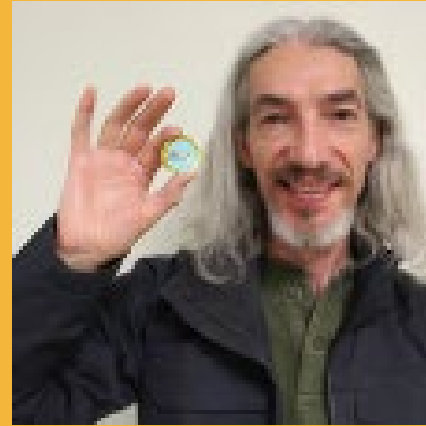


ARTS COMMISSION

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)

Community Arts Development Eligibility

The Community Arts Development program (CAD) funds community-based organizations, presenting projects of high artistic quality that provide arts services to the local community, with an emphasis on projects that bring the community together to celebrate the diversity of artistic heritage.

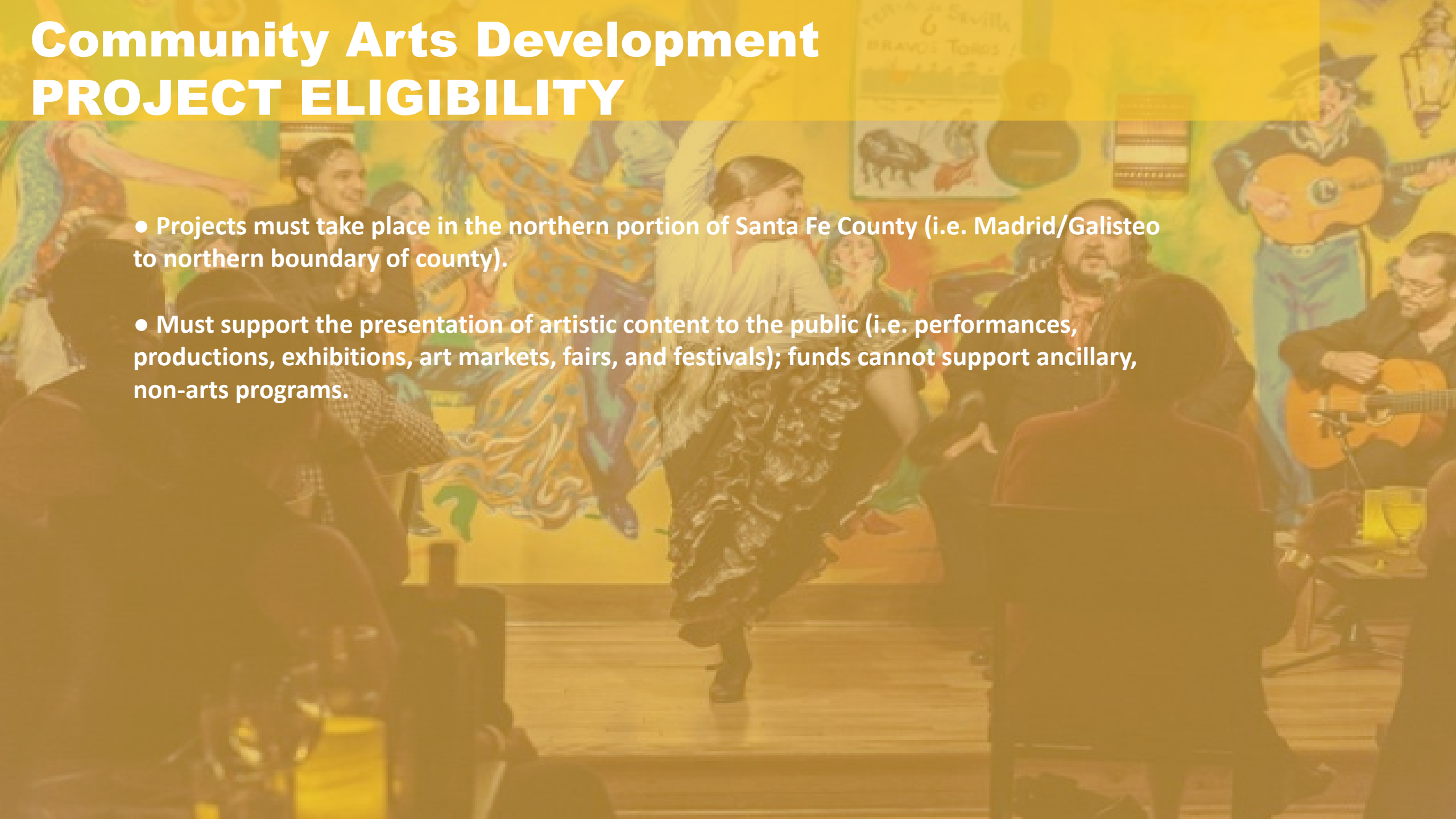
Education through the arts projects in schools and other settings are eligible to apply.

Informal groups who would like to apply for funding are encouraged to do so utilizing the services of a fiscal agent that is based in New Mexico. Organizations and informal groups may apply through a fiscal agent who is based in New Mexico; individual artists may not.

Funding requests are limited to \$6,000 or less.

Community Arts Development 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

- All required services to ensure the presentation and production of the projects as described in the application.
- Present opportunities for youth and/or other underserved population to benefit from the project by providing free or reduced access to the project as outlined in the application and demonstrated by the documentation and reporting of audience statistical and demographic information, including minority participation in the project.
- Market and promote the City by utilizing the City's arts logo and credit line on all printed and digital promotional material related to the project.
- Promote and market the project locally and regionally; demonstrate evidence of attracting audiences through statistical and demographic information.
- Present arts educational programs and opportunities for the Santa Fe community that increase understanding of the project's artistic discipline or work of art.
- Encourage the cultural development of Santa Fe through maintaining high standards of artistic excellence as demonstrated by the presentation of performances, exhibitions and /or services.
- Strengthen the position of the arts as an integral part of Santa Fe by providing cultural benefits and contributing to the City's artistic identity and access to underserved constituencies.
- Provide a final report to the City providing statistical and demographic information about audience attendance and the results of the project.



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 Arts Commission review all eligible applications. At its discretion, the City reserves the right to alter the membership and size of the panel.

An average of each applicant's scores determines the ranking of applicants and does not guarantee funding.

Criteria

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

50% Evidence of community impact

As demonstrated by:

- Potential of project to provide access to and participation in the creative life of our community for the intended audience
- Estimated size and diversity of the audience
- Feasible promotion and marketing plan to reach intended community; quality of marketing and promotional materials
- Strategic partnerships/collaborations to increase community reach

50% Standards of artistic excellence and administrative capability

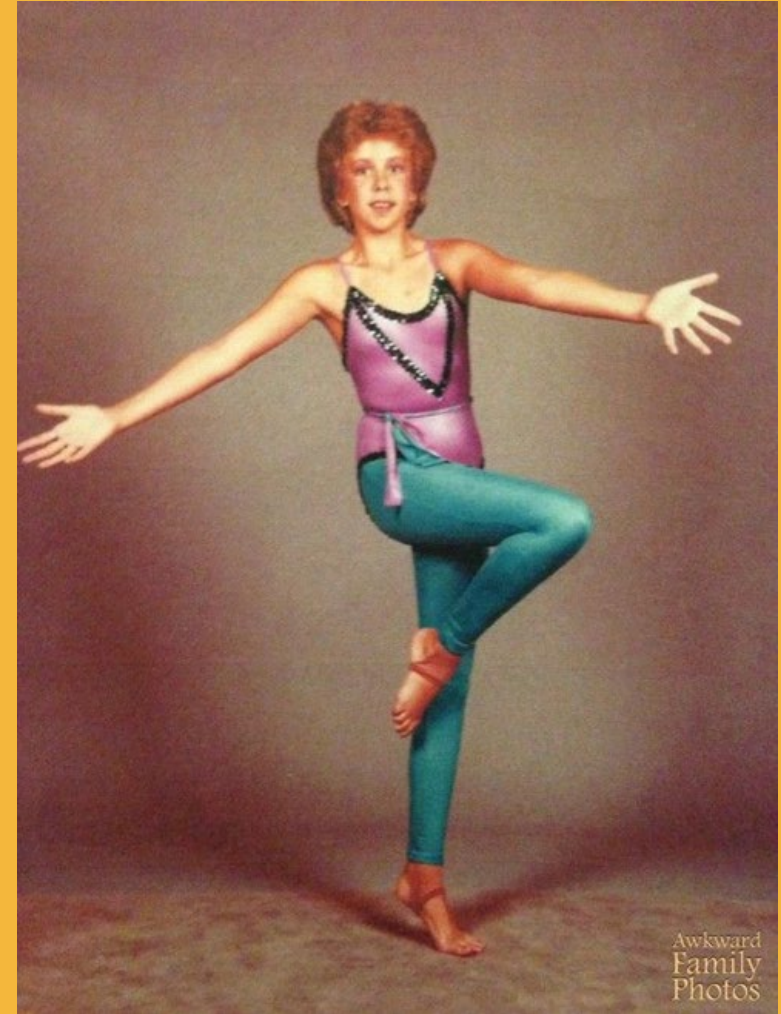
As demonstrated by:

- Quality of artistic samples submitted
- Ability to foster the creation, production, presentation and awareness of the arts in Santa Fe, including educational, outreach and/or economic benefits especially geared towards youth and/or underserved populations.
- Qualifications/backgrounds of artistic & administrative personnel
- Accuracy of the application materials; realistic project budget; financial stability

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**

Erminia Tapia

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