ARTS COMMISSION
Monday, September 11, 2017
City Councilors’ Conference Room, 200 Lincoln Avenue
505-955-6707
5:00 PM

1. Call to Order

2. Roll Call

3. Approval of Agenda

4. Approval of Minutes
   a) August 14, 2017

5. Report of Chair

6. Report of Director

7. Updates and Reports
   a) Community Gallery
   b) Art in Public Places Program
   c) Mayor’s Arts Awards

8. Action Items
   a) A Resolution directing the City Manager to undertake a feasibility study to explore development of free walls for street artists on municipal properties; and presenting the study to the Governing Body within 90 days of adoption of this Resolution (Councilors Ives and Lindell) (Debra Garcia y Griego and Richard Thompson)
   b) Request for approval of Collaborative Arts Marketing support:
      i. MAKE Santa Fe, SIRUN collaboration, $23,000
      ii. Parallel Studios, ART + SCIENCE = SANTA FE, $30,000
      iii. Museum of New Mexico Foundation, Project Indigene: Perspectives on Indigenous Art Issues, $20,000
      iv. Theatre Santa Fe, Theater Santa Fe Walk, $12,000
   c) Request for approval of issuance if IGNITE RFQ through the Art in Public Places Program
   d) Request for approval of issuance of Purchase Program: Santa Fe Airport RFP through the Art in Public Places Program
   e) Request for approval of issuance of Target Impact Support RFQ through the Lodgers’ Tax for the Arts Program
   f) Request for approval of Organic Exhibit in the Community Gallery

Persons with disabilities in need of accommodations, contact the City Clerk’s office at 955-6520 five (5) working days prior to meeting date.
<table>
<thead>
<tr>
<th>Cover Page</th>
<th>Page 0</th>
<th>Page 1</th>
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</thead>
<tbody>
<tr>
<td>Call to Order</td>
<td>Chip Chippeaux, Chair for the Arts Commission called the meeting to order at 5:00 pm in the City Councilor's Conference Room, Santa Fe, New Mexico. Roll Call reflects quorum.</td>
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<tr>
<td>Approval of Agenda</td>
<td>Ms. Perry moved to approve the agenda as presented, second by Ms. Ritch, motion carried by unanimous voice vote.</td>
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<tr>
<td>Approval of Minutes, May 8, 2017 and July 10, 2017</td>
<td>Mr. Lovato moved to approve the minutes of May 8, 2017 as presented, second by Ms. Ritch, motion carried by unanimous voice vote.</td>
<td>Mr. Perry moved to approve the minutes of July 10, 2017 as amended, second by Ms. Hunter Stiebel, motion carried by unanimous voice vote.</td>
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<td>Report of Chair</td>
<td>Informational</td>
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<tr>
<td>Report of Executive Director</td>
<td>Informational</td>
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<td>Updates and Reports</td>
<td>Informational, Jackie Camborde and Debra Garcia y Griego, Presenters</td>
<td>Page 2-4</td>
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<tr>
<td>Cultural Investment Program</td>
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<td>Collaborative Arts Marketing</td>
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<td>Art in Public Places Program</td>
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<td>Community Youth Passport Program</td>
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<td>Needs Action</td>
<td>Ms. Hunter Stiebel moved to approve funding recommendations for 17/18 Community Arts Development program, second by Kathlene Ritch, motion carried by unanimous voice vote.</td>
<td>Mr. Vallo moved to approve, second by Ms. Anair, motion carried by unanimous voice vote.</td>
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| Matters from the Committee | Informational | Page 5-6 |
| Adjourn | There being no further business to come before the Arts Commission the Chair called for adjournment at 5:45 pm | Page 6 |

| Signature Page |  | Page 6 |
1. Call to Order
Chair Chip Chippeaux called the Arts Commission to order at 5:00 pm in the City Councilor’s Conference Room. Roll call reflects a quorum.

2. Roll Call

Present:
Chip Chippeaux, Chair
Todd Lovato
Sarah Eyestone
Penelope Hunter-Stiebel
Kathlene Ritch
Monique Anair
Brian Vallo
Ashlyn Perry
Bernadette Ortiz-Pena

Not Present/Excused:

Staff Present:
Debra Garcia y Griego, Executive Director, Arts Commission
Jacki Camborde, Arts Commission
Jacqueline Beam, Administrative Assistant
Randy Randall, Director, Santa Fe Convention Center

Others Present:
Fran Lucero, Stenographer

3. Approval of Agenda

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

4. Approval of Minutes
a) May 8, 2017
Mr. Lovato moved to approve the minutes of May 8, 2017 as presented, second by Ms. Ritch, motion carried by unanimous voice vote.

b) July 10, 2017
Corrections:
Page 3 under Director’s Report: Include Todd Lovato and Penelope Hunter Stiebel
Page 3 – Ms. Hunter-Stiebel asked if UNM was approached as a possibility to care for the collection, since there is a building named after the Artist there. *It was Curator and Scholar not Artist.*

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

c) Report of Chair
Chair Chippeaux extended his thanks to Brian and Bernadette for their assistance on the panel. Ms. Ortiz y Pena commented that the room was cold. That will be taken into consideration for the future, thank you.

d) Report of Director
Art Works could not do this presentation due to the previous cancellation. They did send their pamphlet on Art and Poetry Anthology. Another very successful year for the arts program and they are gearing up for the next school year.

There are two openings for Arts Commissioners, 2 vacancies are available. Today a press release went out from the city press office seeking candidates. In addition, there is also an opening on Art in Public Places Committee. Ms. Camborde has taken the lead on doing the grant panel pool.

Tomorrow is the annual Artist Table event at the Santa Fe School of Cooking. The Chair, Chip Chippeaux will represent Century Bank and the Arts Commission. Last year it raised about $10,000 for each organization.

e) Updates and Reports – Jackie Camborde
   a. Cultural Investment Programs – Lodgers Category B and were approved by City Council. Category B was approved for $45,000 for seven organizations. B consists of organizations with a budget less than ½ million dollars and they are capped at $10,000. Category C – was approved for $125,500 in funding for nine organizations with budgets under $1 million dollar and funding is capped at $35,000 per organizations. Category D completed their final reports after FY changed over July 1 and their purchase orders were issued for this year. Budgets with $1 million dollars or more are capped at $100,000 and they are funded in 2 year cycle so they will be reapplying.

Ms. Camborde stated that they are re-working Category A which is the smallest grants. There will be a more targeted and pointed approach to their marketing and use of social media, branding, and how will they grow their audiences for the future. Once this is done they will be issuing this category call for applicants.

Mr. Randall commented on the above comment. He, in discussion with Ms. Garcia y Griego noted that he is a real protector of Lodger’s Tax to bring more people in to the city. When you talk about $5,000 - $10,000 dollars, the ability to reach in to a market and really bring people in to the city is almost impossible. We are causing people to perhaps not spend the money potentially as if those restrictions didn’t exist. Specifically for Category A and B, the money should be allowed to be used to bring awareness of their performing opportunities. The tourist are already here to enhance their stay and they would be happier to come back as opposed to suggesting that you bring someone from Denver for a small happening which isn’t strong enough on its own to have someone come here. I think it could be A and B which would then allow them or that we restrict them letting them know they couldn’t do 1 or 2 ads for $25,000 in the
Pasatiempo; they have to spread it out to maximize their exposure for the visitor, not for the resident. It has to be focused on the visitor who is here who might not otherwise know what they are offering. In attending the Community Theater recently, it crossed my mind that no one from out of town is going to come for this but if they are here they could have had a much more enjoyable stay if they knew of this venue. Mr. Randall stated that he is fully in support of this concept, even as a huge protector of the Lodger’s tax.

Ms. Garcia y Griego said that it was discussed at the Funding Policy and she and Ms. Camborde are working on requiring that these organizations have an identified audience specific targeted plan. Details are being coordinated for paid social media, that they pick a special audience that they are trying to reach and how they will spend that money; such as what Mr. Randall mentioned on where they advertise; Pasatiempo, etc.

Randy Randall: We want for things in the Visitor Center; these little organizations don’t have anything to make available to the tourist.

Ms. Hunter Stiebel commented that at last meeting they talked about two levels of tourism in judging what will attract people and bring a repeat visitor.

Mr. Lovato said that he was happy with this change, having had this conversation for a long time. He believes this is going to help focus and think creatively on what they are doing. He looks forward to see how people use this. Under the guidance of staff they should be fine on how they choose to do that and reviewing all of the options. It also will address the challenge the Arts Commissioners have had in weighting these applications. Mr. Lovato stated to challenge these groups on their outcomes that they choose or select as a result of this. Mr. Lovato gave an example of a Facebook marketing tool that was minimally prices and had a far reach. He said it may take some growing pains for these organizations but he is excited about this opportunity.

The Chair asked if there was a way to create a list of items such as that in some format for review at a later date.

Mr. Randall said the smaller the organization the more they will need help. They just think Pasatiempo; they see the big guy and want to be in there and most times it isn’t going to help them.

Ms. Garcia y Griego asked that any ideas to please send to Ms. Camborde for future discussion and follow up.

Collaborative Arts Marketing is the next panel, thank you to Ms. Ritch and Ms. Anair for agreeing to manage this endeavor. For that review we have 4 organizations requesting $123,000 in total. This is the funding that encourages organizations to partner with other organizations and to basically do a theme or series of exhibitions nurturing collaborative services in Santa Fe. These are grants up to $30,000 and they do have interesting prospects at this time.

The Chair asked how much in dollars does that compare to the previous.
Ms. Camborde stated that in terms of dollars it is a little higher than last year. Last year they had two at $30,000. Ms. Garcia y Griego stated that in terms of applications it is down from last year. In terms of dollar it is a little raised.

Community Development, these organizations are educational outreach organizations that aren’t under tourism funding. They will be reviewed under Action Items. Next year they are looking at streamlining the application process so they are closer together and closer to the start of the calendar year.

b. Art in Public Places Program
Jackie Camborde – All Ignite Programs for calendar year are completed and are looking at next year funding for projects. Art in Public Places meeting last month did not have a quorum and no action was taken on action items. They will be meeting with the nominating committee to discuss and seek new members for Art in Public Places. Mr. Vallo did ask the Committee Members to send any candidates for consideration. It is a great committee and looking forward to growing the committee. The Chair asked that any recommendations be sent to Jackie Camborde.

c. Community Gallery – Debbie Garcia y Griego
Going in to the last couple of weeks of Spectacle which has been a great show in terms of the visitors and it sold a few pieces. The next show will be a community pop up show, In Side Out. Next will be the Street Art Show. September will be partnering with Etsy workshops from the spring.

d. Community Youth Passport Program – Jackie Camborde
This program is going on really well. The city feedback is they are seeing the children using them this year. It wasn’t so much the prizes as the motivator it was that the children could get in to the museums free. Bienvenidos has done a great job promoting and the organizations have had the passports.

There is discussion about an App that can be used to inform the public of free items. The Margarita App was approximately $137,000. This week there will be an RFP released that will give us a clear cost amount. Kids can use until August 30th and there will be prizes given. David Bell has donated a bicycle again this year. The Chair asked how we recognize those who contribute. Ms. Garcia y Griego stated that they are recognized in the passport and printed recognition material. There was a total of 3,000 passports printed and they were all used in total.

f) Action Items
   a. Request for approval of funding recommendations for 17/18 Community Arts Development program:
      i.    ArtSmart, $5,700
      ii.   National Dance Institute of New Mexico, $5,500
      iii.  New Mexico School for the Arts, $3,750
      iv.   Pandemonium Productions, Inc., $3,750
      v.    Partners in Education Foundation for the Santa Fe Public Schools (fiscal agent for Collaborative Documentary Photography project), $3,750
      vi.   Santa Fe Downtown Kiwanis Foundation, $3,750
      vii.  Santa Fe Performing Arts School & Company, $5,250
viii. Santa Fe Teen Arts Center (dba Warehouse 21), $4,383
ix. Teatro Paragus (fiscal agent for Transformational Learning & Coaching, Inc.), $4,300

The Chair noted that there was an increase from last year.

_Ms. Hunter Stiebel moved to approve funding recommendations for 17/18 Community Arts Development program, second by Kathlene Ritch, motion carried by unanimous voice vote._

The Chair asked if the four that are getting funding all new applicants. Ms. Garcia y Griego stated yes, they are all new.

b. Request for approval of guideline revisions for the Artist Walk of Fame
   The timelines for inclusion, plaques were added in 25 intervals.

_Mr. Vallo moved to approve, second by Ms. Anair, motion carried by unanimous voice vote._

c. Request for approval of public art donation by the Santa Fe Chamber Music Festival for placement at the Santa Fe Community Convention Center

Mr. Vallo noted that they did not have a quorum at the last Art in Public Places Committee meeting but that they did have a discussion and consensus that this come before the Arts Commission for approval.

The Chair asked if they have to do any signage. Ms. Garcia y Griego said that Santa Fe Chamber Music Festival will handle all installation costs for installation. It will be across from the Sweeney doors.

Ms. Hunter Stiebel asked if the signage for recognition could be where it can be seen. Mr. Randall said that they do have a wall designated.

_Ms. Ritch moved for approval of public art donation by the Santa Fe Chamber Music Festival for placement at the Santa Fe Community Convention Center, second by Ms. Hunter Stiebel, motion carried by unanimous voice vote._

d. Request for approval of 2017 Mayor’s Awards Recipients

Ms. Garcia y Griego led discussion on the proposed recipients.

Feedback: How do we recognize one-time events and will they continue?

The culture connect with visitors from the state

_Mr. Vallo moved to approve the 2017 Mayor’s Award Recipients, second by Ms. Perry, motion carried by unanimous voice vote._

5. Matters from the Committee

Mr. Randall talked about a program for the winter, Artist in Residence where hotels would adopt an artist for 2 weeks of each month from October – February, in 8 or 9 hotels. They would be domiciled, create there art in the hotels, bringing people close to the Artist. Arts Commission would be
requested to help with marketing. The artist coordination would be through the hotel. It does not have to be a Santa Fe Artist, but we would like to have a New Mexico Artist. Mr. Lambert would work on this program with the participating hotels.

Mr. Randall has asked Mr. Garcia y Griego if they could make the Gallery available to the National Governor’s Association Annual Meeting (NGA) members for registration. There could be national and international presence at this meeting. If the gallery could be used for registration, that would be extremely helpful. Mr. Lambert will use the wall space for local art. (July 18-22, 2018)

Mr. Randall said that the Art on Loan program has gone to sleep and he would like to see it get sparked up. When it comes back to life it needs to include insurance options for the artist. The Finance Director is in agreement to pay for the insurance.

The Chair asked if there is a priority list of where we place art. Ms. Garcia y Griego said that there is a list that could be discussed at a future meeting.

Mr. Randall did note that added staff is foreseen for the near future. Lodger’s Tax has increased by 25% and that also means that Arts Commission has received 25%.

Mr. Vallo extended an invitation for all to attend the Feast Day at Acoma Pueblo on September 2nd.

6. Adjournment

There being no further business to come before the Arts Commission, the meeting was adjourned at 5:45 pm.

Signature Page:

Chip Chippeaux, Chair

Eran Lucero, Stenographer
City of Santa Fe, New Mexico

LEGISLATIVE SUMMARY
Resolution No. 2017-___
Graffiti Abatement Study

SPONSOR(S): Councilor Ives

SUMMARY: The proposed resolution directs the City Manager to undertake a feasibility study to explore development of free walls for street artists on municipal properties; and presenting the study to the Governing Body within 90 days of adoption of this resolution.

PREPARED BY: Rebecca Seligman, Legislative Liaison Assistant

FISCAL IMPACT: No

DATE: August 25, 2017

ATTACHMENTS: Resolution
FIR
CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2017-__

INTRODUCED BY:

Councilor Peter N. Ives
Councilor Signe I. Lindell

A RESOLUTION

DIRECTING THE CITY MANAGER TO UNDERTAKE A FEASIBILITY STUDY TO
EXPLORE DEVELOPMENT OF FREE WALLS FOR STREET ARTISTS ON
MUNICIPAL PROPERTIES; AND PRESENTING THE STUDY TO THE GOVERNING
BODY WITHIN 90 DAYS OF ADOPTION OF THIS RESOLUTION.

WHEREAS, nationally the cost of graffiti removal is estimated to be $12 billion per
year; and

WHEREAS, research in Seattle, Washington found that 60% of graffiti is found on
public property; and

WHEREAS, during the first six months of 2017, the City of Santa Fe removed 550
instances of graffiti from across the City; and

WHEREAS, historically, graffiti abatement has occurred through criminalization and
repair; and

WHEREAS, the establishment of graffiti “free walls” in public spaces have been used to
offer legal opportunities for graffiti artists to learn and develop their skills; and
WHEREAS, such free walls may help foster a feeling of ownership and pride in the community while creating a dialogue between government and the public.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF SANTA FE that the City Manager is directed to undertake a feasibility study to explore the potential development of free walls for street artists on municipal properties in the City of Santa Fe in order to abate graffiti on public property.

BE IT FURTHER RESOLVED that the study shall be presented to the members of the Governing Body within 90 days of adoption of this resolution.

PASSED, APPROVED AND ADOPTED this _____ day of __________, 2017.

__________________________
JAVIER M. GONZALES, MAYOR

ATTEST:

________________________
YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

_____________________
KELLEY A. BRENNAN, CITY ATTORNEY

M/LEGISLATION/RESOLUTIONS 2017/GRAFFITI ABATEMENT STUDY
City of Santa Fe
Fiscal Impact Report (FIR)

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon
the City's operating budget and is intended for use by any of the standing committees of and the Governing Body
of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with
a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do
not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

Section A. General Information

(Check) Bill: X Resolution:

(A single FIR may be used for related bills and/or resolutions)
Short Title(s): A RESOLUTION DIRECTING THE CITY MANAGER TO UNDERTAKE A FEASIBILITY
STUDY TO EXPLORE DEVELOPMENT OF FREE WALLS FOR STREET ARTISTS ON MUNICIPAL
PROPERTIES; AND PRESENTING THE STUDY TO THE GOVERNING BODY WITHIN 90 DAYS OF
ADOPTION OF THIS RESOLUTION.

Sponsor(s): Councilor Ives

Reviewing Department(s): Arts Commission / Parks

Persons Completing FIR: Debra Garcia v Griego / Rob Carter Date: 8/21/17 Phone: 955-6707/955-2142

Reviewed by City Attorney:\[Signature\] Date: 9/1/17

Reviewed by Finance Director: [Signature] Date: 9/1/17

Section B. Summary

Briefly explain the purpose and major provisions of the bill/resolution:

This resolution would direct the city manager to present the results of a feasibility study to the Governing
Body on the development of graffiti free walls on city property. The idea is to have space for graffiti artists to
practice their craft without destroying or defacing public and/or private property.

Section C. Fiscal Impact

Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a
budget increase, the following are required:
a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City
of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as
bill/resolution)
b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations
(similar to annual requests for budget)
c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human
Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)*

1. Projected Expenditures:
a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY
04/05)
b. Indicate: “A” if current budget and level of staffing will absorb the costs
   “N” if new, additional, or increased budget or staffing will be required
c. Indicate: “R” – if recurring annual costs
   “NR” if one-time, non-recurring costs, such as start-up, contract or equipment costs
d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director:
**X** Check here if no fiscal impact

<table>
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<th>Column #:</th>
<th>Exp. Class.</th>
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* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. **For fringe benefits contact the Finance Dept.

2. Revenue Sources:
   a. To indicate new revenues and/or
   b. Required for costs for which new expenditure budget is proposed above in item 1.

<table>
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<tr>
<th>Column #:</th>
<th>Type of Revenue</th>
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3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

N/A

Section D. General Narrative

1. Conflicts: Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

None identified.

2. Consequences of Not Enacting This Bill/Resolution:

Are there consequences of not enacting this bill/resolution? If so, describe.

No feasibility study will be conducted.

3. Technical Issues:

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

None identified.

4. Community Impact:

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

Studying the issue has potential to create new, innovative methods for addressing graffiti while engaging members of the community that may have limited or negative contact with the City. Negative effects include the continued instances of graffiti in public spaces.

Form adopted: 01/12/05; revised 8/24/05; revised 4/17/08
CITY OF SANTA FE
REQUEST FOR QUALIFICATIONS # 17/ RFQ
Lodgers’ Tax for the Arts: Small Organization Marketing Program
For projects taking place between 11/1/2017 and 6/30/18

Small Organization Marketing Program
The Small Organization Marketing Program is for smaller budget organizations seeking to build attendance by a targeted segment of their audience for a specific public event, exhibit, performance or presentation. Applicants must clearly identify the audience segment using demographic information (i.e. age, geographic location, etc.) and present a focused marketing/advertising/public relations effort to reach that audience. Eligible organizations may request up to $5,000 to costs related to the campaign. Applications selected for funding will receive the full amount requested.

- Examples of projects include:
  - Campaign to build and target audience members via professional eblasts
  - Facebook campaign utilizing tools such as paid posts and boosted posts to reach a wider range of audience members
  - Creating a regional campaign to target a market/markets outside of Santa Fe county, using a mix of print and electronic media
  - Create a branding campaign to increase the organization’s profile both locally and regionally
  - Working with a designer or web specialist to create a brand to appeal to specific audiences.

Funding for this program is authorized by the City of Santa Fe Ordinance No. 1987-45, which earmarks a portion of the Lodgers’ Tax for the “promotion and advertising of nonprofit attractions and nonprofit performing arts in Santa Fe. NMSA “Lodger’s Tax Act” (3-38-21) authorizes a municipality to use tax proceeds to defray costs of advertising, publicizing and promoting tourism attractions within the area. Therefore, 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 November 1, 2017 and June 30, 2018. Organizations may apply for funding through only one Arts Commission category.
The Small Organization Marketing Program is a pilot program and replaces Category A of the Lodgers’ Tax for the Arts for fiscal year 2017/18.

**Eligibility**

Potential applicants should carefully review the following requirements to determine their eligibility.

**Organizational Eligibility**

Applicant organizations must:

- Be a Santa Fe-based organization 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 county, 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.
  - Have an annual organizational operating budget under $200,000 during the most recently completed fiscal year.

City of Santa Fe-operated programs are not eligible. Organizations who do not have their IRS 501(c)3 status and/or a New Mexico Incorporation Certificate, but otherwise meet the above requirements may apply through a fiscal agent. As an organization, the fiscal agent must meet all eligibility requirements. Formal and informal groups may apply through a fiscal agent; individual artists are not eligible.

**Project Eligibility**

Projects must:

- Take place in the northern portion of Santa Fe County (i.e. Madrid/Galisteo to northern boundary of county).
- Support the presentation of artistic content to the public (i.e. performances, productions, exhibitions, art markets, fairs and festivals (i.e. indoor or outdoor community celebrations of the arts), and workshops or conferences); funds cannot support ancillary, non-arts programs.
- Create a comprehensive and targeted plan to enhance the organization’s ability to attract new audience members and the tourist market.

**What We Cannot Fund**

Funds cannot be used for:

Artistic fees; Demonstration and master classes; Scholarships and fellowships; Closed subscription series; Projects which are a part of a post-secondary academic degree program; Awards (ribbons, trophies, prizes, etc.); Deficits and debt reduction (including finance charges, loan fees, 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; Fund-raising event, personnel, merchandise, invitations, etc.).
In many instances, the larger project budget or organizational budget may include some of these elements; however, Arts Commission funds cannot be applied toward these costs.

**SCOPE OF SERVICES**

Organizations who receive contracts for funding shall provide the following services to the City:

- Advertise, publicize and promote Santa Fe as an arts center through the project described in the application.
- Promote and advertise nonprofit attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project.
- Create a comprehensive plan to raise the profile of the organization and attract new audience members locally and regionally.
- Promote and market the City by utilizing the City of Santa Fe Arts Commission’s logo and credit line on all printed and digital 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.
- Provide a final report to the City providing statistical and demographic information about the audience attendance and the results of the project.
- Provide a report to the City of the results of the advertising project.

**CONTRACT AMOUNT AND REQUIREMENTS**

Organizations may request up to $5,000 inclusive of GRT. The City reserves the right to award multiple contracts under this RFQ. The City reserves the right to award multiple contracts under this RFQ. Organizations receiving funding must comply with the following requirements. Potential applicants should carefully read through the requirements below to ensure they would be able to meet them if funded.

**Credit Line and Logo:** All organizations funded by the Arts Commission must display the Arts Commission’s credit line and logo on all printed and digital publicity, promotional and program materials related to the project. Failure to include the logo can result in the termination of the contract and the revocation of funding.

**Reporting:** Organizations will be required to provide statistical and demographic information about the project as well as qualitative assessment of the program. Ten percent of the total funding award will be withheld until acceptance of the final report by the Arts Commission. Organizations are required to submit reports online through GoSmart at santafem.gosmart.org. There are no exceptions to the reporting requirements. Failure to submit acceptable reports by the deadline 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.
Financial Records: Separate financial records related to the funded project must be maintained by the organization. These records must be kept on file during the contract period and for a minimum of three fiscal years after the end of the contract. They are subject to local, state and federal audits at any time.

Payment Requests: Payment is made after services are rendered. Partial payments may be requested. Staff reviews all requests before payments are made. Ten percent (10%) of the total contract amount is withheld until the project is completed and required reports have been submitted and approved.

EVALUATION AND CRITERIA

The Arts Commission staff reviews all applications for eligibility and completeness. Then a panel will review all eligible applications. All reviewers’ scores are added together and then divided by the number of reviewers scoring the application. Based on evaluation and scores, the Arts Commission will recommend award of contracts. These recommendations are then forwarded to the appropriate bodies for approval. All awards are based on the availability of tax dollars and 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 thoughtful plan to attract new audience
As demonstrated by:
- Showing estimate of size, diversity and geographic location of the audience; thought given to who and where to target to attract new audience members both locally and regionally
- Comprehensive and well-designed marketing plan including deadlines and deliverables
- Thought given to appropriateness of marketing strategy to reach target audience
- Strategic partnerships/collaborations to increase marketing/promotional reach
- Capacity to collect demographic information

50% Standards of artistic excellence and administrative capability
As demonstrated by:
- Quality of artistic samples submitted
- Qualifications/backgrounds of artistic & administrative personnel
- Accuracy of the application materials; realistic project budget; financial stability
SUBMITTAL REQUIREMENTS

All applications are completed online through the GoSmart system – santafenm.gosmart.org. Please note that the Arts Commission is not responsible for compatibility issues due to operating systems, platforms, programs or program versions.

Online submittals include:

- Applicant Information
- Narrative
- Promotion/Marketing Plan
- Financial Information/Project Budget
- Support Material: Bios, Board List, IRS Exemption Letter, Incorporation Certificate, IRS Form 990, Artistic Samples, Other Samples

SCHEDULE

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<tr>
<th>Event</th>
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Project Descriptions – Collaborative Arts Marketing 2017/18

Parallel Studios: Parallel will collaborate with Santa Fe Institute, the Thoma Foundation, Lensic Performing Arts Center, Axle Projects, The Santa Fe Railyard Community Corporation, Form 7 Concept, Meow Wolf and several other partners to present ART+SCIENCE = SANTA FE. This partnership is a new and natural collaboration between Parallel Studios, the producers of the CURRENTS Festival, the Santa Fe Institute’s INTERPLANETARY FESTIVAL, smaller arts organizations and for profit galleries and event spaces.

While it will be the 9th year of CURRENTS as an annual event, this will be the maiden year for the INTERPLANETARY FESTIVAL which is also projected to be an annual Railyard event.

The campaign will promote events taking place between June 7 and June 24th, 2018, in the Railyard Art District as well as at citywide venues. Collaborators will use print, social media and online strategies to promote their events with the umbrella tag ART+SCIENCE = SANTA FE as well as promoting their individual events through their networks.

Funding recommendation: $30,000

MAKE Santa Fe: The SIRUN collaboration from the 2016/2017 has been an extremely successful effort. Administered by Wise Fool New Mexico, the specified grant collaborative has had regular transparent meetings open to all area stakeholders. A smaller, administrative group has been organized by Wise Fool to make key decisions, while leaving participation open to others with the desire and capacity to engage on a more granular level. For the proposed continuation of the grant for 2017/2018, MAKE Santa Fe will become the contracting entity. MAKE will prioritize leveraging the successful community building of the first grant period into more focused and representative marketing for the coming year.

The collaborative work for 2017/2018 will begin with a stakeholder assessment of what was done with previous funding, analysis of available metrics and discussion of successes to build upon, areas needing improvement, and how to adapt both strategy and tactics to be impactful for the entire district. We will have open meetings every four to six weeks during the contract period, at which we will collectively determine priority marketing opportunities, settle on video content to represent the collaborative as a whole, consider formalized organizational structure for area stakeholders, and plan for long-term collaboration and shared promotion into the future. Partners include Adobe Rose Theater, ARTsmart, Chimera, Creative Santa Fe, Teatro Paraguas and Wise Fool, among others.

Funding Recommendation: $23,000

Museum of NM Foundation: Indigenous art forms are under threat. Unscrupulous vendors sell knock-off imitations misrepresenting Native authenticity. Corporations appropriate native imagery for commercial product designs. Cultural imagery is appropriated without permission, royalties, context, or respect for the culture or its people. These institutions have joined forces forming Project Indigene: Perspectives on Indigenous Art Issues, a collaboration designed to create awareness around the themes of Authenticity; Appropriation; Activism; and Artistic Integrity. Partners include museums, research
institutes, and art markets, all of which play integral roles in public messaging and cultural ideation, and have enormous impact on the economies of indigenous peoples. Partners include Museum of Indian Arts and Culture, Museum of International Folk Art, Wheelwright Museum of the American Indian, IAIA Museum of Contemporary Native Art, School of Advanced Research, The Ralph T. Coe Foundation, SWAIA, Native Treasures and Zuni Art Market.

**Funding Recommendation:** $20,000

**Theatre Santa Fe:** The concept is to continue our website, social media and weekly email and add reasonably sized ads in the main Santa Fe print media (Pasatiempo, Santa Fe Reporter and ABQ Journal North) to highlight the theatre performances that are taking place in town. A Theatre Walk to be held on September 16 will kick off the promotion and bring attention to at least 13 theater companies. Promotion will be through print ads placed in the aforementioned publications, in theatre lobbies and our online resources.

The campaign will allow our member theaters in Santa Fe to get print exposure for their performances that they wouldn’t normally be able to afford. We envision an ad with our logo as the header and then boxes (perhaps 3x3”) that allow theaters to promote their show for the week and then enough room at the bottom to showcase business sponsors. Once we have this print awareness campaign negotiated and scheduled, we will be able to attract more corporate sponsorship. The better the grant budget we are able to obtain, the stronger our sponsorship support will be.

The key partners are the 17 theater companies. Each has a role in promoting its own season and/or events and all will work together on this campaign. Jim Patterson, board member of Theatre Santa Fe, will organize the print campaign. Robin Williams, of International Shakespeare Company will run the website and we are in talks with various contractors to run the social media and design the print ads.

**Funding Recommendation:** $12,000
July 25, 2017

Community Gallery Exhibit Proposal for Spring 2018
Nature & Art: Source, Subject and Spirit

Introduction: Art & Botanicals - A New Relationship
Across countless millennia a symbiotic relationship developed between humans and plants. Human’s careful observation, experimentation and cultivation of plants resulted in beneficial uses that allowed cultures around the world to develop, subsist and thrive. The four most recognized methods of plant use by humans are as food, weaving and dying, healing and tool making.

However, this exhibition opens another chapter in this evolving relationship—a fifth perspective or path. One that has existed, but continues to develop through experimentation and implementation of new techniques that reposition plants from subject or background, or inspiration and muse, to multi-dimensional resources of form, building blocks, texture, or chroma. Resulting in a complete integration of materials and image—a fusion of the internal mind and external vista. Where nature provides the tools and materials for art making, and an unending resource of sensory stimulation.

Exhibition Program Partners: These environmental and arts education non-profits have the capacity and expertise to partner in the development and implementation of the exhibition’s experiential workshops for artists and the public.

- Santa Fe Botanical Garden (SFBG) which includes the Leonora Curtin Wetland Preserve (LCWP) – Partnership is confirmed, with Education Director, Mollie Parsons as programs partner and advisor
- Santa Fe Watershed (SFW) – Partnership is confirmed with Executive Director, Andy Otto, as advisor in further program development
- Axle Contemporary Gallery (ACG) - Confirmed interest, pending program schedule alignment and development
- Randall Davey Audubon Center (RDAC) – Will contact if exhibition and programs are approved to move forward

Exhibition Programming will focus on the engagement and education of artists as well as the community. Participating artists will be asked to challenge their studio practice by participating in a guided process connecting them to the integration in art making of natural materials in a more active way. Artists will utilize resources and materials made available through guided hikes and workshops with the Santa Fe Botanical Gardens, Santa Fe Watershed, Leonor Curtin Wetland Preserve and the Randall Davey Audubon Center to better understand the importance of plants as natural resources in our lives and cultures for food, medicine, clothing, tools, and art making materials.
The exhibition convenes artists whose works reflect and reveal nature by incorporating natural materials, while exploring a wide range of styles and media. The collaborative exhibition could be presented in dual locations, pending scheduling coordination, including the Santa Fe Community Gallery (SFCG) and a mobile exhibition in the Axle Contemporary Gallery. Programs for youth and adults could be presented by the Santa Fe Botanical Garden at its Leonora Curtin Wetland Preserve and in the Community Gallery. Additional public programs can be offered through the Santa Fe Watershed and the Randall Davey Audubon Center.

**Programs & Community Engagement** will consciously integrate non-traditional sectors of the community through programming that partners with local environmental organizations and educates the public on the significance and use of plant life that are often taken for granted. Programming can involve lectures and guided hikes with curanderos, representatives of area pueblos, seed banks, beekeepers, preservationists, botanists and others.

**Program Examples:**
- Two-Part Program One A. Invasive species gathering at SFBG Leonora Curtin Wetland Preserve: Guided hikes to gather plant materials for later use in art making workshops.
- Program One B. Hands on workshop at the SFCG utilizing dried plants in art making workshops for youth and adults.
- Two-Part Program Two A. Plant gathering in SFW property: Guided hikes can locate plants used for dyeing and pigment making.
- Program Two B. Workshop at the SFCG demonstrates the use of pigment bearing plants and incorporation into art making.
- Artist Gallery Talks: Small groups of two to five artists lead viewers through the exhibitions at both gallery venues to share their insights and techniques used in featured works.

**Potential Exhibition Artists:**
- Artists from SFCG database
- Clayton Bass – mixed media painting
- New artists who emerge through the exhibition and program development