

Evaluation Scores for OTAB Funding Applications 2019

Respondent	Criteria	Totals	Average	Funding
SW Promotionz/Lowrider	Total Score	355	46.3	Requested: \$5,000
Carlos Munoz	Proposal		7.6	Recommended: \$5,000
southwestpromotionz@gmail.com	Marketing Plan		4.0	*Small funding request warranted full
505-570-0921	Partnerships		2.5	funding
	Financial Capacity		2.6	*Need to supply a more detailed plan
	Outcome & Follow through		5.0	how money will be used
	Formatting		-1.5	*No reply to award email as of 1/4/19
	Concept & Creativity		14.7	
	Value & Impact		15.6	
	Comprehensive Approach		6.1	
SF Network - Hey Santa Fe	Total Score	559	80.4	Requested: \$30,000
Lee Zlotoff	Proposal		10.8	Recommended: \$30,000 (3 trials)
lee@santafenetwork.tv	Marketing Plan		7.6	*TSF will have full access to product at
	Partnerships		3.6	no cost.
	Financial Capacity		8.1	*SF network will provide a promotional
	Outcome & Follow through		8.0	plan no later than Jan 31, 2019
	Formatting		-0.3	*SF Network & NM Music Commission will work
	Concept & Creativity		17.3	Together
	Value & Impact		17.6	
	Comprehensive Approach		7.6	
NM Music - Platinum	Total Score	492	72.6	Requested: \$18,000
David Schwartz, President	Proposal		10.3	Recommended: \$10,000
dsmedia@earthlink.net	Marketing Plan		6.5	*Request a marketing plan - once
415-730-7305	Partnerships		3.9	honoree's are determined
	Financial Capacity		8.1	*Recommend they pursue the concept
	Outcome & Follow through		6.9	of involving honoree's as performers in
	Formatting		0.0	other components of Music Week
	Concept & Creativity		15.4	*SF Network & NM Music Commission will work together
	Value & Impact		15.3	*Require Mention SF Music Week in all
	Comprehensive Approach		6.4	promotions funded by this grant
SITE Santa Fe	Total Score	640	92.3	Requested: \$15,000
Ann Wrinkle, Director	Proposal		13.6	Recommended: \$7,500
wrinkle@sitesantafe.org	Marketing Plan		9.1	*Funded at \$15k in 2018. Max for 2019 is
505-989-1199	Partnerships		4.5	50% at \$7,500.
	Financial Capacity		9.6	
	Outcome & Follow through		9.0	
	Formatting		0.0	
	Concept & Creativity		18.3	
	Value & Impact		18.9	
	Comprehensive Approach		9.3	

Film Week	Total Score	400	62.4	Requested: \$10,000
Jon Hendry	Proposal		11.7	Recommended: \$10,000
jon@jonh.film	Marketing Plan		8.0	* Marketing Plan needs to be provided
505-216-6063	Partnerships		4.3	
	Financial Capacity		8.7	
	Outcome & Follow through		9.0	
	Formatting		0.0	
	Concept & Creativity		17.3	
	Value & Impact		16.0	
	Comprehensive Approach		8.2	
NM Artisan	Total Score	355	52.1	Requested: \$30,000
Chris O'Donnell	Proposal		8.3	Recommended: \$15,000
info@nmartisanmarket.com	Marketing Plan		5.3	*Dates TBD and request to provide as soon as possible -
505-750-0520	Partnerships		2.0	for now we understand that funding will be for
	Financial Capacity		5.6	early/winter 2020. If 2019 dates are
	Outcome & Follow through		5.9	selected must let committee know
	Formatting		-0.4	ASAP.
	Concept & Creativity		12.6	*Requested a Marketing plan
	Value & Impact		11.4	
	Comprehensive Approach		5.1	
Cloudtop	Total Score	463	68.5	Requested: \$30,000
Jessica Baxter	Proposal		11.3	Recommended: \$22,500
jessica@cloudtopcomedy.com	Marketing Plan		6.8	*Requested a more detailed Marketing
	Partnerships		3.0	plan
	Financial Capacity		6.4	*Requested more information on their
	Outcome & Follow through		6.1	non-profit status and a copy of org.
	Formatting		-1.5	financial statement
	Concept & Creativity		17.6	*Recommendations: concept of "Rising Star"
	Value & Impact		16.6	& top billing for SF
	Comprehensive Approach		7.6	
Global Running- SF Thunder	Total Score	448	62.1	Requested: \$15,000
Joseph Karnes	Proposal		13.7	Recommended: no funding
info@santafethunder.com	Marketing Plan		8.7	*Event was previously funded for a full
505-989-3800	Partnerships		4.3	three year cycle and sufficient change
	Financial Capacity		8.3	was not identified to allow for another
	Outcome & Follow through		6.6	funding cycle to be initiated.
	Formatting		0.0	
	Concept & Creativity		12.6	
	Value & Impact		11.9	
	Comprehensive Approach		5.0	