THE CITY OF SANTA FE
ARTS & CULTURE DEPARTMENT

City of Santa Fe Arts Commission
CULTURAL INVESTMENT FUNDING PROGRAM

Traditional Marketing Impact

Pre-Proposal Meeting
November 23, 2020 3pm via Zoom

ARTS AND CULTURE DEPARTMENT

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.

It's a Whole New World
Novel coronavirus has changed everything

What Now?
Revamped Cultural Investment Funding Program

Now is The Time: two paths for funding support

Traditional Marketing Impact (TMI), honors the tradition of our grant making history by funding traditional regional marketing and advertising of their programming. This program is designed for non-profit arts groups who do not wish to collaborate with organizations outside of their sphere.

Digital Collaborative Impact (DCI), challenges organizations to collaborate and create new visions using digital programming or creating new ways of presentation via traditional media. Our view is that this will allow a more diverse range of groups the ability to create opportunities for themselves and a wider online community.

“Culture embodies the shared complex and diverse heritage of a community, including its tangible and intangible virtues…It is the quiet and restless imagination that becomes expression, from which emanates writing, song, performance, painting, sculpture, cuisine, dance, design and story. When recognized, coalesced and leveraged, culture is transformative. It ignites creativity, consciousness and capacity.”

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 February, 2021 and June 30, 2021)

TRADITIONAL MARKETING IMPACT

Project Eligibility

- Honors the tradition of our grant making history by funding traditional regional marketing and advertising of their programming
- This program is designed for non-profit arts groups who do not wish to collaborate with organizations outside of their sphere.

Project Eligibility

Any live, in-person production events must also adhere to COVID-Safe Practices (CSP) with flexibility in the anticipation of New Mexico's Governor's lifting of the public health emergency mandates.

All projects must take place between the effective dates of the contract (anticipated to be February 1, 2021-June 30, 2021).

Eligible Expenses

- Marketing/promotion consultant fees
- Website costs related to promotional/marketing content
- Social media and/or radio costs
- Printed material costs such as written and photographic content, editing, design, printing, distribution
- Advertising costs

INELIGIBLE EXPENSES

Ineligible expenses

- Permanent staff salaries
- Scholarships and fellowships
- Closed subscription series including demonstrations, master classes, programs, forums, virtual tours, etc.
- 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 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 (events, personnel, merchandise, invitations, etc.)
- Insurance costs related to the ongoing employment of organization staff

ORGANIZATION ELIGIBILITY

- Programs must be based in nonprofit arts organizations exclusively
- Only Santa Fe-based organizations whose mission includes the arts will be funded
- Be a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in the 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
- Organizations must submit a current copy of their City of Santa Fe business registration
- Organizations are eligible for funding in one category of the Cultural Investment Funding Program (Digital Collaboration Impact or Traditional Marketing Impact)
- City of Santa Fe-operated programs are not eligible

SCOPE OF SERVICES

The Contractor shall provide the following services for the City:

- Advertise, publicize and promote Santa Fe as an arts center through presentation and production of the project.
- Promote and advertise nonprofit attractions and nonprofit performing arts in Santa Fe through presentation and production whether virtually and/or in-person
- Market and promote the project locally, regionally and nationally through media coverage and placements that emphasize target markets and demonstrated evidence of attracting audiences. The region of main focus includes New Mexico, Arizona, Texas and Colorado, as well as other Southwestern states and nationally for a wider audience
- Promote and market the City by utilizing the City Arts and Culture Department's 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 through virtual and/or in-person platforms
- Provide a report to the City of the results of the marketing and promotion project

CONTRACT AMOUNT AND REQUIREMENTS

Traditional MarketingImpact grant awards are $10,000

Organizations receiving funding must comply with the following requirements. Potential applicants should carefully read the requirements to ensure they are able to meet them, if funded.

Credit Line and Logo

All organizations funded by the Arts Commission must display the City of Santa OR Arts and Culture Department credit line 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. Final payment will be withheld until the final report is accepted by the Arts and Culture Department.

Organizations are required to submit reports online through the GOSmart system at santafenm.gosmart.org within 21 days of the end of the fiscal year.

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 and Culture Department funding for a period of five (5) years from the due date of the report.

CONTRACT AMOUNT AND REQUIREMENTS

Payment Requests
Payment is made after services are rendered. Partial payments may be requested. Staff reviews all requests before payments are made. Final payment will be withheld until the final report is accepted by the Arts and Culture Department.

Financial Records
Separate financial records related to the funded project must be maintained by the lead organization. These records must be kept on file during the contract period and for a minimum of three (3) fiscal years after the end of the contract. Records are subject to local, state, and federal audits at any time.

Audits
Lead Organization must also submit an annual IRS Form 990 to maintain organizational eligibility. There are no exceptions to this requirement.

CRITERIA

Applications will be reviewed based on an established set of criteria. The criteria are weighted and based on a scale of 1 (low) to 10 (high) for a total possible **score of 70**. An **average** of the Review Panel's scores will be used to rank the applications.

Artistic Excellence: 30 points

10 points
Ability to produce high quality of marketing and promotional materials based on past samples provided.

10 points
Ability to foster the creation, production, presentation (programs, performances, exhibitions, etc.) of the arts in Santa Fe

10 points
Attract and nurture high quality creative talent

Marketing Impact Relevance: 30 points

10 points
Proven ability to advertise, market and promote Santa Fe as a cultural Tourism
destination based on past audience demographics and appropriate platforms

10 points
Attract and grow customers from the Northern New Mexico (and beyond)

10 points
Propose a sound, well-crafted and researched marketing and promotion plan that is appropriate to the intended audience's age, geography and interests, including digital and social media platforms

Culture Connects and Sustainability: 10 points

10 points
Maintain, nurture and attract professional & volunteer leadership that reflects Santa Fe's diverse community to lead the organization with a clearly stated contribution to diversity, equity and inclusion of Santa Fe

EVALUATION POINT SUMMARY

The following is a summary of evaluation factors with point values assigned to each. These weighted factors will be used in the evaluation of individual potential Offeror proposals by sub-category.

Evaluation Factors (Correspond to section IV.B and IV C)	Points Available
B. Technical Specifications	
B. 1. Artistic Excellence	30
B. 2. Marketing Impact Relevance	30
B. 3. Culture Connects and Sustainability	10
A. Business Specifications	
C.1. Campaign Contribution Disclosure Form	Pass/Fail
TOTAL POINTS AVAILABLE	70
C.2. City of Santa Fe Local Preference per Section IV C. 2	2.1
C.2. City of Santa Fe Local Preference using Local Subcontractors Section IV C.2	4.2

EVALUATION

All responses will be reviewed for eligibility and completeness. Applicants will not be allowed to submit missing or additional materials after the deadline. Incomplete applications may not be considered eligible. All eligible responses will be forwarded to a panel consisting **of City staff and community members representing specific knowledge or experience in various areas of arts, nonprofit administration and/or marketing and promotion.** The panel will review applications prior to attending a panel meeting. At this meeting, each application will be discussed based on the above criteria and scored. The scores are then averaged and ranked for funding recommendations. These recommendations are then forwarded to the appropriate bodies for approval. All awards are based on the availability of tax dollars and funding. Ranking does not guarantee funding.

CHECKLIST

The online application includes the following:

- ☐ Applicant Information
- ☐ Project Narrative
- ☐ Audience Demographics
- ☐ Application Questions
  - Artistic Excellence, Marketing Impact and Culture Connects/Sustainability
- ☐ Composition of Staff and Board (per organization)
- ☐ Project Budget
- ☐ Artistic Samples, Marketing/Promotional/Education Samples
- ☐ Support Materials - (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 (PPT) file (no more than 10)
  - Video Samples (no more than two)
  - Audio Samples (no more than two)
- ☐ 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

City Required Procurement Forms

- ☐ Campaign Contribution Form
- ☐ Non Collusion Form
- ☐ Conflict of Interest Form

SEQUENCE OF EVENTS

Last day to submit questions related to the RFP.
NO exceptions.

DUE on 12/22 via
https://santafenm.gosmart.org
5pm MST

Action	Responsible Party	Due Dates
1. Issue RFP	Central Purchasing Office	November 12, 2020
2. Acknowledgement of Receipt Form	Potential Offerors	November 23 ,2020
3. Pre-Proposal Conference	Requesting Department	November 23, 2020
4. Deadline to submit Written Questions	Potential Offerors	December 8, 2020
5. Response to Written Questions	Procurement Manager	December 10, 2020
6. Submission of Proposal	***Potential Offerors***	***December 22, 2020*** **5pm MST**
7.* Proposal Evaluation	Evaluation Committee	January 6, 2021
8.* Selection of Finalists	Evaluation Committee	January 7, 2021
9.* Best and Final Offers	Finalist Offerors	January 8, 2021
10.* Finalize Contractual Agreements	Requesting Department/Finalist Offerors	January 21, 2021
11.* Contract Awards	Requesting Department/ Finalist Offerors	January 22, 2021
12.* Protest Deadline	Central Purchasing Office	+15 days after award

*Dates indicated in Events 7 through 13 are estimates only, and may be subject to change without necessitating an amendment to the RFP.

PROCUREMENT MANAGER

Arts and Culture Department has assigned a Procurement Manager who is responsible for the conduct of this procurement whose name, address, telephone number and e-mail address are listed below:

Name: **Pauline Kanako Kamiyama, Procurement Manager**
Telephone: (505) 955.6653
Email: pkkamiyama@santafenm.gov

Any inquiries or requests regarding this procurement should be submitted, in writing, to the Procurement Manager. Offerors may contact ONLY the Procurement Manager regarding this procurement. Other city employees or Evaluation Committee members do not have the authority to respond on behalf of the Procurement Manager.

ACKNOWLEDGEMENT OF RECEIPT FORM

Potential Offerers may e-mail the Acknowledgement of Receipt Form (APPENDIX A), to the Central Purchasing Office at Purchasing@santafenm.gov , to have their organization placed on the procurement Distribution List. The form must be returned to the Central Purchasing Office by 3:00 pm MST/ MDT on the date indicated in Section II. A, Sequence of Events.

The procurement distribution list will be used for the distribution of written responses to questions, and/or any amendments to the RFP. Failure to return the Acknowledgement of Receipt Form does not prohibit potential Offerors from submitting a response to this RFP. However, by not returning the Acknowledgement of Receipt Form, the potential Offeror's representative shall not be included on the distribution list, and will be solely responsible for obtaining from the Procurement Library (Section I. G.) responses to written questions and any amendments to the RFP.

PROCUREMENT LIBRARY

PROCUREMENT LIBRARY

A procurement library has been established. Offerers are encouraged to review the material contained in the Procurement Library by selecting the link provided in the electronic version of this document through your own internet connection. The library contains information listed below:

Electronic version of RFP, Questions & Answers, RFP Amendments, etc.
https://www.santafenm.gov/bids_rfps

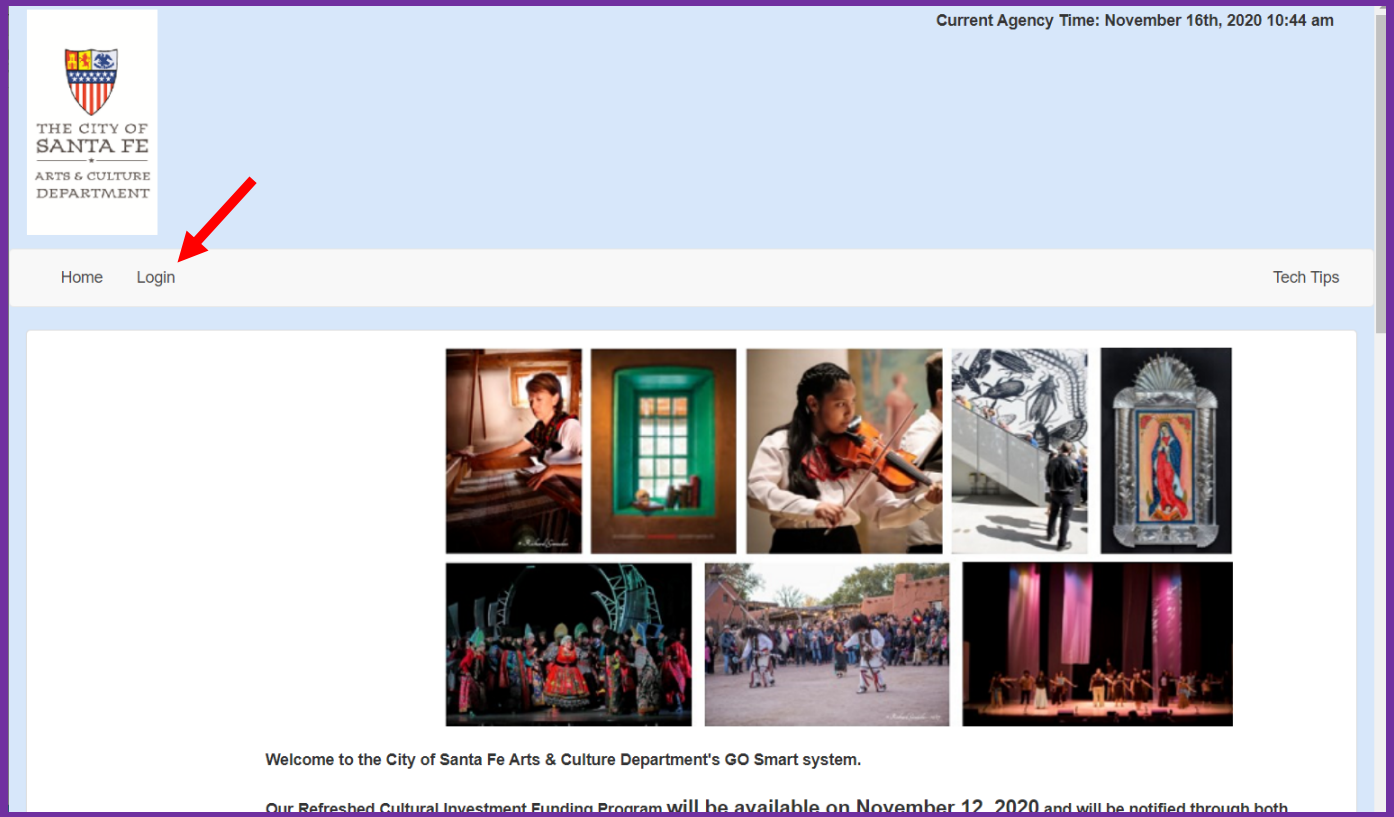
Other relevant links:
https://santafenm.gosmart.org

Working in GoSmart

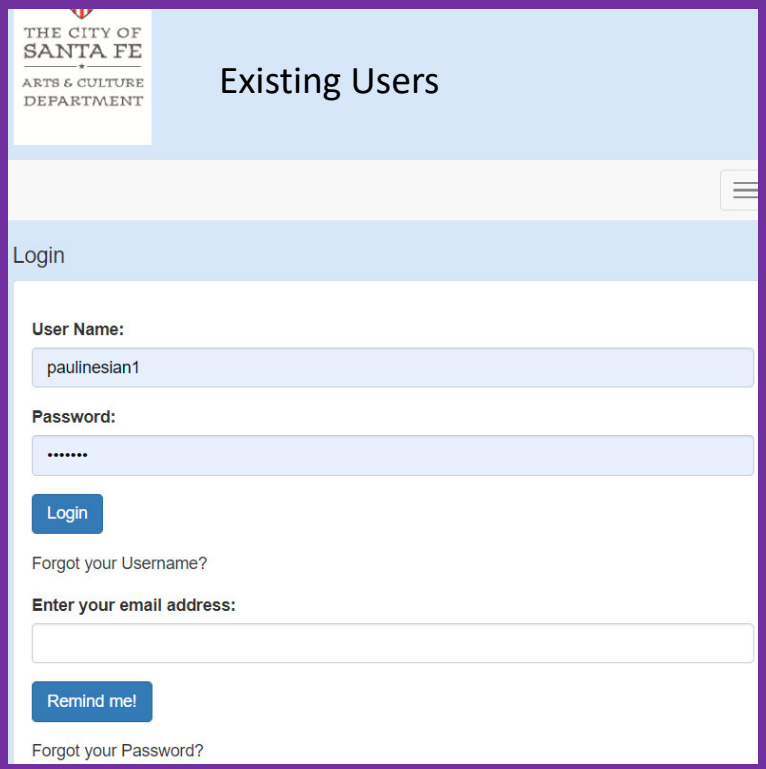
Applicants

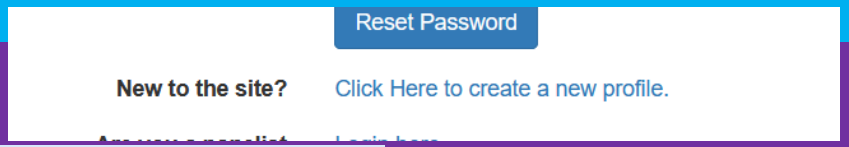
Go To https://santafenm.gosmart.org/

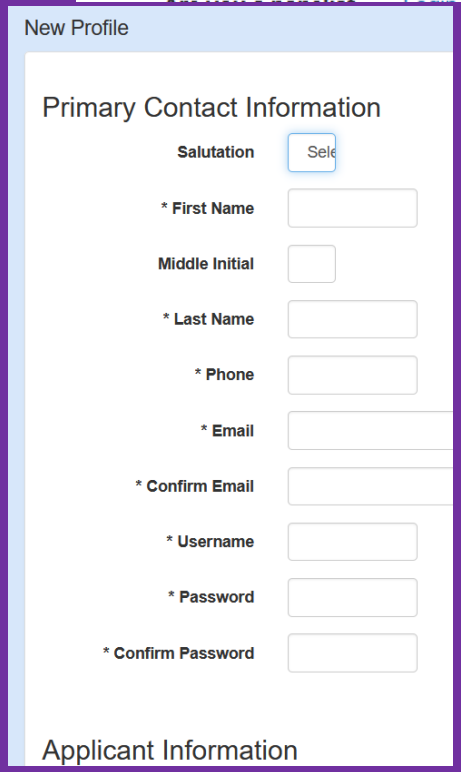
Click Login

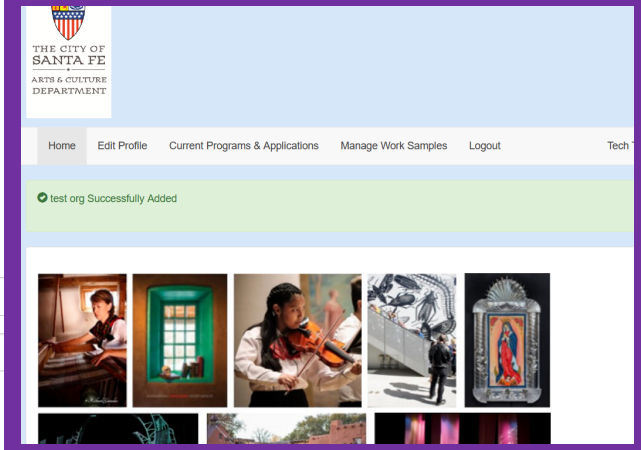

Current Agency Time: November 16th, 2020 10:44 am
THE CITY OF
SANTA FE
ARTS & CULTURE
DEPARTMENT
Home
Login
Tech Tips
Welcome to the City of Santa Fe Arts & Culture Department's GO Smart system.
Our Refreshed Cultural Investment Funding Program will be available on November 12, 2020 and will be notified through both

Enter User Name and Password Or Create An Account

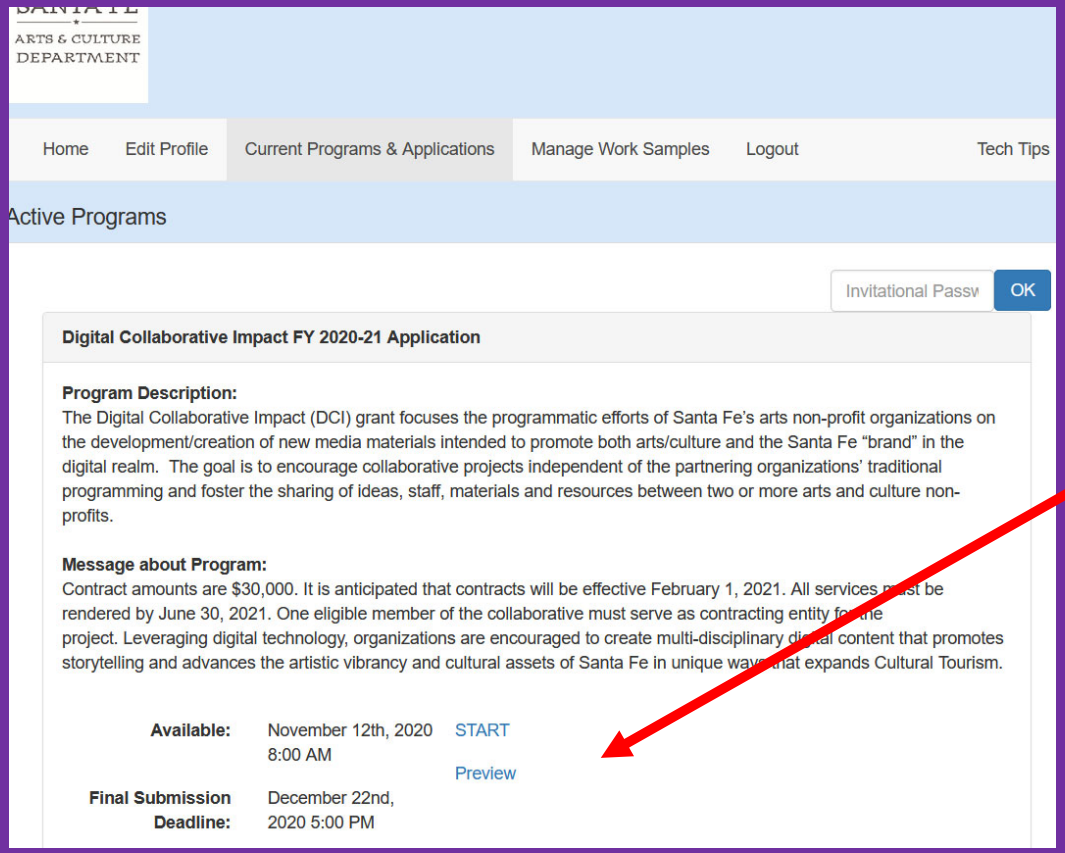








Select Current Programs and Applications Then Grant Application at Bottom of Page



You May Start The Application or Preview and Print Out the Application for Review

PREVIEW: The Application will open as a PDF

Print P

THE CITY OF SANTA FE
ARTS & CULTURE DEPARTMENT

Santa Fe Arts & Culture Department - Digital Collaborative Impact FY 2020-21 Application

test org

Application #

Primary Contact:	Ms. p p
Phone:	(505) 955-6655
Email:	paulinesian@gmail.com

Applicant Profile

Legal Name	test org
Date of 501(c)3 incorporation	12/18/2002
Address	123 marcy santa fe, New Mexico 87505 UNITED STATES
Telephone	(505) 955-6655
Primary Contact	Ms. p p Phone: (505) 955-6655 Email: paulinesian@gmail.com
Applicant Status	Organization - Non-Profit
Applicant Institution	Arts Service Organization
Applicant Discipline	Media Arts
FEIN / TAX ID	54-6545646

Santa Fe Arts & Culture Department - Digital Collaborative

Email: paulinesian@gmail.com

Applicant Information

Please identify a lead applicant and supply their contact info. One organization must function as the lead.

Organization Legal Name

DBA (if applicable)

Project/Program Leader Name

Project/Program Leader Email

Project/Program Leader Phone

Grant Contact Name

Grant Contact Email

Grant Contact Phone

Are you using a Fiscal Agent?

Name of Fiscal Agent

Fiscal Agent Contact Title

Fiscal Agent Contact Email

Fiscal Agent Contact Mailing Address. The fiscal agent must be a

Fiscal Agent Phone Number

Authorizing Official Name

Project and Artistic Excellence Narrative

Project Narrative of Digital Collaborative Impact project. Please answer the following Artistic Excellence Narrative questions. NOTE: Attachments to be loaded at end of application but will be evaluated under this criteria: Work Sample/Video Documentation

Project Title

Please provide a brief description of the Digital Collaborative Project that will be used for promotion of the grant award.

Start Date

End Date

Describe your collaborative project(s)- Where and when will events take place? What is the estimated size, diversity and geographic location of the audience? How will programs complement each other or encourage the audience to "attend" multiple partner events?

What specialized resources and skill sets does each partnering organization in the collaboration bring to the fuller project? Give evidence of why this collaborative project is courageous, adaptive, or innovative, and what you hope to learn in this process.

What are the community benefits of each partnering organization's work? How does it align with the Arts and Culture Department's focus areas and Culture Connects Roadmap?

Describe how your organization attracts, selects, and nurtures high quality creative talent (i.e., artists, scientists and historians). What people-focused approaches have you adopted?

START: will open application for you to begin filling in the application questions

Digital Collaborative Impact FY 2020-21 Application #DCI-FY210008

- **Cultural Investment Program**
- Applicant Information
- Project and Artistic Excellence Narrative
- Project Budget
- Project Budget Narrative
- Audience By Geographic Areas
- Audience Age Categories
- Audience Demographics
- Composition of Full and Part Time Staff and Board
- Composition of Contract and Volunteer Staff
- Staff and Board - Additional Questions
- Marketing Impact Relevance
- Culture Connects and Sustainability
- Sample Request
- Video/Audio Work Samples
- Attachments Confirmation
- Submit

Cultural Investment Program

Introducing the City of Santa Fe Arts and Culture Department's Cultural Investment Funding Program Refresh

"Culture embodies the shared complex and diverse heritage of a community, including its ta
and intangible virtues…It is the quiet and restless imagination that becomes expression, fro
emanates writing, song, performance, painting, sculpture, cuisine, dance, design and story.
recognized, coalesced and leveraged, culture is transformative. It ignites creativity, conscio
and capacity." Culture Connects Roadmap

Uploading Support Material

Sample Request

These samples are critical to your review. The artistic quality is judged based on the samples provided. Please include high-quality samples that are reflective of both the overall artistic quality of your organization as well as of the quality of the proposed project. NOTE: these may be used by the Arts and Culture Department for non-commercial purposes.

Before uploading samples, please read the corresponding directions below:

ARTISTIC SAMPLES

Images Samples

Note the change in submitting images:

1. Combine into a PowerPoint, Word or similar document no more than ten (10) images, with one image per page, include title, date, artist, media, and dimensions for each sample.
2. Next convert this document into a PDF
3. Use the Upload File button below to upload your PDF

*** Artistic Samples**

No file uploaded.

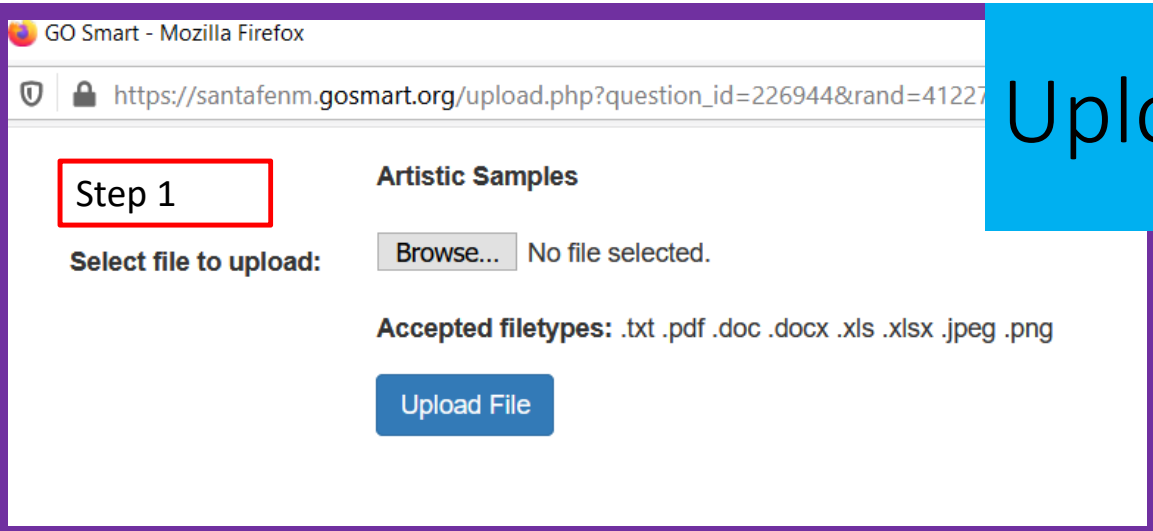
upload file

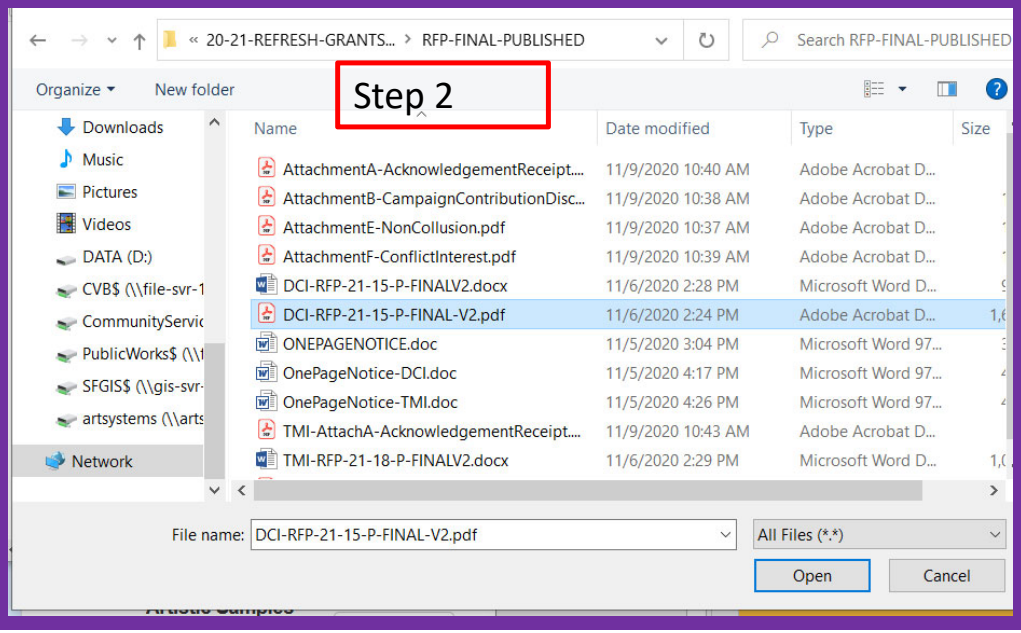
Video Samples

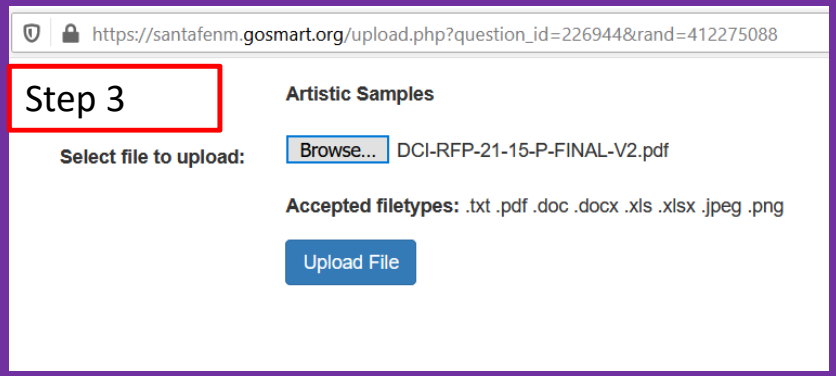
Link to up to no more than two (2) video clips, each clip not to exceed three minutes.

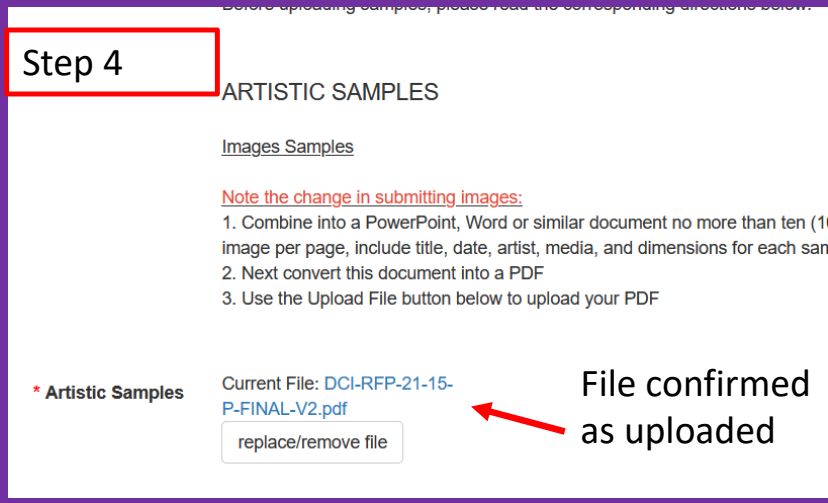
Include the https:// and www prefix (where applicable).

Uploading Support Material









if audio/video NOT available as link:

Video/Audio Work Samples

If you were unable to link to video or audio samples on the previous page, please use the space below to upload video or audio files from your computer. If you linked to your audio and/or video samples, skip to the next page.

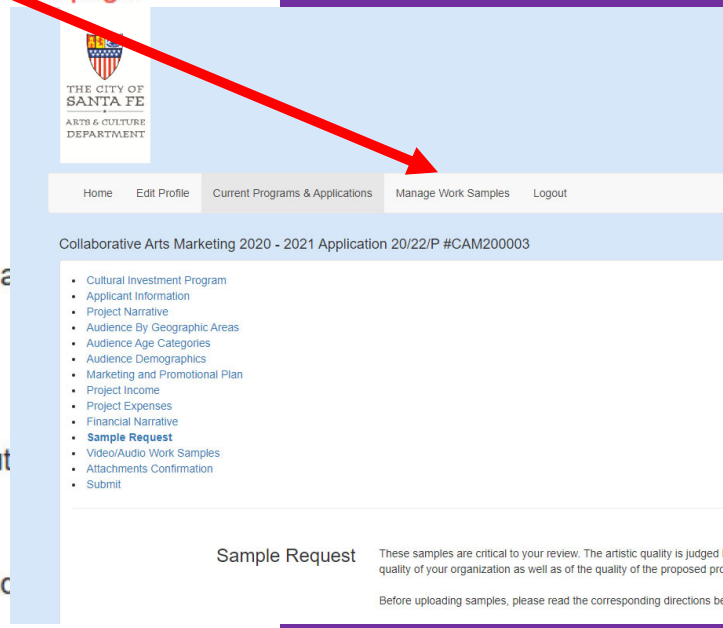
You must upload media to your Work Samples banks before attaching media to this page.

To attach support material from your Work Samples Banks:

- Click the Attach Video or Attach Audio buttons below.
- Check the box for the desired item(s).
- Click Save and close the window.
- Repeat for each media type.
- Ensure that you can see your selected media at the bottom of this page a view the details if you click on the thumbnail.

If you have not yet uploaded support materials to your Work Samples banks:

- Click either the Video or Audio Bank buttons below. This will take you out and to your Work Samples banks.
- Follow the work sample bank instructions to upload your files.
- Click the Current Programs & Applications tab, locate this application anc navigate back to this application.
- Follow the steps above to attach your files.



Uploading Audio/Video to “Work Samples”

Home | Edit Profile | Current Programs & Applications | Manage Work Samples | Logout

Manage Samples

Welcome! You are at the Manage Samples Main Menu.

This menu allows you to create and maintain your "bank" of samples (work samples, artistic documentations, supplemental r
and proposal documents). There are four types of samples collected here: Images, Audio, Video and Written.

Each sample type has its own "Manage" samples bank. Consider these banks as your Image Portfolio, Audio Inventory, Vide
Inventory and Written Document Library.

These banks will list existing samples and allow you to modify, remove, enlarge, duplicate samples, or add new samples. You
these banks to maintain your work samples that are requested. This is the collection tool for these samples. This is not your
application. There will be a separate selection tool within the actual application.

The system will allow you to create/maintain up to 20 samples per bank.

You have used 0% of your storage quota (250 MB remaining)

Images

This is where you can create an inventory of your digital images. The images can be of your visual artwork, photographs, or
your performances, group shots or headshots. Any digital image can be uploaded here. All image files must be saved as a J

Audio

This is where you can create an inventory of audio samples. You will upload an audio file.

Video

This is where you can create an inventory of video samples. You are able to create an inventory of up to 20 video samples.

Documents

Uploading Audio/Video to “Work Samples”

Video Sample Bank

Video Sample Bank:

Welcome to your Video Sample Inventory! This is where you will be able create an inventory of

To get to your application click Current Programs & Applications.

You currently have 0 of 20 possible Video Samples

You have used 0% of your storage quota
(250 MB remaining)

Click to Add Video Samples

You currently have 0 of 20 possible Video Samples

You have used 0% of your storage quota
(250 MB remaining)

VIDEO SAMPLE FORM

You will use this form to upload your digital samples and/or enter descriptional data about your samples. Please review the technical tips to ensure you meet the digital sample format requirements for this system.

This is NOT your application. You will be asked to make your sample selection within your applications. You should refer to your granting agency's Guidelines for specific requirements for your samples. Note: We recommend you answer the questions on your sample upload form as completely as possible. Some granting agencies may require some or all of this data. You must check with your agency regarding data requirements. The GO Smart system does not check thes requirements.

All fields with an asterisk are required.

Media: Digital File

*** Select your video file** Browse... No file selected.

*** Title of Work**

Do not enter your name in the title. Limited to 60 characters including spaces.

If the work is a collaboration or the applicant is not the creator of the work, please provide the names below.

Artist Name #1:

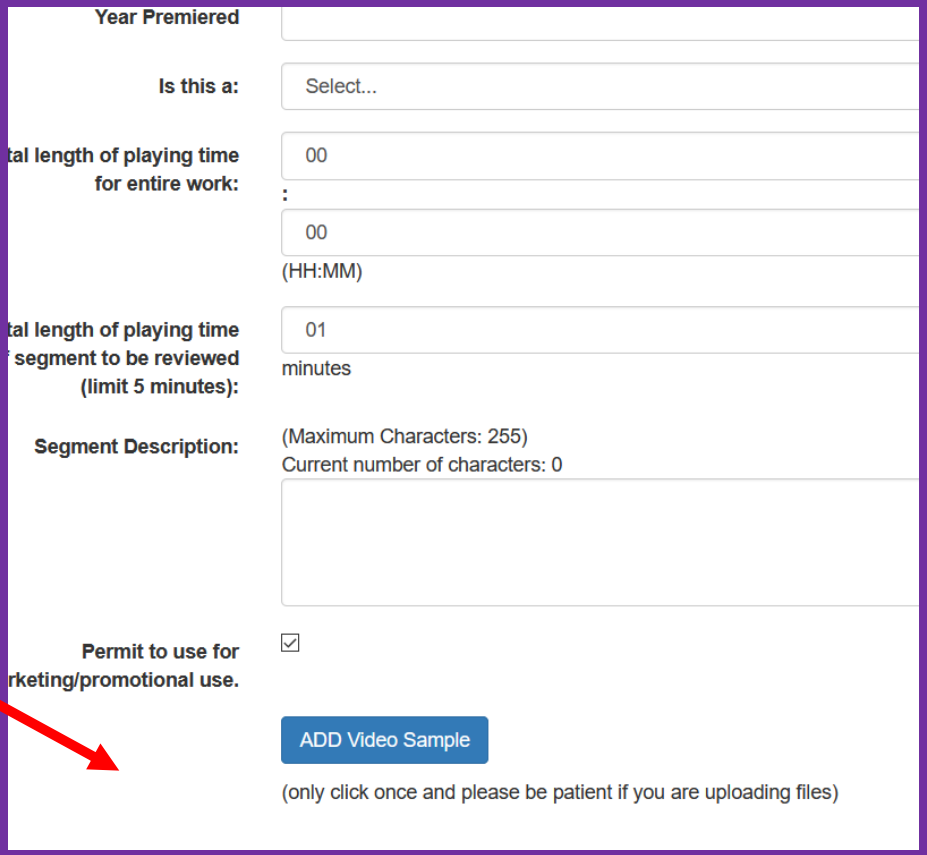
Collaborator Name #2:

Collaborator Name #3:

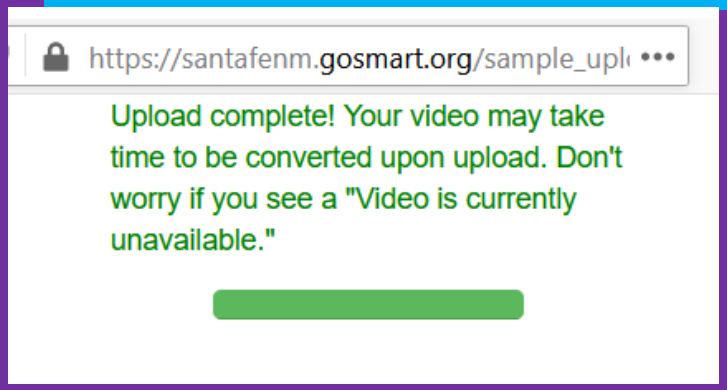
rief Description of work: (Maximum Characters: 250)
Current number of characters: 0

Uploading Audio/Video to "Work Samples"

Add file and click "Add Audio/Video Sample" Button at bottom

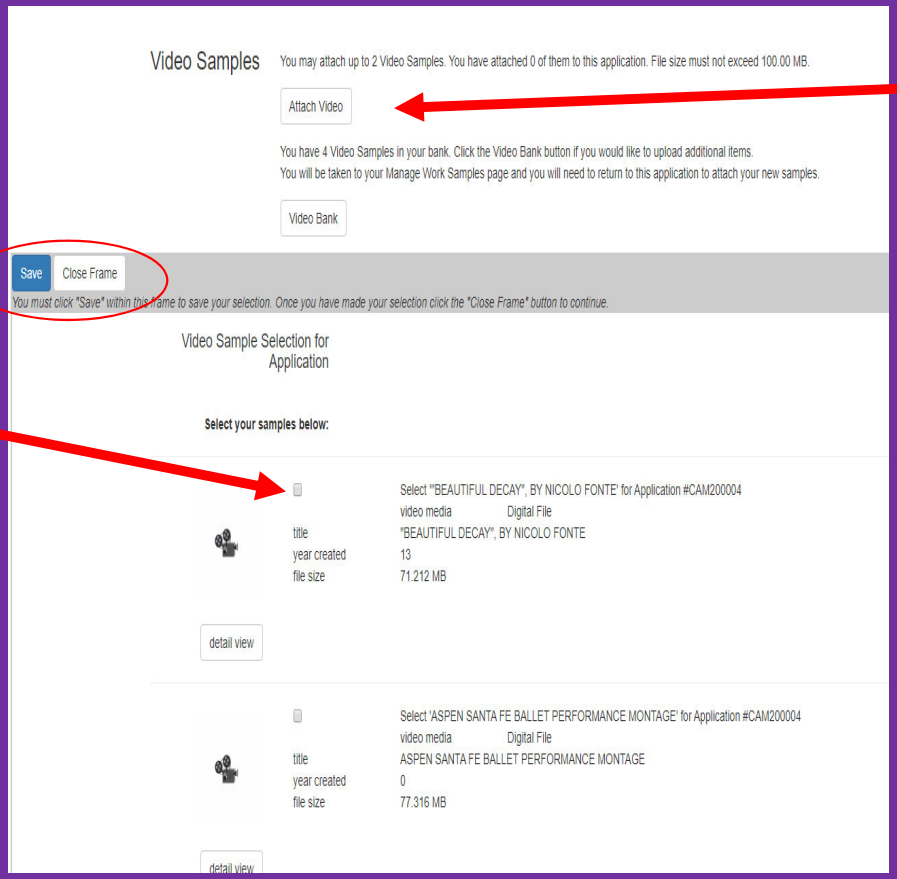


Attach your file(s) to your application FROM the Audio/Video Bank



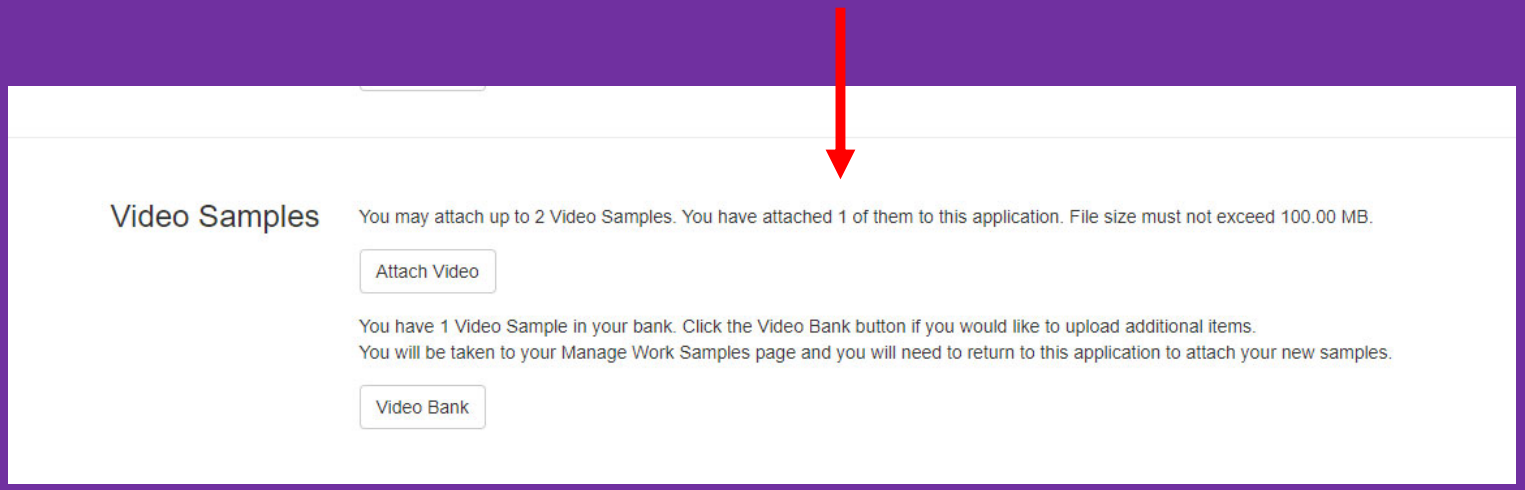
1. First, Select the file(s) you want to attach to your application

2. Then click on “save” and “Close Frame”



3. Attach video

Confirmation that you have **attached** to your application



Need help? Contact us: 955.6655

Confirm Applicable Uploads
This Page is New For 2020

Attachments Confirmation Page

Check Yes or No for upload confirmation/Not applicable

* Images Samples (submitted as a PowerPoint/PPT file)	☐ Yes ☐ No
* Video Samples	☐ Yes ☐ No
* Audio Samples	☐ Yes ☐ No
* Promotional Materials	☐ Yes ☐ No
* ORGANIZATIONAL SUPPORT MATERIALS Artistic and Administrative Biographies	☐ Yes ☐ No
* Board List	☐ Yes ☐ No
* Organizational History	☐ Yes ☐ No
* Organizational History	☐ Yes ☐ No
* Incorporation Certificate	☐ Yes ☐ No

Upload and Attach!

- At the End of the Uploading Process, You Must Attach All Documents to the Application.
- Select All, Click Attach to Application and Save.
- Confirm Applicable Uploads
- Click Agreement and Submit Application

Questions...

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

Matthew Chase-Daniel, CARES Act funded, mini-grant project

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