

Traditional Marketing Impact			
RFP #21/18/P			
Questions and Answers - as of December 4, 2020			
	Questions	Answers	RFP Section RFP PG#

23	<p>Local Preference information to receive additional points, your organization must be registered with the State of NM, in only one category: resident business, resident contractor, resident veteran business, and resident veteran contractor</p>	<p>http://www.tax.newmexico.gov/Businesses/in-state-veteran-preference-certification.aspx</p>	<p>V. Evaluation, B. Evaluation Factors, 5.C.2.Local Preferences</p>
			27
24	<p>Is there a definition for "Creative Individual" for the staff/board section</p>	<p>there is not a defined term for Creative Individual, it is up to each whether they identify as creative - do they actively participate in any creative endeavors in any medium?</p>	NA
25	<p>Image Samples: How are "images" defined - live performance photos, program covers, etc. We also don't understand how to provide dimensions for each image, not being graphic designers.</p>	<p>in GoSmart, under ARTISTIC SAMPLES there are four categories: Artistic Samples; Video Samples; Audio Samples and then Promotional Samples. Upload corresponding documentation that supports the category. It would seem that Program Covers would be uploaded under Promotional Samples as evidence of past promotional materials UNLESS you are using the cover image as example of ArtisticSamples in which case it would make sense to submit the image of the actual event vs the program cover</p> <p>dimensions would relate not to the Image but of the object if it were for example sculpture or painting - if it does not apply, then you may leave it blank</p>	GoSmart online application/Artistic Samples
			NA
26	<p>Promotional Materials (3): How do these differ from Images? Are we speaking here of event flyers, print ads, and Facebook boosting</p>	<p>Promotion materials are what you have used to promote your events/organization. They are not examples of Artistic excellence/programs. Promotional materials may include but not limited to those things you list: event flyers, print ad, FB boosts, program booklets, etc.</p>	GoSmart online application/Artistic Samples
			NA
27	<p>Audio and Video samples will be uploaded to Synch, and we'll provide a link for each. How long should they be left up?</p>	<p>Leave up as active links throughout the lifetime of the grant application and award length - through at least June 30, 2021</p>	NA
			NA
28	<p>What is the difference between "Composition of Full and Part Time staff and board" and "Composition of Contract and Volunteer Staff"</p>	<p>Full/Part-time staff and board are those positions that are <u>paid</u> through organization budget and are NOT contracted consultants; example - Executive Director and Artistic Director are two full time positions; PT Development Consultant is a Contracted position i would fall under Contract Staff position as would webmaster, who is an outside contractor.</p>	IV Specifications B. Technical Specifications 3. Culture Connects and Sustainability
			24
29	<p>what is a Full Time versus a Part Time Board member is.</p>	<p>does your board member work fulltime on your organization's mission/vision or other board functions/initiatives or are they part-time attending board meetings and occasional board functions.</p>	IV Specifications B. Technical Specifications 3. Culture Connects and Sustainability
			24
30	<p>Regarding which categories count toward the 51% or more of Marketing expenses, would you be able to look at our allocations to ensure that we are aligned with that requirement?</p>	<p>No I cannot review nor advise on your individual application, this is not allowable per the Procurement Code nor is it equitable for the other organizations applying. Please refer to the RFP#21/18/P Budget for information and GoSmart budget form online - 51% is to go directly to traditional marketing/promotion expenses related to costs such as social media, print ads, brochures, tourism ads, etc. that regional audiences (Northern New Mexico)</p>	GoSmart Budget Form

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31	From the instructions, I understand that, if we provide links to those files, we do not need to upload them to the Video/Audio Work Samples page, as well. If you could please confirm that I understand correctly, that would be a big help.	If you have provided a link to the video/audio sample, you do NOT have to upload the video/audio file.		
32	what we should do if we have a problem with our application after December 8, which is the stated deadline for submitting written questions. Should we phone you, should anything arise?	December 8 cannot be responded to. It is recommended you tackle the hardest part of your application prior to the December 8, 2020 deadline for submittal of questions. Otherwise, please check with your peers in other		