

Traditional Marketing Impact				
RFP #21/18/P				
Questions and Answers - as of December 8, 2020				
	Questions	Answers	RFP Section	RFP PG#
24	Is there a definition for "Creative Individual" for the staff/board section	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?	NA	NA
25	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.	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 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	GoSmart online application/Artistic Samples	NA
26	Promotional Materials (3): How do these differ from Images? Are we speaking here of event flyers, print ads, and Facebook boosting	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.	GoSmart online application/Artistic Samples	NA
27	Audio and Video samples will be uploaded to Synch, and we'll provide a link for each. How long should they be left up?	Leave up as active links throughout the lifetime of the grant application and award length - through at least June 30, 2021	NA	NA
28	What is the difference between "Composition of Full and Part Time staff and board" and "Composition of Contract and Volunteer Staff"	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.	IV Specifications B. Technical Specifications 3. Culture Connects and Sustainability	24
29	what is a Full Time versus a Part Time Board member is.	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 occassional board functions.	IV Specifications B. Technical Specifications 3. Culture Connects and Sustainability	24
30	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?	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)	GoSmart Budget Form	
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.		

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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?	All questions related to the RFP received after 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 organizations who may be able to provide assistance.		
33	For our image bank, we'd like to include one file with artist photos and bios from our sustainability campaign. But it is 2 pages in all. May we use this two-page document as a single image?	If you are submitting this as evidence of Artistic Samples, then one image per page of the document. If you are submitting as Promotional Materials, you are allowed up to three upload. If you are using as submittal under Organizational Support Materials/Artistic and Administrative Bios, it is limited to two pages	GoSmart-Artistic Samples upload page: Artistic and Administrative Biographies (Do not include resumes.) Provide brief biographies of key artistic, administrative and educational staff, including contractors or volunteers who will be involved in the project. Be sure to highlight relevant educational and professional experience. This should be saved as one PDF document totalling 2-page maximum.	
34	If there is any issue with our grant, despite sincere efforts to provide all requested information in the proper form, will someone from the SF Arts and Culture Department contact us?	Applications will be audited for completion after the due date. The GoSmart application has all the required questions to be addressed, budget form to fill out, charts to complete and checklist of materials as a way to ensure Offerers/applicants have submitted all necessary information.	IV. Specifications, Evaluation Factors, C.1 Evaluation Process	27
35	With regard to audience numbers (broken down by geography, age and demographics), you're asking for numbers of audiences we hope to serve. But the "digital platforms" confuses me. We're seeking support for marketing of our 2021 Summer Festival Season, which we hope will be in person. Was that term specific to the digital collaboration grant?	Audience geography is based on your promotional campaign and what regions you are focusing on (whether it be print or digital) whereas your Audience Age and Demographics would be related to your programming audience of who participates in it (onsite or digital programming)	GoSmart - Audience Section	
36	Public Health Order currently is 30% capacity number and was 80% capacity number - t's just so hard to know where we will end up. What sort of percentages of should be used - what we've achieved in the past for age and ethnicity?	The Public Health Order will be be constantly updated - it is recommended that you base your responses on what you anticipate and are planning for in the programming you are seeking funding for. For example, if your marketing campaign is geared for Summer, then respond to the questions with what you are planning to be the capacity and your staffing needs Use the narrative section to explain this.	GoSmart - Audience Section	

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37	With regard to the table breaking down the composition of our full/part time staff and contract personnel, we are currently in the process of making offers but those contracts won't be finalized until after the new year. How should I go about answering these questions? The same holds true when it comes to volunteers, given we won't know for certain how many in-person education events we will be able to have and whether we'll be able to offer tours of the facilities and grounds (docents), which are run by volunteers	This is an estimate of what your needs will be for the programming you are seeking funding for. Use the narrative questions to state this.	GoSmart - Audience Section	
38	Under Staff and Board . "How many PAID staff members and volunteers are creative individuals?"Under volunteers, does this refer to our Box Office and ushering volunteers?	This question is asking you to include PAID staff members and volunteers such as those you list as ushers, box office. This is not asking for your Board Members who may be unpaid - Board members are considered under a separate category.	Please complete indicating the number of staff (paid and unpaid) identify as "creative" and provide information pertaining to the board.	
39	<p>Similarly, in question 2, "How many UNPAID staff members and volunteers ...?" staff is partially paid and partially provides In-Kind services -so do we list our staff again in this section, or is our response to question 1 sufficient? All of our other volunteers are unpaid, including Board members, who I understand as volunteers, too. Is this correct? . Question 3 would be the TOTAL of questions 1 & 2. Is that correct?</p> <p>UNPAID STAFF & VOLUNTEER QUESTIONS</p> <p>BOARD QUESTIONS</p>	<p>No do not include your Paid staff in this section, as they are PAID regardless if part or full time employed; answer these questions as UNPAID Staff and Volunteers, NOT Board members; yes total questions 1 and 2 together.</p> <p>How many <u>PAID</u> staff members and volunteers, reflected in the previous tables, are creative individuals?</p> <p>How many <u>UNPAID</u> staff members and volunteers, reflected in the previous tables, are creative individuals?</p> <p>How many <u>TOTAL</u> staff members and volunteers, reflected in the previous tables, are creative individuals?</p> <p>Number of board positions by your bylaws: Average percentage of board meeting attendance:</p>	GoSmart Application, Staff and Board Additional Questions, instructions: Please complete indicating the number of staff (paid and unpaid) identify as "creative" and provide information pertaining to the board.	
39	Composition of Contract and Volunteer Staff: The form says, "ORGANIZATION STAFF: CONTRACTED OR VOLUNTEER": I am confused by the use of staff, since our outside contractors are not considered employees of NMPAS. They are paid for services, but are not salaried employees like our 2 FT staff	These would then be considered CONTRACT workers.		
40	GoSmart Community Help	<p>questions about GoSmart - a Google Classroom has been created and will be moderated by Matthew Chase-Daniel of Axle Projects to help you out as peer-to-peer support.</p> <p>Visit: https://classroom.google.com/c/MjEzMDI3MTY0MjEz?cjc=ipynqbq</p>		