

Traditional Marketing Impact			
RFP #21/18/P			
Questions and Answers - as of November 25, 2020			
Questions	Answers	RFP Section	RFP PG#
1 Although I'm aware that a single organization may only be awarded a contract through either the DCI or the TMI, can one organization submit proposals to both RFPs?	Organizations can apply to both RFPs. Organizations are eligible for funding in only ONE category of the Cultural Investment Funding Program (Digital Collaborative Impact OR Traditional Marketing Impact)	Organization Eligibility	26
2 will the traditional spring application cycles take place in 2021? Or, does the COSF budget point toward another delay/cancellation?	It is anticipated that the Fiscal Year 22 (July 1, 2021-June 30, 2022) program and application will be ready for release in Spring 2021.	DNA	DNA
3 Should we send all questions directly to you for the Traditional Marketing 2020-2021 Impact Application?	All questions related to the RFP are to be submitted in writing to Pauline Kanako Kamiyama, Procurement Manager to be addressed; pkkamiyama@santafenm.gov	D. Procurement Manager	5
4 In looking at Eligible Expenses and Ineligible Expenses, I do not see Artist Fees on either list. In the past, arts organizations had to use at least 50% of their funding for marketing and PR. So does this mean that grantees must now use 100% of their funding for Marketing and PR?	Artist Fees are allowable - please use the GoSmart application Budget form	E. Proposal Submission	5
5 Regarding the Schedule: I don't understand which of the Responsible Parties are the responsibility of the Applicant, as opposed to someone on City staff. For example, I am not familiar with the terms, Potential Offerors and Final Offerors.	Applicants are defined as the "Offerer" - from RFP definitions: "Offeror" is any person, corporation, or partnership who chooses to submit a proposal.	F.25 Definition of Terminology,	7
6 The project began on July 1, 2020. But there is a question on that page that asks for programming that will take place between February 1 and June 30, 2021.	The project/program's marketing/promotion you plan on <u>paying</u> for between February 1, 2021 through June 30, 2021 is eligible. This means it could be for project happening during this time period OR for future programs (July 1, 2021 on) that you are marketing and promoting prior to June 30, 2021. No retroactive projects are eligible as the RFP was released on 11/12/20.	Project Eligibility	24
7 Is there an advantage to going the collaborative route? As in, is there greater opportunity for a larger grant? Or will it be less competitive perhaps	Digital Collaborative Impact awards are \$30,000 to the collaborative group with a lead applicant "Offerer" so the funds are shared determined by the collaboration, DCI focuses on content development and its promotion/marketing while Traditional Marketing Impact awards are \$10,000 to one organization for its marketing and promotional materials with the rule of 51% towards traditional marketing/promotional expenses.	DCI RFP#21/15/P: C Scope of Procurement, page 4 TMI RFP#21/18P: C. Scope of Procurement, page xx	4 xx
8 Are the grant amounts, \$30,000 for the DCI and \$10,000 for the TMI, fixed? Do we either get the full amount or nothing at all?	These are fixed award amounts.	DCI RFP#21/15/P: C Scope of Procurement, page 4 TMI RFP#21/18P: C. Scope of Procurement, page xx	4 xx
9 Under eligible expenses in the DCI grant does Digital Media Platform costs cover facebook ads and boosts?	yes FB ads and boosts are eligible and keep in mind that this is to promote beyond Santa Fe due to Lodgers' Tax; Digital media platform costs	Project Eligibility/Eligible Expenses	24
10 For the TMI grant are facebook ads and boosts considered eligible costs?	yes FB ads and boosts are eligible and keep in mind that this is to promote beyond Santa Fe due to Lodgers' Tax; social media and radio costs	Project Eligibility/Eligible Expenses	23

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11	Can we send in the Appendix A DCI grant we are looking for partners - Appendix A receipt for both grants?	I would not advise using the Appendix A/Acknowledgement of Receipt Form as it is intended to notify the City's Procurement Office that you are interested in receiving all notices pertaining to the RFP and while it is public, I would not assume that all organizations are going to be looking at the City's BID/RFP website for partners	B. Explanation of Events. 2 Acknowledgement of Receipt Form	10
12	The date for sending in the DCI receipt is 11/24 and the TMI receipt is 11/23. Is this correct?	Yes this is correct. TMI Acknowledgement of Receipt is 11/23/20 the date of the TMI pre-proposal conference and DCI Acknowledgement of Receipts is 11/24/20 the date of the DCI pre-proposal conference	DCI RFP#21/15/P II Conditions Governing The Procurement A. Sequence of Events, page 9 TMI RFP#21/18/P II Conditions Governing The Procurement A. Sequence of Events, page 9	9 9
13	If we only have one other partner it appears that they have to be a 501(c)(3) also. Is this correct?	For DCI both partners need to be a 501(c) 3 designated as an arts and cultural organization OR if Cultural organizations and/or artists collectives that do not meet the above requirements as a 501(c)3 may apply as a partner with another cultural organizations with a 501(c)3 as the fiscal agent. The fiscal agent MUST be a partnering organization in the project	IV. Specifications A. Detailed Scope of Work, Organization eligibility	24
14	unclear about the Appendix A business. It sounds like the Acknowledgement receipt form is not required for this application to be valid. Is that correct?	Acknowledgement form is only required if you would like to receive notification from the City's Procurement Office of responses to submitted questions otherwise, you will need to visit the Bid/RFP website to see all posted responses.		
15	At the bottom of page 4, in the Scope of Procurement section, the first sentence reads, "The Selected Collaborative, through the Contractor, shall..."	Traditional Marketing is for an individual organization, not Collaborative (that is for DCI)	I. Introduction, C. Scope of Procurement	4
16	Is this replacing the previous Global Arts Marketing grants? Is this something you suggest we apply for as a possible replacement?	The "Cultural Investment Funding Program" has been the official name of the granting program for Lodgers' Tax arts and culture nonprofits. Formerly there were six categories to apply for, however, due to the drastic impacts the pandemic, the program has been refreshed and replaces all other categories previously offered. The new categories are: Digital Collaboration Impact and Traditional Marketing ImpactAnd you are encouraged to apply. The RFPs for both can be found here: https://www.santafenm.gov/bids_rfps	DNA	DNA
17	What is the due date and where are the criteria, the application, etc?	Both applications are due on December 22 at 5pm MST via https://santafenm.gosmart.org/ which has all the application information; visit https://www.santafenm.gov/bids_rfps for the criteria and schedule; NOTE: Preproposal Meetings for applicants are as follows and you'll need to RSVP to emtapi@ santafenm.gov : Traditional Marketing Impact on Monday November 23 at 3pm via zoom and on Tuesday Novmeber 24 at 3pm via zoon is the Digital Collaborative Impact.	Front page of each RFP has the due date. DCI RFP#21/15/P IV. Specifications, B. Technical Specifications; and V. Evaluation TMI RFP#21/18/P IV. Specifications, B. Technical Specifications; and V.	1 26-27 24-25

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18	Will there be a proposal for youth art organizations?	<p>There are no youth specific categories this year, however, a youth art organization is eligible to apply for either Traditional Marketing Impact or Digital Collaborative Impact</p>	<p>See both RFPs for specifics Digital Collaborative Impact RFP: https://www.santafenm.gov/bids_rfps/detail/2115p</p> <p>Traditional Marketing Impact RFP: https://www.santafenm.gov/bids_rfps/detail/2118p</p>	
19	can we apply for the \$10K grant and also be part of a collaborative, or is it either/or?	<p>Our intention was the spread the awards to as many organizations and anticipated only funding in ONE category but didn't specify that in the RFPs so:</p> <ul style="list-style-type: none"> - an organization could be awarded in both categories, however, they cannot be the lead applicant in the DCI - That the project or programs have to be completely different 	DNA	DNA
20	Culture Connects Roadmap files Are applicants expected to read the 100+ pages of the Roadmap in order to respond to this question? If we refer to these documents, might there be sections that are particularly applicable to the responses sought here?	Read the Executive Summary and then the report's "recommendation" section if you are unable to read the entire report.	https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.santafenm.gov%2Fcultural_roadmap&data=04%7C01%7Cpkamiyama%40santafenm.gov%7C448921b96c514bac342808d890b2d8a8%7C77b69f5a55ed436386164867b0bc707f%7C0%7C0%7C637418445096369102%7CUnknown%7CTWFpbGZsb3d8eyJWljoIC4wLjAwMDA1CQljoiV2luMzliLCJBTi6lk1haWwiLCJXVC16Mn0%3D%7C1000&sdata=6auKtVv1DH7MI%2FtscvwmVPY8H1KnYwbJJCGnXSoXz8%3D&reserved=0	
21	Local Preference information	Organizations will need to register with the State Purchasing Office as a vendor and receive a certificate for the additional points	C. General Requirements, 30. Local Preference	19
22	Pre-Proposal Meeting Zoom Link	Please click on the link to review the meeting	https://youtu.be/4TGgpFsx-Co	DNA