

**Date:** Decement 19, 2024

**To:** Travis Dutton- Leyda, Chief Procurement Officer

**From:** **Johanna Nelson, Office of Economic Development Director** *JN*  
**Chelsey Johnson, Arts and Culture Department Director** *CJ*

**Subject:** **Ammendment to the Contract with Global Center for Cultural Entrepreneurship DBA Creative Startups related to supporting the Creative Industries**

**Vendor Name:** **Global Center for Cultural Entrepreneurship DBA Creative Startups**

**Vendor Number:** **8048**

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#### **ITEM AND ISSUE:**

The City's Office of Economic Development (OED) and Arts and Culture Department (ACD) issued a Request for Quotes (RFQ) to provide services aimed at supporting and growing Santa Fe's creative industries. The RFQ was posted on the MUNIS platform and advertised to over 10,000 recipients over a four-week period. The RFQ number was 24062 One proposal was submitted by the Global Center for Cultural Entrepreneurship, doing business as Creative Startups. The proposal was received from their Executive Director, Alice Loy (505-263-5180, [alice@creativestartups.org](mailto:alice@creativestartups.org)). The contract was not executed within the performance period outlined in the State's agreement. The OED and OAH request to amend the performance period as allowed by the State Economic Development Department (EDD).

#### **Action Requested: Sign and Approve Amendment to the Contract**

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#### **BACKGROUND AND SUMMARY:**

The Office of Economic Development (OED) has received a \$100,000 grant from the New Mexico Economic Development Department to advance and support the Creative Industries. A dedicated contractor will collaborate with the OED and the Arts and Culture Department to implement programs that assist organizations providing technical support to entrepreneurs and business owners within the Creative Industries.

Targeting the Creative Industries as a key sector for economic growth, the OED and the Arts and Culture Department aim to stimulate regional development through this initiative. The programs funded by this grant will empower businesses in the Creative Industries by offering essential resources and expertise, fostering innovation, and enhancing their capacity to contribute to the local economy

#### **PROCUREMENT METHOD:**

The procurement method is RFQ, which was opened on May 10, 2024 and closed June 21, 2024. A single proposal was received. RFQ No. 24062

Chief Procurement Officer Approval: N/A N/A (Dec 23, 2024 10:06 MST) Date: Dec 23, 2024

**Supporting Information:**

**CONTRACT NUMBER:**

The FY25 Munis contract number is 325XXX (pending)

The FY25 Project ledger number is **ECD2421202**

**\$\$\$\$\$ SOURCE/REVENUE:**  Expense  Revenue

The funding source is:

**Fund Name/Number:** Economic Development/Fund 212

**Munis Org Name/Number:** 2122800/510400

**Munis Object Name/Number:** Grants and Services/510400

STATE OF NEW MEXICO

(ECONOMIC DEVELOPMENT DEPARTMENT)  
INTERGOVERNMENTAL SERVICES AGREEMENT  
AMENDMENT

THIS AGREEMENT AMENDMENT is made and entered into by and between the State of New Mexico,

**ECONOMIC DEVELOPMENT DEPARTMENT "EDD", and the CITY OF SANTA FE.**

IT IS AGREED BETWEEN THE PARTIES THAT THE FOLLOWING PROVISIONS OF THE AGREEMENT ARE AMENDED AS FOLLOWS:

1. **CITY OF SANTA FE Scope of Work.**

The EDD shall provide this funding to CITY OF SANTA FE for the purpose of creating or assisting its client contractor in creating a **Creative Industries Division related project that seeks to achieve and improve one or more of the following measures: 1) Increasing and advancing creative industry based economic development in New Mexico, 2) Supporting entrepreneurs and small businesses in creative industries, 3) Assisting organizations that support creative industry companies and workers, 4) Supporting educational and workforce training initiatives that facilitate creative industry growth and success, 5) Identifying and helping establish public infrastructure to support creative industries, 6) Serving as an information clearinghouse by providing resources and opportunities to creative industry stakeholders, or 7) Acting as a liaison between creative industries-related businesses and organizations** in the CITY OF SANTA FE and surrounding stakeholder community.

**Deliverables.** CITY OF SANTA FE will create or subcontract to provide the following by **June 30, 2025**:

- Create programming to develop and organize the creative industries ecosystem and address existing challenges and gaps.
- Convene and organize industry stakeholders while assisting the public to navigate and connect with resources required to start or grow a businesses within the creative industries.

- Establishing a community navigator program to align service organizations within the creative industries ecosystem in a working group or coalition.
  - Solicit a proposal from an organization that will act as a “Creative Industries Navigator Hub” to lead and convene the working group of organizations and stakeholders within the creative industries that support key sectors of the ecosystem including: Entrepreneurial technical assistance and resources, Financing, Industry specific workforce and education, Nonprofit support, Infrastructure, Diversity, cultural awareness
  - Convene the monthly working group to promote awareness of resources and activities and increase communication amongst the network.
  - Through the working group document and organize respective projects to identify priorities and solicit funding.
  - Compile respective tools, services and trainings to increase awareness and navigation in a user friendly format through the Creative Industries Navigator Hub which will be responsible for compiling and soliciting data and information from respective partners.
  - To the best of the City of Santa Fe’s Office Economic Developments ability, map key creative industry assets and infrastructure.
  - Organize regular public convenings throughout the city for entrepreneurs and aspiring entrepreneurs for networking, peer learning and connection to resources.
1. Provide a report at the close of contract that provides the following aspects:
    - a. A two paragraph summary of the outcomes of the project to date
    - b. Any anticipated job creation if applicable
    - c. Community, stakeholder and industry participation
    - d. Any overall economic contributions
    - e. Three to four photos of the project, and other media if applicable such as a link to a video.
    - f. An explanation, or result of each deliverable laid out in the scope including any relevant data such as number of participants, and identify the creative industries that were focused on as defined by the division as part of the project.
  2. Utilize “**EXHIBIT B**” attached hereto and incorporated herein by reference, to complete

item 1. A-F as stated above.

**All other articles of the Agreement remain the same.**

**IN WITNESS WHEREOF, the parties have executed this Agreement as of the date of the last signature below.**

By: \_\_\_\_\_  
CITY OF SANTA FE  
Alan Webber  
Mayor

Date: \_\_\_\_\_

By: \_\_\_\_\_  
EDD Secretary or Designee

Date: \_\_\_\_\_

By: \_\_\_\_\_  
EDD's Legal Counsel - Certifying Legal Sufficient

Date: \_\_\_\_\_

Attest: \_\_\_\_\_  
Andréa Salazar, City Clerk

Date: \_\_\_\_\_

Certifying Legal Sufficiency By:  
Patricia Feghali  
[Patricia Feghali \(Dec 9, 2024 15:55 MST\)](#)  
Patricia Feghali, Assistant City Attorney

Date: Dec 9, 2024

Approved for Finances By:  
Emily K. Oster  
Emily Oster, City of Santa Fe, Finance Director

Date: Dec 24, 2024

**EXHIBIT A FINANCIAL INFORMATION SHEET**

**Proposed Budget:**

Creative Industries Navigator Hub	\$59,000
Marketing/promotion material	\$20,000
Event services and costs	\$20,000
Contingency	\$1,000
Total	\$100,000

TOTAL ALLOWABLE BUDGET AMOUNT \$100,000.00

Note: The Contractor has flexibility to re-categorize the resources provided to accomplish the prescribed scope of work as needed.

**Funding Source:**

Fund	18900
Dept.	ZH5079
Bud Ref.	92324
Class	H5079

# EXHIBIT B

Page 1 of 2 - Page 1 - Background Information

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## Community and Project Contact Information

Name of Community or Local Government

City of Santa Fe

Name of Project

Creative Industries Navigator Program

First & Last Name of Primary Point of Contact Person for Project/Program

Johanna Nelson

Title

Director

Email

jcnelson@santafenm.gov

Phone Number

5056997003

## Application Questions

1. Please select which of the following Creative Industries Division objectives/duties the proposed projects or programs will support if selected (select all that apply)

Increasing and advancing creative industry based economic development in New Mexico., Supporting entrepreneurs and small businesses in creative industries., Assisting organizations that support creative industry companies and workers., Supporting educational and workforce training initiatives that facilitate creative industry growth and success., Identifying and helping establish public infrastructure to support creative industries., Serving as an information clearinghouse by providing resources and opportunities to creative industry stakeholders., Acting as a liaison between creative industries-related businesses and organizations.

2. Please provide a detailed description of the proposed project or program and how funding provided will be used to support it. Please include a program/project budget and timeline for completion:

Santa Fe's Office of Economic Development (OED), along with the City's Arts and Culture Division recognize entrepreneurs and support organizations within the creative industries face specific challenges for entry and growth including:

- Awareness of entrepreneurial resources including financing and technical assistance
- Limited coordination and communication amongst service providers and organizations
- Lack of industry convenings that provide opportunities to network and learn from peers
- Siloed placemaking efforts throughout the city
- Social inequities and demonstrative career pathways within the creative industries

The OED proposes to create programming to develop and organize the creative industries ecosystem and address existing challenges and gaps. The program will convene and organize industry stakeholders while assisting the public to navigate and connect with resources required to start or grow a businesses within the creative industries. The program would last one year from funding and/or end June 30, 2024 pending EDD's requirements. It is the intention of OED that with the program would be sustainable after the grant term.

The program would consist of:

- Establishing a community navigator program to align service organizations within the creative industries ecosystem in a working group or coalition.
- The OED will solicit a proposal from an organization that will act as a “Creative Industries Navigator Hub” to lead and convene the working group of organizations and stakeholders within the creative industries that support key sectors of the ecosystem including:
  - Entrepreneurial technical assistance and resources
  - Financing
  - Industry specific
  - Workforce and education
  - Nonprofit support
  - Infrastructure
  - Diversity, cultural awareness
- The working group will convene monthly to promote awareness of resources and activities and increase communication amongst the network.
- The working group will document and organize respective projects to identify priorities and solicit funding.
- Respective tools, services and trainings will be compiled to increase awareness and navigation in a user friendly format. OED would expect key creative industry assets and infrastructure would be mapped.
- The Creative Industries Navigator Hub will be responsible for compiling and soliciting data and information from respective partners.
- The Creative Industries Navigator Hub along with the working group would be responsible to organize regular public convenings throughout the city for entrepreneurs and aspiring entrepreneurs for networking, peer learning and connection to resources. Special emphasis is put onto placemaking and supporting marginalized populations.

Key areas are:

- Southside/Airport
  - o Siler Rufina
  - o Midtown
  - o Downtown

- OED would expect that City assets related to the creative industries including Warehouse 21 and the City of Santa Fe Community Art Gallery.
- OED would expect the Creative Industries Navigator Hub to build upon and leverage its work via the American Rescue Plan Act (ARPA) focused on developing the overall entrepreneurial ecosystem and workforce.

The proposed budget is \$59,500 to the Creative Industries Navigator Hub to manage the program, convene stakeholders and host the events; \$20,000 would be utilized for marketing and promotional materials including Spanish translation and t \$20,000 would be spent to support event costs.

### 3. How will the project/program benefit the State of New Mexico and local creative industry stakeholders and entrepreneurs?

The proposed initiatives will benefit the State of New Mexico and the City’s local creative industry stakeholders and entrepreneurs by tackling key challenges integral to industry development that exist within the ecosystem. OED recognizes the important cultural ties New Mexico and Santa Fe have with the creative industries. The Office aspires to create a model that the entire state could implement while aligning with guidance laid out in EDD’s strategic plan for economic development and the Creative Industries Division. The following are benefits which would be generated through the proposed programing:

Industry service organizations and stakeholders-

- Increased collaboration and communication amongst service providers
- Increased learning and awareness of respective resources and programming amongst organizations
- Identify top priority projects to increase successful financing
- Foster asset sharing (i.e., community theatre spaces or art galleries)
- Limit duplicity of efforts

Entrepreneurs and Aspiring Entrepreneurs-

- Identify opportunities for economic mobility especially amongst unhoused, immigrant and marginalized demographics
- Increased awareness of resources for growing or starting a creative industries business by gaining access to financing and

technical assistance

- Defined placemaking efforts to support stakeholder in neighborhoods
- Limit confusion on where to find help and resources to start or grow a business
- Increased amount of support grow or start a business
- Ability to network and create connections within the creative industries and learn from peers

Workforce-

- Develop partnerships with educational organizations to provide career pathways
- Identify internship, training and mentor programs
- Align industry needs with training and workforce programs
- Compiled and organized workforce, education and training opportunities

City and State, overall:

- Develop sense of pride in placemaking efforts
- Connect to, promote and preserve cultural histories through the creative industries
- Address socio-economic gaps by creating economic opportunities

Building up the creative industries ecosystem facilitates collaboration and connections within the field which strengthens and enhances the quality of life for the families and residents of Santa Fe. Overall local benefits would include but not be limited to:

- Increase in number of business starts
- Increase in job creation and job retention
- Increase in sales
- Increase in local gross receipts taxes

4. If applicable, who are the local partners the local government plans to work with to implement your proposed project or program?

Stakeholders include but are not limited to the following-

Government and Public:

- Arts and Culture Division
  - o Arts and Culture Commission
- OED
  - o Economic Development Advisory Committee
  - o Quality of Life Commission
- COSF Divisions and Departments
  - o Family Youth and Services
  - o Community Services
  - o Tourism
  - o Affordable Housing
- Santa Fe County
  - EDD
  - LANL Foundation
  - LANL Community Partnerships
  - SF Public School
  - Santa Fe Community College
  - St. Johns College
  - Santa Fe Indian School
  - New Mexico School for the Deaf
  - Northern Workforce Board
  - State of New Mexico Arts and Culture Department
  - Northern New Mexico Economic Development District

Local Community orgs:

- Artsmart
- NM School for the Arts
- Vital Spaces
- Innovate Educate

- Make Santa Fe
- New Collar
- Chainbreaker
- Earth Care
- Chambers of Commerce:
  - o Santa Fe
  - o Green
  - o Hispanic
  - o Native American
  - o Black
  - o Asian and Pacific Islander
- Teatro Para Aguas
- College and Career Plaza
- Youthworks
- Creative Start-ups
- Creative Santa Fe
- Santa Fe Opera
- The Lensic
- Somos Unidos

Entrepreneurial Support:

- SBDC
- SCORE
- WESST
- Local credit unions and financial institutions
- CDFIs
- Regional Development Corporation
- Center for Responsible Entrepreneurship

5. If applicable, how will the program/project provide services to support workers, entrepreneurs, and/or artists in the creative industry?

OED's initiative would streamline support and services within the creative industries of Santa Fe from a variety of stakeholders to meet many needs of the public. The Creative Industries Navigator Hub will be responsible for convening 2 types of groups (service providers and the public) with the intent to collaborate and increase pathways to resources and services.

Entrepreneurs and aspiring entrepreneurs, industry leaders, workers, and artists would receive the following services:

- a. Ability to connect with the Creative Industries Working Group and experience a “one stop shop” to connect to multiple organizations and resources based on need including technical assistance and financing. They would connect to the working group through in-person convenings, online trainings, online information or through their trusted community organization.
- b. Resources specific to the creative industries will be mapped on the City Of Santa Fe's Entrepreneurial Ecosystem which is a work in progress with regional partners (<https://view.ceros.com/los-alamos-national-laboratory/ecosystem/p/1>). If OED is awarded funding, a carve out on the site to focus on the creative industries will be developed. Entrepreneurs and artists will be able to navigate resources online specific to the creative industries.
- c. Connection and learning through networking events with peers and resource providers will occur at place-centric locations throughout the city. Entrepreneurs will be able to connect directly in person and in their neighborhood.
- d. Diversity and inclusive support focused on socially and economically disadvantaged groups will be provided including making sure all information is translatable in Spanish. Focus will be on but not limited to women, BIPOC communities, and immigrants.
- e. Access to workforce training and career opportunities including a compiled list of relevant job opportunities, internships and mentorships
- f. Training and education around basic business operations including:
  - i. Marketing
  - ii. Finances and accounting
  - iii. Design
  - iv. Legal assistance
  - v. Online sales
- g. Map of public assets available for the creative industries

h. Understanding of how and when to utilize the City's creative industry assets including:

i. City of Santa Fe Community Art Gallery

ii. Warehouse 21.

An example of the process would be an artist wanting to start a business selling their artwork.

1. They relay the desire on to a respected community group in their neighborhood (example Earth Care).

2. Earth Care is a member of the Creative Industries working group.

3. They connect the artist to the SBDC to learn about business formations and financing.

4. They also point them in the direction of the business resource map online to understand where to go for a variety of business resources and technical assistance.

5. They relay a number of trainings tailored to the creative industries hosted by members of the working group (example WESST's webinar on How to Sell Your Products Online).

6. The artist is invited to a convening in their neighborhood to meet other artists and support orgs.

7. The artist is supported and creates a business to sell their artwork.

6. If applicable, how will the program facilitate collaboration and network in your local creative industries?

OED's proposal is about facilitating connections to create collaboration within the creative industries. The Office recognizes it needs a Hub at the center of the effort to convene the:

1. Business service providers and stakeholders

2. Public made up of entrepreneurs, aspiring entrepreneurs, workers, artists, etc.

The community navigator hub will convene the working group at least once a month. Respective activities, resources, trainings would be discussed and compiled. The group will coordinate roles and responsibilities. Resources and programming will also be mapped into marketing material and uploaded to a special section on the Santa Fe Entrepreneurial Ecosystem which is a regional hub for business resources.

The Creative Industries Navigator Hub will be responsible for providing at least 4 events a year in key neighborhoods in Santa Fe to connect entrepreneurs in the creative industries to resources and support placemaking efforts. Additionally, the organizations' respective needs would be compiled and mapped in order to prioritize critical gaps and significant projects within the industries.

The Creative Industries Navigator Hub will compile a pipeline of information including what businesses and projects are connecting with the group and receiving services. This information will be available to the working group so there is an increase in collaboration to help the business owners and artist.

7. If applicable, describe the workshops, seminars, and training that will be offered to support the skills development of individuals and small enterprises in the creative industries?

OED will look to the Creative Industries Navigator Hub and the working group to identify the most important training to address needs within the creative industries.

Trainings will be provided by the working group members including but not limited to SBDC, SCORE, WESST, Arrowhead, RDC, NMFA, NMCRE, OED, SFCC, etc. Trainings will include programs tailored to need and many will be in Spanish.

Examples include and are not limited to:

- How to sell your products online
- How to register your business
- How to do business in the City (licensing permitting, etc.)
- How to use the Community Art Gallery (and art photographing equipment)
- Career pathways in the Creative Industries
- Information on the City's Arts and Cultural grants
- Financing

Seminars and events will include:

- Monthly convening of working group
- Quarterly networking events focused in different parts of the city, open to the public with the intent to provide connections to resources
- Creative industry specific training programs (performing arts studio, art gallery, online art store)
- Convenings with industry leaders and service providers

8. How will the activities and success of the proposed project/program be measured and tracked if funding is provided?

OED is in the process implementing an online platform called Sourcelink which is an approved SBA Customer Relationship Manager and ecosystem development platform. Success will be measured and reported in several ways.

The Creative Industries Navigator Hub will be responsible for compiling the metrics from the working group as well as from the respective events.

Basic metrics:

- # of businesses participating
- # of employees
- Revenue generated
- Increase in sales (after technical assistance)
- # of participants programming
- # of business starts
- # of trainings
- # of registrants

Additionally areas of focus and potential areas of solicited feedback:

- How many connections were made because of the program
- Areas of improvement
- Additional money raised and leveraged for the program
- # of participants
- # of translated material
- # of events in economically distressed areas

The OED will be eager to submit quarterly and regular updates on the progress of the programming for EDD. As well, the OED proposes to work with the Santa Fe Data Platform to provide a public report card on the creative industries metrics and data. The organization is able to utilize Placer.ai, GIS, and geofencing among other tools to understand insightful data.

9. If applicable, please share with us how your program will address needs for underserved communities in creative industries.

\*Underserved community means "populations who face barriers in accessing and using business services, and includes populations underserved because of geographic location, religion, sexual orientation, gender identity, underserved racial and ethnic populations, populations underserved because of special needs (such as language barriers, disabilities, alienage status, or age), and any other population determined to be underserved by U.S. Code."

- Preference will be on serving socially and economically disadvantaged individuals. Working group members will be invited based on their service areas and clientele. OED is looking for organizations who serve underrepresented populations and groups with focus on indigenous, immigrants and refugee populations
- The program is focused on economic mobility by creating pathways to prosperity within the creative industries.
- OED will provide translation material of all marketing and program material in Spanish. OED has staff that is bilingual in Spanish and English.
- OED has an expectation that the Creative Industries Navigator Hub will focus on collaborating with and inviting organizations that serve marginalized populations.
- Hosting events in key areas of the city will provide opportunity to connect directly with residents in areas that have economic challenges.

**Date:** September 10, 2024

**To:** John Blair, City Manager

**Via:** Randy Randall, Community Development Department Director Randy Randall | Oct 1, 2024 10:43 MDT

**From:** **Johanna Nelson, Office of Economic Development Director**  
**Chelsey Johnson, Arts and Culture Department Director**

**Subject:** **Contract with Global Center for Cultural Entrepreneurship DBA Creative Startups related to supporting the Creative Industries**

**Vendor Name:** **Global Center for Cultural Entrepreneurship DBA Creative Startups**

**Vendor Number:** **8048**

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**ITEM AND ISSUE:**

The Office of Economic Development and The Arts and Culture Department respectfully request your review and approval of the Creative Industries Hub Contract in support of growing and cultivating the Creative Industries.

Request for the Approval of a professional services contract in the total amount of \$60,000 for programming and developmental support with Global Center for Cultural Entrepreneurship DBA Creative Startups via their Executive Director, Alice Loy (505)263-5180, [alice@creativestartups.org](mailto:alice@creativestartups.org).

The Contract is attached.

**Action Requested: Sign and Approve Contract**

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**BACKGROUND AND SUMMARY:**

The Office of Economic Development (OED) has received a \$100,000 grant from the New Mexico Economic Development Department to advance and support the Creative Industries. A dedicated contractor will collaborate with the OED and the Arts and Culture Department to implement programs that assist organizations providing technical support to entrepreneurs and business owners within the Creative Industries.

Targeting the Creative Industries as a key sector for economic growth, the OED and the Arts and Culture Department aim to stimulate regional development through this initiative. The programs funded by this grant will empower businesses in the Creative Industries by offering essential resources and expertise, fostering innovation, and enhancing their capacity to contribute to the local economy

**PROCUREMENT METHOD:**

The procurement method is RFQ, which was opened on May 10, 2024 and closed June 21, 2024. A single proposal was received. RFQ No. 24062

**Chief Procurement Officer Approval:** \_\_\_\_\_ **Date:** Oct 1, 2024  
**Comment/Exceptions:** NMSA 1978, Section 13-1-125, Small Purchase \_\_\_\_\_

**Supporting Information:**

**CONTRACT NUMBER:**

The FY25 Munis contract number is 325XXX (pending)  
The FY25 Project ledger number is **ECD2421202**

**\$\$\$\$ SOURCE/REVENUE:**  Expense  Revenue

The funding source is:

**Fund Name/Number:** Fund 212: Economic Development  
**Munis Org Name/Number:** 2122800/510400  
**Munis Object Name/Number:** Grants and Services/510400

State of New Mexico grant award number: 23-0707 \_\_\_\_\_

**Grant Manager / Accounting Officer Approval:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Comment/Exceptions:** \_\_\_\_\_

**Project Ledger #:** ECD2421202 \_\_\_\_\_

**Budget Officer Approval:** *Andy Hopkins* \_\_\_\_\_ **Date:** Oct 1, 2024  
**Comment/Exceptions:** \_\_\_\_\_

**CAPITAL ASSET (will this procurement result in a tangible item that costs more than \$5,000?):**

Yes |  No

**Repair or Replacement of Existing Equipment:**

Yes |  No  X

If yes ->  Repair |  Replacement

Please explain: \_\_\_\_\_

**Capital Project:**

(New and improvement projects that are going to cost \$10,000 or more)

Yes |  No  X

**Project Ledger #:** \_\_\_\_\_

**Anticipated length of project:** \_\_\_\_\_

**Asset Manager Approval:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Comment/Exceptions:** \_\_\_\_\_

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**Department Approvals:**

IT Components:  Yes |  No X

Vehicles:  Yes |  No X

Facilities, Furniture, Fixtures, Equipment:  Yes |  No X

**Approval:** \_\_\_\_\_ **Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Approval:** \_\_\_\_\_ **Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Comment & Exceptions:** \_\_\_\_\_

Department Contract Administrator Contact Info:

**ATTACHMENTS:**

*Keep only those that pertain and delete the rest (including this message)*

Vendor's Quote

Certificate of Liability Insurance

Professional/General Services Contract

Horizons declination

CITY OF SANTA FE  
PROFESSIONAL SERVICES CONTRACT

THIS CONTRACT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the “City,” and **Global Center for Cultural Entrepreneurship DBA Creative Startups**, hereinafter referred to as the “Contractor,” and is effective as of the date set forth below upon which it is executed by the Parties.

**RECITALS**

**WHEREAS**, the CPO has determined that is contract qualifies as a “small purchase” under the procurement code, NMSA 1978, section 13-1-125.

**WHEREAS**, the Contractor is one of such requisite and qualifications and is willing to engage with the City for professional services, in accordance with the terms and conditions hereinafter set out, and the Contractor understanding and consenting to the foregoing is willing to render such professional services as outlined in the Agreement; and

The City and the Contractor hereby agree as follows:

**1. Scope of Work**

The Contractor shall provide the following services for the City:

Act as a program manager and be a hub to establish a communications and business resource network that includes organizations supporting the Creative Industries that provide the following services (and not limited to) to entrepreneurs and aspiring entrepreneurs:

- Entrepreneurial technical assistance and business resources
- Financing (public and commercial)
- Industry sector specific support
- Workforce and education
- Nonprofit support
- Diversity and cultural awareness

**A. Contractor roles and expected outcomes:**

- Convene working group, either online, in person, or hybrid, monthly to promote awareness of resources and activities and increase communication among the industry and practitioners.
  - Navigator Hub helps to organize and create a communication network to increase communication and information sharing within the group.
- Document and organize respective projects to identify priorities and solicit funding for those projects. This would be a local pipeline of projects to support and grow the creative industry locally.

- Respective tools, services and trainings will be compiled to increase awareness and navigation in a user-friendly format and printed collateral pieces.
  - Financial resources
  - Infrastructure important to the creative industries (performance halls, studios, manufacturing capacity, etc.)
  - Workforce resources
  - Technical assistance
- Creative Startups will be responsible for compiling and soliciting data and information from respective partners.
- Creative Startups is responsible to organize and manage regular public convenings throughout the city for entrepreneurs and aspiring entrepreneurs for networking, peer learning and connection to resources. Special emphasis is put on placemaking and supporting marginalized populations. Key geographic areas are:
  - Southside/Airport
  - Siler Rufina
  - Midtown
  - Downtown
- Inclusive, culturally aware support focused on socially and economically disadvantaged groups will be provided, including making sure all information is translatable in Spanish. Focus will be on but not limited to women, BIPOC communities, and immigrants.
- Access to workforce training and career opportunities, including a compiled list of relevant job opportunities, internships and mentorships

#### **B. Events**

Contractor is expected to work with Office of Economic Development (OED) to help organize several events and convenings.

1. Monthly convening of working group
2. Quarterly creative industry networking events focused in different parts of the city, open to the public with the intent to provide connections to resources
3. Creative industry specific training programs
4. Convenings with industry leaders and service providers

#### **C. Data and Reporting**

The OED is responsible to submit quarterly and regular updates on the progress of the programming for Economic Development Department (EDD)—compiled with the help of the contractor. The Creative Industries Navigator Hub will be responsible for compiling and soliciting metrics, data and information from the respective partners.

## **2. Standard of Performance; Licenses**

A. The Contractor does hereby accept its designation as a professional service, rendering services related to supporting and organizing the City’s creative industries ecosystem in creating a Creative Industries Hub for the City, as set forth in this Agreement. The Contractor represents that Contractor possesses the personnel, experience, and knowledge necessary to perform the services described under this Contract.

B. The Contractor agrees to obtain and maintain throughout the term of this Contract, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives, and subcontractors.

### 3. Compensation

A. The City shall pay to the Contractor in full payment for services satisfactorily performed not to exceed sixty thousand dollars (\$60,000.00), including gross receipts tax. The New Mexico gross receipts tax levied on the amounts payable under this Contract totaling shall be paid by the City to the Contractor. **The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed sixty thousand dollars (\$60,000.00). This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Contract shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Contract reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Contract being amended in writing prior to those services in excess of the total compensation amount being provided.**

B. Payment is subject to availability of funds pursuant to the Appropriations Paragraph set forth below and to any negotiations between the parties from year to year pursuant to Paragraph 1, Scope of Work, and to approval by the City. All invoices MUST BE received by the City no later than thirty (30) days after the termination of the Fiscal Year in which the services were delivered. Invoices received after such date WILL NOT BE PAID.

C. Payment in future fiscal years is subject to availability of funds pursuant to the Appropriations Paragraph set forth below and to any negotiations between the parties from year to year pursuant to Paragraph 1, Scope of Work, and to approval by the City. All invoices MUST BE received by the City no later than fifteen (15) days after the termination of the Fiscal Year in which the services were delivered. Invoices received after such date WILL NOT BE PAID.)

D. Contractor must submit a detailed statement accounting for all services performed and expenses incurred. If the City finds that the services are not acceptable, within thirty days after the date of receipt of written notice from the Contractor that payment is requested, it shall provide the Contractor a letter of exception explaining the defect or objection to the services, and outlining steps the Contractor may take to provide remedial action. Upon certification by the City that the services have been received and accepted, payment shall be tendered to the Contractor within thirty days after the date of acceptance. If payment is made by mail, the payment shall be deemed tendered on the date it is postmarked.

E. If the City fails to pay the contractor within twenty-one days after receipt of an undisputed request for payment, the City shall pay interest to the contractor beginning on the twenty-second day after payment was due, computed at one and one-half percent of the undisputed amount per month or fraction of a month until the payment is issued. If the City receives an improperly completed invoice, the City shall notify the sender of the invoice within seven days of receipt in what way the invoice is improperly completed, and the owner has no further duty to pay on the improperly completed invoice until it is resubmitted as complete.

**F. Notice of Extended Payment Provision For Grant Funded Contracts.** This contract allows the owner to make payment within 45 days after submission of an undisputed request for payment.

#### **4. Term**

THIS CONTRACT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY. This Contract shall terminate one year from **date of final signature** unless terminated pursuant to paragraph 5 (Termination) and paragraph 6 (Appropriations).

#### **5. Termination**

A. Grounds. The City may terminate this Agreement for convenience or cause. For contracts within their authority, the City Manager or their designee is authorized to provide the notice of termination, otherwise such notice of termination shall be provided by the Mayor or their designee as authorized by the Governing Body. The Contractor may only terminate this Agreement based upon the City's uncured, material breach of this Agreement.

B. Notice; City Opportunity to Cure.

1) The City shall give Contractor written notice of termination at least thirty (30) days prior to the intended date of termination.

2) Contractor shall give City written notice of termination at least thirty (30) days prior to the intended date of termination, which notice shall (i) identify all the City's material breaches of this Agreement upon which the termination is based and (ii) state what the City must do to cure such material breaches. Contractor's notice of termination shall only be effective (i) if the City does not cure all material breaches within the thirty (30) day notice period or (ii) in the case of material breaches that cannot be cured within thirty (30) days, the City does not, within the thirty (30) day notice period, notify the Contractor of its intent to cure and begin with due diligence to cure the material breach.

3) Notwithstanding the foregoing, this Agreement may be terminated immediately upon written notice to the Contractor (i) if the Contractor becomes unable to perform the services contracted for, as determined by the City; (ii) if, during the term of this Agreement, the Contractor is suspended or debarred by the City; or (iii) the Agreement is terminated pursuant to Paragraph 6, "Appropriations", of this Agreement.

C. Liability. Except as otherwise expressly allowed or provided under this Agreement, the City's sole liability upon termination shall be to pay for acceptable work performed prior to the Contractor's receipt or issuance of a notice of termination; provided, however, that a notice of termination shall not nullify or otherwise affect either party's liability for pre-termination defaults under or breaches of this Agreement. The Contractor shall submit an invoice for such work within thirty (30) days of receiving or sending the notice of termination. *THIS PROVISION IS NOT EXCLUSIVE AND DOES NOT WAIVE THE CITY'S OTHER LEGAL RIGHTS AND REMEDIES CAUSED BY THE CONTRACTOR'S DEFAULT/BREACH OF THIS AGREEMENT.*

#### **6. Appropriations**

The terms of this Contract are contingent upon sufficient appropriations and authorization being made by the Governing Body for the performance of this Contract. If sufficient appropriations and authorization are not made by the Governing Body, this Contract shall terminate immediately upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final. If the City proposes an amendment to the Contract to unilaterally reduce funding, the Contractor shall have the option to terminate the Contract or to agree to the reduced funding, within thirty (30) days of receipt of the proposed amendment.

**7. Status of Contractor**

The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor and its agents and employees shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Contract. The Contractor acknowledges that all sums received hereunder are reportable by the Contractor for tax purposes, including without limitation, self-employment and business income tax. The Contractor agrees not to purport to bind the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

**8. Assignment**

The Contractor shall not assign or transfer any interest in this Contract or assign any claims for money due or to become due under this Contract without the prior written approval of the City.

**9. Subcontracting**

The Contractor shall not subcontract any portion of the services to be performed under this Contract without the prior written approval of the City. No such subcontract shall relieve the primary Contractor from its obligations and liabilities under this Contract, nor shall any subcontract obligate direct payment from the City.

**10. Release**

Final payment of the amounts due under this Contract shall operate as a release of the City, its officers and employees from all liabilities, claims and obligations whatsoever arising from or under this Contract.

**11. Confidentiality**

Any confidential information provided to or developed by the Contractor in the performance of this Contract shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the City.

**12. Product of Service -- Copyright**

All materials developed or acquired by the Contractor under this Contract shall become the property of the City and shall be delivered to the City no later than the termination date of this Contract. Nothing developed or produced, in whole or in part, by the Contractor under this Contract shall be the subject of an application for copyright or other claim of ownership by or on behalf of the Contractor.

**13. Conflict of Interest; Governmental Conduct Act**

A. The Contractor represents and warrants that it presently has no interest and, during the term of this Contract, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance or services required under the Contract.

B. The Contractor further represents and warrants that it has complied with, and, during the term of this Contract, will continue to comply with, and that this Contract complies with all applicable provisions of the Governmental Conduct Act, Chapter 10, Article 16 NMSA 1978.

C. Contractor's representations and warranties in Paragraphs A and B of this Article are material representations of fact upon which the City relied when this Contract was entered into by the parties. Contractor shall provide immediate written notice to the City if, at any time during the term of this Contract, Contractor learns that Contractor's representations and warranties in Paragraphs A and B of this

Article were erroneous on the effective date of this Contract or have become erroneous by reason of new or changed circumstances. If it is later determined that Contractor's representations and warranties in Paragraphs A and B of this Article were erroneous on the effective date of this Contract or have become erroneous by reason of new or changed circumstances, in addition to other remedies available to the City and notwithstanding anything in the Contract to the contrary, the City may immediately terminate the Contract.

D. All terms defined in the Governmental Conduct Act have the same meaning in this section.

#### **14. Amendment**

A. This Agreement shall not be altered, changed, or amended except by instrument in writing executed by the parties hereto and all other required signatories.

B. If the City proposes an amendment to the Contract to unilaterally reduce funding due to budget or other considerations, the Contractor shall, within thirty (30) days of receipt of the proposed Amendment, have the option to terminate the Contract, pursuant to the termination provisions as set forth in Article 4 herein, or to agree to the reduced funding.

#### **15. Entire Agreement.**

This Agreement, together with any other documents incorporated herein by reference and all related Exhibits and Schedules constitutes the sole and entire agreement of the Parties with respect to the subject matter of this Agreement, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to the subject matter. In the event of any inconsistency between the statements in the body of this Agreement, and the related Exhibits and Schedules, the statements in the body of this Agreement shall control.

#### **16. Merger**

This Contract incorporates all the Agreements, covenants and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements, and understandings have been merged into this written contract.

All terms and conditions of the **RFQ #24062** and the Contractor's response to such document(s) are incorporated herein by reference and is included in the order of precedence.

No prior Agreement or understanding, oral or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Contract.

#### **17. Penalties for violation of law**

NMSA 1978, sections 13-1-28 through 13-1-199, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities, and kickbacks.

#### **18. Equal Opportunity Compliance**

The Contractor agrees to abide by all federal and state laws and rules and regulations, and Santa Fe City Code, pertaining to equal employment opportunity. In accordance with all such laws of the State of New Mexico, the Contractor assures that no person in the United States shall, on the grounds of race, religion, color, national origin, ancestry, sex, age, physical or mental handicap, or serious medical condition, spousal affiliation, sexual orientation or gender identity, be excluded from employment with or participation in, be denied the benefits of,

or be otherwise subjected to discrimination under any program or activity performed under this Contract. If Contractor is found not to be in compliance with these requirements during the life of this Contract, Contractor agrees to take appropriate steps to correct these deficiencies.

**19. Applicable Law**

The laws of the State of New Mexico shall govern this Contract, without giving effect to its choice of law provisions. Venue shall be proper only in a New Mexico court of competent jurisdiction in accordance with NMSA 1978, section 38-3-2. By execution of this Contract, Contractor acknowledges and agrees to the jurisdiction of the courts of the State of New Mexico over any and all lawsuits arising under or out of any term of this Contract.

**20. Workers Compensation**

The Contractor agrees to comply with state laws and rules applicable to workers compensation benefits for its employees. If the Contractor fails to comply with the Workers Compensation Act and applicable rules when required to do so, this Contract may be terminated by the City.

**21. Professional Liability Insurance**

Contractor shall maintain professional liability insurance throughout the term of this Contract providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Contract.

**22. Other Insurance**

If the services contemplated under this Contract will be performed on or in City facilities or property, Contractor shall maintain in force during the entire term of this Contract, the following insurance coverage(s), naming the City as additional insured.

A. **Commercial General Liability** insurance shall be written on an occurrence basis and be a broad as ISO Form CG 00 01 with limits not less than \$2,000,000 per occurrence and \$2,000,000 in the aggregate for claims against bodily injury, personal and advertising injury, and property damage. Said policy shall include broad form Contractual Liability coverage and be endorsed to name the City of Santa Fe their officials, officers, employees, and agents as additional insureds.

B. **Broader Coverage and Limits.** The insurance requirements under this Contract shall be the greater of (1) the minimum coverage and limits specified in this Contract, or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the Named Insured. It is agreed that these insurance requirements shall not in any way act to reduce coverage that is broader or that includes higher limits than the minimums required herein. No representation is made that the minimum insurance requirements of this Contract are sufficient to cover the obligations of Contractor hereunder.

C. Contractor shall maintain the above insurance for the term of this Contract and name the City as an additional insured and provide for 30 days cancellation notice on any Certificate of Insurance form furnished by Contractor. Such certificate shall also specifically state the coverage provided under the policy is primary over any other valid and collectible insurance and provide a waiver of subrogation.

**23. Records and Financial Audit**

The Contractor shall maintain detailed time and expenditure records that indicate the date; time, nature and cost of services rendered during the Contract’s term and effect and retain them for a period of three (3) years from the date of final payment under this Contract. The records shall be subject to inspection by the City. The City shall have the right to audit billings both before and after payment. Payment under this Contract shall not foreclose the right of the City to recover excessive or illegal payments.

**24. Indemnification**

The Contractor shall defend, indemnify and hold harmless the City from all actions, proceeding, claims, demands, costs, damages, attorneys’ fees and all other liabilities and expenses of any kind from any source which may arise out of the performance of this Contract, caused by the negligent act or failure to act of the Contractor, its officers, employees, servants, subcontractors or agents, or if caused by the actions of any client of the Contractor resulting in injury or damage to persons or property during the time when the Contractor or any officer, agent, employee, servant or subcontractor thereof has or is performing services pursuant to this Contract. If any action, suit or proceeding related to the services performed by the Contractor or any officer, agent, employee, servant or subcontractor under this Contract is brought against the Contractor, the Contractor shall, as soon as practicable but no later than two (2) days after it receives notice thereof, notify the legal counsel of the City.

**25. New Mexico Tort Claims Act**

Any liability incurred by the City of Santa Fe in connection with this Contract is subject to the immunities and limitations of the New Mexico Tort Claims Act, Section 41-4-1, et. seq. NMSA 1978, as amended. The City and its “public employees” as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any limitation of liability pursuant to law. No provision in this Contract modifies or waives any provision of the New Mexico Tort Claims Act.

**26. Invalid Term or Condition**

If any term or condition of this Contract shall be held invalid or unenforceable, the remainder of this Contract shall not be affected and shall be valid and enforceable.

**27. Enforcement of Contract**

A party's failure to require strict performance of any provision of this Contract shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Contract shall be effective unless express and in writing, and no effective waiver by a party of any of its rights shall be effective to waive any other rights.

**28. Notices**

Any notice required to be given to either party by this Contract shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To the City: Johanna Nelson, Director, Office of Economic Development, 123 E. Marcy, Suite 205, Santa Fe, NM 8755

To the Contractor: Alice Loy, CEO, Global Center for Cultural Entrepreneurship DBA Creative Startups, 441 Greg Ave, Santa Fe, NM 87501

**29. Authority**

If Contractor is other than a natural person, the individual(s) signing this Contract on behalf of Contractor represents and warrants that he or she has the power and authority to bind Contractor, and that no further action, resolution, or approval from Contractor is necessary to enter a binding contract.

**30. Non-Collusion**

In signing this Agreement, the Contractor certifies the Contractor has not, either directly or indirectly, entered into action in restraint of free competitive bidding in connection with this offer submitted to the City's Chief Procurement Officer.

**31. Default/Breach**

In case of Default and/or Breach by the Contractor, for any reason whatsoever, the City may procure the goods or services from another source and hold the Contractor responsible for any resulting excess costs and/or damages, including but not limited to, direct damages, indirect damages, consequential damages, special damages, and the City may also seek all other remedies under the terms of this Agreement and under law or equity.

**32. Equitable Remedies**

The Contractor acknowledges that its failure to comply with any provision of this Agreement will cause the City irrevocable harm and that a remedy at law for such a failure would be an inadequate remedy for the City, and the Contractor consents to the City 's obtaining from a court of competent jurisdiction, specific performance, or injunction, or any other equitable relief in order to enforce such compliance. The City's rights to obtain equitable relief pursuant to this Agreement shall be in addition to, and not in lieu of, any other remedy that the City may have under applicable law, including, but not limited to, monetary damages.

**33. Default and Force Majeure**

The City reserves the right to cancel all, or any part of any orders placed under this Agreement without cost to the City, if the Contractor fails to meet the provisions of this Agreement and, except as otherwise provided herein, to hold the Contractor liable for any excess cost occasioned by the City due to the Contractor's default. The Contractor shall not be liable for any excess costs if failure to perform the order arises out of causes beyond the control and without the fault or negligence of the Contractor; such causes include, but are not restricted to, acts of God or the public enemy, acts of the State or Federal Government, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, unusually severe weather and defaults of subcontractors due to any of the above, unless the City shall determine that the supplies or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the Contractor to meet the required delivery scheduled. The rights and remedies of the City provided in this Clause shall not be exclusive and are in addition to any other rights now being provided by law or under this Agreement.













# Professional\_Services\_Contract\_Creative Startups-Final CAO

Final Audit Report

2024-08-26

Created:	2024-08-21
By:	Amy Cawthon (amcawthon@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAATE8MPMlcomPK8-N8FumPEtlyObyW0_r-

## "Professional\_Services\_Contract\_Creative Startups-Final CAO" History

-  Document created by Amy Cawthon (amcawthon@santafenm.gov)  
2024-08-21 - 9:34:31 PM GMT- IP address: 63.232.20.2
-  Document emailed to alice@creativestartups.org for signature  
2024-08-21 - 9:35:13 PM GMT
-  Email viewed by alice@creativestartups.org  
2024-08-24 - 5:09:39 AM GMT- IP address: 66.249.84.64
-  Signer alice@creativestartups.org entered name at signing as Alice Hopkins-Loy  
2024-08-24 - 5:16:16 AM GMT- IP address: 166.198.34.109
-  Document e-signed by Alice Hopkins-Loy (alice@creativestartups.org)  
Signature Date: 2024-08-24 - 5:16:18 AM GMT - Time Source: server- IP address: 166.198.34.109
-  Document emailed to pfeighali@santafenm.gov for signature  
2024-08-24 - 5:16:20 AM GMT
-  Email viewed by pfeighali@santafenm.gov  
2024-08-26 - 1:47:42 PM GMT- IP address: 104.47.65.254
-  Signer pfeighali@santafenm.gov entered name at signing as Patricia Feghali  
2024-08-26 - 2:01:15 PM GMT- IP address: 98.60.104.228
-  Document e-signed by Patricia Feghali (pfeighali@santafenm.gov)  
Signature Date: 2024-08-26 - 2:01:17 PM GMT - Time Source: server- IP address: 98.60.104.228
-  Agreement completed.  
2024-08-26 - 2:01:17 PM GMT





# Santa Fe Creative Industries Hub

RESPONSE TO CITY OF SANTA FE RFP NO. 24062  
May 29, 2024

SUBMITTED BY  
Global Center for Cultural Entrepreneurship  
DBA Creative Startups  
441 Greg Ave  
Santa Fe, NM 87501  
(505)263-5180  
alice@creativestartups.org



# Project Purpose

To support the City of Santa Fe’s vision to support and organize the city’s creative industries ecosystem, and to address the gaps and challenges creative entrepreneurs and business owners face as they endeavor to grow their businesses, we propose piloting a Creative Industries Hub (The Hub). To create The Hub, we propose the following Activity Pillars:

- 1.) Identify and publish easily navigable information connecting creative business owners, artists, and arts organizations to essential resources;
- 2.) Launch a Working Group of business support and creative economy resources, meeting monthly and working in coordination to address gaps in resource ecosystem;
- 3.) Engage creative and arts entrepreneurs and business owners with resource providers;
- 4.) Develop linkages between arts and culture, and economic development funders seeking to support relevant projects.
- 5.) Provide hands-on technical assistance to diverse creative entrepreneurs in Mid-town, downtown, and Southside locations.

# Pillars and Deliverables

**ACTIVITY PILLAR 1:** Identify and publish easily navigable information connecting creative business owners, artists, and arts organizations to essential resources. Tasks will include primary and secondary research, event hosting, workbook creation, and building a website with downloadables, events in a calendar, and an embedded map.

**Deliverable: Easily navigable website hosting the below:**

- 1.) Listing of 80+ **local** Creative Industries Resources and Assets:
  - ~ 10+ business and entrepreneurship support organizations
  - ~ 20+ theatre, performance, and gallery spaces
  - ~ 20+ community organizations supporting arts
  - ~ 10+ technical skill advancement resource organizations
  - ~ 5+ workforce development support organizations
  - ~ 5+ diversity in the arts organizations
  - ~ 5+ organizations funding arts and creative organizations
  - ~ 5+ workforce development support organizations
- 2.) Listing of 50+ **national** Creative Industries Resources and Assets:
  - ~ 10+ creative business support services
  - ~ 20+ national funders for arts and creative organizations
  - ~ 10+ arts policy and advocacy organizations
  - ~ 10+ diversity in arts advocacy and support organizations
- 3.) Online entrepreneurship and small business resources:
  - ~ 5 downloadable workbooks for creative/arts entrepreneurs
  - ~ A “How to set Up Your Creative Biz” guidebook for Santa Feans
  - ~ 3 live webinars for Santa Fe area creatives

## OPERATIONS

**July - Aug 2024**

- 1: Generate 50% of listings
- 2: Meet 1: 1 with resource orgs
- 2: Host one convenings with resource providers
- 3: Draft of website

**Sept - Oct 2024**

- 1: Finalize website
- 2: 100% listings done
- 3: Host two convenings for resource providers
- 4: Work w NM CID

# Pillars and Deliverables

**ACTIVITY PILLAR 2:** Convene organizations, leaders, and resource providers and foster greater coordination and communication, reducing redundancy and addressing gaps in the resource ecosystem. Tasks will include meetings, convenings, quarterly reports regarding resources and gaps, website use patterns.

**Deliverable: A regional Creative Industries Working Group, meeting monthly.**

- 1.) Meet individually with 15-20 area organizations (including NM EDD CID). Include a diverse array of organizations serving galleries, immigrants, museums, youth, festivals, and more.
- 2.) Host a total of four convenings for creative/arts-serving organizations:
  - ~ Glean and share information regarding programs/resources
  - ~ Identify gaps in ecosystem + partners ideal to resolve gap
  - ~ Gather shareable resources for website
  - ~ Train organizations on using shared event calendar
  - ~ Engage organizations in hosting “Office Hours for Creatives”

**ACTIVITY PILLAR 3:** Engage creative and arts entrepreneurs and business owners with resource providers. Tasks include event hosting and data collection regarding entrepreneurs’ needs, contribution to quarterly reports.

**Deliverable: Four public-oriented events for creatives and resource organizations.**

- 1.) Host one event that serves as a “Resource Fair” and includes:
  - ~ All working group partners
  - ~ 100+ creatives and/or small business owners
  - ~ 5 to 8 Workshops and/or speakers
- 2.) Host three “creative collab” events that serve to generate widespread enthusiasm for and engagement with online resources and the working group.
  - ~ Include collaborative art-making, music, festive events
  - ~ Gather ample social media assets
  - ~ Build “The Hub Kiosks” as artistic installations in libraries, coffee shops to create buzz and increase use.
- 3.) Launch widespread, multi-lingual social media campaign engaging people across the city in website, kiosks, events, and Working Group activities.
  - ~ Launch The Hub social media accounts
  - ~ Invite Working Group to co-host posts, reels

## Nov - Dec 2024

- 1: Host one convening with resource providers
- 2: Build online repository of resources
- 3: Launch online calendar of events

## Jan - Feb 2025

- 1: Unveil and widely promote website
- 2: Host promotional events to engage community in online resources
- 3: Collect Hub baseline data

## Mar - April 2025

- 1: Host Resource Fair and networking event
- 2: Host two creative collab events
- 3.) Widely promote The Hub (online site)
- 4.) Place kiosks in libraries, coffee shops

## May - June 2025

- 1: Gather and share usage data from website and social media
- 2: Submit final quarterly report

## Pillars and Deliverables

**ACTIVITY PILLAR 4:** Develop linkages between local and state-level arts and culture organizations and entrepreneurs and economic development funders seeking to support relevant projects. Tasks will include one-on-one meetings with funders, building and promotion of public-facing project information gathering tool, and monthly reports to funders.

**Deliverable: Online information log for funders seeking to support arts and culture projects.**

- 1.) Meet individually with 10-12 area funders to understand funding priorities, information needs, and increase engagement in use of log.
- 2.) Integrate project information gathering with Hub website.

**ACTIVITY PILLAR 5:** Provide hands-on technical assistance to diverse creative entrepreneurs.

**Deliverable: Host weekly Office Hours at three (Midtown, downtown, Southside) locations.**

- 1.) 12 Working Group partners host four Office Hours per year. Office Hours are widely promoted among all Working Group partners, sign-ups online. Partners will select focus areas to avoid duplication and increase engagement.

## Summary of Deliverables, Outputs, Outcomes

**Outputs:** Event participation, resource development and use, technical assistance, coordination.

- ~ 80 local and 50 national creative economy resources listed on The Hub website
- ~ 10,000 hits and 250 downloads on The Hub website by Dec. 31, 2025
- ~ 10+ workbooks, tools, and resources available (English and Spanish) on The Hub website
- ~ three “one-stop shops” providing 60+ creatives training/education/support via Office Hours
- ~ 30+ resource organizations and funders engaged
- ~ 120 Office Hours hosted at SFAI, Vital Spaces, public libraries, community centers
- ~ 500 participants engage in 4 events hosted in economically distressed neighborhoods
- ~ 30-35 one-one-one meetings with arts orgs, resource organizations, funders
- ~ Four Working Group meetings to coordinate resource organizations and Office Hours
- ~ Four public-oriented events for creatives and resource organizations
- ~ Three The Hub kiosks built and installed in libraries, Midtown, coffee shops, similar locales
- ~ 10+ funders access projects seeking funding
- ~ Baseline data assembled by Jan 1, 2025 using existing data (Sourcelink, SF Data, etc.)
- ~ Submit four Quarterly Reports to City of Santa Fe and available for NM EDD
- ~ Regular reports and engagement with NM EDD CID and the (soon to be hired) Director

**Outcomes:** Increase in creative business starts, revenues, GRT, jobs.

- ~ 50 new businesses report using The Hub
- ~ 50 new jobs reported by (these) new businesses
- ~ Survey of businesses using The Hub indicates majority report increases in revenues
- ~ Survey of organizations using The Hub indicates majority report increases in funding

## Team

**Alice Loy (CEO)** holds an MBA and a PhD (in entrepreneurship) and has spent extensive time in the Middle East, Latin America, and Southeast Asia building entrepreneur ecosystems. She is co-author of the groundbreaking book *Creative Economy Entrepreneurs: From Startup to Success*. Alice is a tireless advocate for creative entrepreneurs as leaders of social change. Alice speaks Spanish fluently.



**Mike Young** has crafted complex multi-year research projects studying the global and national creative economy. He crafted the acclaimed Sacramento Creative Economy Strategic Plan, and is the Lead Researcher for the New Mexico Creative Industries Division strategy. He is a full-stack developer and musician, a true polymath.



**Raashan Ahmad** is a creative entrepreneur, community organizer, and advocate for equity in the arts. As the Executive Director of Vital Spaces, Raashan offers Santa Feans community events that inspire and convene, educate and activate. Raashan serves on the Santa Fe Arts Commission and as faculty with Creative Startups accelerators.



**Emily Hunerwadel** has led statewide and national social media campaigns galvanizing creative economy engagement in programs, events, and online resources. She is a skilled graphic designer and media producer.



**Karen Hom** is a full-stack coder with a Bachelor's degree in Graphic Design.

## 12 Month Project Budget\*

CATEGORY	AMOUNT	ASSUMPTIONS
Project Oversight	\$11,200	Alice Loy, 10% of time
Data Collection - baseline, quarterly	\$4,070	20 hrs X 16hrs monthly X 9 months, \$55/hrly
One-on-one meetings	\$4,125	30 mtgs, 2.5 hrs planning, hosting each, \$55/hr
The Hub Website design	\$16,320	240 hrs \$68 hrly rate
Kiosks: Tech & Materials, Install	\$12,930	3 kiosk \$1000 materials, \$1525 tech, \$1785 install
Office Hours Staffing	\$3,600	12 orgs, 2 hours each, 3 times per year, \$50/hrly
Project Oversight	\$2,300	Alice Loy, 2% of time
In-direct @ 10%	\$5,455	
TOTAL	\$60,000	

## 3 References

### **Shani Harvie**

EMAIL: Shani.Harvie@edd.nm.gov

CELL: 505.699.2809

TITLE: JEDI Program Manager & Coordinator

ORG: New Mexico Economic Development Department

### **Dave Hanson, PhD**

EMAIL: dthanson@unm.edu

CELL: 505.206.3614

TITLE: Asst Vice President for Research

ORG: University of New Mexico

### **Megan Van Voorhis**

EMAIL: mvanvoorhis@cityofsacramento.org

CELL: 279.210.2718

TITLE: Director, Convention and Cultural Services

ORG: City of Sacramento

## Organizational Capacity and Impact

Creative Startups, based in Santa Fe since 2007, is a recognized pioneer of the global creative economy, having launched the world's first startup accelerator for creative founders in 2014; today we have over 700 alumni companies across a range of sectors: music, film, cuisine, arts and media, fashion, immersive entertainment, software, and more. Our suite of entrepreneurship education programs has included 67 accelerators/pre-accelerators with implementation partners from diverse cultures and our global network includes 100+ mentors speaking Spanish, Arabic, French, and English.

Our programs' impact is demonstrated by the outcomes our alumni have achieved:

- \$335 million in venture financing;
- Revenue generated grew from \$6.5 million to \$530 million;
- 2,960 new full-time jobs;
- 82% of alumni are BIPOC and/or female founders.

In New Mexico we are completing a statewide strategy for the newly formed Creative Industries Division and our community engagement has included visiting - in -person - 27 of 33 counties, hosting 14 focus groups, and interviewing 45 creative economy leaders. We are hosting the state's first-ever Creative Industries Week and have registered 194 participants to date.

We have created strategic plans and launched creative entrepreneurship and community development initiatives similar to The Hub in Denver, Sacramento, and Cleveland. We have 79 alumni entrepreneurs in Santa Fe, are a partner with the Mid-town Arts and Design Alliance, a partner with the New Mexico State and local libraries, and are connected to 40+ creative/arts organizations.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
09/10/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).**

<b>PRODUCER</b> HUB INTERNATIONAL INS SVCS INC/PHS 34350070 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	<b>CONTACT NAME:</b> PHONE (A/C, No, Ext): (866) 467-8730		<b>FAX (A/C, No):</b>
	<b>E-MAIL ADDRESS:</b>		
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC#</b>	
<b>INSURED</b> GLOBAL CENTER FOR CULTURAL ENTREPENURSHIP 441 GREG AVE OFC NO. 202 SANTA FE NM 87501	<b>INSURER A :</b> Sentinel Insurance Company Ltd.		11000
	<b>INSURER B :</b>		
	<b>INSURER C :</b>		
	<b>INSURER D :</b>		
	<b>INSURER E :</b>		
	<b>INSURER F :</b>		

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYY)	LIMITS		
A	<input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liability			34 SBA IJ0704	08/17/2024	08/17/2025	EACH OCCURRENCE	\$1,000,000	
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000	
							MED EXP (Any one person)	\$10,000	
							PERSONAL & ADV INJURY	\$1,000,000	
GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:							GENERAL AGGREGATE	\$2,000,000	
				PRODUCTS - COMP/OP AGG	\$2,000,000				
A	<b>AUTOMOBILE LIABILITY</b>			34 SBA IJ0704	08/17/2024	08/17/2025	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000	
	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> AUTOS	<input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input type="checkbox"/> AUTOS					BODILY INJURY (Per person)		
							BODILY INJURY (Per accident)		
							PROPERTY DAMAGE (Per accident)		
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB						EACH OCCURRENCE		
							AGGREGATE		
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$								
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER	E.L. EACH ACCIDENT	
								E.L. DISEASE -EA EMPLOYEE	
								E.L. DISEASE - POLICY LIMIT	

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**

Those usual to the Insured's Operations.

**CERTIFICATE HOLDER**

For Informational Purposes  
 441 GREG AVE OFC NO. 202  
 SANTA FE NM 87501

**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

*Susan L. Castaneda*

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**Audit & Compliance Division**  
Albuquerque District

**Michelle Lujan Grisham**  
Governor

**Stephanie Schardin Clarke**  
Cabinet Secretary

GLOBAL CENTER FOR CULTURAL  
ENTREPRENEURSHIP  
341 E ALAMEDA ST  
SANTA FE, NM 87501-2229

July 4, 2021  
NM Business Tax ID:  
03-162695-00-5  
Letter ID: L1243489712

**STATE OF NEW MEXICO TAXATION AND REVENUE DEPARTMENT**  
**REGISTRATION CERTIFICATE**

Date ID Issued <b>01-Jul-2014</b>	IDENTIFICATION NUMBER <b>03162695005-GRT</b>	Business Start Date <b>01-Jul-2014</b>
Business Location <b>341 E ALAMEDA ST</b>		Business End Date
City and State <b>SANTA FE, NM</b>		Zip Code <b>87501-2229</b>
Taxpayer Name <b>GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP</b>		Taxpayer Type <b>NonProfit</b>
Firm Name <b>GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP</b>		Filing Frequency <b>Monthly</b>
Mailing Address <b>341 E ALAMEDA ST</b>		
City and State <b>SANTA FE, NM</b>		Zip Code <b>87501-2229</b>

This Registration Certificate is issued pursuant to Section 7-1-12 NMSA 1978 for Gross Receipts, County Gross Receipts, and Municipal Gross Receipts Taxes. This copy must be displayed conspicuously in the place of business. Any purchaser of the registrants business is subject to certain requirements under Section 7-1-61 NMSA 1978.

Cabinet Secretary

By 

Any inquiries concerning your Identification Number should be addressed to the Audit & Compliance Division, P.O. Box 630, Santa Fe, New Mexico 87504-0630

Form Revised 02/2003

THIS CERTIFICATE IS NOT TRANSFERABLE

**STATE OF NEW MEXICO TAXATION AND REVENUE DEPARTMENT**  
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Firm Name <b>GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP</b>		Filing Frequency <b>Monthly</b>
Mailing Address <b>341 E ALAMEDA ST</b>		
City and State <b>SANTA FE, NM</b>		Zip Code <b>87501-2229</b>

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Cabinet Secretary

By 

Any inquiries concerning your Identification Number should be addressed to the Audit & Compliance Division, P.O. Box 630, Santa Fe, New Mexico 87504-0630

Form Revised 02/2003

THIS CERTIFICATE IS NOT TRANSFERABLE

✓ Your license application was submitted successfully. No fees are due at this time; we will review your application, and we will be in touch with you shortly.

License Number: 238216

Creative Startups

- License cannot be printed at this time. License has not been issued.

License Details | Tab Elements | Main Menu

License Details	
License Type:	Business License - Standard
Period Start Date:	
Status:	Submitted - Online
Description:	
Applied Date:	09/10/2024
District:	Default
Expiration Date:	

**FW: FW: Determination Request: SOW for Creative Industries**

NELSON, JOHANNA C. <jcnelson@santafenm.gov>

Tue 9/10/2024 4:25 PM

To: VELASQUEZ, MELISSA R. <mrvelasquez@santafenm.gov>

 1 attachments (41 KB)

image001.png;

Sorry didn't know PDF is blank, here it is!

---

**From:** Matt Loehman <mloehman@horizonsofnewmexico.org>

**Sent:** Wednesday, April 10, 2024 8:03 AM

**To:** NELSON, JOHANNA C. <jcnelson@santafenm.gov>

**Subject:** Re: FW: Determination Request: SOW for Creative Industries

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning Johanna,

We will respectfully decline this opportunity.

Kind regards,

Matt

Matt Loehman  
Executive Director

Horizons of New Mexico  
6121 Indian School Rd. NE, Suite 102  
Albuquerque, NM 87110

office phone: (505) 345-1540  
email: [mloehman@horizonsofnewmexico.org](mailto:mloehman@horizonsofnewmexico.org)  
web: [www.horizonsofnewmexico.org](http://www.horizonsofnewmexico.org)

On Wed, Apr 10, 2024, 6:28 AM NELSON, JOHANNA C. <[jcnelson@santafenm.gov](mailto:jcnelson@santafenm.gov)> wrote:

Hello we have a SOW for review.

Thank you

---

**From:** NELSON, JOHANNA C. <[jcnelson@santafenm.gov](mailto:jcnelson@santafenm.gov)>

**Sent:** Tuesday, April 9, 2024 6:48 AM

**To:** DUTTON-LEYDA, TRAVIS K. <[tkduttonleyda@santafenm.gov](mailto:tkduttonleyda@santafenm.gov)>; Procurement  
<[Procurement@santafenm.gov](mailto:Procurement@santafenm.gov)>

Cc: JOHNSON, CHELSEY X. <[cxjohnson@santafenm.gov](mailto:cxjohnson@santafenm.gov)>; VELASQUEZ, MELISSA R. <[mrvelasquez@santafenm.gov](mailto:mrvelasquez@santafenm.gov)>; DALBOR, CASEY J. <[cjdalbor@santafenm.gov](mailto:cjdalbor@santafenm.gov)>; OLGUIN, LORETTA S. <[lsolguin@santafenm.gov](mailto:lsolguin@santafenm.gov)>

**Subject:** Determination Request: SOW for Creative Industries

Hi Travis- we have SOW for review for our Creative Industries initiative not to exceed 59,500.  
Hi Travis- We have a SOW for your determination please. Thank you.

The OED and ACD seek to solicit a proposal from an organization that will act as a “Creative Industries Navigator Hub.” The Navigator will lead and convene a network of organizations and business service providers within the creative industries to support key needs of entrepreneurs and aspiring entrepreneurs.

The network would include organizations that provide the following services (and not limited to):

- Entrepreneurial technical assistance and business resources
- Financing (public and commercial)
- Industry sector specific support
- Workforce and education
- Nonprofit support
- Diversity and cultural awareness

**Contractor roles and expected outcomes:**

- Convene working group monthly to promote awareness of resources and activities and increase communication among the industry and practitioners.
  - Navigator Hub helps to organize and create a communication network to increase communication and information sharing within the group.
- Document and organize respective projects to identify priorities and solicit funding. This would be a local pipeline of projects to support and grow the creative industry locally.
- Respective tools, services and trainings will be compiled to increase awareness and navigation in a user-friendly format and printed collateral pieces.
  - Financial resources
  - Infrastructure important to the creative industries (performance halls, studios, manufacturing capacity, etc.)
  - Workforce resources
  - Technical assistance
- The Creative Industries Navigator Hub will be responsible for compiling and soliciting data and information from respective partners.
- The Creative Industries Navigator Hub, is responsible to organize regular public convenings throughout the city for entrepreneurs and aspiring entrepreneurs for networking, peer learning

and connection to resources. Special emphasis is put onto placemaking and supporting marginalized populations. Key areas are:

- Southside/Airport
  - Siler Rufina
  - Midtown
  - Downtown
- Inclusive, culturally aware support focused on socially and economically disadvantaged groups will be provided, including making sure all information is translatable in Spanish. Focus will be on but not limited to women, BIPOC communities, and immigrants.
  - Access to workforce training and career opportunities, including a compiled list of relevant job opportunities, internships and mentorships

### Events

Contractor is expected to help organize several events and convenings. OED has a separate budget available for costs of hosting events.

1. Monthly convening of working group
2. Quarterly creative industry networking events focused in different parts of the city, open to the public with the intent to provide connections to resources
3. Creative industry specific training programs
4. Convenings with industry leaders and service providers

### Data and Reporting

The OED is responsible to submit quarterly and regular updates on the progress of the programming for EDD—compiled with the help of the contractor. The Creative Industries Navigator Hub will be responsible for compiling and soliciting metrics, data and information from the respective partners.

**Johanna Nelson, CEcD**



*Director, Office of Economic Development*

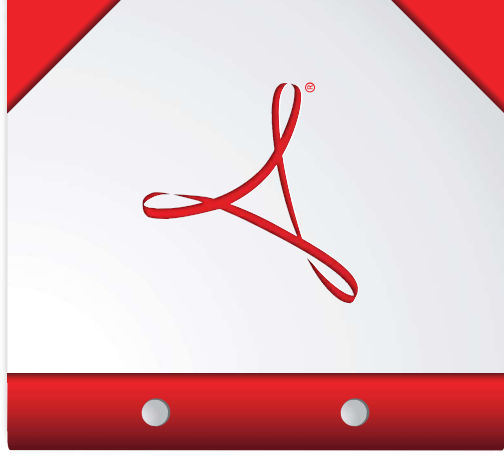
C: 505-699-7003

[OED Website](#)

[Sign up for OED Newsletter](#)

[Register to sell on Santa Fe's Market Place](#)

*\*Hablo Español*





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**Date:** September 26, 2024

**To:** Travis Dutton- Leyda, Chief Procurement Officer

**From:** **Johanna Nelson, Office of Economic Development Director**   
**Chelsey Johnson, Arts and Culture Department Director** 

**Subject:** **Contract with Global Center for Cultural Entrepreneurship DBA Creative Startups related to supporting the Creative Industries**

**Vendor Name:** **Global Center for Cultural Entrepreneurship DBA Creative Startups**

**Vendor Number:** **8048**

---

#### **ITEM AND ISSUE:**

The City's Office of Economic Development (OED) and Arts and Culture Department (ACD) issued a Request for Quotes (RFQ) to provide services aimed at supporting and growing Santa Fe's creative industries. The RFQ was posted on the MUNIS platform and advertised to over 10,000 recipients over a four-week period. One proposal was submitted by the Global Center for Cultural Entrepreneurship, doing business as Creative Startups. The proposal was received from their Executive Director, Alice Loy (505-263-5180, [alice@creativestartups.org](mailto:alice@creativestartups.org)).

#### **Action Requested: Sign and Approve Contract**

---

#### **BACKGROUND AND SUMMARY:**

The Office of Economic Development (OED) has received a \$100,000 grant from the New Mexico Economic Development Department to advance and support the Creative Industries. A dedicated contractor will collaborate with the OED and the Arts and Culture Department to implement programs that assist organizations providing technical support to entrepreneurs and business owners within the Creative Industries.

Targeting the Creative Industries as a key sector for economic growth, the OED and the Arts and Culture Department aim to stimulate regional development through this initiative. The programs funded by this grant will empower businesses in the Creative Industries by offering essential resources and expertise, fostering innovation, and enhancing their capacity to contribute to the local economy

#### **PROCUREMENT METHOD:**

The procurement method is RFQ, which was opened on May 10, 2024 and closed June 21, 2024. A single proposal was received. RFQ No. 24062

**Chief Procurement Officer Approval:**  \_\_\_\_\_ **Date:** Sep 26, 2024

**Supporting Information:**

**CONTRACT NUMBER:**

The FY25 Munis contract number is 325XXX (pending)

The FY25 Project ledger number is **ECD2421202**

**\$\$\$\$\$ SOURCE/REVENUE:** Expense Revenue

The funding source is:

**Fund Name/Number:** Fund 212: Economic Development

**Munis Org Name/Number:** 2122800/510400

**Munis Object Name/Number:** Grants and Services/510400

**Signature:**   
Chelsey Johnson (Sep 26, 2024 12:02 MDT)

**Email:** [cxjohnson@santafenm.gov](mailto:cxjohnson@santafenm.gov)











# Memo\_Template\_V4\_08.16 (1)

Final Audit Report


2024-10-02

Created:	2024-10-01
By:	JAMES EDWARDS (jwedwards@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAA4p8-zmUm8r0rX2yvmNTIKzAXGO47Uylo

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2024-10-01 - 6:22:22 PM GMT- IP address: 174.240.25.7
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 Signer JOHN BLAIR (jwblair@santafenm.gov) entered name at signing as John Blair

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 Document e-signed by John Blair (jwblair@santafenm.gov)

Signature Date: 2024-10-01 - 7:51:24 PM GMT - Time Source: server- IP address: 8.53.128.99

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Signature Date: 2024-10-02 - 11:34:06 PM GMT - Time Source: server- IP address: 63.232.20.2

 Agreement completed.

2024-10-02 - 11:34:06 PM GMT

**Signature:**   
Chelsey Johnson (Dec 19, 2024 11:05 MST)  
**Email:** [cxjohnson@santafenm.gov](mailto:cxjohnson@santafenm.gov)

**Signature:**   
Johanna Nelson (Dec 19, 2024 11:49 MST)  
**Email:** [jcnelson@santafenm.gov](mailto:jcnelson@santafenm.gov)












# OED - EDD Amendment packet - initialed

Final Audit Report

2024-12-25

Created:	2024-12-19
By:	JAMES EDWARDS (jwedwards@santafenm.gov)
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-  Signer JoAnn Lovato (jdlovato@santafenm.gov) entered name at signing as N/A  
2024-12-23 - 5:06:22 PM GMT- IP address: 63.232.20.2
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-  Document emailed to EMILY OSTER (ekoster@santafenm.gov) for signature  
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2024-12-25 - 1:18:08 AM GMT- IP address: 104.47.64.254
-  Document e-signed by EMILY OSTER (ekoster@santafenm.gov)  
Signature Date: 2024-12-25 - 1:22:55 AM GMT - Time Source: server- IP address: 75.104.68.196
-  Agreement completed.  
2024-12-25 - 1:22:55 AM GMT