

PROPOSAL – APPLICATION FORM

2008/2009 COOPERATIVE MARKETING GRANT PROGRAM

- TITLE PAGE -

INDICATE ENTITY TYPE (MARK ONE):

IRS DESIGNATED NON-PROFIT X LOCAL GOVERNMENT _____ TRIBAL GOVERNMENT _____

APPLYING ENTITY

NAME: SANTA FE DESERT CHORALE

APPLYING ENTITY

ADDRESS: 811 ST. MICHAELS DRIVE , SUITE 208 SANTA FE, NM 87505

APPLYING ENTITY

CONTACT PERSON: CHRISTINE H. WILLIAMS PHONE NUMBER: 505.988.2282

APPLYING ENTITY

E-MAIL ADDRESS: CHRISTINEW@DESERTCHORALE.ORG

APPLYING ENTITY

STATE TAX ID NUMBER: 01 - 1700202002

(11 DIGIT NUMBER, SAME AS CRS NUMBER ISSUED BY NM TAXATION AND REVENUE DEPT.)

*IF APPLYING ENTITY IS FISCAL SPONSOR FOR ANOTHER ENTITY, COMPLETE:

SPONSORED ENTITY

NAME: _____

SPONSORED ENTITY

ADDRESS: _____

SPONSORED ENTITY

CONTACT PERSON: _____

PHONE NUMBER: _____

SPONSORED ENTITY

E-MAIL ADDRESS: _____

DID THE APPLYING ENTITY RECEIVE FUNDING FROM THIS PROGRAM IN THE FY08 GRANT CYCLE? (YES/NO) YES

DID THE SPONSORED ENTITY RECEIVE FUNDING FROM THIS PROGRAM IN THE FY08 GRANT CYCLE? (YES/NO) _____

IF SO, WAS A DIFFERENT FISCAL SPONSOR UTILIZED? (YES / NO): _____

IF SO, PLEASE PROVIDE THE NAME OF THE PRIOR FISCAL SPONSOR: _____

TITLE OF PROPOSED EFFORT: Glorious Voices. Timeless Music. Desert Chorale 2008 Summer and Winter Festival Series, and Chorally Speaking Lecture Series

INDICATE THE REGION THAT WILL BE MOST IMPACTED BY THE PROPOSED EFFORT: REGION 5

REGION 1=NORTHWEST, REGION 2=SOUTHWEST, REGION 3=SOUTHEAST,

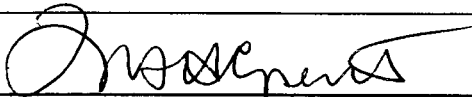
REGION 4=NORTHEAST, REGION 5=NORTH CENTRAL, REGION 6=CENTRAL OR STATEWIDE.

FUNDING AMOUNT REQUESTED:

\$20,000

INDIVIDUAL ENTITY = \$20,000 MAXIMUM REQUEST

CONSORTIUM ENTITY = \$35,000 MAXIMUM REQUEST



SIGNATURE OF AUTHORIZING OFFICIAL

DON SCOTT CARPENTER

20 May 2008

DATE

GENERAL DIRECTOR

PRINTED/TYPED NAME

GENERAL DIRECTOR

TITLE

RELATIONSHIP TO APPLICANT: _____

ALL APPLICANTS

ABOUT THE PROPOSED EFFORT AND ENTITY:

A. Will the proposed effort promote a destination, destination event or event?

Destination: An established location or venue open to the public on a continuous basis

Destination event: An organized function, open to public for 8 or more consecutive days

Event: An organized function, open to the public from 1 to 7 consecutive days

The proposed effort promotes the Santa Fe Desert Chorale Summer Festival 2008, a series of twenty-two concert events from June 26 to August 10, 2008 and seven concerts and two cabaret performances during the 2008 Winter Festival, from December 12 to 22. Concerts take place in a variety of historic and landmark venues throughout Santa Fe, Albuquerque, and Taos. The proposed effort also promotes a four-part lecture series.

B. Simply and Clearly explain the proposed effort. Define the type of event(s), destination or theme for which funds are being requested.

The Santa Fe Desert Chorale is one of the premiere professional choral ensembles in the United States in virtuosity of performance and programming breadth. Each year the Desert Chorale produces a seven-week long summer choral music festival and a two-week winter choral festival that attracts a national, regional and local audience of more than 10,000 individuals to venues in Albuquerque, Santa Fe and Taos. This year marks the Desert Chorale's twenty-sixth season, and funds are requested to promote and market the two festivals, lecture series and free performances.

The Santa Fe Desert Chorale plays an important role in making New Mexico a travel destination of choice during the summer and winter high-tourist seasons. **The 2008 Summer Festival will include 22 performances of seven distinct repertoires:** 1. **Glorious Voices. Sacred Spaces.** (4 performances at the Cathedral Basilica of St. Francis, 1 performance at San Francisco de Asis in Ranchos de Taos, and 1 performance at the Cathedral Church of St. John, Albuquerque), featuring pieces by Giovanni Pierluigi da Palestrina, Felix Mendelssohn, Johannes Brahms, Herbert Howells, and C. Hubert H. Parry; 2. **Viva España**, drawing on Spanish-language music of Spain and South America through 500 years, including composers Francisco Guerrero, Juan Vasquez, Antonio de Salazar, Tomás Luis de Victoria, Francisco de la Torre, Pablo Casals, Tomás de Torrejon y Velasco, and Rafael Hernandez (2 performances at the Scottish Rite Center, which is modeled after the Alhambra in Granada); 3. **The Tudors**, which recreates the Tudor sound with music by English Renaissance composers William Byrd, Orlando Gibbons, Francis Pilkington, William Cornysh, Thomas Vautour, Thomas Morley, Thomas Tompkins, Robert White, and John Sheppard, as well as contemporary settings of notable literary texts of the period (3 performances at Holy Faith Episcopal Church); 4. **Northern Lights**, with selections from Scandinavia and the Baltic States by composers Vaclovas Augustinas, Einjuhani Rautavaara, Algirdas Martinaitis, Cyrillus Kreek, Ola Gjeillo, Selga Mence, Janika Vandervelde, Nils Lindberg, and others (3 performances at the Loretto Chapel); 5. **Vanguards of New Music**, a collaboration with Santa Fe New Music and an instrumental ensemble in works by Arvo Pärt, Kim Sherman, Krzysztof Penderecki and Kaija Saariaho (2 performances at First Presbyterian Church); 6. **Art + Music + Art**, a program of contemporary American composers combining an aural and visual experience in an art gallery setting and featuring the work of Aaron Copland, David Lang, David Ludwig, Howard Shore, Stephen Sondheim, and others (3 performances at Muñoz Waxman Gallery at the Center for Contemporary Arts, in conjunction with an installation there by visual artist Thomas Ashcraft); and 7. **Ralph Vaughan Williams... a Retrospective**, which commemorates the 50th anniversary of the death of the great composer in performances of his *Mass in G Minor* and *Five Mystical Songs* with baritone soloist David Farwig, in collaboration with the Santa Fe Symphony Orchestra. Also on the program is guest conductor Jonathan Willcocks' own composition, *Lux Perpetua* (1 performance at the Albuquerque Journal

Theatre, 1 performance at the Cathedral Basilica of St. Francis, and 1 performance at The Lensic).

The Chorale also sponsors a series of four one-hour lectures, in association with the Museum of Indian Arts & Culture, designed to illuminate the grand traditions of choral music and enhance the listener's experience of the Summer Festival.

The Chorale's Winter Festival 2008, December 12 to 22, will include: 1. *Carols & Choruses* (1 performance at either the Lensic or Santa Maria de la Paz); 2. *A Merry New Mexico Christmas* (6 performances at the Cathedral Basilica of St. Francis, several in conjunction with the Santa Fe Symphony String Quartet, the Santa Fe Symphony Chorus, and the Desert Chorale Children's Choir); 3. *A Christmas Cabaret: Songs for the Holidays* (2 performances at a location to be determined), and, for the first time, 4. a *Hanukkah Concert* (1 performance at Temple Beth Shalom).

- C. If the entity implements additional efforts other than those defined in question "B", please explain below. This will allow the evaluator a broader view and better understanding of the entire efforts of the entity.**

Note: If the application sponsors an entity please respond to this question as that entity.

The Santa Fe Desert Chorale has implemented several community outreach efforts to expand its audience and to bring music to underserved populations. These efforts include: the Desert Chorale Children's Choir, which reaches out to low-income, minority and underserved children ages 8 to 14, particularly Hispanic and Native American youths and their families. Components of the Children's Choir program include scholarships, regular after-school rehearsals, a one-week summer camp, weekend retreats, and performances in the Santa Fe Public Schools, in the community, and with the Desert Chorale and its performance partners.

The Chorale also offers two free concerts per season to encourage those who cannot afford tickets to attend. In addition, the Chorale holds open public rehearsals for its concerts. Special half-price tickets for students up to age 21 encourage young people and college students to attend. The Chorale also has variable rate pricing at three levels to attract lower income attendees.

This summer the Desert Chorale will host three special events prior to or following performances. The first is an Opening Night Dinner on the rooftop of the La Fonda Hotel prior to the Opening Night Concert. The second is a Pre-Concert Fiesta in the courtyard of the Scottish Rite Center prior to a performance of *Viva España*. The third is a Post-Concert Soiree following the *Art + Music + Art* performance at the Center for Contemporary Arts. These events are designed to attract a younger audience. In August the Chorale celebrates summer's end with a Gala fundraiser and Auction at Bishops Lodge, featuring solos and duets by internationally-acclaimed vocal artists Kelly O'Connor and Jessica Rivera, accompanied by Santa Fe Opera Music Director Kirt Pavitt.

The Chorale also has an active volunteer base. Volunteers usher at Chorale performances. The Friends of the Desert Chorale hosts a series of special events in people's homes during the summer festival season and raise approximately \$35,000 each year for the Chorale.

TOURISM MARKETING CONSORTIUM APPLICANTS - ONLY

If you are applying as a Tourism Marketing Consortium, please complete the following three questions. Otherwise, proceed to the next Section 1.

The Desert Chorale is not a Tourism Marketing Consortium.

THE MISSION OF THE NEW MEXICO TOURISM DEPARTMENT IS:

To market New Mexico as an enchanting visitor destination to the world

THE OBJECTIVES OF THE NEW MEXICO TOURISM DEPARTMENT ARE:

- 1. Encourage New Mexicans to spend their recreation/vacation dollars in New Mexico**
- 2. Attract domestic (US) visitors to New Mexico**
- 3. Attract international visitors to New Mexico**
- 4. Encourage visitors to extend their stay in New Mexico**

SECTION 1: (20 POSSIBLE POINTS)

COMPLEMENTING THE DEPARTMENT'S MISSION AND OBJECTIVES

- A. Explain the proposed marketing effort and how the proposal complements the Department's mission. (3 Points) The Chorale's annual audience exceeds**

As New Mexico's premier chamber choir, the Desert Chorale attracts regional and national audiences through its diverse programming and unique performance venues in Santa Fe, Taos and Albuquerque. All of the Desert Chorale's marketing activities support the Department's mission by targeting in-state, domestic, and international travelers, promoting the summer and winter Desert Chorale Festivals as a unique option among New Mexico's many enchanting attractions, and encouraging visitors to extend their stay to attend several concerts.

- B. Explain how the plan will complement the following Tourism Department Objective: Encourage New Mexicans to spend their recreation/vacation dollars in New Mexico. How does this proposal attempt to complement the objective? (5 Points)**

The Chorale's annual audience exceeds 10,000 patrons, including attendees for free performances and open rehearsals. According to survey data collected, 70% of this audience is from New Mexico. Electronic newsletters and e-blasts are sent to New Mexico patrons. The Chorale's **website** was redesigned in 2007, allowing web surfers to listen to musical selections and to purchase CDs online. It also promotes the Summer and Winter Festival schedules and a link to our ticket selling partner. Biographies of guest conductors and artists are also included, as well as information about the Friends of the Chorale and the Children's Choir. The Desert Chorale also markets itself by **buying and trading ad links** on other local, regional and state promotional and business websites. **Rack cards are distributed** through *Fun and Games* to hundreds of convenient high-traffic locations and events throughout the State to attract New Mexicans. In addition to **radio interviews** with Chorale artists and the Executive Director, the Desert Chorale places **radio advertisements** in public radio stations in Albuquerque Santa Fe. The Chorale invests in **local and regional print advertising** in order to reach potential patrons in Albuquerque, Santa Fe, Los Alamos, Las Vegas, Espanola, Taos and other surrounding communities. Print advertising exposure is leveraged through an **ad exchange program** with targeted New Mexico partners (in drive-market classical music festival program books). Throughout the year the Chorale distributes **press releases and editorial placements** in regional media. The Chorale's concert and lecture series schedules are publicized in a **printed brochure**, which is mailed to prior festival attendees who live in New Mexico. **Printed posters** are also distributed. The Chorale's **Program Book**, distributed to audiences at all concerts, promotes the Summer and Winter concert seasons and encourages audiences to return. **Group sales** are encouraged through outreach to hotels, church music programs, schools, colleges, tour groups, community choirs, clubs and schools. The Chorale participates in tourism **networks with local partners**. In conjunction with the summer festival the Chorale's lecture series is an attraction for locals and tourists and promotes the concerts.

- C. Explain how the plan will complement the following Tourism Department Objective:
Attract domestic (US) visitors to New Mexico.
How does this proposal attempt to complement the objective? (2 Points)

The Desert Chorale is in a position to **trade advertising** and share concert schedule information with other leading professional choral music ensembles in cities such as San Francisco, Carmel, Boulder, Austin, Dallas and Houston. These are areas from which New Mexico historically draws a large portion of its out-of-state tourists. This has resulted in targeted national exposure to concert-going audiences. The Chorale's Executive Director and Director of Marketing attend **regional and national conventions and trade shows** to promote the organization and to attract visitors. Certain **print advertising** venues have national exposure. In addition, the Chorale has undertaken a national search for a new Music Director. This year the Chorale's concerts will feature **three Guest Conductors and four Music Director Candidates from around the world**, including Portsmouth, England, Chicago, IL, San Francisco, CA, Santa Fe, NM, Toulouse, France, Miami, FL, and New York City. Guest conductors and candidates will attract family, friends, and fans from the world over to Santa Fe. **Electronic advertising and promotion**, as described in Question B, is another cost-effective means by which the Chorale markets itself nationally. Furthermore, the Desert Chorale has recorded a highly regarded series of thirteen CDs. The CDs have national and international distribution. **CDs are distributed to classical radio stations**, and selections from Chorale recordings are aired thousands of times annually on classical radio stations nationally and internationally. **Paid CD advertising** in such national publications as *The Voice*, *Gramophone* and *The Choral Journal* increases the Chorale's visibility nationally and internationally. The Chorale has distribution contracts with Burnside Distribution, and Clarion Records for national marketing of its CDs. Finally, the Chorale issues **targeted press releases** and editorial placements in national publications.

- D. Explain how the plan will complement the following Tourism Department Objective:
Attract international visitors to New Mexico.
How does this proposal attempt to complement the objective? (2 Points)

The Desert Chorale has entered into an agreement with American Public Media, which is the largest owner and operator of public radio stations and the largest producer and distributor of classical music programming in the United States. As a result, the Chorale's CDs will now be released to American Public Media's partners in Europe, South America, and some Asian countries, increasing the Chorale's global exposure.

The Chorale's expanded **internet presence** is another cost-effective and growing method of international promotion. **Ad links** on other promotional and business websites enhance the Chorale's web promotion efforts. The Chorale **partners** with the Santa Fe Chamber of Commerce and the Convention and Visitors Bureau to market its concerts to an international audience through **group tours**, etc. Chorale staff attend **annual industry conferences** where national and international choral music organizations cross-promote their seasons. Finally, through **established relationships with European music critics**, the Chorale is promoted internationally.

- E. Explain how the plan will complement the following Tourism Department Objective:
Encourage visitors to extend their stay in New Mexico.
How does this proposal attempt to complement the objective? (5 Points)

Desert Chorale festivals are programmed in repertory. The different concert repertoires are tailored to specific historic venues, and are scheduled so that different concerts often fall on successive evenings. This scheduling encourages individuals to schedule visits over several days, or weeks, so that they can attend the full repertoire. In addition, Santa Fe has a rich music scene in the summer months, and through a program book ad exchange partnership the Chorale cross-promotes with other Santa Fe organizations to encourage attendance at other music and performing arts events. These organizations include Santa Fe New Music, Santa Fe Symphony and Chorus, Santa Fe Opera, and Santa Fe Chamber Music Festival. Finally, the Chorale's

arrangement with *Fun And Games* to deliver weekly Chorale information to convenient high-traffic locations such as hotels, inns, bed and breakfasts, and state-wide events encourages tourists to extend their stay.

F. Provide one set of samples or mock up of print ads, radio or television script, billboard ads and/or brochures. (3 Points)

Mockups are attached.

SECTION 2: (5 POSSIBLE POINTS)

PARTNERSHIPS

Identify partners and describe their roles.

Partner definition: Other entities including, but not limited to; local government, civic and private entities that will assist in achieving the mission, goals and objectives of the applying entity.

Partners may contribute funds, in-kind services and goods.

Partner Name	Role / Contribution
Santa Fe Symphony & Chorus	Collaborative musical partner for holiday program. Marketing efforts are shared.
Santa Fe Opera	Program book advertising trade partner.
Santa Fe Chamber Music Festival	Program book advertising trade partner.
Santa Fe New Music	Collaborative music partner for July 13 performance. Program book advertising trade partner.
National Dance Institute	Program book advertising trade partner
Boulder Bach Festival	Program book advertising trade partner
Carmel Bach Festival	Program book advertising trade partner
Chanticleer	Program book advertising trade partner
Conspirare	Program book advertising trade partner
Cathedral Church of St. John, Alb.	Albuquerque concert host. Promotes to parishioner community.
Cathedral Basilica of St. Francis	Concert venue. Promotes Chorale concerts to parishioner community, places signage on days of events, and CD vendor.
Lensic Performing Arts Center	Handles all ticket sales. Concert venue. Announces Chorale concerts on website, in newspapers, brochures and Theater marquee. A CD vendor at events.
Museum of Indian Arts & Culture	Presenting partner for 4-part Chorally Speaking lecture series.
San Francisco de Asis, Taos	Taos concert host. Promotes to parishioner community and places signage. CD vendor.
Scottish Rite Center	Concert venue and CD vendor.
Holy Faith Episcopal Church	Concert venue. Promotes Chorale concerts to parishioner community. Places signage. CD vendor.
Loretto Chapel	Concert venue, CD vendor year-round in gift shop, and places signage on days of events.
First Presbyterian Church	Promotes Chorale concerts to parishioner community. CD vendor.
Muñoz Waxman Gallery at the Center for Contemporary Arts	Concert venue. Promotes concerts. CD vendor. Places signage.
Albuquerque Journal Theatre, Alb.	Albuquerque concert host. CD vendor.
KSFR Radio	Contributes advertising and publicity
KHFM	Contributes advertising
KUNM	Contributes advertising
New Mexico Culture Net	Lists all concerts in arts category. Ad trade partner.
The Santa Fe New Mexican	Trades advertising space
The Santa Fean Magazine	Trades advertising space
The Santa Fe Reporter	Trades advertising space
La Fonda Hotel	In-kind contribution for Opening Night Party

Bishop's Lodge Resort	In-kind contribution for Summer Gala
Los Luceros Winery	In-kind contribution for Opening Night Party
Peas 'N' Pod Catering, Inc.	In-kind donation
Arizona Lithographers	Business Partner
Berardinelli Family Funeral Services	Business Partner
Century Bank	Business Partner
Chocolate Smith	Business Partner
El Castillo Retirement Residences	Business Partner
First National Bank of Santa Fe	Business Partner
Jinja	Business Partner
Los Alamos National Bank	Business Partner
Manzano del Sol Retirement Community	Business Partner
Osteria d'Assisi	Business Partner
Owings Dewey Gallery	Business Partner
Paper Unlimited	Business Partner
Reynolds Insurance	Business Partner
ALH Foundation	Concert underwriter
Messengers of Healing Winds Foundation	Concert underwriter.
Thornburg Companies	Concert underwriter. Website links.
Frost Foundation	Grant support for promotion of Children's Choir.
New Mexico Arts	Grant support.
Santa Fe Arts Commission	Grant support through 1% Lodger's Tax..

SECTION 3: (30 POSSIBLE POINTS)

MARKETING PLAN

Describe the goals and target markets for this proposal, including the research or evidence the marketing plan is based upon by answering the following items:

A. RESEARCH: (7 POSSIBLE POINTS)

Explain the research and/or evidence used to create the goals below and determine the defined target market(s) for the proposal.

The Santa Fe Desert Chorale relies on a number of sources for demographic data as it relates to patrons (both ticket buyers and donors) of the organization and Northern New Mexico, including:

1. Detailed audience surveys administered every three years (last survey in 2005)
2. Web-based audience surveys
3. The Desert Chorale patron database
4. Chorale website hits and click-throughs
5. Advertising partner website hits and click-throughs
6. Advertising partner demographic information
7. New Mexico Tourism Department quarterly reports, trend reports and conversion studies
8. City of Santa Fe Convention and Visitor's Bureau and Chamber of Commerce demographic and trend reports
9. Discussions with other arts organizations in Northern New Mexico

In addition, the Desert Chorale has an active Marketing Committee that is comprised of members of the Board of Directors and local professionals who are engaged in the advertising, marketing, and public relations fields in the region. These professionals bring invaluable information related to other industries as well as overall economic indicators that may impact the Chorale's marketing and advertising efforts.

Data obtained from the 2005 audience survey indicated that the Desert Chorale's "core" audience was generally above 55 years old, college educated, white, and with household income above \$75,000. At that time, 70% of the Chorale's patrons came from New Mexico with an additional 30% from regional, national and international sources.

In an effort to meet its mission of advancing the art form of choral music, the Chorale has outlined a number of goals that build on the foundation of its core audience to reach out to two new target markets for the coming seasons. This effort is embraced through concentrated programming, advertising, and public relations decisions related to these audiences.

B. TARGET MARKETS: (7 POSSIBLE POINTS)

Define the target market(s) for the proposal.

Identify the demographic or geographic information used to define the target. (i.e.; geographic location, age, income, education, gender, ethnicity, etc...):

1. Our core audience (as described above): residents of Northern New Mexico who are a ½ day drive from our concert venues.
2. Hispanic market
3. Younger market
4. National/international market

C. GOALS: (8 POSSIBLE POINTS)

Define at least 3 measurable marketing goals for the proposed effort

A goal should be SMART=Specific, Measurable, Attainable, Realistic, Trackable)

1. Increase ticket sales to our core audience by 3.5% in 2008
2. Introduce the local Hispanic market to the Desert Chorale and increase their recognition of and participation in the organization
3. Attract a younger audience to participation in performances and events of the Desert Chorale
4. Increase regional, national and international exposure and recognition of the Santa Fe Desert Chorale

D. IMPLEMENTATION: (8 POSSIBLE POINTS)

Define the specific implementation process that will be followed to accomplish each goal

1. CORE AUDIENCE:

- a. From a programming standpoint, the Santa Fe Desert Chorale is embarking on an ambitious season that includes a mix of classic repertoire of sacred music with some newer music. The classic repertoire is designed to appeal to our core audience and will be performed in historic venues in Albuquerque, Santa Fe and Taos. In addition to the cathedrals, we will once again perform in Loretto Chapel, which has been a very popular venue. Most of the Chorale's other programming, (*Viva España, The Tudors, and Ralph Vaughan Williams...A Retrospective*) will appeal to the core audience and expand their access to classical choral literature.
- b. The Santa Fe Desert Chorale makes every effort to reach its core audience of patrons from Northern New Mexico and the region through direct mail (over 6,500 brochure mailings for both summer and winter festivals to NM residents; 5,000 mailings of Spring and Fall Newsletters; several thousand mailings of invitations to special events and to become a supporter of the Desert Chorale), internet marketing (over 1,100 monthly e-blasts to patrons – which increase to weekly during the season; listings on: newmexicoculture.net, newmexico.org, ticketssantafe.org, tickets.com, ticketmaster.com, santafe.com), paid and trade print advertising (including, *Albuquerque Journal* and *Journal North*, *AlbuquerqueARTS*, *Home Town News*, *Local Flavor*, *Los Alamos Monitor*, *New Mexico Magazine*, *Next Door News*, *The Reporter*, *Round the Roundhouse*, *The Santa Fean*, *Santa Fe Chamber Photomap*, *The Santa Fe New Mexican*, *Santa Fe*

Visitor's Guide, *Taos News*, and *THE Magazine*), paid and trade radio advertising (with partners KHFM, KSFR, KUNM), editorial in print and via radio, through ad swaps with other local and regional arts organizations (NDI, Santa Fe Chamber Music Festival, Santa Fe Opera) and by participating in local and regional tourism organizations and initiatives (Santa Fe Chamber of Commerce, Santa Fe Convention and Visitors Bureau, New Mexico Tourism regional events).

- c. In addition, the Santa Fe Desert Chorale contracts with Target Concierge, Fun and Games, and a brochure distributor to place posters and rack cards in over 50 hotels in Northern New Mexico and in visitor centers across the state. This coverage allows the Desert Chorale to reach a wide ranging audience throughout the region and state.
 - d. We are predicting a very modest increase in ticket sales based on economic indicators which predict continued decline in consumer confidence. Higher petroleum costs could work both ways – keeping folks from travelling internationally and spurring more regional travel to the benefit of destinations like Santa Fe, or completely killing all domestic travel. Based on the January 2008 New Mexico Tourism Quarterly Report, "domestic tourism is expected to grow at about 1.3% per year". Anecdotal reports for other major arts organizations in Santa Fe mirror what we have seen to date with early ticket sales off of 2007 by roughly 5%. Through innovative programming, aggressive marketing and continued partnerships, we believe we can accomplish this goal in 2008. Success of this effort will be measured by ticket sales and through our patron surveys.
2. HISPANIC MARKET
- a. Our research indicates that a small minority of our audience is Hispanic. Based on information from the 2006 Governor's Conference on Tourism, we know that over 26% of visitors to New Mexico are Hispanic. By 2020, 50% of the domestic population of United States will be Hispanic or Latino (Telemundo marketing presentation January, 2008) with a purchasing power of over \$2.5 trillion dollars. We know based on 2006 Chamber of Commerce estimates, that 49.5% of the population in Santa Fe County identifies as Hispanic or Latino. We also know that 30.8% of visitors are coming to the state to visit friends and family.
 - b. For the Santa Fe Desert Chorale to remain vibrant, it must reach out to new audiences in the local and regional area. The Desert Chorale has identified the Hispanic market as a large opportunity that is yet untapped. To attract this market, the Desert Chorale has created ***Viva España*** as an all-Spanish-language program that will be held for two performances during the summer season. Additionally, the final program of the season, ***Ralph Vaughan Williams***, will be performed at the Journal Theatre in the Hispanic Cultural Center.
 - c. To advertise this program, Spanish language print ads will appear in *La Voz* and *El Nuevo Mexico*. Additionally, the marketing team is working with *Home Town News*, *Next Door News* and *Round the Roundhouse* to tap into markets within Santa Fe that may not be reached by our traditional press buys. By increasing participation in the Chorale by local Hispanics, we hope to also reach those visitors who are here to see friends and family.
3. YOUNGER AUDIENCE
- a. To attract a younger audience, the Desert Chorale has partnered with two organizations that already have an established young audience base: Santa Fe New Music and the Center for Contemporary Arts. Two music programs have been designed for this audience: ***Vanguards of New Music***, a collaboration with Santa Fe New Music, will focus on the music of living artists from around the world. ***Art+Music+Art*** will be performed at the Center for Contemporary Arts. Performers and audience will be dispersed amidst a visual art installation by Thomas Ashcraft, and the concert features contemporary American music. The Chorale's proactive strategy of "piggybacking" on the young audience appeal of its partnering organizations will help it penetrate this market.
 - b. To advertise these special concerts, the Desert Chorale is working with a number of publications that are geared to a younger audience. We will advertise in *AlbuquerqueARTS*, *Alibi*, *Home Town News*, *Next Door News*, *The Reporter*, *The Santa Fe New Mexican Sunday Magazine*, and *THE Magazine*. The messaging will be specifically designed to appeal to this younger audience and expose them the Desert Chorale.

- c. Success of this program will be evaluated through ticket sales and audience surveys conducted at these events.
- 4. REGIONAL, NATIONAL, and INTERNATIONAL
 - a. With limited budgets, it is difficult to reach this audience with paid advertising. However, the Desert Chorale is committed to running both its summer and winter seasons in *Visitor's Guide*, *New Mexico Magazine* and *The Santa Fean* – all which have a regional and national reach as well as a presence in various hotels in the region.
 - b. The Desert Chorale has participated in two industry trade shows already in 2008 through the American Choral Director's Association – the Southwest regional in Kansas City, Kansas and the Western regional in Anaheim, California. In June, the Desert Chorale General Director will be attending Chorus America's triennial National Performing Arts Conference in Denver.
 - c. To reach national and international audiences, the Desert Chorale has an active public relations campaign that seeks to reach journalists and editors at major metropolitan newspapers and travel guides throughout the country. These journalists receive frequent press releases and e-blasts from the Desert Chorale keeping them abreast of activities that are happening with organization.
 - d. As part of its ongoing effort to reach consumers outside its market, the Desert Chorale actively swaps ad space with other chorale organizations across the country. This year includes trades with Boulder Bach Festival (Colorado), Carmel Bach Festival (California), Chanticleer (San Francisco), and Conspirare (Texas).
 - e. The Desert Chorale has a contract for national and international CD distribution through Clarion Records. In addition to this contract, Burnside Distribution and Classquest have been retained to distribute and promote the most recent Desert Chorale recording, *First Day*. A national distribution is important to the overall reputation of the Desert Chorale and national radio play further enhances the Desert Chorale and Northern New Mexico as a place to visit. Finally, The Desert Chorale has entered into an agreement with American Public Media to release its CDs to American Public Media's partners in Europe, South America, and some Asian countries, significantly expanding its international presence.
 - f. Finally, the Desert Chorale website is designed for easy access to information and with direct links to contact staff members for more information.

SECTION 4: (5 POSSIBLE POINTS)

DEPARTMENT RESOURCES

A. DEPARTMENT WEBSITE CALENDAR OF EVENTS: (2 POSSIBLE POINTS)

Is the proposed event or are the established destinations' activities listed on the Department website's calendar of events? Website address: www.newmexico.org

Yes, the Chorale's entire Summer Festival Season has been posted. The Winter Festival 2008 events will be uploaded once the program is finalized.

Desert Chorale Summer festival events posted:

June 26, 2008	July 11, 2008	July 25, 2008
June 29, 2008	July 13, 2008 (2 performances)	July 28, 2008
July 1, 2008	July 15, 2008	July 29, 2008
July 3, 2008	July 17, 2008	July 30, 2008
July 6, 2008	July 21, 2008	August 7, 2008
July 7, 2008	July 22, 2008	August 8, 2008
July 10, 2008	July 23, 2008	August 10, 2008

B. TOURISM REGIONAL MARKETING BOARDS: (3 POSSIBLE POINTS)

Does the entity participate in the Tourism Regional Marketing Board quarterly meetings?

After learning about the Tourism Regional Marketing Board quarterly meetings at the Cooperative Marketing Workshop, the Desert Chorale contacted Region 5 Chair Jill Lane, and

the Director of Marketing attended the quarterly meeting on May 8 at Buffalo Thunder Resort. He will attend future quarterly meetings.

SECTION 5: (25 POSSIBLE POINTS)

FINANCIAL CAPABILITY

TOTAL MARKETING BUDGET WORKSHEET See Attached Total Marketing Budget Worksheet

REVENUE SOURCES

A. DETAILED LIST OF REVENUE SOURCES: (5 POSSIBLE POINTS)

Provide a detailed list of revenue sources and amounts, including cash and in-kind support that will be used to implement the marketing plan, include estimated amounts as it relates to applied-for funds; such as with Lodgers' Tax. (In-kind support is encouraged but not eligible for match.) Please include funding provided by Lodgers' Tax, if applicable.

Cash

Advertising Sales	\$ 5,600
City of Santa Fe 1% Lodger's Tax via Arts Commission	\$ 40,000
Individual Gifts	\$182,500
Friends of the Desert Chorale contribution	\$ 18,000
National Endowment for the Arts	\$ 15,000
New Mexico Arts	\$ 10,000
New Mexico Tourism Dept. request	\$ 20,000
Private foundation grants	\$ 5,000
Ticket Sales	\$314,280
Special Events & Fundraisers	\$ 91,250
Merchandise sales	\$ 32,500

In-Kind

Radio & Print Advertising, Design Services, Etc.	\$ 40,900
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TOTAL \$775,030

FINANCIAL CAPABILITY

PROJECTED EXPENDITURES FOR PROPOSED EFFORT

(20 POSSIBLE POINTS)

BUDGET CATEGORY (DESCRIPTIONS BELOW)	POTENTIAL VENDOR	ELIGIBLE COSTS	NON-ELIGIBLE COSTS	TOTAL
Print Advertising	TOTAL	41,500	16,250	57,750
	<i>Albuquerque ARTS</i>	1,208		1,208
	<i>Albuquerque Journal/Journal North</i>	3,606		3,606
	<i>Alibi</i>	860		860
	<i>Choral Journal</i>	800		800
	<i>Home Town News</i>	300		300
	<i>Local Flavor</i>	597	200	797
	<i>Los Alamos Monitor</i>	1,197		1,197
	<i>New Mexico Magazine</i>	4,067		4,067
	<i>New Mexico Kids</i>	1,467		1,467
	<i>Next Door News</i>	356		356
	<i>The Reporter</i>	2,500		2,500
	<i>Round the Roundhouse</i>	969		969
	<i>Santa Fe Chamber Map</i>	332		332

BUDGET CATEGORY (DESCRIPTIONS BELOW)	POTENTIAL VENDOR	ELIGIBLE COSTS	NON- ELIGIBLE COSTS	TOTAL
	<i>Santa Fe New Mexican</i>	16,456	15,000	31,456
	<i>Santa Fe Visitor's Guide</i>	2,690		2,690
	<i>Santa Fean</i>	1,800	950	2,750
	<i>Taos News</i>	453		453
	<i>THE Magazine</i>	300	100	400
	<i>Tumbleweeds</i>	1,442		1,442
Electronic Advertising	TOTAL	2,872	3,000	5,872
	New Mexico Culture.Net		3,000	3,000
	Wired 3D (website design)	550		550
	Wired 3D (website maintenance)	1,800		1,800
	<i>Santa Fe Visitor's Guide</i>	162		162
	Constant Contact	360		360
Promotion	TOTAL	29,732	2,248	31,980
Print (Collateral)	Cottonwood Printing (brochure)	6,102		6,102
	Adelante Fulfillment	382	1,498	1,880
	Aurora Publishing	439		439
	Allegra Printing (posters/invites)	309		309
	Arizona Lithographers (program books/brochure)	21,000	750	21,750
CD Promotion	Clarion Records	1,000		1,000
	Burnside Distribution	200		200
	Classquest	300		300
Trade Show	TOTAL	2,022	4,425	6,447
	Space Rental/Booth Design	1,200		1,200
	JSM (Booth Design)	350		250
	Signs and Images (Printing)	472		472
	Expenses		4,425	4,425
Print Advertising Design and Production	TOTAL	4,600		4,600
	Janice St. Marie Graphic Design	4,600		4,600
Broadcast Media	TOTAL	4,000	2,900	6,900
	KHFM	2,250	1,400	2,250
	KSFR	1,000	1,000	1,000
	KUNM	500	500	500
	Que Suave	250		250
Design Services-Other	TOTAL	14,291	500	14,791
	Janice St. Marie Graphic Design	14,291	500	14,791
	TOTALS	99,017	29,323	128,340
MATCH CATEGORY "A" = 1/3 OF ELIGIBLE COSTS (TOTAL MARKETING BUDGET \$250,000 AND ABOVE)				
MATCH CATEGORY "B" = 1/2 OF ELIGIBLE COSTS (TOTAL MARKETING BUDGET LESS THAN \$250,000)				
FUNDING AMOUNT REQUESTED: (Maximum \$20,000 or \$35,000)			\$20,000	

SECTION 6: (10 POSSIBLE POINTS)

OUTCOME AND FOLLOW-THROUGH

Tracking and monitoring the effectiveness of Cooperative Marketing funds is a necessary component. Below, define how the results of the implemented marketing plan will be tracked.

A. TRACKING: (5 POSSIBLE POINTS)

Describe which methods the applying entity will use to measure the results of this proposal and how the information will be tracked. (i.e. dedicated personnel to track data, maintain a database to collect data, webmaster tracking and reporting, etc.) Include the plan for measurable and accurate tracking and analysis of data. (The Department may wish to have access to inquiries for statistical or promotional use.)

The Desert Chorale measures results through a variety of means. Ticket sales are tracked and measured through a dedicated database of purchaser data. This data is compiled through tickets purchased in-house as well as through interfaces with the regional ticketing consortium based at the Lencic Performing Arts Center box office, tickets.com and with Ticketmaster. Each season, reports are generated that detail ticket purchaser cities of residence, specific tickets purchased indicating repertoire interests, dollar volume of ticket sales and other data that helps the organization plan each season to achieve maximum impact. Dedicated marketing staff contracts with outside vendors to distribute brochures, rack cards and posters, and these distribution efforts are tracked and documented by marketing personnel. Development staff works with the Board and community volunteers to track income earned through CD distribution and sales, and solicits and tracks unearned income generated, government and private foundation grants, trade and in-kind donations, and sponsorships that fund operation and marketing initiatives. The Desert Chorale webmaster works with the marketing and development staff to electronically track and measure website hits and enquiries, web initiated merchandise sales and other web-based contact. Information is compiled quarterly.

B. PRIOR YEAR RESULTS: (5 POSSIBLE POINTS)

1. Submit a completed 2007/2008 Tracking and Impact Report, if applicable, see above

The applying entity was awarded funds in FY08. See attached Tracking and Impact Report, dated April 14, 2008.

2. Narrative – Describe Explain lessons learned and any adjustments made to your proposed FY09 marketing plan based on the FY08 results.

In 2007 the Desert Chorale set a goal of increasing ticket sales by 15%, but fell short of ticket sales by 11.3%. This year growth projections were adjusted to accommodate falling consumer confidence in the economy and rising gasoline prices.

In addition, the Chorale's repertoire, while of the highest quality, continued to appeal to its traditional, core audiences. The ambitious programming and added performance venues for this year is designed to broaden the Chorale's appeal among younger and more ethnically diverse audiences.

Lastly, the Chorale exceeded its marketing budget in 2007 due to the celebration of its 25th Anniversary. This year's marketing budgets has been adjusted to accommodate expanded programming efforts and the new target markets.

SECTION 7: (-5 POSSIBLE POINTS)

FORMATTING

The evaluator may deduct points for excessive pages, enclosures or difficult formatting style or lack thereof.

SECTION 8: (5 POSSIBLE POINTS)

WORKSHOP ATTENDANCE

Did a representative from the applying/sponsored entity attend one of the Cooperative Marketing workshops held in April 2008? YES.

A. Which Workshop was attended?

- | | |
|---|--|
| <input type="checkbox"/> Farmington, April 11 | <input type="checkbox"/> Northeast Region, April 22 |
| <input type="checkbox"/> North Central Region, April 15 | <input checked="" type="checkbox"/> Bernalillo, April 29 |
| <input type="checkbox"/> Roswell, April 18 | <input type="checkbox"/> Truth or Consequences, May 5 |

B. Please provide the name of the person who signed in and attended the workshop:

CHRISTINE WILLIAMS

SECTION 9: (5 POSSIBLE POINTS)

LODGERS' TAX

The Lodgers' Tax Act; 3-38-13 through 3-38-24 NMSA 1978 is a resource available in many New Mexico communities; we encourage you to research this option for additional funding.

A. What is the maximum Lodgers' Tax permissible by law that can be assessed by your local government? 5%

B. What is the current Lodgers' Tax being assessed by your local government? 5%

C. Has the applying entity applied for Lodgers' Tax funds? YES

D. Does the applying entity intend on applying for Lodgers' Tax funds? APPLIED 3/08.

a. **Why?** The Desert Chorale has received funding in the past and has applied for fiscal 2009 funding in the amount of \$40,000 to help defray costs.

b. **Why Not? NA**

REQUEST FOR PROPOSAL PACKET CHECKLIST

- 3 Original sets of a completed Proposal-Application Form
- 1 set of mock up / samples
- 1 IRS letter designating non-profit status (not required for local or tribal governments)
- 1 Completed Total Marketing Budget Worksheet * **REQUIRED** *
- 1 Completed DFA Substitute W9 form (from our website www.newmexico.org/coop)
- 1 Current Tracking and Impact Report (for FY08 2007/2008 grant holders only)
- **Due Date:** Postmarked or delivered on or before 5:00pm on **MAY 20, 2008**