



New Mexico Music Commission Proposed Annual Budget

Submitted to Jenice Gharib New Mexico Arts Acting Executive Director 30 July 2019

Marketing

\$ 7,000 Community Events NMMC presence at community-based music events throughout the state, with emphasis on rural communities. Purchase tickets/table, ad space, sponsorship, hosting, etc. (i.e., awards shows, concerts, festivals, etc.).

\$ 5,000 Advertising Promote commission and community-based music events throughout the state through social media (pay to boost posts), radio, print, television.

Administrative

\$ 10,000 Website Upgrade Accept bids and contract IT vendor, with guidance from DCA CTO, to upgrade New Mexico Music Directory database and user interface, create new statewide calendar of music events, and statewide listing of venues. Provide ongoing website maintenance.

\$ 8,000 Outreach Create and maintain DCA/NMA/NMMC info booth: table, chairs, table skirt, banners, shade tent, brochures, stock cards, visitor treats, etc., and staff booth at community-based music events.

Offer pro bono services to community events, such as emcee, facilitator, moderator, adjudicator, free community-based event promotion through commission's social media network.

Purchase memberships to community-based organizations, attend, host, and/or deliver conferences and workshops, with particular emphasis on rural communities and traditional/indigenous music.

\$ 1,500 Travel/Mileage Reimburse commissioners for out of pocket travels expenses to attend community-based events throughout the state (public commission meetings excluded per statutes).

\$ 500 Printing Business cards for commissioners and admin, brochures, posters, banners, etc.

Programming

\$ 30,000 Platinum Music Awards Production budget for commission's annual signature event and primary fundraiser - the Platinum Music Awards, a lifetime achievement award and the State's highest honor for New Mexico's music industry. Since 2017, the PMAs have inducted honorees from: Alamogordo, Chamisal, Deming, Dixon, Jemez Pueblo, Las Cruces, Rociada, Taos Pueblo, La Union, Zuni Pueblo, as well as ABQ and SFe. The awards show is a vehicle to celebrate the state's music industry and features a wide array of music genres represented in the state.

\$ 23,000 Educational Programs ART2ART promotes a local venue (school, art gallery, theater, etc.) and pairs a local musician and artist on stage in an improvisational collaboration. The artists are interviewed afterward to delve into their creative process and the audience is invited to Q&A. The last Art2Art event took place during the Gallup Artscrawl in October 2018 and featured Navajo artists Winona House-visual artist and Delbert Anderson-trumpet. Proceeds from these events are split between the venue and the commission, with the commission's proceeds used to fund future Art2Art events, with focus on rural communities.

MUSIC IN SCHOOLS - new programming - hires professional musicians and music educators to visit the schools to deliver assemblies, workshops, clinics, master classes, sectionals, group lessons, guest conducting, ensemble arranging/composing, audio engineering, featured soloist on concerts, etc. Goal is to partner with rural and underserved school districts throughout NM. Foundation is running a pilot program with SFe Public Schools without requesting feedback, input, involvement from commission.

STUDENT MUSICIAN SPOTLIGHT features the state's talented and dedicated student musicians. Students receive a certificate from the State signed by Governor Lujan Grisham and DCA Secretary Garcia y Griego. They also receive gift certificates from SMS sponsors The Candyman Strings & Things and Robertson & Sons Violin Shop. One student is selected by the commission to perform at the annual Platinum Music Awards show to showcase the series.

RADIO/PODCAST SERIES - new programming - features interviews and NM-based musicians, educators, students, etc. Special emphasis given to rural communities, providing mobile technology (and travel expenses) to commissioners & staff to travel to remote areas for remote broadcasts and/or provide the means for rural interviews by phone. Will also serve to preserve traditional folk and indigenous music heritage, artists, etc.

MUSIC VIDEO SHOWCASE - reinstated programming - under Governor Richardson, the commission produced a music video series that was aired on television. The reinstated series will be initially aired through social media. As with all commission projects, special emphasis will be given to artists from rural locations and folk, traditional, indigenous music genres.

State Fair Music Commission Showcase - reinstated programming - NMMC programs, hires musicians, and hosts/emcees event at annual NM State Fair. Regional, rural, folk, traditional, indigenous artists featured.

AD HOC WORKSHOPS, CLINICS, CONFERENCES as needed.

\$ 85,000 Total

NOTE: FY09 Budget under Richardson Admin. was \$76,667 (not including Exec Dir salary & benefits)