



ECONOMIC DEVELOPMENT PROJECT PROPOSAL GUIDELINES 2010

INSTRUCTIONS:

As part of the City of Santa Fe's Economic Development Plan Ordinance (Section 11-11.4 SFCC 1987), the City periodically makes available funds for economic development projects that meet the criteria set forth in the Ordinance and also in the Economic Development Strategy for Implementation. Now is one of those times.

Project proposals are limited to a maximum dollar amount of \$50,000, with additional consideration given to projects requesting significantly smaller amounts. All projects should leverage resources from other entities.

Completing an application, meeting the definition and criteria for qualifying entity and meeting the economic development goals, values and targets does NOT obligate the City to provide funding for any project. Funding is limited to economic development services (including workforce training), land, building, equipment and other infrastructure.

Applicants should use the following outline as a guide for providing all of the information which should be submitted as part of any proposal. Please respond to each of the following questions providing as much information as you have. If you are not able to respond to a question, or question is not applicable to your proposal, please indicate accordingly. The Economic Development Division may ask for further information as necessary for proposal review.

An informational session will be held in the City Council Chambers in City Hall, 200 Lincoln Street, on August 20, 2010 from 9:30-11:00am.

Please send proposals electronically to Jessica Sandoval jmsandoval@santafenm.gov or submit three (3) printed copies to 120 S. Federal Place, Room 321, Santa Fe, NM 87501. Call 505-955-6334 for questions. **The deadline for submissions is 5:00pm, Thursday, September 16, 2010.**

City of Santa Fe, Economic Development Division Project Proposal Application

I. APPLICANT INFORMATION

- A. Project proposal name
- B. Name, title, and contact information of project applicant
- C. Organization name and address
- D. Status (please select one)
 - Non-for-profit Organization designation (501c3, 501c6 etc.)
 - For profit Designation (LLC, LLP etc.)
 - Other (please explain)

II. PROJECT PROPOSAL

- A. Project Narrative: Please give a brief but descriptive narrative of the project plan, how it will work and the benefits of the project, including:
 - 1. Project Description (including the need in the community or gap in the market to be addressed)
 - 2. Project Plan
 - 3. Program Goals and expected outcomes
- B. Project Schedule
 - 1. Timeline of Key Program Milestones
 - 2. Timeline of Key Project Construction Milestones (if applicable).
- C. Project Budget: please include the following:
 - 1. Total cost of project including phase amounts
 - 2. Land
 - 3. Facilities
 - 4. Pre-development (infrastructure)
 - 5. Personnel
 - 6. Need for City funding
- D. Project and/or Program Financing
 - 1. Equity investment of project participants and other investors
 - 2. Assistance being requested of the City (provide estimate of value if requesting building facilities or other assistance)
 - 3. Financing sources other than the City with letters of commitment or intent to fund
 - 4. Ability to sustain the project/program beyond any City funding
- E. Brief Project Marketing Goals

III. TECHNICAL EXPERTISE AND EVIDENCE OF ORGANIZATIONAL CAPACITY

- A. Brief narrative history of entity
- B. List and description of on-going or previously completed projects
- C. Expertise of key staff involved with the implementation and management of the proposed project
- D. Project Staff Resumes

IV. ECONOMIC DEVELOPMENT BENEFITS AND ALIGNMENT TO IMPLEMENTATION STRATEGY

- A. Economic Development benefits:
 - 1. Direct
 - 2. Indirect
 - 3. Return on Investment
 - 4. Targeted Industry Sector
- B. Please describe how your proposal addresses the City Economic Development Values
 - 1. Low Environmental Footprint
 - 2. High Wages & Benefits
 - 3. Innovative Position/Potential
 - 4. Local (which is defined in the Implementation Strategy as: *A project/proposal's homegrown origin or its impact on the cultural fabric, identity i.e. how it fits with the 'City Different,' and/or provides positive economic impacts to residents of Santa Fe.*)
- C. Describe how the proposal aligns and/or compliments with the 2010 goals outlined by the Business and Quality of Life (BQL) Future Economy Sub- Committee:
 - 1. **Goal #1: Bolster the entrepreneurial ecosystem in Santa Fe.** Initiate and further efforts which support local entrepreneurs and lead to an increase in the in-flow and retention of (young) professionals that want to grow companies in Santa Fe.
 - 2. **Goal #2: Create excitement about all that Santa Fe is and can be for creating enterprise.** Broaden local and external perceptions of Santa Fe by recognizing, celebrating and creating buzz around our business and entrepreneur successes. Efforts should be proactive and demonstrate innovative connections.
 - 3. **Goal #3: Create connecting platforms for innovative sectors.** Deliberately connect Santa Fe's emerging sectors in the arts, science, technology and media.

- D. Alignment: Please check off the appropriate box(s) for your proposal in each target industry and for each development goal. Please also provide a narrative description of how your project aligns with the target economic development target industry(s) and areas of focus.

Target Industry Evaluation Chart:

	Business Development	Workforce Development	Sites & Infrastructure
Targets			
Media			
Green			
Tech			
Knowledge Based Enterprise			
Arts & Culture			

D. Employment

1. Describe the number, type and wages of ALL new jobs to be created by the project.
 - a. Number and classification of new, permanent full time jobs at project start and expected in five years
 - b. Number of and classification of new, permanent part time jobs at project start and expected in five years
 - c. Number of construction jobs
2. For each job classification, identify the number of positions projected to be filled by Santa Fe area residents and those projected to be filled by transfers or out of state recruitment.

C. Employee Benefits

1. Please describe the planned employee benefit package or program
2. Does the company provide health care which pays for 50% of the employee’s health care costs?

V. EVIDENCE OF FINANCIAL SOLVENCY

- A. Federal tax ID number
- B. New Mexico State Taxation Identification Number
- C. City of Santa Fe business license number

For proposals requesting \$25,000 or greater, please provide the following:

1. Financial statements (income statements and balance sheets) for the past three (3) years and/or pro-formas or financial projections for the next three (3) years if the business is a start-up operation. (Audited financials may be

- required and will be at the discretion of the Economic Development Division)
2. Cash flow projections for next three (3) years

VI. REQUIRED DISCLOSURES

Applicant shall disclose the following information (if the answer is “yes” to any of the questions, entity shall provide a written explanation as part of the application)

- A. Has the entity been involved in a bankruptcy within the last ten years?
- B. Has the entity defaulted on any loans or financial obligations within the last seven years?
- C. Does the entity have any loans or other financial obligations on which payments are not current?
- D. Does the entity have a current funded proposal with the City of Santa Fe?

VII. FORM OF APPLICATION

- A. All projects will be subject to the approval of a Project Participation Agreement (PPA) or Professional Services Agreement (PSA) if the project is approved by the City Manager and/or City Council, with terms and condition contained therein;
- B. Proposals accepted for funding will be required to provide a Quarterly Report as outlined in the PPA or PSA. The timing, format and required information to be included in the report will be developed between Staff and proposal applicant.
- C. Information obtained by the City that is proprietary technical or business information or related to the possible relocation or expansion of a qualifying entity **MUST be clearly identified and marked on the application submission form** and shall be treated as confidential and not subject to public inspection, pursuant to the Inspection of Public Records Act 14-2-4 NMSA 1978.