



# Santa Fe Indian Market

SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS

## NOVEMBER 2016 SWAIA ARTIST NEWSLETTER

*Important 2017 Announcements, and  
Summer Indian Market 2016 Review*

**Applications for 2017 Summer Market are available online at [SWAIA.ORG](http://SWAIA.ORG). If you need a hard copy mailed to you, please call the office at 505-983-5220.**

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### I. LETTER FROM THE COO

Dear Indian Market Artists:

I hope this Newsletter finds you well and preparing for a festive holiday season! First, I would like to thank every artist who joined us this past August to participate in the greatest indigenous arts event in North America. While many of you were busy at your booths, exhausted from preparation, Indian Market marked its 95<sup>th</sup> year as the premiere event that celebrates fine Native American art. Fine art, fashion, film, food, performing arts, panel discussions, receptions, and previews of the award-winning art, rounded out the week and created something for everyone who attended. I hope your sales reflected the preparation that we undertake in bringing this amazing event to the world. Every single participating artist lends to the prestige and credibility of our event. Your art mastery demonstrates skills within our respective cultures that carry our identity forward for the next generations. I am grateful that you choose to participate in our event. All of us are culture keepers in that regard. I worry that our future generations will do something other than create art forms that are intrinsically tied to our cultural identity. Please continue to be the role models for that generation, welcome them to participate, encourage them to explore their own identity and narratives within the context of our art forms. We will continue to grow and evolve because of that concerted effort.

This newsletter includes information about the application process for Indian Market 2017, including some frequently asked questions regarding the application, jurying, and the discontinuance of the

tenure program. Also included is a summary of the financials of our organization. In an effort to increase transparency, we want artists to understand the requirements of producing this premiere event, not only for the city of Santa Fe, the state of New Mexico, and all Indian Country. It is our hope that we will all see the need of investing in this event and helping it grow in areas and ways that make sense. In the not so distant past, Indian Market was under financial threat for a variety of reasons. Thanks to the efforts of the Board, staff, and artists, Indian Market survived, and thrived. Imagine the results if we were all willing to invest more than booth fees into the SWAIA organization that has given all of us who have participated so much.

For those who are participating in Winter Indian Market 2016, we look forward to seeing you on a new weekend and at a new location, La Fonda on the Plaza. We are excited for the opportunity to create a festive event that includes the Festival of Trees and performing arts in addition to the art, and other the new elements. These include a Most Festive Booth award, Best Tree, and photo opportunities with Native Santa. Our Marketing Director, Amanda is busy promoting the event in a multitude of places: ads and stories in Native American Art Magazine and Winter Life; ads in the Abq Journal Winter Guide, Abq Journal with e-blasts, the website homepage and the Sunday Special; Pasatiempo, Cable TV, Santa Fe Buses; Digital outreach in Phoenix, Dallas, and Denver, Marketing Posters throughout town, Rack Cards, outdoor sandwich boards in front of La Fonda, and La Fonda Hotel packages with special room rates for visitors and artists.

Again, I thank you, artists, for ensuring that Indian Market will continue to be a destination for visitors and collectors alike to Santa Fe. Our hope is that we can continue to grow and evolve into an organization that fulfills its mission, "bringing Native art to the world"! If you have any questions or comments, please feel free to contact the office.

With Warm Regards,



Dallin Maybee  
SWAIA COO

## **II. BOARD OF DIRECTORS' LETTER**

*Who and What is SWAIA's Board?*

SWAIA's all volunteer Board is keenly aware of our responsibility to Santa Fe Indian Market Artists, striving to keep the organization and activities as dynamic and creative as possible, making sure that we meet the changing needs of our artists in all classifications, from all parts of North America, and in

all age groups. We also serve our communities, our partners and sponsors, maintaining the continued financial health, holding to policies that encourage transparency, and authenticity of all our events, activities and programs.

Every member of the current Board of Directors of SWAIA works full time, in addition to our volunteer activities. We are artists, businesspeople, attorneys, consultants, and museum professionals; each differently talented, but all dedicated to bringing Native Arts to the world through Santa Fe Indian Market. Four of our Board members are Santa Fe Indian Market Artists, making up the Artists Committee, and eight of our twelve board members are Native American. Many of our board members also volunteer during Indian Market week, serving as receivers, category managers, recorders, hosts, and greeters, but never as judges or in a jurying capacity.

The Board establishes policies and oversees the direction of SWAIA, but keeps a “hands off” position when it comes to specific artist services components, operational, and daily questions; which are the responsibility of our two terrific Directors, along with our energetic and talented staff. The Board has an Executive Committee, made up of the Board Chair and Vice Chair, Secretary, and Treasurer.

Board and Executive Committee meetings are open to SWAIA members, and all Board activities are governed by our by-laws, which are subject to review by the New Mexico Attorney General. Board members also act as “ambassadors” for Santa Fe Indian Market, trying to increase our financial footing, encouraging partnerships, memberships, and donations. Dallin Maybee and John Jones sit on the board as “ex-officio” members, keeping us well informed, and those of us who regularly spend time at the office are lucky enough to get to know the staff and see the impressive “machine” that works year ‘round to make Santa Fe Indian Market the amazing event/opportunity/production that it is!

Transparency, authenticity, dedication, and commitment bring the board together to oversee and help in any way possible to make Santa Fe Indian Market the best Indigenous Arts Market it can be. If you have questions, suggestions, or a desire to serve on the board, we would love to hear from you! We are all looking forward to Winter Indian Market, at the fabulous La Fonda hotel starting December 16, 2016. We hope that you had an amazing Indian Market this past August, and we are looking forward to sharing Santa Fe Indian Market 2017 with you as well.

From Our By-Laws:

"4.1 General Power.

The Board of Directors shall establish the policies of SWAIA and exercise control and oversight of the financial management and administrative operations of SWAIA."

Sincerely,  
SWAIA Board of Directors

### **III. CDO THANK YOU LETTER**

Dear Friends,

Thank you for a wonderful 2016 Indian Market! We are so grateful that 165 of you so generously donated pieces of remarkable artwork to our live and silent auctions! Those auctions brought in an incredible \$200,000 to support the work of SWAIA and the Market. In my decades of non-profit work,

I have never worked for an organization with more generous artists! Thank you so much...from the bottom of all our hearts here at SWAIA. It is such a privilege to work with you and for you to bring Indian Market to the Plaza each and every year.

We are excited that Winter Market is fast approaching...and we're already looking for ways to serve all our artists who want to be part of the holiday show! We knew it would be popular, but not as popular as it has been! We'll have a silent auction and festival of trees (including one very special tree filled with ornaments donated by our artists!), a raffle, music, dance and many more surprises! New this year to the silent auction will be ornaments hand painted by our artists – if you would like to paint an ornament, just let us know at the office and we can get you a blank one that is ready to design! If you would like to contribute an ornament or other piece of art, we will be accepting them right through load-in on Friday, December 16. If you have any questions, please don't hesitate to call (505-983-5220) or e-mail me at [jjones@swaia.org](mailto:jjones@swaia.org).

As the year moves swiftly to a close, may this festive time of year bring you much joy and may the new year ahead hold wonderful things for us all!

With sincere thanks,



John D. Jones  
Chief Development Officer

#### 2017 DEADLINES:

- Indian Market Application Deadline: **January 6**
- Late Application Deadline with additional fee: **January 13**
- Indian Market JURYING: **January 30 - February 10**
- Acceptance Letters begin to be Issued: **March 6**
- Indian Market BOOTH FEE DUE: **April 28**
- LATE Booth Fee DUE with additional fee: **May 5**
- Artist Packets begin to go out: **June 16**
- 96th Annual Santa Fe Indian Market: **August 19 and 20**

## V. FAQs

### JURYING

*What is the application and jurying process for Indian Market selection?*

Artists wishing to apply for the upcoming Indian Market must fill out an application. The

application includes sections on contact info, proof of tribal enrollment, images of the artists' work and descriptions, certification statements, and an application fee. Upon submission, the application and images are reviewed by a panel of jurors who then give a score based on 4 criteria. The score is then totaled with a possible high of 300 points. Artists are selected based upon that score, with a percentage of placed artists dependent upon the number of applicants in each classification. Upon selection and placement in an assigned booth, an acceptance letter goes to the artist with further information on the upcoming Indian Market.

***When does this occur?***

Applications are available in early November of the prior year to the upcoming Indian Market. Applications are due by Mid-January. **This year the application deadline for Indian Market 2017 – without a late fee -- is January 6, 2017. Late fees will be assessed after January 6, with the absolute deadline being January 13.**

***What is the criteria?***

The scoring criteria focuses on four areas: Technical Execution, Concept/Design/Creativity, Aesthetics, and Indian Market Standards. Each juror is allowed to award 25 points in each criteria for a maximum total of 100 points per juror, with a perfect score from all three jurors being 300 possible points.

This scoring system is superior to the old 3 criteria system with a max score of 15 (Each juror scored 5 points in each criteria for a total of 15, then all three scores were averaged). The new system decreases the chance for duplicate scores. For example, in 2014, under the old system, jewelry scores averaged 14 points out of 15 in order to be placed. With only 80 spots available but 140 scores of 14 or higher, who chose which artists were placed?

The new scoring system gives artist applicants more opportunities to differentiate themselves, and gives SWAIA a more accurate breakdown of scores so we can establish cutoffs for accepted, waitlist, and unaccepted artists.

***What if I don't have access to a computer?***

You still can fill out a hard copy and send in the images as usual via a thumb drive or CD. To request a printed copy of the application, please call the office at 505-983-5220.

***How many artists are accepted into Indian Market each year?***

There are approximately 735 booths each year at market with approximately 930 artists accepted with many artists sharing booths with other artists.

***If I have tenure can I bypass the jurying process?***

No, the tenure program was officially ended after Santa Fe Indian Market 2016. All artists who want to participate in the 2017 Indian Market MUST submit an application and images, regardless of prior tenure status.

***Who decides who is accepted?***

Jurors for the application process are selected from individuals who have long-time expertise or knowledge in each classification. These individuals have included accomplished and long time artists, museum curators, experienced collectors, and art educators. Jurors with potential conflicts of interest are avoided; for example a gallery owner that deals in Native sculptors would probably not be selected as a juror for sculpture.

***How will I be notified if I am accepted?***

Acceptance letters and booth assignments will begin to go out in early March 2017.

## **TENURE**

### ***What is SWAIA's tenure policy?***

Until this year, the Tenure Program allowed artists with Tenure status to bypass the jurying process and receive automatic admission into Indian Market. Most years, Tenured artists simply sent us an application but were NOT required to submit images or undergo the jurying selection process.

### ***Who created this policy?***

The Tenure Program was started in 1992 when the application process moved to jurying for new artist applicants. The program was only meant to be a two-year program to alleviate the fear of long time artists having to jury in.

The program however has not been applied equally to all deserving artists.

### ***Why has this changed?***

Various SWAIA Boards and staff have been agonizing over the abolishment of the program for 25 years and while none elected to fully end the program, 15 years ago SWAIA decided no more artists would be added to the program. Artists would have naturally lose tenure status through death or missing Indian Market for some reason. This meant that the number of tenured artists would get smaller and smaller over the years. Unfortunately, not all Directors chose to follow this policy and awarded tenure status to some artists for many different reasons. Last year, the Board came to the decision that in order to be fair to ALL artists, the tenure program must end.

### ***Does this new policy help promote younger artists?***

Not necessarily. Great Native artists should be present at our show, regardless of age. Being an all-juried show however does have many positive benefits however. The prestige and high level fine art that Indian Market is known for will be preserved. Jurying breeds a healthy competitiveness and allows all artists the opportunity to present their best work. There is an incentive to develop and grow as an artist.

***The process is fair to ALL artists, regardless of age.***

## **OTHER**

### ***What is the process for applying to Indian Market?***

See first question

### ***What is the cost for applying to Indian Market?***

The application fee for artists applying to Indian Market varies depending on whether you are submitting your application online or in a hard copy form.

### **The fees are as follows:**

Online application- \$35.00

Hard Copy application- \$50.00

***Can I keep the same booth from year to year at Indian Market?***

Booth placement is at the discretion of SWAIA. We do place try to accommodate long time artists in the same booths they occupied prior year, but cannot ensure that it will always be in the same place.

***How will my collectors find me if my booth assignment changes?***

We do try to ensure that the booth guide is as accurate as possible. Additionally, in 2016 we launched a new Indian Market App for mobile phones. An artist can be searched by name and then a "pin" shows the spot where the artist's booths is located. Official events, amenities, and partner events are also listed on the mobile phone app.

***How do you determine booth assignments?***

We place juried artists in booths based upon their score and the size of booth requested. We generally try and place artists in the booths that they were in from the year before if they are returning artists. We also will try and accommodate a new artist's request if there is availability in their requested area.

***Can I share my booth with another artist?***

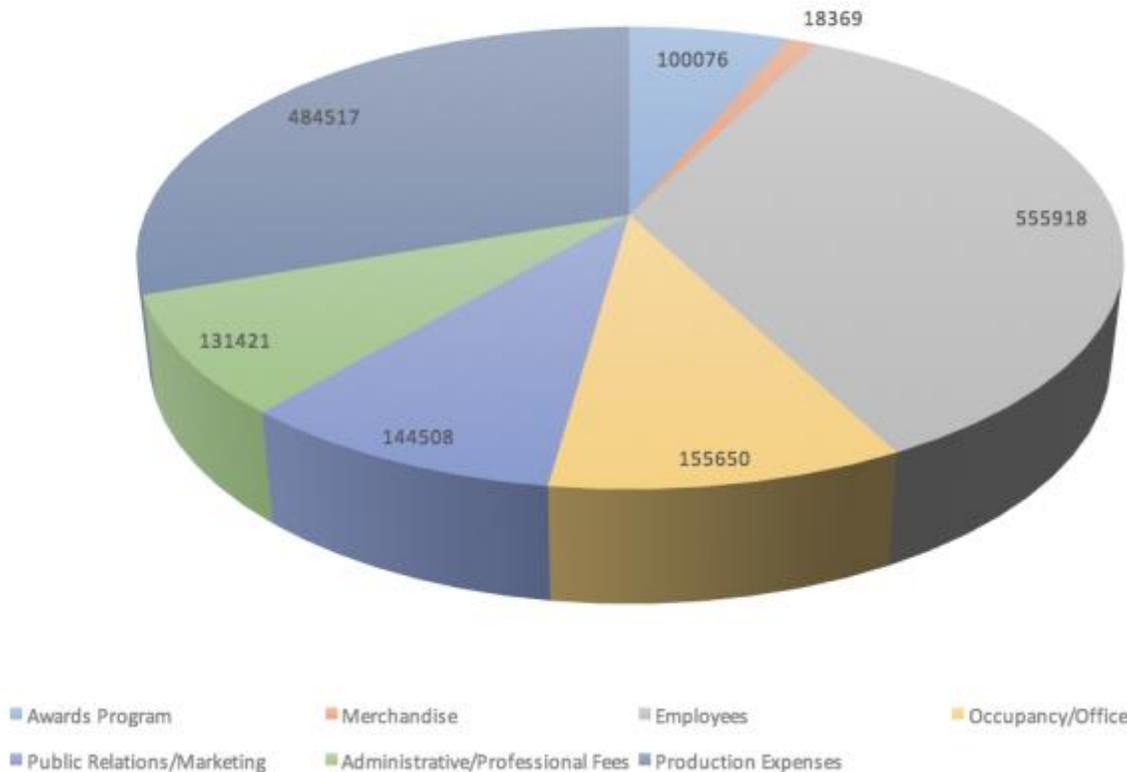
Yes, up to three artists can share a booth space.

***Who do I contact if I have problems with my application or photos?***

Please contact the SWAIA offices if you have any questions or issues with the application or submitting photos. The office number is 505-983-5220.

## 2016 Indian Market Financial Summary

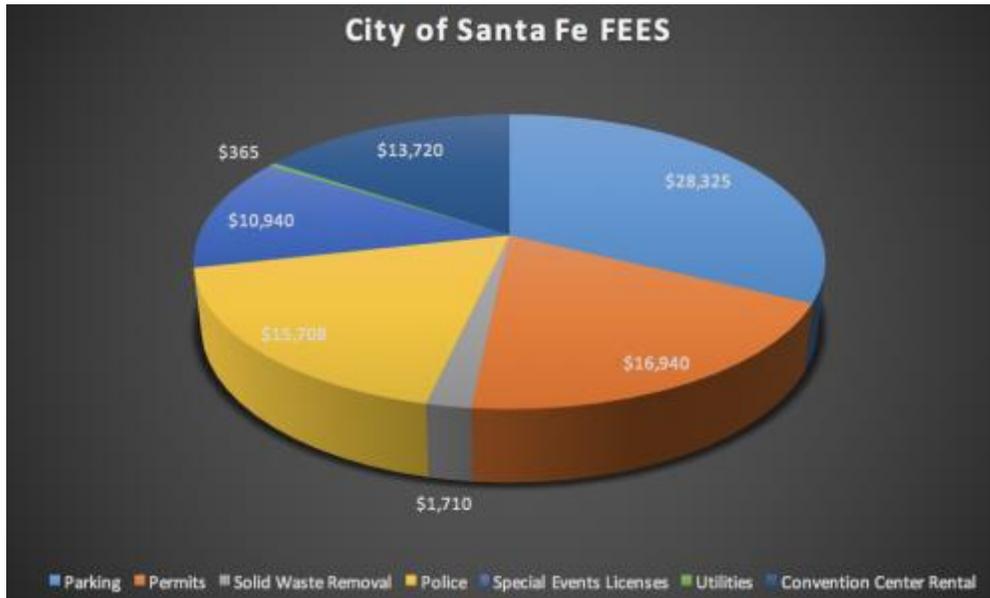
2016 SFIM EXPENSES



Here is a breakdown of some of the expenses in each area:

- i. **Production Expenses:** These are the logistical costs of producing the event and include: Tent rentals, wall rentals, Audio/Visual needs, Liability insurance, licenses and permits from the city (see Additional Pie Chart), Security, art handling, volunteer fees, vehicle rentals, port-a-potties, performing artist stipends, individual event expenses, etc.
- ii. **Merchandise:** Includes the cost of producing T-shirts, hoodies, tote bags etc that we then resale at a profit.
- iii. **Awards Program:** This includes the awards program, adult and youth fellowships, and clothing contest awards.
- iv. **Occupancy/Office:** These expenses include the cost of our building lease, utilities, parking, storage units, repairs/maintenance, office supplies, copier expenses, postage, etc.
- v. **Employee:** These expenses cover the cost of our year-round staff, workman's comp fees, state and federal taxes, and seasonal employees.
- vi. **Public Relations/Marketing:** These fees include the fees associated with PR/Marketing including advertising production, design, space, printing, photography, website and social media maintenance, etc.
- vii. **Administrative/Professional Fees:** These include contract labor, accounting fees, legal fees, Insurance, Credit Card fees, etc.

## CITY OF SANTA FE EXPENSES



We are often asked what the City of Santa Fe charges our organization in order to produce the Indian Market. The above pie chart breaks down this years fees. They are as follows:

- i. **Parking:** SWAIA was charged \$28, 325 to hood the meters that were in the area used by our event
- ii. **Permit:** This was the cost of the permit for leasing the plaza area and surrounding streets.
- iii. **Solid Waste Removal:** The cost of emptying the trash cans and roll aways.
- iv. **Police:** The cost of overtime for the number and hours police officers were assigned to the event. It should be noted that the city of Santa Fe has a \$275,000 budget specifically for overtime use by the city police for event coverage.
- v. **Special Events Licenses:** This fee is charged per artist that shows at the Summer Market by the city of Santa Fe.
- vi. **Utilities:** This charge is for electric and water usage.
- vii. **Convention Center Rental:** The cost of renting the Convention Center from Wednesday to Sunday. This is half of the City of Santa Fe’s normal rate.