



# TOURISM SANTA FE

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## Memorandum

**To:** Finance Committee/City Council

**CC:** Brian Snyder  
Oscar Rodriguez

**From:** Randy Randall 

**Date:** April 2, 2015

**Subject:** OTAB Recommendations for Calendar 2015 Grants

Each year, an amount is set aside in the TOURISM Santa Fe budget to accommodate grants for events that need marketing funding to support their development effort. This year, as in the past few years, that amount is \$70,000. The availability of these funds was advertised in late January and applications for funding were received through March 15. As stated, the use of these funds are for existing or new organizations to be able to better market their event outside of the city of Santa Fe with a goal of increasing overnight lodging business. Under the current rules of the committee, in compliance with a 2011 Council resolution, grants can be made for a maximum of three years at a maximum level of \$30,000 in the first year with the next two years each dropping by a maximum of 50% of the prior year. Applicants must resubmit applications to receive the second and third year funding. Extra focus is given to events that stimulate business during the shoulder and slower winter season.

The Occupancy Tax Advisory Board met on April 1, 2015 in a special meeting that was open to the public and properly noticed to hear presentations from seven (7) applicants for grants. The meeting was chaired by Paul Margetson, and each applicant was scheduled on the hour and half hour to give a presentation of 10 minutes and allow another 10 – 15 minutes for questions and discussion with the applicant.

Attached is a spread sheet showing the recommendations of the board.

**Action Requested:**

Approval of the OTAB funding recommendations.

April 1, 2015 - score sheet for 2015 calendar year OTAB funding from FY 15 budget:

	Al	Randy	Elizabeth	Jon	Paul	Victoria	Cynthia		Funding Request	Funding Recomm	
Bike and Brew	95	80	88	100	90	85	90	89.71	\$30,000	\$15,000	2nd year 50% funding cycle
SF Independent Film Festival	100	80	99	90	85	75	100	89.86	\$6,250	\$6,250	last year of funding cycle
SF Film Festival	45	40	80	95	52	65	35	58.86	\$15,000	\$5,000	great potential for Dec. Needs time to re-group*
Parallel Studios	100	85	100	90	90	85	85	90.71	\$7,500	\$7,500	2nd year 50% funding cycle
Music Video Race	0	55	60	90	40	35	40	45.71	\$30,000	\$5,000	Marketing component limited to \$6,000
Global Running	100	73	80	85	90	80	70	82.57	\$30,000	\$15,000	2nd year 50% funding cycle
Nat'l Latino Behav Health	0	15	15	40	8	25	10	16.14	\$19,575	\$0	No opportunity to fulfill OTAB mission
									\$138,325	\$53,750	

\* funding will not be limited to 50% of this amount if organization develops a more credible marketing and delivery presentation.

Total funding available for the calendar year is \$70,000. Recommendation \$53,750. Balance of \$16,250 available for future grant recommendation