



**ACTION SHEET  
CITY COUNCIL COMMITTEE MEETING OF 08/27/14  
ITEM FROM FINANCE COMMITTEE MEETING OF 08/18/14**

**ISSUE:**

15. Request for Approval to Create New Position for a Public Relations Manager for TOURISM Santa Fe In-House Marketing Team. (Randy Randall)

A. Request for Approval of Budget Adjustment – Marketing Lodgers’ Fund

**FINANCE COMMITTEE ACTION: APPROVED AS DISCUSSION ITEM**

Requested approval to create new position for a public relations manager for TOURISM Santa Fe in-house marketing team in the amount of \$84,000.

**FUNDING SOURCE: 22108.50011**

**SPECIAL CONDITIONS OR AMENDMENTS**

**STAFF FOLLOW-UP:**

Update on the financial impact to the budget.

<b>VOTE</b>	<b>FOR</b>	<b>AGAINST</b>	<b>ABSTAIN</b>
COUNCILOR TRUJILLO	X		
COUNCILOR RIVERA	X		
COUNCILOR LINDELL	Chair		
COUNCILOR MAESTAS	X		
CHAIRPERSON DOMINGUEZ	Absent to vote		

3-17-14

# City of Santa Fe, New Mexico

## memo

Date: August 21, 2014

To: Finance Committee  
Governing Body

From: Randy Randall  
Executive Director  
TOURISM Santa Fe

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### **Item & Issue:**

TOURISM Santa Fe is requesting the creation of a new position, Public Relations Manager. This position would replace an existing Public Relations contract expense of \$84,000. This individual will work closely with an outside PR agency and will be a member of the TOURISM Santa Fe in-house Marketing team. Selected candidate will be responsible for implementing all aspects of the public relations campaigns in order to help increase visitors and meetings to Santa Fe. Additionally, the Public Relations Manager will handle day-to-day media requests and press hosting, including distribution of press materials, press itineraries, writing of press releases and publications as well as supporting social media and web site. This position reports to the Director of Marketing. Please see attached job description.

### **Background:**

Over the past 22 years this work was contracted with Steve Lewis, of Locas a local Santa Fe public relations agency handling on the ground press requests and visits. Mr. Lewis also had a deep knowledge of the community. In the last 8 years there has also been an additional contract with a national public relations firm that handled the national and regional press relationships, outreach and distribution. The total contracted amount for Public Relations was \$185,000.

Completing the Request for Proposal for Public Relations services dated June 19, 2014, we had 14 proposals to review. The evaluations committee which was made up of 7 individuals that represented, hotels, activities, NMTD, PR experience and TOURISM Santa Fe staff. At the completion of the proposal evaluation and presentation/interviews there was not one company that could adequately handle the local, regional and national requirements for public relations. To address this situation, the committee selected Lou Hammond & Associates based in New York City for a contracted amount of \$108,000 plus \$8,000 of out of pocket expenses. The committee also recommended the hiring of a city staff Public Relations Manager to handle the

inbound press and local press needs in Santa Fe. This position would utilize existing public relations budget.

In the current fiscal year (FY 14/15), due to the timing of the proposed hire, the actual budget impact will be \$63,000. This is based on a maximum salary of \$5,000 per month for 9 months (October through June) plus 40% for benefits.

The total for Public Relations in the current budget is \$200,000. Cost breakdown below:

**FY 14/15**

Public Relations Total Budget	\$ 200,000
July contract extension Locas and Hammond	(15,417)
August contract extension Hammond only	( 5,000)
Proposed new Hammond Contract – 10 months	(90,000)
Out of Pocket Retention	( 8,000)
Remaining Budget	\$ 81,583

Proposed Budget for Public Relations Manager

Salary (Maximum) – 9 months	\$ 45,000
Benefits – 9 months	18,000
Total	\$ 63,000

**Subsequent Years (Three annual renewals)**

Public Relations Total Budget	\$ 200,000
Proposed Hammond Contract Amount	(108,000)
Out of Pocket Retention	( 8,000)
Remaining Budget	\$ 84,000

Proposed Budget for Public Relations Manager

Salary (Maximum)	\$ 60,000
Benefits	24,000
Total	\$ 84,000

**Requested Action:**

Please review and approve the request to create with TOURISM Santa Fe a Public Relations Manager and allow moving existing Public Relations budget to fund the position of Public Relations Manager. Thank you for your consideration, if there are any questions please feel free to contact me at 955-6209.

# City of Santa Fe, New Mexico

# memo

Date: July 25, 2014

To: Finance Committee  
Governing Body

Via: Brian Snyder, City Manager *Nick Schiavo for BLS*

From: Randy Randall   
Executive Director  
TOURISM Santa Fe

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## **Item & Issue:**

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Over the past 22 years this work was contracted with Steve Lewis, of Locas a local Santa Fe public relations agency handling on the ground press requests and visits. Mr. Lewis also had a deep knowledge of the community. In the last 8 years there has also been an additional contract with a national public relations firm that handled the national and regional press relationships, outreach and distribution. The total contracted amount for Public Relations was \$185,000.

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York City for a contracted amount of \$108,000 plus \$8,000 of out of pocket expenses. The committee also recommended the hiring of a city staff Public Relations Manager to handle the inbound press and local press needs in Santa Fe. This position would utilize existing public relations budget. The total for Public Relations in the current budget is \$200,000. Cost breakdown below:

Current Public Relations Total Budget	\$ 200,000
Proposed Hammond Contract Amount	(108,000)
<u>Out of Pocket Retention</u>	<u>(8,000)</u>
Remaining Budget	\$ 84,000

Proposed Budget for Public Relations Manager	
Salary (Maximum)	\$ 60,000
<u>Benefits</u>	<u>24,000</u>
Total	\$ 84,000

**Requested Action:**

Please review and approve the request to create with TOURISM Santa Fe a Public Relations Manager and allow moving existing Public Relations budget to fund the position of Public Relations Manager. Thank you for your consideration, if there are any questions please feel free to contact me at 955-6209.

**City of Santa Fe, New Mexico**  
**Classification Description**



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Classification Title:	Public Relations Manager	Grade:	M
Department:	TOURISM Santa Fe	FLSA Status:	
Exempt			
Union Status:	NONE - Position is Exempt /At Will	Date:	

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**GENERAL DESCRIPTION**

The Public Relations Manager, in conjunction with the Tourism of Santa Fe Director of Marketing will work with the marketing and sales team to support various internal and external marketing and communication projects.

**SUPERVISION RECEIVED**

Works under close to general supervision of the Director of Marketing

**SUPERVISION EXERCISED**

None

**NATURE OF WORK**

***Essential Functions:** The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

**Essential Job Functions:**

Assists Director of Marketing with generating editorial coverage for the City of Santa Fe, hospitality related business partners and TOURISM Santa Fe through development of news releases, pitching travel trends and current event story ideas to the media. This position serves as the liaison with the contracted Public Relations Company to insure coordination, excellence and maximization of all public relations efforts.

Researches and updates promotional literature provided to convention attendees, tourists and media.

Participate in the annual Marketing Plan development.

## Public Relations Manager

Develops materials and writes articles in a continuing effort to obtain maximum media coverage for the destination, such as press kits, articles for newspapers and magazines for both trade and consumer visitors.

Maintains database of travel writers, editorial calendar, editors and related media associates based on interests. Writes and edits the quarterly news releases and the monthly updates for the use in the editorial calendar. Assists with promotional materials, such as presentations, videos, etc. for both leisure tourism and convention & group sales and media blitzes.

Plans, implements and solicits participation from regional and national and international media in press tours; develops tour concept; creates itinerary and manages all tour logistics from inception to completion and post-tour follow up.

Supports, coordinates and participates in NMTD in-bound press trips for targeted regional and national and international travel and tourism reporters and editors; develops invitations, marketing materials and itineraries for travel writers/reporters/editors; assist with logistical coordination for travel writers/reporters/editors while visiting.

Promotes Santa Fe and Tourism Santa Fe to the hospitality industry locally, regionally, nationally and internationally through involvement with industry/professional development organizations.

Manages library of photos and background information and distribution to organizations and media per request and deadlines.

Works closely with personnel from Santa Fe area tourism attractions, such as hotels, restaurants, museums, to assist in development of press releases for upcoming events and press worthy news.

Plans and coordinate special communications projects.

Tracks earned media on a monthly basis; maintains copies of articles for presentations; maintains story/clipping files on all media stores related to the destination.

Facilitates a collaborative effort to maximize the value of all public relations efforts by other organizations and businesses to solidify the Santa Fe message and voice.

### Minimum Qualifications

#### Education and Experience

Bachelor's degree in communications, public relations, advertising, marketing, or related field. Three-five years' experience in marketing, public relations, communications and/or other relative experience.

Professional public relations, journalism or communications experience in tourism highly desirable.

Knowledgeable about Santa Fe and Northern New Mexico highly desirable.

**Additional Requirements**

Must possess a valid driver's license upon hire and obtain a City of Santa Fe driving permit within three months of hire.

Requires travel and attendance at evening and weekend events.

**Knowledge, Skills, and Abilities**

**Demonstrate Knowledge** of social media strategies and execution; media needs, timing and interests; the ; principles and techniques of public information and public relations programs; media tactics, including interview techniques and preparation; basic principles of communication; English grammar, spelling, and punctuation; and hospitality/tourism industry terminology.

**Demonstrate Skills** in prioritizing tasks to meet deadlines; reviewing, proofreading, editing and verifying written materials for accuracy and adherence to policies and procedures; writing press releases in the proper format; operating standard office equipment; and maintaining effective public and interpersonal relations; communicating with hospitality business partners and interacting with all levels of staff within TOURISM Santa Fe its hospitality partners; analyzing data and making independent decisions; using MS Word, Excel, Outlook, Access, PowerPoint, Adobe Photoshop, InDesign and / or Illustrator, and web design software.

**Ability to communicate** effectively both orally and in writing with other employees, members of the media, hospitality business partners; speak clearly and confidently to the media during interviews whether in a formal or informal setting; maintain confidentiality and use discretion when dealing with sensitive information; maintain a professional demeanor and composure; deal with people diplomatically; multi-task to achieve objectives; deal with idiosyncratic behavior or disgruntled people; use judgment and discretion; maintain accurate details; work in an environment subject to frequently changing priorities, high stress and exposure to conflicting situations; work independently; establish and maintain cooperative working relationships; make quick and effective decisions, network; handle complaints in a diplomatic manner; effectively manage time; recognize the needs for special accommodations; be flexible and organized.

**Physical Demands/Work Environment**

Work is performed in a typical office setting with typical climate controls. Business attire is required. Tasks require a variety of physical activities such as walking, standing, stooping, sitting, reaching, not generally involving muscular strain. Job functions normally require talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability,

discriminating thinking and creative problem solving. Periodic travel and attendance at evening and weekend events is required. Requires the ability to lift up to 40 pounds

ADA/EEO Compliance

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

\_\_\_\_\_  
Incumbent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

History:			
Dev.	HR Dev: _____	DEPT Rev: _____	HR Appr: _____
Rev.	Revision Review:	HR Dev: _____	DEPT Rev: _____ HR Appr: _____
(AFSCME Positions Only: Met with AFSCME in accordance with Article 26, Section 6, on _____ AFSCME Signature: _____)			

OR

History:			
Dev.	HR Dev: _____	DEPT Rev: _____	HR Appr: _____
Rev.	Revision Review:	HR Dev: _____	DEPT Rev: _____ HR Appr: _____

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# City of Santa Fe, New Mexico

## BUDGET ADJUSTMENT REQUEST (BAR)

DEPARTMENT / DIVISION / SECTION / UNIT NAME			DATE	
Tourism Santa Fe			08/06/2014	
ITEM DESCRIPTION	BU / LINE ITEM	<small>nce:Dept Use</small> DR / (CR)	INCREASE	DECREASE
Marketing Lodgers - Professional Contracts	22108.510300			84,000
Marketing Lodgers - Salaries	22108.50011		84,000	
<b>JUSTIFICATION:</b> <i>(use additional page if needed)</i>			<b>TOTAL</b>	
<b>--Attach supporting documentation/memo</b>			\$ 84,000	\$ 84,000
			\$ <del>49,000</del>	

We are submitting a packet to Finance Committee and City Council for approval of a \$116,000 Public Relations contract with Lou Hammond & Associates, and also for approval of a Public Relations position which would be a salary of \$60,000, and \$24,000 benefits. BAR will be modified appropriately after approval.

Antoinette Armijo Prepared By	08/06/2014 Date	<b>CITY COUNCIL APPROVAL</b> City Council Approval Required <input checked="" type="checkbox"/>  City Council Approval Date <input type="checkbox"/>  Agenda Item # <input type="checkbox"/>	 Budget Officer	8/8/14 Date
 Division Director	8/6/14 Date		 Finance Director	8/14/14 Date
 Department Director	Date		 City Manager	Date