



# City of Santa Fe, New Mexico

# memo

**Date:** October 8, 2015

**To:** City Council

**Via:** Brian K. Snyder, City Manager *BKS*  
Randy Randall, Executive Director, TOURISM Santa Fe *RR*

**From:** Debra Garcia y Griego, Director, Arts Commission *DG*

## Item & Issue

Request for approval of staff report and recommendations per Resolution No. 2015-87 exploring the feasibility of staging a New Year's Eve Event on the Plaza on December 31, 2015; and request to transfer \$25,000 from TOURISM Santa Fe fund balance.

## Background

On September 30, 2015, City Council passed the above referenced Resolution. A group including representatives from the Arts Commission, Economic Development, Night Time Economy Taskforce, Parks and Recreation, Public Works, Santa Fe Fire Department, Santa Fe Police Department and TOURISM Santa Fe where brought into discussions regarding the Resolution's directive. Timing was immediately identified as a critical feasibility issue, making an expedient process key to the success of any event Council may approve. The attached report (Exhibit A) therefore includes the required feasibility study, recommendations for implementation and impacts. The report seeks to provide Council with the staff's recommendations for an event for residents and tourists to come together in celebration of the end of one year and the start of another in a safe, family-friendly, community-oriented manner set forth in the Resolution within the available time, personnel and fiscal resources.

## Key points of the report are:

- Based on the success of other People to the Plaza events, a community New Year's Eve event on the Plaza is feasible.
- The event should build upon existing models by featuring a free concert by a headlining band, culminating in a midnight multimedia/light countdown.
- Estimated hard costs are \$50,000; indirect City costs (personnel, etc.) are \$7,255; potential private support is \$10,000 to \$15,000.
- The necessary authorization to transfer \$25,000 from TOURISM Santa Fe fund balance.

The recommended event is a public/private partnership. Requests for qualifications will be issued for a local nonprofits, artists and educational organizations to be engaged in the presentation aspects of the event. Partners in the hospitality industry will be encouraged to participate through packages and promotions with food trucks and vendors encouraged to participate in designated areas. Private sponsorships will be sought to help defray the hard costs of the events.

## Requested Action

Approve the staff report and recommendations as well as the request to transfer \$25,000 from TOURISM Santa Fe Fund balance per the attached BAR.

## New Year's Eve on the Plaza

### Feasibility, Recommendations and Impact Report

City of Santa Fe Santa Fe Resolution No. 2015-87 directs staff to explore the feasibility of staging a New Year's Eve (NYE) event on the Plaza on December 31, 2015, including the possibility of private sponsorships, DJ's or live music, other entertainment, food vendors, a "chile drop" at midnight, and fire and police presence. It also required compilation of a complete listing of existing events within the Plaza periphery that would overlap, coincide or conflict with the proposed NYE event. The following report addresses these directives, while also including recommendations for implementation and an assessment of the impacts.

#### **Feasibility**

The feasibility of presenting a New Year's Eve (NYE) event on the Plaza was assessed through a series of discussions with representatives from across City departments. Central to these discussions were several recent, highly-successful "People to the Plaza" initiatives: expansion of Summer Bandstand into more weekend evenings; two well-attended free concerts by nationally-recognized performers; and the successful Farmers Market to the Plaza event. These efforts indicate a growing capacity, within the community and City of Santa Fe, for presenting community-oriented programming on the Plaza. Further, with the Santa Fe Police and Fire departments reporting no significant incidents with these events or the annual Fiesta, the City is successfully achieving a safe family-friendly atmosphere through effective public safety practices. Finally, policy initiatives, such as annual summer street closures, increased pushcart licenses, adoption of a new vehicle vendor ordinance and a resolution allowing three mobile vehicle vendors within the Plaza periphery have further contributed to a more walkable and friendly atmosphere that benefits residents, tourists and business. All of these factors positively contribute to the feasibility of an NYE event.

The time of year does present the possibility of snowfall and/or ice accumulation on the Plaza. Because of their corrosive nature, salts/deicers are not used on the clay bricks of the Plaza. This makes icy surfaces a possibility. When events are planned, snow removal crews do their best to keep these clear. However, if a storm occurs during the event, these crews will be working emergency routes. These factors affect all wintertime activities and will be proactively managed to the extent possible. With fewer than 75 days to plan an event, timing is a critical issue. Therefore, in formulating the NYE event recommendations outline below, the focus was on designing an event that can successfully overcome this challenge.

#### **Recommendations**

The recommended NYE event will feature two strong public performance elements:

- A nationally-recognized musical group with established appeal to a range of age groups performing from 10:30 PM through the midnight hour; and
- An artist-designed multimedia/light NYE countdown focused around the central obelisk and possibly on surrounding areas.

These central elements will be augmented by food trucks, food vendors, luminarias and portable heaters to create a welcoming, celebratory atmosphere drawing from local holiday traditions. Helping to ensure ease of access, free transit connections from outside the downtown area will be considered. Additionally, flat-fee parking of \$3 vehicle will be offered beginning at 10 PM. Both the Santa Fe Fire and Police departments will provide personnel to ensure the event is safe and inviting.

The recommended event builds upon successful models for community events on the Plaza. In addition to furthering the “People to the Plaza” initiative, the recommended event supports several other existing efforts:

- Stimulating the nighttime economy (Economic Development Division);
- Development of new major cultural events (Arts Commission); and
- Creation of events to better promote the holiday season and increase regional awareness (TOURISM Santa Fe).

**Impacts**

Other Events

At this time, only two events have been announced for NYE within the Plaza periphery: a New Year’s Eve Orchestra Concert with Pianist Joyce Yang, 5 to 7 PM at the Lensic; and Light Up a Life, PMS event, 5 to 8 PM on the Plaza. Special coordination will be required by the Parks and Recreation Department to ensure smooth transition between the two Plaza events. The two largest hotels in the immediate vicinity, La Fonda and Eldorado have no current plans for events. Both have expressed support for a NYE event on the Plaza. It is anticipated that bars and restaurants within the area may have special events or dinners. However, they have not yet announced these events. These establishments include: Anasazi, Low n Slow, Palace, Evangelos, Underground, Matador, Skylight, San Francisco Bar and Grill and the Draft Station. In general, the event hours have been set to increase potential benefits for business, while minimizing negative impacts.

Fiscal

Direct Expenses

Music including equipment, etc.	\$30,000
Multimedia/light countdown including equipment, etc.	\$10,000
Event Coordinator	\$5,000
<u>Traffic control, barricades, portable toilets, etc.</u>	<u>\$5,000</u>
TOTAL	\$50,000

Indirect Expenses

Santa Fe Fire Departments	\$820
Emergency Medical Services Stand-by	\$470
Santa Fe Police Department	\$2,000
Parks and Recreation	\$2,725
<u>Streets</u>	<u>\$1,240</u>
TOTAL	\$7,255

Revenue

Arts Commission, New Major Cultural Events	\$20,000
Economic Development, Nighttime Economy Stimulus	\$5,000
<u>TOURISM Santa Fe, Seasonal Promotion</u>	<u>\$25,000</u>
TOTAL	\$50,000

Funding from the Arts Commission and Economic Development divisions is budgeted and available for expenditure in the current fiscal year. The support from TOURISM Santa Fe requires a transfer of \$25,000 from the TOURISM Santa Fe fund balance.

It is estimated that \$10,000 to \$15,000 in private sponsorships could be raised. Support of direct costs is likely to appeal most to potential sponsors. Therefore, when received funds would be used to defray these costs.

Economic

While intended as a community and tourism event, the estimated economic impact/direct spending generated by a NYE event is:

Event expenditures	\$50,000
1,500 attendees spending an average of \$15 each	\$22,500
<u>GRT generated by attendee spending</u>	<u>\$1,870</u>
TOTAL	\$74,370

# City of Santa Fe, New Mexico

## BUDGET ADJUSTMENT REQUEST (BAR)

DEPARTMENT / DIVISION / SECTION / UNIT NAME TSF/CVB				DATE 10/07/2014
ITEM DESCRIPTION	B.U. / LINE ITEM	SUBLEDGER <small>(Finance Dpt. Use Only)</small>	INCREASE	DECREASE
Other Consulting	22108.510340	2115	25,000	
<b>JUSTIFICATION:</b> <i>(use additional page if needed)</i>			<b>TOTAL</b>	\$ 25,000

We need to move money from the CVB operating cash reserves to marketing Other Consulting for a Resolution that is going to City Council for approval regarding a holiday event promotion for the creation of a New Year's Eve event to better promote the holiday season and increase regional awareness.

Antoinette Armijo Prepared By  Division Director	10/7/15  10/8/15	Date  Date	<b>CITY COUNCIL APPROVAL</b> City Council Approval Required <input type="checkbox"/>  City Council Approval Date <input style="width: 100%;" type="text"/>  Agenda Item #: <input style="width: 100%;" type="text"/>	Budget Officer _____ Date _____ Finance Director _____ Date _____ City Manager _____ Date _____
Department Director		Date		