



Agenda

CITY CLERK'S OFFICE

DATE 7/22/15 TIME 3:40pm

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OCCUPANCY TAX ADVISORY BOARD

July 30, 2015 – 3:00 P.M.

CITYHALL

COUNCIL CHAMBERS

3:00 p.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Roll Call
- c. Approval of Agenda
- d. Approval of Minutes March 26, 2015

3:05 p.m.

II. Lodgers Tax:

- a. Update—Randy Randall

3:20 p.m.

III. CVB Activity Reports:

- a. Sales Report – David Carr
- b. Marketing Report – Cynthia Delgado
- c. Executive Director Report - Randy Randall

4:15 p.m.

IV. Currents New Media Report for Grant Funding

4:30 p.m.

V. Other Matters by the Board

4:45 p.m.

VI. Adjournment

The next regularly scheduled meeting will be held on August 27, 2015
City Council Chambers at 3:00 p.m.

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520,
five (5) working days prior to meeting date.

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CITY OF SANTA FE
Occupancy Tax Advisory Board
July 30, 2015

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c. Executive Director Report - Randy Randall	Reported	6-8
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V. Other Matters by the Board	None	8
VI. ADJOURNMENT	Adjourned at 4:39 p.m.	8

MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

July 30, 2015
3:00 p.m.

I. PROCEDURES

a. CALL TO ORDER

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Chair Paul Margetson on this date at approximately 3:00 p.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Paul Margetson, Chair
Victoria Bruneni
Al Lucero
Elizabeth Pettus

Members Absent:

David Griscom [excused]
Jon Hendry

Staff Present:

Randy Randall, Executive Director
Cynthia Delgado, Marketing Director
David Carr, Sales Director

Others Present:

Carl Boaz, Stenographer

b. APPROVAL OF AGENDA

Mr. Randall asked the Board to move item IV up to be the next item.

Member Pettus moved to approve the agenda as amended. Member Bruneni seconded the motion and it passed by unanimous voice vote.

IV. CURRENTS NEW MEDIA REPORT FOR GRANT FUNDING

Frank Ragano and Mariana Amster presented their grant funding report. Mr. Ragano said this is their sixth year. It was a City-wide event with the main exhibit at El Museo. The event was filled with video and opening outside on Friday and Saturday. On opening night they had 2,200 people and over the weekend, 3013 people and overall they had 6,200 visitors with lots of families and young people.

Mr. Ragano showed a video of opening night. They provided a lot of interactive work – video performances; pop-up performances that were hard to explain unless you could see it.

The printed report handout provided the statistics for the event. [A copy of the report is attached to these minutes as Exhibit A.]

They hired two young women to do surveys on the opening weekend. They are slowly shifting out of print media to social media and our website. Last year they did an 80 page catalog and this year it is all on line. They are thinking of having everything for visitors on I Pad.

Ms. Delgado said motion TV was an event in Albuquerque - a fairly high end television FX type event. They decided to move it this year to Santa Fé. It was not a huge conference, about 100 people who are into digital marketing and content and told her they were coming because of Currents. It is an important element.

Ms. Amster said there was another conference on digital preservation and 27 people came in from museums all over the country including the Smithsonian. It is just another way to spread the word about Santa Fé. Mr. Ragano added that they are planning to return next year as a conference annually.

Member Lucero asked what the significance of the magnifying glass is.

Mr. Ragano explained that the four small flat screens appeared only white until looking through the magnifying glass and could explore various parts of the video. Ms. Amster added that it was done by a student artist from SFUAD. That will be on the website in the future.

Chair Margetson congratulated them on a very successful event. He asked if this was the last year for OTAB grant eligibility.

Mr. Ragano said they have to choose between OTAB and the Arts Commission but he thought they wouldn't be solid financially until their tenth year.

c. APPROVAL OF MINUTES - March 26, 2015 (June 25, 2015)

Mr. Randall said this is really for the June 25, 2015 meeting.

Member Lucero moved to approve the June 25, 2015 meeting minutes as submitted. Member Bruneni seconded the motion and it passed by unanimous voice vote.

II. LODGERS TAX UPDATE

a. Update – Randy Randall

Mr. Randall had a complete report for fiscal year. [A copy of the Lodgers Tax Update is attached to these minutes as Exhibit B.]

He noted that May was up 3.98% but still left the year with 10% over last year at \$9,071,000 which also supported Tourism's \$9 million budget.

The Rocky Mountain Report (attached as Exhibit C) was for June. It doesn't show the month to month change but showed a 1.3% increase in occupancy. It also broke out the statistics by downtown, Cerrillos Road, and periphery.

Next was the Star Report (attached as Exhibit D) that indicates stronger improvement in occupancy. 54.2 to 57.2 YTD overall. And 25 cents in rate. The Star Report listed the lodging properties included in the report. Mr. Randall commented briefly on the rates and his analysis is that the business is getting spread out further. 12 month numbers were up 2.3% in occupancy.

The last report is City GRT collections. [A copy is attached to these minutes as Exhibit E.]. Those collections were reflecting through May (2 months behind). Accommodations as shown on page two were up \$190,000 - a 20% improvement. He indicated that GRT is a much stronger increase than Lodgers Tax.

Member Lucero asked how they were able to get the various categories in GRT.

Mr. Randall said the category is set up by the State TRD. The breakout means that Food and Lodging can't be separated. This would indicate that food was the primary growth.

Member Lucero asked if it has receivables included.

Mr. Randall said it is on a cash basis. He explained the penalties and interest that are charged.

Member Lucero explained that he asked about it because liquor licenses are renewable on July 1 and requires the establishment to be current on their GRT reporting and payments.

Mr. Randall said the loss from short-term rentals is significant.

Member Lucero said he talked with Kokopelli and knew that they collect taxes.

Mr. Randall clarified that Kokopelli and Casas de Santa Fe both report under Lodger's Tax and there are others that report under Short Term Rentals. At least they are reporting and paying.

Chair Margetson was sad to see all the poor numbers for June and July.

Mr. Randall agreed that July is not good and could be down 8-10%. August should be strong with Opera running later this year and starting July 3rd. Indian Market is later also. The impact of kids going back to school should not affect us very much.

Member Lucero asked if the International Folk Art event affects occupancy.

Ms. Delgado said they do a report afterward but she didn't have it yet. In 2014 they had close to 40% in the survey saying they are from outside Santa Fé. This year they sold \$2.9 million of art goods in a 21 hour period. Occupancy has 2 factors. They came in and they stayed in short term rentals.

Member Lucero found that a lot of people stayed in private homes.

Mr. Randall said the vendors stayed at the Sage Inn.

Member Bruneni noted that the International Folk Art is stronger for three years in a row compared with Indian Market.

Member Lucero asked if they collect GRT.

Ms. Delgado agreed.

III. CVB ACTIVITY REPORTS

a. Sales Report – David Carr

Mr. Carr presented his report and quoted from it. [A copy of his sales report is attached to these minutes as Exhibit F.]

He reported a successful FAM with three confirmed bookings. There are FAMs planned in September and in October. He also announced a trip to Dallas in November to seek business.

He said they are in the process of deciding whether to reopen for the sales position or not. They didn't get caliber of applicant they hoped to attract.

Chair Margetson asked what is on the books for next year. He asked if there were numbers here in the report that would show what is confirmed for next year and/or the year after.

Mr. Carr said he should be able to build a report for that. The sales report will also what is currently booked going out.

Member Bruneni recalled the Board had asked for a convention calendar for next year. In the past you had those reports separately. There should be a way to do it.

Mr. Carr agreed.

Mr. Carr reported they received three quotes from software companies for the database. He briefly explained the difficulties of the present software. They are looking for new software to report more accurately. Some of the numbers are skewed here. He said he planned to have future years and convention calendar at next meeting.

He reported that the east coast is a little slow but local marketing has done very well. He has been seeing more leads coming in and they sent out as many leads so far as all of 2012. 2016 is looking good.

Chair Margetson asked the result from GMC that he mentioned last time.

Mr. Carr said he is just waiting to hear back if it something they will consider. He is still working it actively. He also just got confirmation on meteorological conference for 3,600 bed nights and is definite.

Mr. Randall said that is for 700-800 rooms in July 10-16, 2017.

b. Marketing Report – Cynthia Delgado

Ms. Delgado presented the marketing report. [A copy is attached to these minutes as Exhibit G.]

Ms. Delgado reported in looking at social media statistics, quarter after quarter, and seeing continual interest on all channels. Social media coordinator, Fred Cordero is busy working on enhancing our measurements.

Mr. Cordero also writes our blog and that is increasing. The database is now about 70,000 and we will be contacting them about the blog. Local businesses share our blog. This year we did Great Ladies of Santa Fé and featured restaurants - Tia Sofia's, Georgia's, Julie. The website numbers are a little bit down.

Ms. Delgado presented more details in her landscape oriented report (attached to the minutes as Exhibit H.) Tracking was done by TKO that sent us traffic and NM.org is also down. They don't get a lot from MDT. Or www.SantaFe.org. Mr. Cordero is now directly linking our website. Pages per visit are down a little but stabilized. We are making sure the can stop the downward trend. Our open rate is still above national numbers. And the industry business and partner business continues to stay at the high 30% rate.

She made comments about coverage from other newspapers and reported that the Lifestyle editor for the Dallas Morning News who loved Santa Fé is leaving. Accolades are staying strong from Popular Photography and Movie Magazine. The film industry does get impacted by the festivals and Current.

She met with three writers and two publications on the visit to Charleston.

Chair Margetson said he had experience some frustration with the new ad agency and asked where they stand on that.

Ms. Delgado said they have a media plan approved by Tourism Santa Fe. It needs new photography. They are kicking off the video shoot this weekend. She will quickly turn around those assets and placements. For digital advertising, we are working with sales in a campaign to link them with Santa Fe assets.

Chair Margetson asked if the Board has seen the placements.

Ms. Delgado said that will be part of the July report.

Mr. Randall said he would send it out by the end of the week.

c. Executive Director Report – Randy Randall

Mr. Randall said the budget is in place, so it is now a \$900,000 plan. He went to Charleston and Savannah with Ms. Delgado and Chair Margetson (who paid his own way). It was a very valuable trip and they gained an understanding of their marketplace.

Greater Charleston has 700,000 population and has more air traffic than the Albuquerque airport. South Carolina takes all marketing dollars and allocations them back to local destinations. So Charleston gets a large amount. There is a Jobs Task Force going throughout the state and Tourism is supposed to generate jobs. Statewide, we are on track but if we continue to market the same way, we can't expect different results. There is a resistance to promoting the best parts of New Mexico.

He asked for the Board's opinion on an idea for raising a \$1 million at \$1/room to be matched at 50% by the State.

He agreed to send the report out as well as items from their trip to Charleston.

Chair Margetson pointed out that there are 10 flights between New York City and Charleston each day. So Santa Fe is lucky to be in the top 5 destinations.

He asked if the State is allowed to give the match to cities.

Mr. Randall agreed.

Member Pettus said if Santa Fé wanted to do it, the Downtown Merchants Association spends as much money as the state. We could do that.

Mr. Randall said it would be a marketing coop with memberships for retail, hotels and restaurants and could achieve the goal.

Charleston spends more in advertising than all of New Mexico. There is a sense of cooperation in Charleston. It is a benefit for them. He agreed to send the report. He added that he is working with the airlines proactively to keep them operating here. The negotiation includes Taos Ski Valley.

He will do a letter of interest to find a consulting firm to help. About 15 hotels will provide an email list to us and each month we will provide those hotels a snapshot of prior month source of visitors and they can see how their geographic sourcing compares with the market.

On the short-term rental situation he has determined and think we can document 817 properties for short-term rental and are not in VRO or Rental by Owner. We can't determine the addresses so about 1,200 short term rentals. Of those, 241 are licensed. If it is 817, 576 are operating without licenses and not paying Lodgers Taxes or GRT. There are 350 licenses.

Council has asked for recommendations on how they should deal with this. Land Use deals with enforcement. He would love to get an opinion. The City either has to enforce the rules, change the rules, or continue to ignore the rules. These people are breaking the law by not having a license. We are working with TRD to demand that they must collect GRT on behalf of the state.

When he went to testify at the Senate, he was told it was just a Santa Fé problem. But only 24% are here. So getting the state involved is a big step.

Member Bruneni said the B&B Association takes out 65% if they don't report. Which means they know how much should be paid. She didn't know where the money goes.

Mr. Randall said without a government demand letter, they won't provide the information. That's why he went to the state level. He told them if they don't respond, the State Auditor and AG will follow up with them.

Mr. Randall announced that Cyndi Catanach has retired and he will find a new office manager. Phyllis has been filling in so we are having changes there. He was confident they would reopen for the sales person.

He announced there is a meeting a week from Monday in Deming of the Jobs Task Force, if anyone would like to go with him.

He said the RFP for the Native American Liaison position will be coming out. He encouraged anyone the Board knew to reply.

He told the Board that Santa Fe is 4th with Travel and Leisure and 2nd for best small town destination and Telluride got 1st. The Trip Advisor just came out with Santa Fe as #1 in a list of 9 can't miss vacation sites. That is under short-term rentals. And Santa Fe is 2nd best for off the beaten track destinations.

Chair Margetson suggested an editorial.

Mr. Randall thought the best time for an editorial is when Council does the resolution.

Member Bruneni said the estimate will be pretty awesome, even at the low end.

Mr. Randall said it was probably \$1.5 million with about a third flowing back to the City and \$1 million in Lodgers Tax. The loop hole precludes us from collecting it.

Member Lucero asked about a possible sting operation.

Mr. Randall said that's how they found the 570 rooms. The problem is that there is no enforcement. The City doesn't want to put those people out of business. The Council doesn't want to expand the number beyond 350 to not cause them to be expanded but they are already there.

Member Pettus said over the years, she has tried to get them to enforce fraudulent sales. There is no appetite at City Council. So doing it at the state is appropriate.

Mr. Randall pointed out that the tax doesn't cost the owner any money.

Mr. Randall announced that on August 26 they plan to have a lodgers' meeting as the Visitors Guide comes out and have a roll out on advertising followed by a reception at the Community Gallery. That is the- day before our next meeting.

Chair Margetson asked where the film commissioner project is going.

Mr. Randall said the City Manager suggested to renew the contract for film liaison.

V. OTHER MATTERS BY THE BOARD

There were no other matters from the Board.

VI ADJOURNMENT

Member Lucero moved to adjourn the meeting. Member Bruneni seconded the motion and it passed by unanimous voice vote.


The meeting was adjourned at 4:37 p.m.

Approved by:



Paul Margetson, Chair

Submitted by:



Carl Boaz for Carl G. Boaz, Inc.

Parallel Studios 2015 Final Report to OTAB

1. Explanation of Expenditures and Revenues

Local / Regional / National and International Promotional Expenditures:

This was the CURRENTS Festivals' sixth year as an annual, citywide, international event and it continues to build it's audience. We estimate that attendance at the festival was up by 400 visitors this year with at total of 6,200 visits to the festival. Opening weekend alone, we estimate that 1,392 of the our 3,315 guests were from outside Santa Fe. The following promotional activities and growth in local awareness are responsible for our continued growth. We are clear that there is still a ways to go before the Festival reaches its international stride, but indications are good.

For a quick recap of opening weekend: <https://vimeo.com/133238833>

Our website continues to be a great outreach tool. Between the end of CURRENTS 2014 and the final days of CURRENTS 2015 the site had 25,000 new visitors.

In May/June of this year, we had 9,318 new visitors to the site, up 5,841 over the same period last year. Visits to the site came from over 90 countries and every state in the union, the highest percent of visits, outside of New Mexico, coming from California.

6,000 copies of this year's brochure were distributed throughout the state. The Festival was advertised on KUNM and Hutton Broadcasting stations, throughout the month of June.

1/2 page ads were placed in: *The Pasatiempo* (x4); *The Santa Fe Reporter* (x2); *The Weekly Alibi* (x2) in Albuquerque. Full page ads were placed in Arts+Culture (throughout Texas).

Our print advertising was less extensive this year, due to the loss of a New Mexico Tourism Collaborative Marketing Grant, which we had received in three previous years. However, our social media marketing has increased and become more agile and targeted.

The Co-Executive Directors and artists participated in radio interviews on KSFR and KUNM's *Performance Today* with Spencer Beckwith. We received extensive pre-event editorial coverage in the *Pasatiempo*, *Albuquerque Journal*, *Arts+Culture Magazine*, as well as a nice piece on travelideas.com, that listed CURRENTS as one of the 21 best things to do in Santa Fe.

Email blasts, through Mailchimp, go out to 3,097 recipients and are forwarded to our partners' lists. Our open rate, 31.5%, is above the industry average of 27%.

Press releases go out to a list of 147 magazines, newspapers and organizations.

Promotional videos, are posted on YouTube, Vimeo, Facebook and Instagram.

The 460 submissions to our online Call for Entries came from 35 countries.

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P a r a l l e l S t u d i o s

See Marketing Expenditure Table below.

2. Tourism Impact

Gathering attendance information

As a free, multi-venue event, we face some hurdles gathering attendance information. Our methods include: clicking in guests at the main exhibition, optional sign in sheets (there is also an iPad sign in option) that requests information about home locales and hotel stays; head counts at events held at other venues; estimation of increased traffic at partner venue exhibitions. Also this year we undertook two additional surveys - a general audience survey - with 189 respondents and an Economic Development survey of Motion and the Digital Preservation conferences that took place as partner events during CURRENTS (50 respondents).

Attendance Numbers

Between El Museo and other participating venues the Festival clicked in 6200 visitors.

OPENING WEEKEND ATTENDANCE (Friday June 12-Sunday June 13)

Of our 3,315 visitors clicked in over opening weekend, 659 visitors signed our guest book.

58% of all visitors were from Santa Fe (63% in 2014)

24% of all visitors from New Mexico cities outside of Santa Fe (16% in 2014)

17% of the audience came from outside New Mexico (16% in 2014)

1% of the visitors were from outside the USA (3% in 2014)

6% indicated that they stayed in a hotel (4% in 2014)

OVERALL FESTIVAL ATTENDANCE (Friday June 12-Sunday June 28)

Of our 6200 visitors clicked in over the length of the festival, 1075 visitors signed our guest book.

75% of all visitors were from Santa Fe (63% in 2014)

11% of all visitors from New Mexico cities outside of Santa Fe (16% in 2014)

16% of the audience came from outside New Mexico (16% in 2014)

1% of the visitors were from outside the USA (3% in 2014)

5% indicated that they stayed in a hotel (4% in 2014)

This is a free event and many visitors prefer not to sign in. Of those that did sign-in 5% indicated that they staid in hotels, bed and breakfasts or rentals. Extrapolating from our sign in numbers, 5% of our 6200 click-in attendance hotel stays could be as high as 310 individuals.

We think of our website as a portal to Santa Fe, not just as a resource for Festival info. A "Visit Santa Fe" button is prominent on our homepage and connects visitors to hotels,

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P a r a l l e l S t u d i o s

restaurants and outdoor activities in Santa Fe. Google Analytics recorded 369 (161 in 2014) visits to links associated with our "Visit Santa Fe" page.

EXPANDED AUDIENCE SURVEY

189 visitors filled out an audience survey on opening weekend.

13% of respondents were 0-24 years of age

55% of respondents were 25-44 years of age

29% of respondents were 45-65+ years of age

3% unknown

2% Asian; 2% Black; 8% Hispanic; 6% Mixed; 5% Native American; 15% Unknown; 59% White.

42% were new visitors to CURRENTS

11% stayed in local hotels

The 21 survey participants that indicated that they had stayed in a hotel, reported a total of 97 hotel nights.

62% were from Santa Fe

18% were from New Mexico cities outside of Santa Fe

16% were from outside New Mexico

Parallel Studios 54 artists, performers, presenters and interns came to Santa Fe, for between 1 week to 4 weeks, to install their work, assist as staff during the Festival, or were artists whose work was presented during the festival. 28 of these were housed in the University of Art and Design's student apartments for which we paid \$3,500. 11 artists, whose lodging was not supported by the Festival, and staff members were housed in area hotels or Air B&Bs. The remainder stayed with family, friends or stayed with local residents. All artists and out of state interns and staff used restaurants, grocery stores, public transportation and local retailers. This year, 3 Hotels offered special discounted rates for CURRENTS' attendees and artists.

In 2014 CURRENTS was contacted by Becky Padilla and Elaine Montoya of Motion.TV, an annual digital/FX/animation, TED talk style, industry conference that has been held in Albuquerque for the last eight years. Their enthusiasm about the Festival lead them to move the conference to Santa Fe in 2015, timed to coincide with CURRENTS' opening weekend. The conference had 100 attendees and 15 presenters, all of which stayed in area hotels.

2015 REVENUE SOURCE TABLE

Revenue Source	Amount	Confirmed/ Anticipated
NEA (funded 2012/\$15,000, 2013/\$30,000, 2014/\$25,000)	\$30,000	Confirmed
New Mexico Arts (Funded 2012/\$6,446, 2013/\$4,680, 2014/\$5,255)	\$7,129	Confirmed
S F Arts Commission(Funded 2012/\$5,500, 2013/\$7,500, 2014/\$8,500)	\$12,500	Confirmed
New Mexico Tourism Department (Funded 2012/\$7,500, 2013/\$11,000, 2014/\$17,500)	\$1,450	Confirmed
OTAB (2013/\$10,000, 2014/\$15,000)	\$7,500	Confirmed
Santa Fe Economic Development	\$5,000	Confirmed
McCune Charitable Trust (funded 2011/\$1,200, 2011/\$7,500, 2012/\$7,500, 2013/\$7,500, 2014/\$10,000)	\$10,000	Confirmed
Thanksgiving Fund (funded 2011/\$14,000, 2012/\$20,000, 2013/\$25,000) Starting in 2014 awarded 3 yrs of \$25,000 each year.	\$25,000	Confirmed
Kind World Foundation (2014/\$5,000)	\$20,000	Confirmed
mediaThe Foundation (funded 2012/\$5,000, 2013/5,000, 2014/\$3,000)	\$5,000	Confirmed
New Mexico Humanities Council	\$3,500	Confirmed
Japan Foundation	\$1,300	Confirmed
Consulate General of the Federal Republic of Germany / Houston	\$1,250	Confirmed
Individual Donations (funded 2010/\$9,143 and 2011/\$16,645, 2012/\$17,751, 2013/\$15,381, 2014/\$30,734)	\$35,832	Confirmed
Corporate (funded 2011/\$2,350, 2013/\$4,500, 2014/\$4,000)	\$2,000	Confirmed
Artists' Submission Fees (2010/\$1,782, 2011/\$2170, 2012/\$4,078, 2013/\$5,445, 2014/\$6,461)	\$7,620	Confirmed
Program Ad Sales	\$2,400	Confirmed
Professional Services	\$1,080	Confirmed
TOTAL	178,561	

EXPENDITURE TABLE FOR PROMOTION AND ADVERTISING OUTSIDE OF SANTA FE

Budget Category	Vendor	Description	Eligible Cost
Print	<i>Arts+Culture Magazine</i>	All of Texas 3 issues/March/May/June/ full page	\$2,800
Print	<i>Weekly Alibi</i>	Albuquerque/weekly 3 wks/May/June/full page	\$1,630
Social Media/ Online	Kira Randolph 11/13/14-4/5/15	Daily postings: Facebook, Twitter, Flickr, Google+, Instagram + Website Maintenance	\$2,559
Social Media/ Online	Frank Rose 4/6/15-7/12/15	Daily postings: Facebook, Twitter, Flickr, Google+, Instagram + Website Maintenance	\$4,772
Social Media/ Online	Facebook	Facebook Posts Boost	\$250
Graphic Design	Anagram	Design of Marketing Campaign/Print Ads/ Online Festival Program/ KUNM Radio Spots	\$4,834
Radio	KUNM public radio	80 Announcements for month of June (a \$3000 value)	\$2,000
Total:			\$18,845

	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
PRINT									X		X	X
INTERNET	X	X	X	X	X	X	X	X	X	X	X	X
RADIO												X
TELEVISION												
OUTDOOR												X
TRADE SHOWS												
BROCHRES/ POSTERS											X	X

P a r a l l e l S t u d i o s

Expenses Benefitting Santa Fe Directly

Executive Directors' Salaries	\$38,280
Local Subcontracted Services	\$39,177
Local Artists Honorariums	\$3,000
Production Costs Spent Locally	\$17,751
Local Advertising, Signage and Printing	\$8,352
Venue, Office and Storage Rent	<u>\$14,517</u>
Total	\$121,077

P a r a l l e l S t u d i o s

EXHIBIT A
OTAB - July 30, 2015



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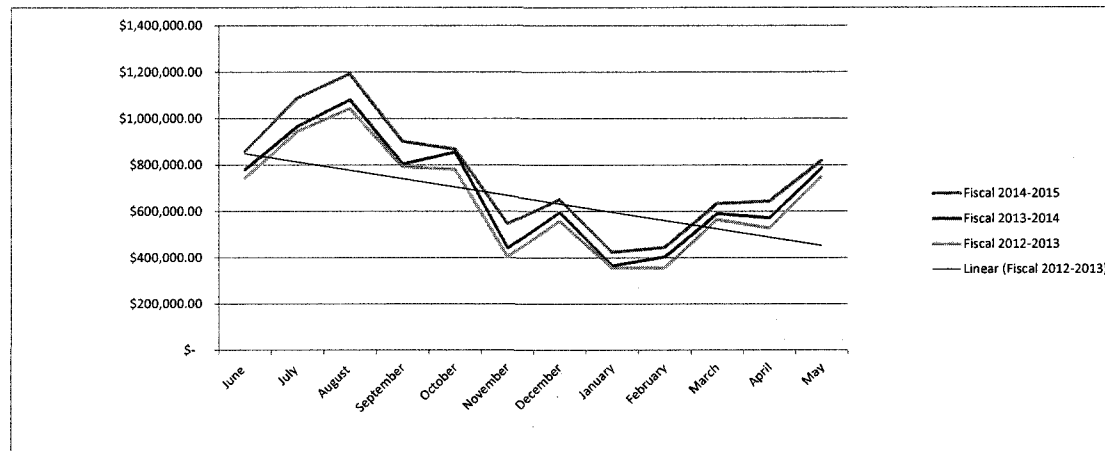
EXHIBIT B
OTAB-July 30, 2015

LODGERS TAX REPORTED

Fiscal 2014-2015	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$817,848.38	\$1,044,642.06	\$1,140,493.35	\$857,470.01	\$814,263.43	\$514,194.37	\$598,500.41	\$404,807.16	\$423,923.48	\$606,638.51	\$606,645.22	\$776,335.98	8,605,762.36
SHORT TERM TOTALS	\$39,983.85	\$42,826.40	\$52,615.55	\$44,256.77	\$54,047.09	\$32,367.40	\$52,651.33	\$19,070.24	\$21,114.70	\$27,942.41	\$37,161.53	\$41,465.55	\$465,502.82
COMBINED Monthly TOTAL	\$857,832.23	\$1,087,468.46	\$1,193,108.90	\$901,726.78	\$868,310.52	\$546,561.77	\$651,151.74	\$423,877.40	\$445,038.18	\$634,580.92	\$643,806.75	\$817,801.53	\$9,071,265.18
Year to Date TOTALS	\$857,832.23	\$1,945,300.69	\$3,138,409.59	\$4,040,136.37	\$4,908,446.89	\$5,455,008.66	\$6,106,160.40	\$6,530,037.80	\$6,975,075.98	\$7,609,656.90	\$8,253,463.65	\$9,071,265.18	
Monthly Gain/Decline previous year	\$77,361.73	\$120,964.75	\$112,097.79	\$97,349.06	\$13,060.94	\$105,597.19	\$54,974.70	\$59,386.63	\$41,372.96	\$43,331.03	\$71,659.34	\$31,315.23	
	9.91%	12.52%	10.37%	12.10%	1.53%	23.95%	9.22%	16.29%	10.25%	7.33%	12.52%	3.98%	
YTD Gain/Decline over previous year	\$77,361.73	\$198,326.48	\$310,424.27	\$407,773.33	\$420,834.27	\$526,431.46	\$581,406.16	\$640,792.79	\$682,165.75	\$725,496.78	\$797,156.12	\$828,471.35	
	9.91%	11.35%	10.98%	11.23%	9.38%	10.68%	10.52%	10.88%	10.84%	10.54%	10.69%	10.05%	

Fiscal 2013-2014	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$747,023.55	\$920,757.76	\$1,030,665.11	\$763,352.91	\$825,488.39	\$416,010.05	\$551,208.66	\$342,218.25	\$381,430.60	\$558,374.96	\$543,393.61	\$735,554.89	\$7,815,478.74
SHORT TERM TOTALS	\$33,446.95	\$45,745.95	\$50,346.00	\$41,024.81	\$29,761.19	\$24,954.53	\$44,968.38	\$22,272.52	\$22,234.62	\$32,874.93	\$28,753.80	\$50,931.41	\$427,315.09
COMBINED Monthly TOTAL	\$780,470.50	\$966,503.71	\$1,081,011.11	\$804,377.72	\$855,249.58	\$440,964.58	\$596,177.04	\$364,490.77	\$403,665.22	\$591,249.89	\$572,147.41	\$786,486.30	\$8,242,793.83
Year to Date TOTALS	\$780,470.50	\$1,746,974.21	\$2,827,985.32	\$3,632,363.04	\$4,487,612.62	\$4,928,577.20	\$5,524,754.24	\$5,889,245.01	\$6,292,910.23	\$6,884,160.12	\$7,456,307.53	\$8,242,793.83	
Monthly Gain/Decline previous year	\$37,994.95	\$23,716.94	\$38,480.63	\$11,776.12	\$73,477.99	\$37,907.10	\$38,191.26	\$10,168.80	\$47,625.17	\$26,653.71	\$44,021.16	\$37,582.42	
	5.12%	2.52%	3.69%	1.49%	9.40%	9.40%	6.84%	2.87%	13.38%	4.72%	8.34%	5.02%	
YTD Gain/Decline over previous year	\$37,994.95	\$61,711.89	\$100,192.52	\$111,968.64	\$185,446.63	\$223,353.73	\$261,544.99	\$271,713.79	\$319,338.96	\$345,992.67	\$390,013.83	\$427,596.25	
	5.12%	3.66%	3.67%	3.18%	4.31%	4.75%	4.97%	4.84%	5.35%	5.29%	5.52%	5.47%	

Fiscal 2012-2013	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$710,921.54	\$905,677.98	\$999,339.49	\$761,082.34	\$750,520.78	\$382,476.17	\$523,432.60	\$336,172.61	\$341,291.97	\$530,565.68	\$503,888.32	\$711,472.33	\$7,456,841.81
SHORT TERM TOTALS	\$31,554.01	\$37,108.79	\$43,190.99	\$31,519.26	\$31,250.81	\$20,581.31	\$34,553.18	\$18,149.36	\$14,748.08	\$34,030.50	\$24,237.93	\$37,431.55	\$358,355.77
COMBINED Monthly TOTAL	\$742,475.55	\$942,786.77	\$1,042,530.48	\$792,601.60	\$781,771.59	\$403,057.48	\$557,985.78	\$354,321.97	\$356,040.05	\$564,596.18	\$528,126.25	\$748,903.88	\$7,815,197.58
Year to Date TOTALS	\$742,475.55	\$1,685,262.32	\$2,727,792.80	\$3,520,394.40	\$4,302,165.99	\$4,705,223.47	\$5,263,209.25	\$5,617,531.22	\$5,973,571.27	\$6,538,167.45	\$7,066,293.70	\$7,815,197.58	



Actuals represent the amount paid for a specific month even though cash may have been deposited the following month.


NEW MEXICO
HOSPITALITY
ASSOCIATION

ROCKY MOUNTAIN LODGING REPORT

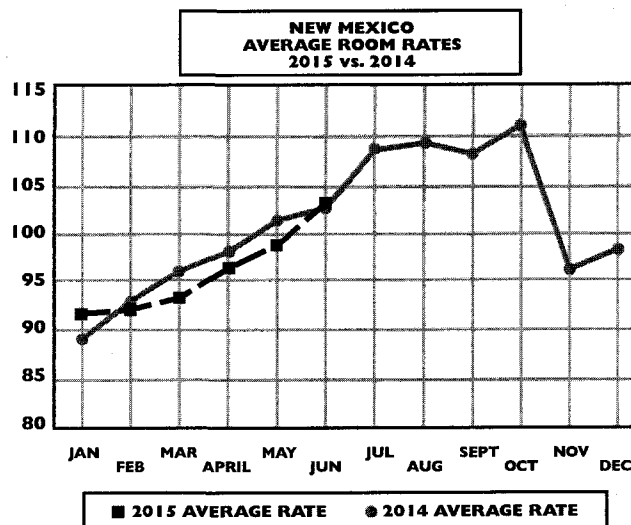
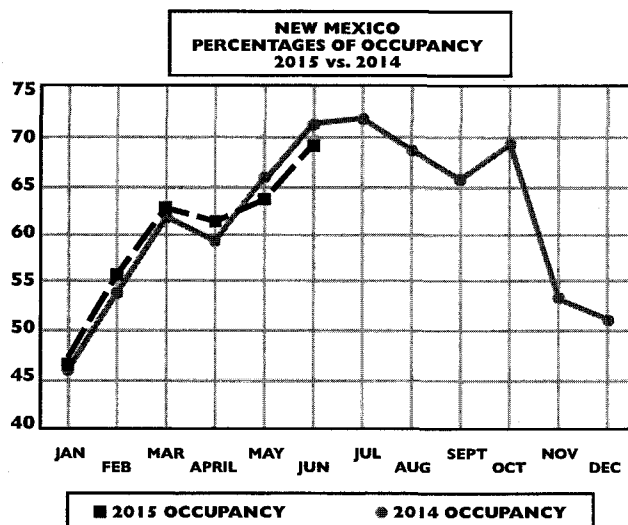
New Mexico Edition

June 2015

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2015 YEAR-TO-DATE			2014 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
ALBUQUERQUE											
Downtown/Airport	60,987	49,289	80.8%	\$92.62	\$74.86	67.3%	\$91.04	\$61.31	66.9%	\$90.97	\$60.85
Interstate 40 Corridor	110,220	72,384	65.7%	\$87.88	\$57.71	57.0%	\$84.08	\$47.94	56.3%	\$82.15	\$46.23
Albuquerque North	<u>62,813</u>	<u>44,354</u>	<u>70.6%</u>	<u>\$115.87</u>	<u>\$81.82</u>	<u>61.4%</u>	<u>\$110.18</u>	<u>\$67.68</u>	<u>62.4%</u>	<u>\$111.74</u>	<u>\$69.77</u>
TOTAL	234,020	166,028	70.9%	\$96.77	\$68.65	60.9%	\$93.12	\$56.75	60.8%	\$92.88	\$56.49
SANTA FE											
DOWNTOWN	44,750	34,560	77.2%	\$174.19	\$134.52	66.3%	\$146.39	\$97.00	66.3%	\$144.98	\$96.10
CERRILLOS ROAD	42,558	30,759	72.3%	\$83.67	\$60.47	57.6%	\$72.94	\$42.03	53.0%	\$73.32	\$38.84
SANTA FE PERIPHERY	<u>22,540</u>	<u>18,744</u>	<u>83.2%</u>	<u>\$112.78</u>	<u>\$93.78</u>	<u>65.4%</u>	<u>\$101.76</u>	<u>\$66.56</u>	<u>65.5%</u>	<u>\$102.74</u>	<u>\$67.30</u>
TOTAL	109,848	84,063	76.5%	\$127.37	\$97.47	62.8%	\$110.75	\$69.52	61.0%	\$111.34	\$67.97
FARMINGTON	25,518	17,701	69.4%	\$84.85	\$58.86	60.2%	\$84.44	\$50.86	58.2%	\$87.62	\$50.97
LAS CRUCES (1)	34,680	21,905	63.2%	\$84.34	\$53.27	59.7%	\$83.20	\$49.68	64.0%	\$87.17	\$55.78
TAOS	23,143	14,702	63.5%	\$99.61	\$63.28	52.9%	\$90.81	\$48.01	50.1%	\$85.35	\$42.78
OTHER NEW MEXICO	<u>42,532</u>	<u>22,473</u>	<u>52.8%</u>	<u>\$93.66</u>	<u>\$49.49</u>	<u>51.8%</u>	<u>\$97.02</u>	<u>\$50.26</u>	<u>55.6%</u>	<u>\$101.95</u>	<u>\$56.66</u>
TOTALS	469,741	326,871	69.6%	\$103.07	\$71.72	60.0%	\$96.46	\$57.92	59.8%	\$97.47	\$58.33

(1) The Las Cruces survey was expanded significantly in 2015. Therefore 2014 and 2015 year-to-date results are not comparable

(1) The Las Cruces survey was expanded significantly in 2015. Therefore 2014 and 2015 year-to-date results are not comparable



The Rocky Mountain Lodging Report is compiled by: EKS&H, PC in cooperation with the New Mexico Lodging Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions.

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The Rocky Mountain Lodging Report • P.O. Box 632242 • Littleton, CO 80163 • info@rmlodgingreport.com • rockymountainlodgingreport.com

ROCKY MOUNTAIN LODGING REPORT
Summary of Occupancy and Average Daily Room Rates for the State of New Mexico

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2015	2014	2015	2014	2015	2014
JANUARY	46.2%	46.3%	\$91.73	\$89.45	\$42.36	\$41.46
FEBRUARY	55.5%	54.3%	\$92.12	\$93.32	\$51.09	\$50.69
MARCH	62.7%	61.8%	\$93.75	\$95.47	\$58.77	\$59.00
APRIL	61.1%	59.6%	\$96.57	\$97.27	\$59.01	\$57.95
MAY	64.8%	65.4%	\$98.09	\$101.91	\$63.55	\$66.69
JUNE	69.6%	71.1%	\$103.07	\$103.42	\$71.72	\$73.56
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	60.0%	59.8%	\$96.46	\$97.47	\$57.92	\$58.33

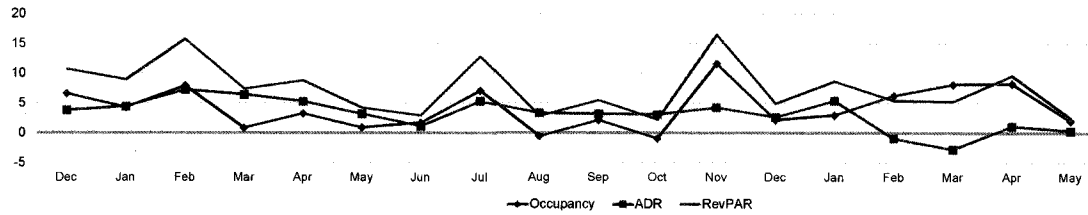
Tab 2-- Trend City Of Santa Fe, NM+

Santa Fe CVB

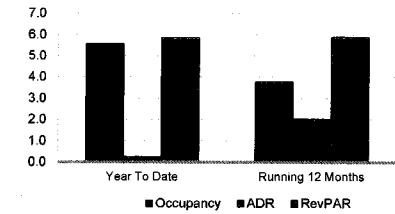
For the Month of May 2015

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2013												2014												2015				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	48.5	39.1	47.9	58.6	58.6	66.3	73.4	80.5	75.9	67.8	68.6	49.6	49.6	40.2	50.9	63.4	61.4	69.7										
	Last Year	45.5	37.4	44.4	58.1	54.8	67.6	72.1	75.2	76.3	66.3	69.2	44.4	49.5	39.1	47.9	58.6	56.6	69.3										
Percent Change	6.7	4.3	8.0	0.9	3.3	1.0	1.7	7.1	-0.5	2.2	-0.9	11.7	2.2	3.0	6.3	8.2	8.3	2.1											

ADR	2013												2014												2015				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	114.37	93.62	97.72	101.99	105.53	115.35	117.95	134.74	148.06	129.28	126.49	107.90	117.41	98.71	96.89	99.23	106.76	115.80										
	Last Year	110.16	89.63	91.12	95.84	100.21	111.76	116.59	127.91	143.28	125.27	124.61	103.45	114.37	93.62	97.72	101.99	105.63	115.35										
Percent Change	3.8	4.4	7.3	6.4	5.3	3.2	1.2	5.3	3.3	3.2	3.1	4.3	2.7	5.4	-0.8	-2.7	1.2	0.4											

RevPAR	2013												2014												2015				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	55.48	36.57	46.81	59.79	59.77	78.74	86.54	108.49	112.38	87.65	88.08	53.49	58.23	39.73	49.35	62.94	65.52	80.71										
	Last Year	50.10	33.56	40.42	55.67	54.94	75.55	84.07	96.13	109.28	83.08	86.17	45.92	55.48	36.57	46.81	59.79	59.77	78.74										
Percent Change	10.7	9.0	15.8	7.4	8.8	4.2	2.9	12.9	2.8	5.5	2.2	16.5	4.9	8.6	5.4	5.3	9.6	2.5											

Supply	2013												2014												2015				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	140,523	140,523	126,924	140,554	136,020	140,554	135,990	140,492	146,103	141,380	146,041	141,330	148,041	145,762	131,656	145,762	141,060	145,762										
	Last Year	144,026	143,871	129,948	143,468	135,840	140,368	135,840	140,368	140,368	135,990	140,523	135,990	140,523	140,523	126,924	140,554	136,020	140,554										
Percent Change	-2.4	-2.3	-2.3	-2.0	0.1	0.1	0.1	0.1	4.1	3.9	3.9	3.9	3.9	3.7	3.7	3.7	3.7	3.7											

Demand	2013												2014												2015				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	66,166	54,688	60,799	82,388	77,046	95,945	99,773	113,126	110,898	95,841	100,116	70,065	72,421	58,664	67,049	92,451	86,565	101,597										
	Last Year	65,506	53,885	57,652	83,335	74,474	94,894	97,955	105,493	107,059	90,200	97,174	60,365	68,166	54,886	60,799	82,388	77,046	95,945										
Percent Change	4.1	1.9	5.5	-1.1	3.5	1.1	1.9	7.2	3.6	6.3	3.0	16.1	6.2	6.9	10.3	12.2	12.4	5.9											

Revenue	2013												2014												2015				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	7,796,173	5,138,648	5,941,543	8,403,079	8,130,498	11,067,020	11,768,201	15,242,263	16,419,433	12,390,169	12,863,717	7,560,113	8,503,291	5,790,695	6,496,650	9,173,650	9,241,615	11,784,645										
	Last Year	7,215,942	4,826,026	5,252,975	7,887,053	7,469,237	10,605,266	11,420,522	13,493,353	15,339,362	11,299,253	12,108,797	6,244,786	7,796,173	5,138,648	5,941,543	8,403,079	8,130,498	11,067,020										
Percent Change	8.0	6.4	13.1	5.2	8.9	4.4	3.0	13.0	7.0	9.7	6.2	21.1	9.1	12.7	9.3	9.2	13.7	6.3											

Census %	2013												2014												2015				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	Census Props	55	55	55	55	55	55	55	55	56	56	56	56	56	56	56	56	56											
	Census Rooms	4533	4533	4533	4534	4534	4534	4533	4532	4713	4712	4711	4711	4711	4702	4702	4702	4702	4702										
% Rooms Participants	82.2	82.2	82.2	82.2	82.2	82.2	82.2	82.2	82.9	82.9	82.9	82.9	82.9	82.8	81.1	81.1	81.1	81.1											

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Source 2015 STR, Inc.

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Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB

For the Month of May 2015

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg In Rms	2013												2014												2015																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB

For the Month of May 2015

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2013												2014												2015											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
								Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																			

A blank row indicates insufficient data.

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Source 2015 STR, Inc.

City of Santa Fe
Gross Receipts Taxes Collected (less Water 1/4%)

BENCHMARK YEAR **

MONTH	FY Actual 2007/08	% Inc/Dec	FY Actual 2010/11	% Inc/Dec	FY Actual 2011/12	% Inc/Dec	FY Actual 2012/13	% Inc/Dec	FY Actual 2013/14	% Inc/Dec	FY Actual 2014/15	% Inc/Dec	FY Actual 2015/16	% Inc/Dec	\$ Diff to PY	FY Budget 2015/16 **	% Actual to Budget	Over/Under Budget
JUL	7,375,729	15.39%	6,253,785	-8.06%	6,868,168	9.82%	6,839,744	-0.41%	7,330,377	7.17%	6,798,972	-7.25%	7,774,939	14.35%	975,967	6,755,595.70	15.09%	1,019,343
AUG	8,237,747	-2.16%	7,692,859	4.32%	7,651,436	-0.54%	7,557,228	-1.23%	7,638,713	1.08%	7,539,475	-1.30%				7,491,374.79		
SEPT	7,534,469	9.30%	6,865,871	-4.91%	7,162,003	4.31%	7,251,040	1.24%	7,703,661	6.24%	8,480,942	10.09%				8,426,835.48		
OCT	7,792,052	4.44%	7,300,775	2.35%	7,456,520	2.13%	7,541,435	1.14%	8,517,763	12.95%	7,818,822	-8.21%				7,768,939.66		
NOV	7,767,989	2.05%	6,788,772	-1.43%	7,169,747	5.61%	7,047,078	-1.71%	7,535,998	6.94%	7,944,792	5.42%				7,894,106.00		
DEC	7,385,740	-2.52%	6,492,101	-2.60%	6,576,396	1.30%	7,114,531	8.18%	7,538,502	5.96%	7,583,391	0.60%				7,535,011.05		
JAN	6,986,767	4.62%	6,284,002	2.70%	6,653,844	5.89%	6,672,604	0.28%	6,521,060	-2.27%	6,907,174	5.92%				6,863,107.52		
FEB	8,725,121	8.61%	7,786,459	2.88%	8,240,913	5.84%	7,731,934	-6.18%	8,030,915	3.87%	8,726,808	8.67%				8,671,133.26		
MAR	6,680,180	-4.15%	5,705,183	-1.20%	6,242,865	9.42%	6,728,219	7.77%	6,166,993	-8.34%	6,284,911	1.91%				6,244,814.58		
APR	5,957,049	-4.68%	5,775,585	1.59%	6,318,974	9.41%	5,828,888	-7.76%	6,796,120	16.59%	6,166,544	-9.26%				6,127,203.03		
MAY	6,903,178	-34.00%	6,821,323	3.67%	7,132,860	4.57%	7,364,997	3.25%	7,269,258	-1.30%	7,487,082	3.00%				7,439,316.57		
JUN	7,201,012	-4.48%	6,687,665	7.65%	6,249,687	-6.55%	6,584,103	5.35%	6,979,991	6.01%	7,863,228	12.65%				7,813,062.36		
TOTALS	\$88,547,033	2.07%	\$80,454,380	0.54%	\$83,723,413	4.06%	\$84,261,803	0.64%	\$88,029,352	4.47%	\$89,602,142	1.79%	\$7,774,939	14.35%	\$975,967	\$89,030,500		\$1,019,343

Prior Years' Comparison:

July -July	\$7,375,729	15.39%	\$6,253,785	-8.06%	\$6,868,168	9.82%	\$6,839,744	-0.41%	\$7,330,377	7.17%	\$6,798,972	-7.25%	\$7,774,939	14.35%	\$975,967	\$6,755,596	15.09%	1,019,343
Budget vs Actual year-to-date comparison																15.09%	1,019,343	
Current Actual year-to-date vs. prior year-to-date:																14.35%	975,967	
Current Actual year-to-date vs. FY 07-08 year-to-date:																5.41%	399,210	

July 2005 1/4% GRT increase: WATER

MONTH	FY Actual 2007/08	% Inc/Dec	FY Actual 2010/11	% Inc/Dec	FISCAL YR 2011/12	% Inc/Dec	FISCAL YR 2012/13	% Inc/Dec	FISCAL YR 2013/14	% Inc/Dec	FISCAL YR 2014/15	% Inc/Dec	FISCAL YR 2015/16	% Inc/Dec	\$ Diff to PY	FY Budget 2015/16 **	% Actual to Budget	Over/Under Budget
JUL	633,957	14.35%	545,951	-7.89%	598,654	9.65%	600,324	0.28%	642,087	6.96%	592,741	-7.69%	679,848	14.70%	87,107	597,047.47	13.87%	82,800
AUG	714,599	-95.00%	671,821	4.65%	667,629	-0.62%	659,002	-1.29%	669,004	1.52%	658,563	-1.56%				663,347.25		
SEPT	653,432	9.04%	597,858	-4.98%	625,006	4.54%	634,132	1.46%	674,853	6.42%	740,624	9.75%				746,004.64		
OCT	676,530	3.87%	636,744	2.29%	648,133	1.79%	659,894	1.81%	742,357	12.50%	683,760	-7.89%				688,727.53		
NOV	679,250	4.49%	590,905	-0.92%	625,532	5.86%	616,187	-1.49%	659,904	7.09%	687,996	4.26%				692,994.30		
DEC	647,257	2.30%	566,931	-2.31%	573,490	1.16%	622,564	8.56%	660,591	6.11%	662,701	0.32%				667,515.27		
JAN	612,303	2.59%	549,104	2.66%	580,657	5.75%	583,650	0.52%	569,976	-2.34%	603,027	5.80%				607,407.57		
FEB	765,368	9.23%	680,339	2.79%	722,984	6.27%	676,802	-6.39%	701,794	3.69%	761,418	8.50%				766,949.36		
MAR	585,468	-0.35%	499,794	-0.75%	543,902	8.83%	589,701	8.42%	538,357	-8.71%	548,184	1.83%				552,166.60		
APR	546,057	4.90%	499,776	0.71%	551,043	10.26%	509,652	-7.51%	593,300	16.41%	537,584	-9.39%				541,489.07		
MAY	951,790	57.65%	594,603	3.83%	622,468	4.69%	643,878	3.44%	634,999	-1.38%	652,779	2.80%				657,521.86		
JUN	631,448	4.36%	580,691	7.17%	543,012	-6.49%	574,631	5.82%	609,274	6.03%	685,350	12.49%				690,329.08		
TOTALS	\$8,097,459	8.74%	\$7,014,517	-1.37%	\$7,302,510	3.55%	\$7,370,419	0.55%	\$7,696,496	4.42%	\$7,814,726	1.54%	\$679,848	12.81%	\$87,107	\$7,871,500	1.05%	\$82,800

Prior Years' Comparison:

July -July	\$633,957	14.35%	\$545,951	-7.89%	\$598,654	9.65%	\$600,324	0.28%	\$642,087	6.96%	\$592,741	-7.69%	\$679,848	14.70%	87,107	\$597,047	13.87%	82,800
Budget vs Actual year-to-date comparison																13.87%	82,800	
Current year-to-date vs. prior year-to-date:																14.70%	87,107	
Current year-to-date vs. FY 07-08 year-to-date:																7.24%	45,691	

** FY 15-16 BUDGET column based on percent distribution of prior year actuals.

** FY 15-16 BUDGET column based on percent distribution of prior year actuals.

EXHIBIT E
OTAB - July 30, 2015

Increases - Significant
Decreases - Significant

City of Santa Fe
Gross Receipts by Category
Fiscal Years 2015-16 vs. 2014-15

July
(May Activity)

Category	July 2015-2016	July 2014-2015	Dollar Difference	Percent Difference
Agriculture, forestry, hunting, fishing	26,980	26,889	91	0.34%
Mining	628	750	(122)	-16.27%
Utilities	183,186	195,593	(12,407)	-6.34%
Construction	551,309	687,738	(136,429)	-19.84%
Manufacturing	135,945	130,182	5,763	4.43%
Wholesale	227,809	120,725	107,084	88.70%
Retail	2,276,516	1,957,137	319,379	16.32%
Transportation & warehousing	16,289	13,335	2,954	22.15%
Information & Cultural Indust.	314,456	293,821	20,635	7.02%
Finance & insurance	85,690	68,801	16,889	24.55%
Real estate, rental & leasing	191,537	135,857	55,680	40.98%
Prof, Scientific, Technical	697,181	633,289	63,892	10.09%
Management of companies	12,769	18,232	(5,463)	-29.96%
Admin & Support, Waste Mgt	67,626	58,979	8,647	14.66%
Educational Services	51,409	24,119	27,290	113.15%
Health Care & Social Assist	632,027	401,467	230,560	57.43%
Arts, Entertainment & Recr	46,575	29,774	16,801	56.43%
Accommodation & Food	1,160,469	970,141	190,328	19.62%
Other Services	763,011	773,869	(10,858)	-1.40%
Public Administration	0	0	0	0.00%
Unclassified	49,143	38,824	10,319	26.58%
State reimb-food/med tax	927,427	782,126	145,301	18.58%
Muni. Equivalent Distribution	36,804	30,065	6,739	22.41%
Total Distribution	8,454,786	7,391,713	1,063,073	14.38%

City of Santa Fe
GRT Analysis By Category
Fiscal Years 2015-16 vs. 2014-15

Cumulative YTD
(May - May Activity)

Category	July 2015-2016	July 2014-2015	Dollar Difference	Percent Difference
Agriculture, forestry, hunting, fishing	26,980	26,889	91	0.34%
Mining	628	750	(122)	0.00%
Utilities	183,186	195,593	(12,407)	-6.34%
Construction	551,309	687,738	(136,429)	-19.84%
Manufacturing	135,945	130,182	5,763	4.43%
Wholesale	227,809	120,725	107,084	88.70%
Retail	2,276,516	1,957,137	319,379	16.32%
Transportation & warehousing	16,289	13,335	2,954	22.15%
Information and Cultural Indust	314,456	293,821	20,635	7.02%
Finance & Insurance	85,690	68,801	16,889	24.55%
Real estate, rental & leasing	191,537	135,857	55,680	40.98%
Professional, Scientific, Tech	697,181	633,289	63,892	10.09%
Management of companies	12,769	18,232	(5,463)	-29.96%
Admin & Support, Waste Mgt	67,626	58,979	8,647	14.66%
Educational Services	51,409	24,119	27,290	113.15%
Health care and social assist	632,027	401,467	230,560	57.43%
Arts, Entertainment & Recr	46,575	29,774	16,801	56.43%
Accommodation & Food	1,160,469	970,141	190,328	19.62%
Other Services	763,011	773,869	(10,858)	-1.40%
Public Administration	0	0	0	0.00%
Unclassified	49,143	38,824	10,319	26.58%
State reimb-food/med tax	927,427	782,126	145,301	18.58%
Muni. Equivalent Distribution	36,804	30,065	6,739	22.41%
Total Distribution	8,454,786	7,391,713	1,063,073	14.38%

GRT 15-16 July With Inflation Adjustment
07/29/2015
hrh

EXHIBIT E
OTAB - July 30, 2015

Increases
Decreases

City of Santa Fe
GRT Analysis By Category
Fiscal Years 2014-15 vs. 2013-2014 and 2007-2008

Cumulative YTD
(May Activity)

Category	July Cum. 2015-2016	July Cum. 2014-2015	July Cum. 2007-2008	Dollar Dif FY 15-16 vs FY 14-15	Percent Dif FY 15-16 vs FY 14-15	Dollar Dif FY 15-16 vs FY 07-08	Percent Dif FY 15-16 vs FY 07-08
Agriculture, forestry, hunting, fishing	26,980	26,889	69,551	91	0.34%	(42,571)	(0.61)
Mining	628	750	0	(122)	0.00%	628	0.00
Utilities	183,186	195,593	162,150	(12,407)	-6.34%	21,036	0.13
Construction	551,309	687,738	1,105,765	(136,429)	-19.84%	(554,456)	(0.50)
Manufacturing	135,945	130,182	181,952	5,763	4.43%	(46,007)	(0.25)
Wholesale	227,809	120,725	168,996	107,084	88.70%	58,813	0.35
Retail	2,276,516	1,957,137	2,287,597	319,379	16.32%	(11,081)	(0.00)
Transportation & warehousing	16,289	13,335	42,076	2,954	22.15%	(25,787)	(0.61)
Information and Cultural Indust	314,456	293,821	123,602	20,635	7.02%	190,854	1.54
Finance & Insurance	85,690	68,801	90,547	16,889	24.55%	(4,857)	(0.05)
Real estate, rental & leasing	191,537	135,857	222,700	55,680	40.98%	(31,163)	(0.14)
Professional, Scientific, Tech	697,181	633,289	507,542	63,892	10.09%	189,639	0.37
Management of companies	12,769	18,232	41,189	(5,463)	-29.96%	(28,420)	(0.69)
Admin & Support, Waste Mgt	67,626	58,979	31,653	8,647	14.66%	35,973	1.14
Educational Services	51,409	24,119	23,546	27,290	113.15%	27,863	1.18
Health care and social assist	632,027	401,467	340,634	230,560	57.43%	291,393	0.86
Arts, Entertainment & Recr	46,575	29,774	26,805	16,801	56.43%	19,770	0.74
Accommodation & Food	1,160,469	970,141	934,486	190,328	19.62%	225,983	0.24
Other Services	763,011	773,869	825,222	(10,858)	-1.40%	(62,211)	(0.08)
Public Administration	0	0	0	0	0.00%	0	0.00
Unclassified	49,143	38,824	188,185	10,319	26.58%	(139,042)	(0.74)
State reimb-food/med tax**	927,427	782,126	635,489	145,301	18.58%	291,938	0.46
Muni. Equivalent Distribution	36,804	30,065	0	6,739	22.41%	36,804	0.00
Total Distribution	8,454,786	7,391,713	8,009,686	1,063,073	14.38%	445,100	5.56%

TOURISM

SANTA FE

June 2015 OTAB Report **Sales Report July 30, 2015**

June 2015 Leads:

- 12 total leads requiring sleeping rooms (Down 2 leads compared to 2014)
- 5138 total room nights sent via leads (Down 5,864 room night compared to 2014)
- 23 total SFCCC space only leads without sleeping rooms (Down 19 SFCCC leads from 2014)
- 8,913 total attendees anticipated (UP 3,605 attendees from 2014)

June 2015 Confirmed Leads:

- 7 Definite Booking (Up 1 Confirmed booking to 2014)
- 1,360 Definite Room Nights (UP 232 room night over 2014)
- 5 Definite SFCCC space only leads (Down 21 SFCCC bookings from 2014)
- 2,336 Estimated Attendees (Down 5,700 anticipated attendees from 2014)

June 2014 Leads:

- 14 total leads requiring sleeping rooms
- 11,002 total room nights sent via leads
- 42 total SFCCC space only leads without sleeping rooms
- 5,308 total attendees anticipated

June 2014 Confirmed Leads:

- 6 Definite Booking
- 1,128 Definite Room Nights
- 26 Definite Groups without sleeping rooms
- 1,861 Estimated Attendees

Q2 2015 Leads:

- 41 total leads requiring sleeping rooms (UP 12 leads from Q2 2014)
- 16,748 total room nights sent via leads (Down 1,104 room nights compared to Q2 2014)
- 85 total SFCCC space only leads without sleeping rooms (Down 6 leads from Q2 2014)
- 23,731 total attendees anticipated (UP 7,827 anticipated attendees from Q2 2014)

Q2 2015 Confirmed Leads:

- 20 Definite Booking (UP 5 confirmed bookings to Q2 2014)
- 3,882 Definite Room Nights (UP 993 definite room nights compared to Q2 2014)
- 48 Definite SFCCC space only leads without sleeping rooms (Down 10 confirmed bookings to Q2 2014)
- 16,861 Estimated Attendees (UP 1,746 anticipated attendees from Q2 2014)

Collaborate Marketplace

FAM

Sales Position

DOS MEETING 7/22/2015

1) **Q2**

- a. Q2 2015 20 bookings with 3,882 room nights (up 993 rooms over last year)
- b. Q2 2014 15 bookings with 2,889 room nights
- c. Q1 & Q2 43 Confirmed bookings 13, 172 room nights (up 6,684 over last year)
- d. Q1 & Q2 38 Confirmed bookings 6,488 room nights
- e. Q1&Q2 down 1,978 room nights to our goal
 - i. However, over 5,000 room nights in July, Meteoritic Society, Keystone so we are ahead of goal and same time last year as of this week.

2) **Client Proposal**

- a. Added hotel Bio from SantaFe.org
- b. Friday, August 21, 2015 deadline for updates.
- c. Switch bio and responses

3) **Extranet:**

- a. Change in the extranet removed the information below.
- b. Only fill in comments, with concessions!
- c. If not bidding please mark NO and reason why.

4) **Sales Manager Status**

- a. The Position has closed and HR is reviewing the candidates.
- b. Begin interviewing next week and have several candidates.
 - i. TOUR & TRAVEL, SMERF and small meetings

5) **Upcoming Travel:**

- a. ABA, Luxury Summit Denver, ASAE, etc.

6) **2016 Travel:**

- a. Luxury meetings and Collins Media
- b. What trade shows would you like to see.

7) **FAM: 8 Clients from Maritz Travel, Conference Direct, HPN, Hotel Network, and one end user client, The Standard**

- a. **1 Active Lead**
 - i. LISI ~ Conference Direct (only four hotels sourced, per client's request)
- b. **3 Contracted Group Programs**
 - i. National Automobile Dealers Association (NADA) ~ Martiz Travel
 - ii. The Standard
 - iii. Steel Founders Society of American (SFSA) ~ HPN
- c. Feedback from the attendees was extremely positive
 - i. "It was one of the best I have ever been on in my 30 plus years in this Industry." Kahtleen Ludwig, Martiz Travel
- d. Upcoming FAM's
 - i. September 15-18, 2015
 - ii. October 13-16, 2015

8) **Newsletters**

- a. Marketing 2nd Wednesday, Sales 4th Wednesday of everymonth

- b. Get Signed up on our website at SantaFe.org

9) **Unifocus surveys**

- a. Survey our clients after they contract, 10 days prior to the event, and after the event has concluded.
- b. They will survey both the CVB and Hotels.
- c. They will also survey groups we lose.

10) **Leads and Communication**

- a. We are not instructing potential clients to use us as the one point of contact.
- b. Leads do not contact, we need to follow the clients request.
 - i. When clients request that we do not contact we suggest that the hotels be allowed to e-mail proposal to them.
- c. We do not want to be the middle man between groups; too time consuming.

d. Communication

- i. If we are not providing updates in a timely fashion; I need to know.
- ii. Have not been contacted yet by a hotel.
- iii. I cannot fix a problem that I am not aware of.
- iv. Same thing goes with hotels: when receiving updates, contracts please keep us in the loop.

11) **Incentives**

- a. What do we want to do 12%-15% to 3rd parties, rebate to master?
- b. Need to think about a city deal

DOS MEETING 7/22/2015

1) Q2

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Follow up w/ Incentives end of August

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- a. ABA, Luxury Summit Denver, ASAE, etc.

6) 2016 Travel:

- a. Luxury meetings and Collins Media
- b. What trade shows would you like to see.

7) FAM: 8 Clients from Maritz Travel, Conference Direct, HPN, Hotel Network, and one end user client, The Standard

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11) **Incentives**

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- b. Need to think about a city deal

TOURISM

SANTA FE

July 21, 2015

Mr. Gregory Carvalho
Simplified Technology Company
2015 GE 7EA Users Group Annual Conference
P.O. Box 8281
Fremont, CA 94537

Hello Greg ~

Thank you so much for your interest in Santa Fe, and for reaching out to us regarding your Annual GE Users Group Conference. Recently voted #1 Small City in the U.S. by Condé Nast Traveler, Santa Fe is a unique, beautiful, historic, creative city -- small enough to be walkable yet large enough to offer sophisticated services and accommodations. As a meeting destination, your attendees will not only benefit from the program itself but will be enriched by the extraordinary physical as well as cultural beauty that is distinctly Santa Fe. I look forward to working with you and to the opportunity to welcome your attendees to Santa Fe in November of next year!

Why Choose Santa Fe?

Creative, a little quirky, friendly and distinctive, Santa Fe blends old-world charm with urban sophistication in a way that is sure to fascinate your attendees. Founded by Spanish settlers in 1610, the winding streets, adobe architecture and traditional Spanish and Native American artwork at every turn surround you with Santa Fe's heritage. The Sangre de Cristo Mountains, the southern tip of the Rockies, offer a stunning city backdrop and an exciting variety of outdoor recreational opportunities. The great charm of the City Different is its unique blend of rich history and contemporary appeal. And the food! Foodies flock to Santa Fe for our chile-based fare as well as the creative cooking of many nationally recognized chefs that call Santa Fe home. The thriving Santa Fe Farmers Market is a driving force behind the bountiful Farm to Table movement. The savory regional cuisine Santa Fe is known for incorporating Native American ingredients that have been part of the local diet for centuries. Santa Fe boasts more than 300 restaurants, 250 art galleries, 70 jewelry stores, 13 museums and a world-renown opera.



Some of our recent accolades include:

- **Just ranked by *Conde Nast Traveler's Readers'* as #1 Small City in America.**
- In April Santa Fe was ranked the #1 Best Girls' Trip destination by *USA TODAY/10Best.com*.
- The *CitiesJournal.com* ranked Santa Fe the Third Healthiest City in the World.
- In March *Outside Magazine* named Santa Fe the Best Trail Running City in the U.S., runner up internationally to the Dolomite area in Italy.
- *USA TODAY/10Best.com* named Santa Fe one of the 10 Best Romantic North American Getaways, #4.
- In January an article in the *Huffington Post* Santa Fe was included as one of America's Coziest Cities, #3.
- The American Lung Association ranked Santa Fe the #2 city with the cleanest air in its annual *State of the Air* Report.
- ***Smart Meetings* magazine presented the Santa Fe Convention & Visitors Bureau with its Platinum Choice Award for outstanding service.**
- **In its annual Readers Choice Awards *Conde Nast Traveler* magazine named Santa Fe the #2 Top Travel Destination in the US.**
- *ShermansTravels.com* included the Santa Fe Farmers Market in a roundup of one of the Nine Best Farmers Markets in America.
- *MSN.Living* named Santa Fe One of 18 Cities With the Prettiest People in June.
- In May *Travel + Leisure* named Santa Fe One of America's Best Beer Towns given the steady growth of brew pubs in town. The magazine also pointed to the city as one of its recommendations for Best Places to Travel After A Divorce for the healing reputation Santa Fe has.
- Santa Fe was named on of *Wine Enthusiast Magazine's* Top Winter Wine Wonderlands underscoring the city's outstanding culinary scene.

Hotel Accommodations

A small and intimate city, Santa Fe offers more than 1,700 guest rooms within walking distance of the Santa Fe Community Convention Center with a total of 4,700 guest rooms city-wide. From luxury, four-diamond spa hotels in exquisite Santa Fe style, quaint inns and B&Bs, international branded properties to spacious resorts, Santa Fe offers delightful lodging opportunities for conference and meeting attendees. For larger groups, hotels successfully partner to accommodate both guestroom blocks and meeting space. Similarly, for groups using the Convention Center for meeting space and events, shared room blocks at hotels only steps away are a perfect arrangement.

Hotel Bio's

Bishop's Lodge Ranch Resort & Spa

Bishop's Lodge Ranch Resort & Spa is a Historic Resort, wrapped within the arms of the Sangre de Cristo Mountains on 450 lush acres and only five minutes from the Historic Santa Fe Plaza. Nestled within the foothills, our location offers our guests a taste of tranquility, calmness and serenity. Tune into and reconnect with your spiritual side at SháNah Spa and Wellness Center, a sanctuary where one can take time out to be nurtured by Mother Nature and guided by ancient wisdom and calming spirits. Activities are abundant at our unique destination; hiking trails, tennis courts, exercise room, movement studio for Yoga and Pilates, horseback riding trails, skeet and trap shooting and swimming just to mention a few. Pet Friendly.

Amenities: Cocktail Lounge, Entertainment, Fireplaces, Hot Tub or Sauna, Kitchenettes, Meeting Facilities, Outdoor Dining, Pets, Pool, Restaurant, Spa.

Courtyard by Marriott Santa Fe

NEWLY RENOVATED: At the Courtyard by Marriott Santa Fe, early Native American culture blends with modern luxury for a unique lodging experience. Just minutes away from the airport and numerous local attractions, our southwestern Marriott Santa Fe hotel provides the ideal destination for the leisure or business traveler. Choose from 209 guest rooms and suites each fully equipped with free high-speed Internet access, phones with voicemail and dataports, refrigerators, and wet bars. In the mood to explore the landscape just beyond our Santa Fe, New Mexico hotel? Discover towering mesas, sheer-walled

canyons, and ancient Pueblo dwellings at Bandelier National Monument. At the end of the day, unwind in our heated indoor pool or our soothing spa. Planning a sales meeting? Rely on our spacious hotel in Santa Fe to provide more than 7,500 square feet of flexible space. Here at the Courtyard by Marriott, the atmosphere is always warm, friendly, and inviting.

Amenities: *Cocktail Lounge, Fireplaces, Fitness, Hot Tub or Sauna, Meeting Facilities, Pets, Pool, Restaurant.*

Drury Plaza Hotel in Santa Fe

Introducing the newest member of the Drury Hotels family, the Drury Plaza Hotel in Santa Fe. Located in the heart of historic downtown Santa Fe, the Drury Plaza Hotel offers 182 spacious guestrooms and suites. Unwind in the modern, light-filled rooms with endless views of the Santa Fe skies. Relax in the rooftop pool while taking in the breathtaking Sangre de Cristo Mountains. Experience the award-winning hospitality that Drury Hotels is known for.

Amenities: *Cocktail Lounge, Fireplaces, Fitness, Hot Tub or Sauna, Kids, Meeting Facilities, Outdoor Dining, Pets, Pool, Restaurant.*

Doubletree by Hilton

The DoubleTree by Hilton Santa Fe is located only miles from the Historic Plaza, golf courses, Santa Fe Community College, Santa Fe Opera, and thirty minutes from the Santa Fe Ski Basin. We feature the Mezcal Lounge, Paloma Breakfast Club, room service, indoor/outdoor heated swimming pool and Hot Tub. Each of our rooms feature the Sweet Dreams by DoubleTree beds with plush top mattresses and luxurious linens, Coffee and Tea by Celebrity chef Wolfgang Puck, Free Wire-less High Speed Internet, Premium Television channels on a 37-inch Flat Screen TV, refrigerator and microwave. The DoubleTree by Hilton Santa Fe offers 3147 square feet of meeting space in 4 rooms and can accommodate groups of all sizes up to 200 attendees. Our professional sales and banquet staff are on-site to ensure that every detail of your function is planned out and executed to your satisfaction. Give us a call and let us make your function a memorable one!

Amenities: *Cocktail Lounge, Hot Tub or Sauna, Pool, Restaurant.*

Eldorado Hotel & Spa

The Eldorado Hotel and Spa is Santa Fe's premier four-diamond hotel and a member of the prestigious Preferred Hotels and Resorts, an exclusive luxury collection featuring exceptional hotels around the world. The hotel is ideally located just steps from the historic Santa Fe Plaza. All 219 guest rooms and suites feature a 32" flat-screen, HD television, posh bedding, refrigerated honor mini-bar, soothing terrycloth robes, and work desk. Deluxe guest rooms and suites feature a wood-burning kiva fireplace and outdoor terrace with incredible views of the City and surrounding Sangre de Cristo Mountains. Corporate meetings, incentive programs, and associations enjoy 20,000 square feet of beautifully appointed function space that offers versatility, natural light, a working fireplace and high speed Internet access. Groups ranging in size from 10 to 300 guests are welcomed to the Eldorado Hotel and Spa year round from around the world. Other hotel amenities include the Nidrah Spa, Zagat rated Old House Restaurant, hip Agave Lounge, business center, concierge staff, in-house audiovisual services and a destination management services department. Coming Soon: An elegant, non-denominational wedding chapel and a new grand ballroom!

Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Fitness, Hot Tub or Sauna, Meeting Facilities, Pets, Pool, Restaurant, Spa.*

Fort Marcy Hotel Suites

Desperados in need of a Southwestern siesta: Escape to the Fort Marcy Hotel Suites in la bonita Santa Fe, New Mexico. This pueblo-style hotel features adobe condominium suites and an indoor pool and hot tub, and the one- to three-bedroom casas contain a full kitchen and separate living area complete with an authentic kiva fireplace. Just four short blocks beyond the hotel, downtown Santa Fe and its historic Plaza boast celebrated monuments, fine dining, one-of-a-kind shopping, and the world's largest Native American market. For the best authentic comida mexicana, grab a table at The Shed, less than a block east of la plaza. This half-century-old cantina, housed in a hacienda built in 1692, is famous for its picante green chile and blue corn tortillas. If Fort Marcy's beautiful nine acres of natural and landscaped grounds

and gardens isn't enough, the Sangre de Cristo Mountains surrounding Santa Fe offer nature-lovers plenty of outdoor activities. For a south-of-the-border vacation north of the Rio Grande, say "¡hola!" to Fort Marcy before saying "¡adios!" to Santa Fe.
Amenities: *Hot Tub or Sauna, Pets, Pool.*

Hilton Santa Fe Historic Plaza

Experience a full Santa Fe immersion at Hilton Santa Fe Historic Plaza Hotel, located within the centuries old adobe walls of the original Ortiz Hacienda. Immediate access to all historic/cultural points of interest in the downtown district. All 158 guestrooms and private casitas are the newest and largest in downtown Santa Fe and decorated in contemporary southwest decor. Outdoor swimming pool and spa, fitness center, business center, market. Gathering around the fountain in our Chamisa Courtyard or one of three public fireplaces located throughout the hotel. Dine in our award winning Pinon Grill Restaurant or El Canon. Reasonably priced menu lunch and dinner. Hand carved prime rib sandwiches and more during lunch. Beer and wine service. Pet friendly, full service Hilton hotel.

Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Fitness, Hot Tub or Sauna, Kitchenettes, Meeting Facilities, Pets, Pool, Restaurant.*

Hotel Chimayo De Santa Fe

Just steps to the historic Santa Fe Plaza, Hotel Chimayo de Santa Fe (formerly Hotel Plaza Real) offers an authentic Northern New Mexico escape. More than 400 years of authentic, artistic tradition welcomes guests to Hotel Chimayo de Santa Fe. From the original artwork in every room to the decor and colors of the public areas, the unique traditions of Northern New Mexico infuse even the smallest decorative elements. Charming guestrooms and spacious suites offer complimentary WIFI, deluxe bedding, patio or balcony, and some have cozy wood burning fireplaces. The Low 'n Slow lowrider bar offers custom cocktails and regional cuisine, and the staff is friendly and accommodating with concierge services, and assistance in planning your day trips in any direction. Hotel Chimayo de Santa Fe is a truly an authentic experience.

Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Meeting Facilities, Pets, Restaurant.*

Hotel Santa Fe and the Hacienda and Spa

As Santa Fe's only Native American owned hotel we take pride in maintaining the traditions of the past while providing the modern comforts of the present. Located in historic downtown Santa Fe and in the heart of the new Guadalupe Railyard District we offer museums, galleries, shops, and restaurants just outside our doors.

Experience the ultimate in luxury accommodations and personalized service. While an integral part of Hotel Santa Fe, and designed in the same Pueblo-style architecture, The Hacienda nevertheless retains its own identity. Secluded within our four acres The Hacienda at Hotel Santa Fe is an exclusive retreat with 35 special rooms and suites filled with Native American Art and warm gem-like tones that reflect the southwest. While staying at The Hacienda you will experience the personal service of our professionally trained butlers. He or she will fulfill even your most exacting needs or request. From the mundane to the seemingly impossible no task is too difficult.

Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Fitness, Hot Tub or Sauna, Kids, Meeting Facilities, Outdoor Dining, Pets, Pool, Restaurant, Spa.*

Hotel St. Francis

Named for the patron saint of Santa Fe, NM, the historic Hotel St. Francis embodies the authentic spirit of old Santa Fe, with handcrafted wood furniture by local artisans inspired by the Palace of the Governors, and a palette of natural colors reflecting the days of Santa Fe's early Franciscan missionaries. Amenities: *Cocktail Lounge, Restaurant.*

Hyatt Place

Hyatt Place Santa Fe is conveniently located on Santa Fe's south side, less than miles from the Santa Fe Municipal Airport and within minutes of favorite attractions, shopping destinations, restaurants, and

galleries. Take advantage of our complimentary shuttle service as you visit the historic Santa Fe Plaza, the Canyon Road gallery district, and the newly developed Railyard District. Relax in the comfort of Hyatt Place's casual elegance as you experience the unique mix of cutting edge style and southwestern charm that defines the NEW Santa Fe

Inn and Spa at Loretto

The Inn and Spa at Loretto is an inspiring Santa Fe, AAA 4-Diamond luxury hotel. The destination has been long been known for its artistry, which is why the Inn and Spa at Loretto has made an art out of offering the finest in comforts and beauty. With the deep blue Sangre de Cristo Mountains as the backdrop, the Inn and Spa at Loretto rises out of the ground like the earth reaching for the sky. The beauty is deep, and it touches a special part of every guest who journeys to this magical setting. Luminaria, the Inn and Spa at Loretto's restaurant, offers superior Santa Fe, New Mexico dining in an intimate setting. While The Spa at Loretto provides guests with soothing and indulgent treatments for New Mexico spa vacations. Exceptional AAA - Four Diamond guest service, inspired contemporary dining at Luminaria Restaurant & Patio, spa treatments that honor the traditions of Santa Fe combine to make The Inn and Spa at Loretto the perfect choice if you are looking for a true Santa Fe hotel experience. Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Fitness, Meeting Facilities, Outdoor Dining, Pets, Pool, Restaurant, Spa.*

Inn at Santa Fe

The Inn at Santa Fe is a AAA 3 Diamond full-service boutique hotel with 98 stylishly appointed guestrooms which feature mounted 32" LCD flat screen television, luxurious pillow-top bed(s), desk and ergonomic chair, free high speed Internet Access, and a microwave/refrigerator with freezer. Enjoy your complimentary full American breakfast and the nightly Happy Hour from 5pm-7pm with 1/2 price appetizers and the best prices on beer and wine in Santa Fe. The on-site restaurant El Café prides itself on its welcoming ambiance and excellent cuisine. El Café overlooks our all-year heated pool, hot-tub, fire-pit and 12 person sauna and is conveniently located near the lobby and the 24-hour business center. Location, value and comfort -- the Inn At Santa Fe provides ideal accommodations whether it is for a weekend or romantic getaway, a family vacation or a business trip requiring flexible meeting space. For added convenience there are food vending machines in our guest laundry room. Complimentary DVD players and a movie library as well as 24-hour fitness facilities. The hotel is pet friendly (fee applies) and offers ample complimentary parking which easily accommodates large vehicles on-site. Amenities: *Fitness, Hot Tub or Sauna, Meeting Facilities, Pets, Pool, Restaurant.*

Inn of the Governors

Inn of the Governors is located two blocks from the historic Plaza, and Santa Fe's best galleries, shops, and restaurants. The Inn is beautifully decorated with hand-carved furnishings, locally made artwork, in an ambient garden setting. Amenities include complimentary "Mountain Sunrise" breakfast buffet, parking, Tea and Sherry service, internet access, and an outdoor heated pool. Del Charro Saloon offers a lite fare in a charming bar and patio.

Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Meeting Facilities, Pool, Restaurant.*

Inn on the Alameda

That Enchanting Small Hotel in Santa Fe, with no hidden fees! One of Conde Nast Traveler's 2012 Reader's Choice Top 25 Southwest Hotels! Winner of TripAdvisor's 2012 Badge of Excellence. A perfect location in the heart of downtown, between the historic Santa Fe Plaza and the Canyon Road art galleries, where you'll find a haven of privacy, comfort and charm in a garden courtyard setting, tucked behind adobe walls. 72 rooms & suites, furnished in distinctive Southwestern décor, feature triple-sheeted beds with 300-count linens, irons and ironing boards, hairdryers, and spa robes. Patios, balconies & fireplaces available. Fully-equipped exercise room, two outdoor hot tubs, on-call massage. Our ample continental breakfast and afternoon wine and cheese reception are always included! Complimentary downtown shuttle, free off-street parking, free wi-fi access throughout, and free local & toll-free calls. Amenities: *Cocktail Lounge, Fireplaces, Fitness, Hot Tub or Sauna, Meeting Facilities, Pets.*

La Fonda on the Plaza

La Fonda on the Plaza has been a distinctive 4 Diamond luxury Santa Fe destination for 90 years. Having recently completed an extensive room renovation in fall 2013, the hotel offers 180 unique guestrooms, including 15 exclusive, luxury-level rooms and suites built around a rooftop terrace. Each sumptuously appointed room or suite features a unique headboard, hand painted by a local artist, handcrafted furnishings, and original artwork. Many of our accommodations overlook the St. Francis Cathedral Basilica or Loretto Chapel. Upgrades such as spacious sitting areas, cozy fireplaces, separate living and sleeping areas, and balconies are available throughout the hotel. We offer every indulgence you desire for a truly unforgettable stay.

Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Fitness, Hot Tub or Sauna, Kitchenettes, Meeting Facilities, Outdoor Dining, Pets, Pool, Restaurant, Spa.*

La Posada De Santa Fe Resort and Spa

La Posada de Santa Fe Resort & Spa is set on six beautifully landscaped acres steps from the city's historic Plaza and Canyon Road. This AAA Four Diamond Award-winning resort features it's own art gallery, richly appointed adobe style casitas, a lavish spa, salon and the award-winning Fuego for contemporary cuisine in an intimate and elegant atmosphere. Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Fitness, Hot Tub or Sauna, Meeting Facilities, Pool, Restaurant, Spa.*

The Lodge at Santa Fe

Inspired by the ancient and legendary building traditions of the Anasazi, the Lodge at Santa Fe stands atop the hills of Santa Fe paying tribute to that ancient culture. A blend of Northern New Mexico's distinct cultural influences awaits you at this exquisite "Santa Fe-style" hotel. The Lodge at Santa Fe offers guests very convenient access to the ultimate in world-class art, shopping, dining and entertainment. The historic Santa Fe Plaza is just a short four minute drive and a complimentary shuttle is provided for guests of the hotel. This 127-room full-service hotel features a number of unique suites, some with wood-burning fireplaces. Relax and enjoy the view from Garduño's a popular and authentic New Mexican style restaurant or the comfortable hilltop lounge. Take time to experience the beautiful perennial gardens and spacious outdoor pool and spa. Every summer, visitors can enjoy a variety of entertainment in the intimate setting of the Cabaret located within the hotel.

Amenities: *Restaurant.*

Rosewood Inn of the Anasazi

The Rosewood Inn of the Anasazi is ideally located steps from the Historic Santa Fe Plaza. One of New Mexico and Santa Fe's Four-Star, Four Diamond Hotels, the Anasazi offers 58 guest rooms, each adorned with locally handcrafted furnishings and select Native American artwork. Each room offers a four-poster bed and gas-lit kiva fireplace, framed under traditional ceilings of vigas and latillas. Juan Bochenski is the Executive Chef at the award-winning Anasazi Restaurant, one of New Mexico's most highly acclaimed culinary destinations. The Anasazi Restaurant is open daily for breakfast, lunch & dinner, with brunch on Sundays. Private dining is available for up to 12 guests in the restaurant's exclusive wine cellar. Additionally, the Library can accommodate up to 60 guests for special events.

Amenities: *Cocktail Lounge, Entertainment, Fireplaces, Meeting Facilities, Outdoor Dining, Restaurant.*

Santa Fe Sage Inn & Suites

The Santa Fe Sage Inn is an excellent choice for affordable lodging in downtown Santa Fe. The hotel offers 144 attractive, comfortable rooms and Suites with complimentary amenities including a "Fresh Start" breakfast, exercise facility, guest laundry, wireless high-speed internet, and downtown shuttle services. The Santa Fe Sage Inn is located only blocks away from the historic plaza and across the street from the Santa Fe Railyard District and Park, with excellent dining and shopping.

Amenities: *Cocktail Lounge, Fitness, Kids, Meeting Facilities, Pets, Pool.*

Please see the following availability from our valued hotel partners:

Hotel Name	Dates Available	Rooms on Peak	Room Rate	Concessions
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Drury Plaza Hotel Santa Fe					
Eldorado Hotel and Spa					
Hilton Santa Fe Historic Plaza					
Inn and Spa at Loretto					
Inn of the Governors					

The Santa Fe Community Convention Center



Built in 2009, on the site of the former Sweeny Gymnasium, the Convention Center stays true to Santa Fe's historic adobe architecture and combines the best of old and new...with traditional Navajo rugs, Spanish colonial tin accents and carved furniture accent pieces made by local artisans throughout the building. The latest in high-speed internet access and green technologies join with the traditional to create a best-of-all-worlds experience for your attendees. Our center includes:

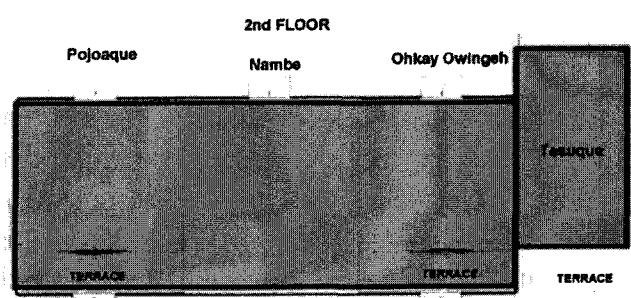
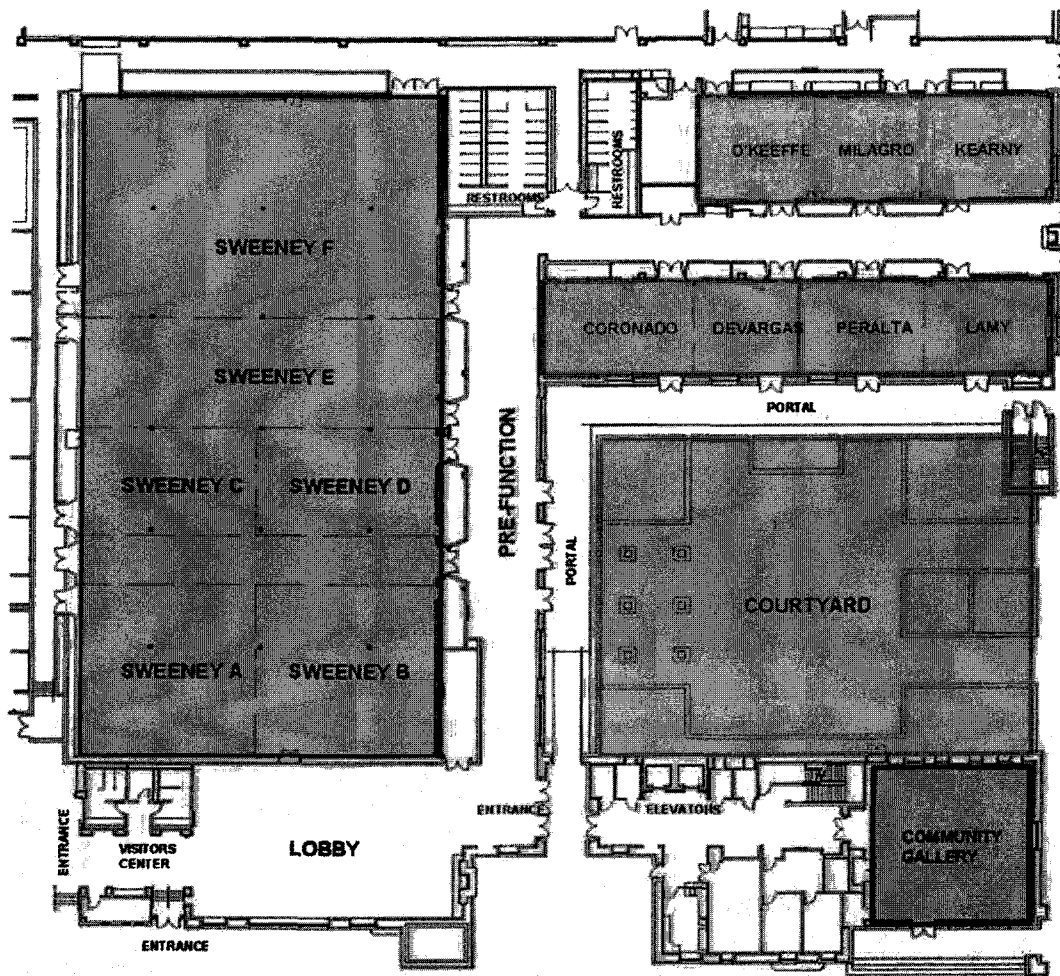
- 35,000 square feet of flexible meeting space, including a 17,000 square foot, column-free ballroom
- State-of-the-art audio/visual technologies with high-speed wireless internet throughout
- Landscaped outdoor courtyard and terrace with spectacular views, perfect for stunning receptions and events
- LEED Silver Certified as a green building
- Underground, on-site parking

Please see the following availability and pricing for use of the Convention Center:

Date	Name of Space	Start Time	End Time	# of Attendees / Space Set-up	Facility Fee Rental
Monday, 11/9/2015	Sweeney BR / 1 st Floor Breakout Rooms (7 Rooms) / Pre-Function Area / Office Space	1:00pm Move In	5:00pm		\$3200

Total Facility						
Rental Fees						

SANTA FE COMMUNITY CONVENTION CENTER



Due to your estimated 825 Total Contracted Room Nights, and the 6% Rebate included in the contracted hotel room rate; the **Facility Fee Rental for the Convention Center space and times noted above has been waived for your program.**

In order to move forward and tentatively hold space at the Convention Center, we do require the submission of a preliminary Meeting Agenda.

Please note that the following Convention Center requirements and additional charges:

- Confirmation Deposit in the amount of \$XXXX
- Security (1 Guard per 100 Attendees during Meetings) / (1 Guard per 100 Attendees when alcohol is being served)
- Insurance
- Cleaning Fee of \$500
- Damage Deposit of \$500, to be returned following walk-through of space upon move-out
- Required use of our Approved Service Providers / Caterers (we can discuss)
- Additional fees may be accrued for Staging, Audio Visual, Additional Labor Charges, etc...

The following Concessions are included in this offer:

Concession	Value
Discounted Facility Rental	\$
Waived Charge for Standard Tables and Chairs	\$
Waived Charge for Use of Drop-down Screens and In-house LCD Projectors	\$
Travel Planners Mailed to Attendees prior to Program	



Travel to Santa Fe

Arriving in Santa Fe is very convenient with several direct flights into the Santa Fe Municipal Airport from Los Angeles, Dallas and Denver. Travelers frequently opt to fly directly to the Albuquerque International Sunport, serviced by most major carriers and only a 60 minute beautiful drive (with a 75 mph speed limit) to Santa Fe; climbing the mountain and setting the scene... Affordable shuttle services provide gate-to-door transportation, with group rates available. Guests may also opt for the New Mexico Railrunner, a commuter train with a 90 minute ride from the Albuquerque Sunport to the Santa Fe Railyard Depot.



In Closing

It would be an honor and a pleasure to welcome your group to Santa Fe. We look forward to assisting you in every way to ensure a memorable, flawless event for attendees, guests and organizers – from the initial planning phases to the last rays of your final, spectacular Santa Fe sunset. We sincerely believe that Santa Fe's unique history, culture, architecture, art and overall atmosphere will offer your attendees a rich, rewarding and most memorable experience.

Thank you again for considering Santa Fe for your 2015 program. I look forward to speaking with you further regarding the 2015 GE-7EA Users Group annual Conference and to welcoming you and your attendees to Santa Fe in November!

All the best,

David A. Carr

Director of Sales

505-955-6206

dacarr@santafenm.gov

TOURISM Santa Fe

Randy Randall, Executive Director

David Carr, Director of Sales

Steve Trujillo, Operations Manager

Melanie Moore, Conference Services Manager

View as webpage

Santa Fe

**SALES REPORT
TOURISM Santa Fe**



SALES REPORT

**A Message from Executive Director
Randy Randall**



I found an article recently in an online publication called Hotel Interactive. It suggests that booking trends recently established with regard to the use of Online Travel Agency (OTA) services are already changing and that hotels must react now rather relying on them as a primary source of bookings. A few of the interesting facts were:

- 58% of travelers obtained travel information from an OTA during the past year, down from 84% in 2014.
- Only 13% typically book their reservations when on these sites, down from 36% in the prior year.
- 64% of travelers go directly to the hotel site in search of the best rate – and rate combined with perceived value is the key factor in the booking decision.
- Cruising is back as a primary competitor – 48% of all travelers are now interested in taking a cruise vacation during the next two years. That is up 8% from 2014 interest.
- Millennials, along with Matures, are now more interested in cruising with 51% of travelers in each of these generation groups interested in a trip in the next two years.

So this tells us that it is critical to ensure that your best offering is on your site. And that rate does not have any related commission expense! While 48% of the traveling public is considering a cruise, 52% are not and they are key targets for a trip to Santa Fe. The cruisers are as well, as we have a vast diversity in our offerings and there is no need for a Santa Fe visitor to be on the move, living out of a suitcase. This makes us very competitive with the convenience offered on a cruise vacation.

We are continually striving to increase the effectiveness of our group sales effort and the depth of our marketing reach, but we also rely on all of our industry

partners to ensure their best efforts go into their own sales and marketing programs. **Success relies on a supportive partnership to maximize visitation to "The City Different".**

Randy Randall
Executive Director
TOURISM Santa Fe
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rrandall@santafenm.gov

JUNE MEETINGS

June Meetings - Community Convention Center

June 1 | New Mexico School for the Arts - 600 Attendees
June 3 | Cumbre Court Reporting - 16 Attendees
June 3-4 | Community Services / CPR AED 18
June 5 | Valerie Sandoval Graduation - 300 Attendees
June 6 | Isaac Pino Graduation - 80 Attendees
June 6-7 | Diana Vazquez Wedding - 300 Attendees
June 6-7 | Bianca Zamora Wedding - 150 Attendees
June 8-12 | Human Resources / HR Open Enrollment - 50 Attendees
June 12 | CENTER/Photographic Exposition - 500 Attendees
June 12-16 | QiGong - 400 Attendees
June 13 | Florence Sena Graduation - 150 Attendees
June 18 | Arts Commission / Art in Public Places - 12 Attendees
June 19-20 | St. Elias The Prophet Greek Festival - 1000 Attendees
June 23 | Tourism Santa Fe CVB/FAM Welcome Reception - 30 Attendees
June 23-24 | Great Race - 400 Attendees
June 24 | Mayor's Office / City Council Meeting - 300 Attendees
June 26 | Tourism Santa Fe CVB/Randy's Meeting - 16 Attendees
June 26-28 | Santa Fe Pride - 200 Attendees
June 26 - July 1 | National Neurotrauma Society - 600 Attendees

June Meetings - Hotels Only

June 11-14 | CENTER/Review SF Photo Festival - 100 Attendees at Drury Plaza Hotel in Santa Fe
June 18-21 | Colorado Bar Association Estate Planning Retreat - 200 Attendees Eldorado Hotel & Spa
June 21-26 | Outdoor Power Equipment Institute - 95 Attendees at La Posada de Santa Fe Resort and Spa
June 22-28 | Independent Petroleum Assn of America (IPAA) - 400 Attendees at Eldorado Hotel & Spa
June 7-11 | LANL-Emergent Paradigms in Nonlinear Complexity - 50 Attendees at La Fonda on the Plaza
June 8-11 | Sandia National Laboratory Shale Science Conference - 50 Attendees Drury Plaza Hotel in Santa Fe

UPCOMING EVENTS/MEETINGS

Upcoming Events/Meetings - Community Convention Center

July 23-24 | Contemporary Hispanic Market Preview - 800 Attendees
July 26 - August 1 | American Institute of Medical Education - 600 Attendees
August 1 | Santa Fe Fiesta, Inc. Royal Ball - 400 Attendees
August 6 | Police Department / Lethality Asses Program - 30 Attendees
August 7-8 | Fire Department / Family Fun Festival - 2500 Attendees
August 10-19 | Whitehawk - 1500 Attendees
August 21-23 | Southwest Association of Indian Arts Preview - 2000 Attendees
September 3 | United States District Court/Swearing - 500 Attendees
September 3-13 | Santa Fe Fiesta, Inc. Offices of Fiestas - 200 Attendees

Upcoming Events/Meetings - Hotels Only

July 20-24 | Dow AgroSciences - 50 Attendees at Hilton Santa Fe Historic Plaza
July 30-31 | Lubbock Chamber of Commerce Board Retreat - 25 Attendees at Drury Plaza Hotel in Santa Fe

July 31 - August 7 | National School Boards Association Exec. Dir Summer Institute
- 90 Attendees at Eldorado Hotel & Spa
August 19-23 | Large Urology Group Practice Association (LUGPA) - 17 Attendees
at Four Seasons Resort Rancho Encantado
August 30 - September 4 | UNM-COSIT International Conference - 400 Attendees
at La Fonda on the Plaza
September 1-5 | LANL-Grand Challenges in Geological Fluid Mechanics - 85
Attendees at La Posada de Santa Fe Resort and Spa

MAY SALES LEADS

May Leads - Group Business With Sleeping Rooms

2015

October 13-16 | Booz Allen Hamilton - 60 Attendees

2016

April 3-6 | Society of American Travel Writers - 50 Attendees

May 16-22 | American Association for Clinical Chemistry - 22 Attendees

June 5-9 | State Education Editors - 280 Attendees

June 18-25 | CEDAR - GEM Joint Workshop 2016 _ GEM Room Request - 677
Attendees

June 21-26 | United States Martial Arts Hall of Fame - 150 Attendees

October 8-13 | National Scholarship Providers Association (NSPA) - 425 Attendees

2017

March 22-27 | F+W Trade Show and Events - Bead Fest - 2000 Attendees

June 2-8 | International Society for Aerosols in Medicine Congress - 950 Attendees

2018

June 17-23 | University of New Mexico UNM/14th ISDCI Congress - 400 Attendees

May Leads - Community Convention Center

2015

June 15 | Justin Lee Law Firm - 6 Attendees
July 14 | Jeanette Romero Memorial Reception - 80 Attendees
July 15 | Mayor's Office / City Council Meeting - 300 Attendees
July 21 | The Kiwanis Club of Santa Fe/Zozobra - 40 Attendees
July 22 | Mayor's Office / City Council - 500 Attendees
July 23-24 | Contemporary Hispanic Market Preview - 800 Attendees
August 5 | Mayor's Office / City Council - 300 Attendees
September 2 | Mayor's Office / City Council - 300 Attendees
September 2 | City Attorney's Office / Vehicle Forfeiture Conference - 130 Attendees
September 26 | Nick Salazar Wedding - 150 Attendees
September 26 | Noelle Maestas Wedding - 300 Attendees

2016

January 14 | Transportation / NMPTA Board of Directors - 13 Attendees
February 12 | Mario Marcial Quincenera - 275 Attendees
March 5-6 | Gisselle Ortega Quincenera - 350 Attendees
May 21 | Alicia Montoya Reception - TBD
May 25 | Monte del Sol Charter School Graduation - 500 Attendees
May 24 | New Mexico School for the Arts Graduation - 600 Attendees
June 3 | Naomi Marintez Reception - Attendees TBD
August 27 | Southwestern College - 500 Attendees
October 29 | Chandler Media Group - 300 Attendees
December 15-16 | Christus St Vincent Regional Medical Center - 1200 Attendees

CONFIRMED BOOKINGS

Confirmed - Group Business With Sleeping Rooms

2015

June 23 | Tourism Santa Fe CVB/FAM Welcome Reception - 30 Attendees
September 16-18 | National Association of Attorneys General - 74 Attendees

2016

April 25-29 | Friends of SaddleBrooke Libraries - 50 Attendees at Hotel Santa Fe
May 23-30 | Wilderness & Travel Medicine - 500 Attendees at Eldorado Hotel &

Spa

October 16-22 | Physician Insurers Association of America - 40 Attendees at La Posada de Santa Fe Resort and Spa

Confirmed - Community Convention Center

2015

June 23 | Tourism Santa Fe CVB/FAM Welcome Reception - 30 Attendees

September 16-18 | National Association of Attorneys General - 74 Attendees at Hilton Santa Fe Historic Plaza

2016

April 25-29 | Friends of SaddleBrooke Libraries - 50 Attendees at Hotel Santa Fe

May 23-30 | Wilderness & Travel Medicine - 500 Attendees at Eldorado Hotel & Spa

October 16-22 | Physician Insurers Association of America - 40 Attendees at La Posada de Santa Fe Resort and Spa

TOURISM SANTA FE SALES TRAVEL

Upcoming Trips

July 30 – August 2, 2015 | American Bar Association (ABA) Annual Conference: Chicago Illinois

- The city will be attending the tradeshow with the Drury, Eldorado Hotel & Spa and the Inn & Spa at Loretto.

August 1-4, 2015 | MPI Annual Meeting: San Francisco California

- The city will be attending the event

August 5, 2015 | Luxury Meeting Summit: Denver Colorado

- The city will be attending the tradeshow on the 5th representing the city of Santa Fe

August 8-11, 2015 | American Society of Association Executives (ASAE): Detroit Michigan

- The city will be attending the tradeshow with the Drury, Eldorado Hotel & Spa, Inn & Spa at Loretto and the La Fonda.

August 27-29, 2015 | Connect Marketplace: Pittsburgh Pennsylvania

- The city will be attending the tradeshow

September 8-10, 2015 | Hospitality Sales and Marketing Association International (HSMIA): Washington DC

- The city will be attending the tradeshow with the Drury, Inn & Spa at Loretto (TBD) and the La Fonda.

Familiarization Tour –

September 15-18, 2015 | FAM

October 13-16, 2015 | FAM

[View this email as a web page](#)

July	Name of Tradeshow/FAM	City, State	Est. Cost to Participate
07/29-08/03/2015	American Bar Association	Chicago, IL	\$1,950.00
August	Name of Tradeshow/FAM	City	Est. Cost to Participate
08/01-08/05/2015	MPI WEC	San Francisco, CA	\$3,000.00
08/04-08/07/2015	Luxury Meeting Summit & Sales Calls	Denver, CO	\$800.00
08/08-08/11/2015	ASAE	Detroit, MI	\$1,800.00
08/27-08/29/2015	CONNECT Marketplace	Pittsburgh, PA	\$3,500.00
September	Name of Tradeshow/FAM	City	Est. Cost to Participate
09/09-09/11/2015	HSMAI	Washington, DC	\$1,500.00
06/15-09/18/2015	September FAM	Santa Fe, NM	
October	Name of Tradeshow/FAM	City	Est. Cost to Participate
10/13-10/16/2015	Fall FAM	Santa Fe, NM	
November	Name of Tradeshow/FAM	City	Est. Cost to Participate
11/02-11/04/2015	Rejuvenate Marketplace	Dallas, TX	\$3,500.00
11/15-11/17/2015	Connect Texas	Dallas, TX	\$3,500.00
December	Name of Tradeshow/FAM	City	Est. Cost to Participate
12/13/2015	Smart Meeting - Texas	Dallas, TX	\$1,000.00

TOURISM SANTA FE

Travel & Tradeshow 2016

JANUARY

American Bus Association
January 09-12, 2016

Louisville, KY

Booth Cost: \$1,495.00

Name TBD
Name _____

Tourism Santa Fe

National Tour Association
January 31-February 04, 2016

Atlanta, GA

Booth Cost: \$1,900.00

Name TBD
Name _____

Tourism Santa Fe

FEBRUARY

****Luxury Meeting Summit – OK & TX**
February 08-12, 2016

Oklahoma City, Dallas
Houston, San Antonio, Austin

Cost per Show: \$800.00

Name David Carr
Name _____

Tourism Santa Fe

****Luxury Meeting Summit**
February 10, 2016

Atlanta, GA

Show Cost: \$800.00

Name Joellyn Baca
Name _____

Tourism Santa Fe

MARCH

Meeting Industry Council of Colorado
March 16 -18, 2016

Denver, CO

Booth Cost: \$900.00 for (1) Attendee - \$150.00
For each additional person

Name Kim Harmon
Name _____
Name _____
Name _____

Tourism Santa Fe

****Luxury Meeting Summit**
March 31 – April 01, 2016

Chicago, IL

Cost per Show: \$800.00

Name Kim Harmon
Name _____

Tourism Santa Fe

APRIL

Springtime in the Park
April 28, 2016

Washington, DC

Estimated Cost: 1 hotel \$2,200; 2 hotels \$1,500.00; 3 hotels\$1,200.00
4 hotels \$1,800.00; 5 hotels \$1,500.00; 6 hotels \$1,300.00

(Lottery took place...for 1 10x10 booth) 4 attendees allowed/3 free/1 extra @\$200.00/Booth Cost: \$4,300.00

Name Joellyn Baca
Name _____
Name _____
Name _____

Tourism Santa Fe

ConferenceDirect
TBD

TBD

Estimated Cost: CVB \$4,050.00, Preferred Hotel
\$2,050.00

Name CVB Staff
Name _____
Name _____

Tourism Santa Fe

MAY

FAM
May 17-20, 2016

Santa Fe, NM

Estimated Cost: \$500.00

Name CVB Staff
Name _____
Name _____
Name _____
Name _____
Name _____
Name _____
Name _____
Name _____

Tourism Santa Fe

JUNE

MPI-WEC
June 11-14, 2016

Atlantic City, NJ

CVB Only

Name Joellyn Baca
Name _____

Tourism Santa Fe

IPW
June 18-22, 2016

New Orleans, NO

CVB attending with NM Tourism Dept. (no hotel participation)

Name David Carr
Name _____

Tourism Santa Fe
NM Dept. of Tourism

Collaborate Marketplace
TBD

TBD

CVB Only

Name CVB Staff
Name _____

Tourism Santa Fe

JULY

Summer FAM
July 12-17, 2016

Santa Fe, NM

Estimated Cost: \$500.00

Name CVB Staff
Name _____
Name _____
Name _____
Name _____
Name _____
Name _____
Name _____
Name _____

Tourism Santa Fe

AUGUST

ASAE
August 13-16, 2016

Salt Lake City, UT

Estimated Cost: with 3-6 hotels \$1,500.00; 4 hotels \$1,800.00

5 hotels \$1,650.00

10x10 booth: 3 free & 1 @ 595.00 (4 max) / booth cost: \$4300.00

Name David Carr
Name _____
Name _____
Name _____

Tourism Santa Fe

****Luxury Meeting Summit &
Sales Calls**
August 15-17, 2016

San Francisco & Silicon Valley, CA

Estimated Cost: \$800.00 per the show

Name Kim Harmon
Name _____

Tourism Santa Fe

**Connect Marketplace
Dates TBD**

TBD

Estimated Cost: \$1,500.00

Name CVB Staff
Name _____

Tourism Santa Fe

SEPTEMBER

**HSMAI Nat'l
DATES - TBD**

TBD

Estimated Cost: \$1,500.00

Note: no cost for all 4 badges per Victoria Ferrell-Hoehn

Name CVB Staff
Name _____
Name _____
Name _____

Tourism Santa Fe

**September FAM
September 13-16, 2016**

Santa Fe, NM

Estimated Cost: \$500.00

Name CVB Staff
Name _____
Name _____
Name _____
Name _____
Name _____
Name _____

Tourism Santa Fe

****Luxury Meetings Summit
September 23, 2016**

Phoenix, AZ

Estimated Cost: \$800.00

Name Kim Harmon
Name _____

Tourism Santa Fe

CVB Only

CVB Only

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CVB ONLY

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TOURISM SANTA FE

DOS Meeting Agenda

Wednesday, July 22, 2015 4:00PM

Nambe Room 2nd Floor

- Q2
- ✓ • Tourism Santa Fe Client Proposal
- Extranet
- Sales Manager
- Upcoming Travel
ABA; Luxury Summit Denver; Sales calls, ASAE
- Planned Travel/Tradeshows 2015/2016
- FAM
- Sales Newsletter
- Q&A
Incentive
12-15% commission
rebate to master account up to

Response Information

Pursuing this lead? ☐ Yes ☒ No

Comments:

Bureau-Only
Comments:These comments will not
be seen by the client;
they will only be seen by
the staff of Tourism Santa
Fe.

Rate Range 0 to 0

Requested Rooms 0

Peak Night Rooms 0

Room Information

	Friday 10/28/2016	Saturday 10/29/2016	Sunday 10/30/2016	Monday 10/31/2016	Tuesday 11/01/2016	Wednesday 11/02/2016	Thursday 11/03/2016
Any	0	0					
Total	0	0	0	0	0	0	0
Requested	30	30	0	0	0	0	0

File Attachments

File Attachments: --None--

Additional Information

General

F&B Minimum \$

Concessions

Parking Overnight \$

Parking Daily \$

Resort Fee ☐ Yes ☒ No

Resort Fee Daily Charge if applicable \$

Internet Included in Resort Fee
Charge
Complimentary

Internet Charge per person \$

Field 1

Field 2

Response Information

Pursuing this lead? ☐ Yes ☒ No

Comments:

**Bureau-Only
Comments:**

These comments will not
be seen by the client;
they will only be seen by
the staff of Tourism Santa
Fe.

Rate Range 0 to 0

Requested Rooms 0

Peak Night Rooms 0

Room Information

	Friday 10/28/2016	Saturday 10/29/2016	Sunday 10/30/2016	Monday 10/31/2016	Tuesday 11/01/2016	Wednesday 11/02/2016	Thursday 11/03/2016
Any	0	0					
Total	0	0	0	0	0	0	0
Requested	30	30	0	0	0	0	0

File Attachments

File Attachments: --None--

TOURISM SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For Confirmed Status from Apr 1, 2015 to Jun 30, 2015

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (2)					
Dow AgroSciences					
T&O Kickoff Meeting 2015 [3166]	✓ 07/20/2015	04/02/2015	50	180	58,500
Society of International Business Fellows					
SIBF Annual Summit [2555]	10/04/2015	09/26/2013	0	125	40,625
Total for Manager			50	305	99,125

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
David A. Carr (12)					
Heartland Financial					
Heartland Retail Conference [3217]	✓ 04/20/2015	03/03/2015	30	0	0
Institute of Electrical and Electronics Engineers					
IEEE LTSS 2016 [3239]	✓ 02/07/2016	05/21/2015	0	180	58,500
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	✓ 04/28/2015	04/01/2015	50	100	32,500
Los Alamos National Laboratory					
Emergent Paradigms in Nonlinear Complexity [3274]	✓ 06/07/2015	05/05/2015	50	120	0
Grand Challenges in Geological Fluid Mechanics [3276]	✓ 09/01/2015	05/05/2015	85	200	65,000
Lubbock Chamber of Commerce					
Board Retreat [3248]	✓ 07/30/2015	05/12/2015	25	61	19,825
National Association of Attorneys General					
NAGTRI Negotiations Skills and Depositions Skills Training [3337]	✓ 09/16/2015	06/22/2015	0	158	51,350
National Math Association/Imagine Education					
Midschool Math 2016 [3187]	✓ 02/16/2016	05/14/2015	500	505	164,125
New Mexico Dental Foundation					
New Mexico Mission of Mercy [3036]	✓ 04/06/2016	05/29/2015	0	50	16,250
New Mexico Mission of Mercy [3036]	✓ 04/06/2016	05/29/2015	1,500	275	89,375
New Mexico Hospitality Association					
2015 Governor's Conference on Tourism [2755]	✓ 04/27/2015	03/06/2015	103	0	0
North American Society for the Sociology of Sport					
NASSS Conference 2015 [2087]	✓ 11/02/2015	03/28/2013	0	0	0
Sandia National Laboratory					
Sandia Labs Shale Science Conference Workshop [3213]	✓ 06/08/2015	04/16/2015	50	120	39,000
Total for Manager			2,393	1,769	535,925

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Joellyn Baca (1)					
Physician Insurers Association of America					
2016 PIAA Corporate Counsel Workshop [3366]	✓ 10/19/2016	06/22/2015	40	86	27,950
Total for Manager			40	86	27,950

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Kim Harmon (10)					
American Bar Association					
ABA Journal's September Board of Editors Meeting [3186]	✓ 09/27/2015	05/28/2015	25	60	19,500
American Institute of Medical Education					
Creativity and Madness 2015 [2015]	07/26/2015	11/26/2014	0	360	117,000
Friends of SaddleBrooke Libraries					
Santa Fe Tour 2016 [3343]	✓ 04/25/2016	06/26/2015	50	108	21,492
Rocky Mountain Mineral Law Foundation					
RMMML Oil and Gas Agreements [3286]	✓ 05/10/2016	04/15/2015	200	384	124,800

Camilla Mandler (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Simplified Technology Company					
<u>Wartilla Reciprocating Engine (WRE) Users Group Annual Conference 2015</u> [3330]	✓ 11/15/2015	04/29/2015	50	87	28,275
The Wells Group of Durango, Inc.					
<u>The Wells Group of Durango, Inc. Broker Retreat</u> [3206]	✓ 10/23/2015	04/30/2015	80	80	26,000
Tourism Santa Fe CVB/City of Santa Fe					
<u>SAN Welcome Reception</u> [3332]	06/23/2015	06/01/2015	30	0	0
Valdez Productions Inc. - Santa Fe Comedy Festival					
<u>Santa Fe Comedy Festival - Initial Inquiry</u> [3164]	✓ 10/15/2015	04/29/2015	500	320	12,500
Wilderness & Travel Medicine					
<u>Wilderness & Travel Medicine 2016</u> [3091]	✓ 05/23/2016	06/08/2015	500	598	194,350
Women Writing the West					
<u>Women Writing the West Conference 2016</u> [3288]	✓ 10/13/2016	04/13/2015	120	210	68,250
Total for Manager			1,555	2,207	612,167

Melanie Moore (22)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
<u>Art In Public Places - DEC 2015</u> [3311]	12/17/2015	05/07/2015	12	0	0
<u>Art In Public Places - July 2015</u> [3302]	07/16/2015	05/07/2015	12	0	0
<u>Art In Public Places - June 2015</u> [3301]	06/18/2015	05/07/2015	12	0	0
<u>Art In Public Places - May 2015</u> [3300]	05/21/2015	04/29/2015	12	0	0
<u>Art In Public Places - NOV 2015</u> [3303]	11/19/2015	05/07/2015	12	0	0
Blue Rooster					
<u>Friends of Dorothy & Santa Fe Pride</u> [2928]	06/26/2015	06/02/2015	0	0	0
<u>Friends of Dorothy & Santa Fe Pride</u> [2928]	06/27/2015	06/02/2015	200	0	5,000
City Attorney's Office / City of Santa Fe					
<u>City Attorney's- Vehicle Forfeiture Conference</u> [3326]	09/02/2015	04/28/2015	130	0	0
<u>ICRC</u> [3338]	05/14/2015	05/07/2015	40	0	0
Community Services / City of Santa Fe					
<u>CPR / First Aid / AED</u> [3359]	06/03/2015	05/20/2015	18	0	0
Human Resources / City of Santa Fe					
<u>HR Benefits Advisory Meeting</u> [3328]	05/28/2015	04/28/2015	0	0	0
<u>HR Benefits Advisory Meeting</u> [3328]	05/13/2015	04/28/2015	50	0	0
<u>HR Open Enrollment</u> [3345]	06/08/2015	05/11/2015	50	0	0
ITT / City of Santa Fe					
<u>ITT Governance Committee</u> [3312]	05/12/2015	04/15/2015	25	0	0
Mayor's Office / City of Santa Fe					
<u>City Council Meeting - JULY 22</u> [3388]	07/22/2015	06/26/2015	500	0	0
<u>City Council Meeting - JUNE 24</u> [3308]	06/24/2015	05/26/2015	300	0	0
Police Department / City of Santa Fe					
<u>Lethality Assessment Program Training</u> [3357]	08/06/2015	05/19/2015	30	0	0
Public Utilities Department / City of Santa Fe					
<u>Children's Water Fiesta - FALL 2015</u> [3355]	09/29/2015	06/01/2015	600	0	0
<u>Jemez Y Sangre Steering Committee Meeting</u> [3280]	04/16/2015	04/01/2015	75	0	0
Public Works / City of Santa Fe					
<u>ENN E. Alameda Improvements pt. 1.5</u> [3296]	04/30/2015	04/08/2015	100	0	0
Southwest Association of Indian Arts					
<u>SWAIA 94th Summer Indian Market Preview 2015</u> [794]	08/21/2015	05/08/2015	2,000	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>Randy's Meeting</u> [3279]	06/26/2015	03/27/2015	-14	0	0
Transportation / City of Santa Fe					
<u>Transportation / Attorney Meeting</u> [3324]	04/27/2015	04/24/2015	6	0	0
Whitehawk					
<u>2017 Whitehawk Show</u> [2476]	08/07/2017	04/07/2015	3,000	0	75,000
Total for Manager			7,170	0	80,000

Rosalina Grace (26)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Association of Commerce and Industry					
<u>Association of Commerce & Industry Breakfast 2016</u> [3364]	01/26/2016	05/28/2015	120	0	3,000
Bianca Zamora					
<u>Zamora Wedding Reception</u> [2876]	06/06/2015	09/18/2014	50	0	1,250

Camilla Mandler (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Big Brothers Big Sisters Mountain Region					
<u>Little Gala for a Big Cause 2015</u> [3207]	10/08/2015	04/01/2015	500	0	0
Celine Gonzales					
<u>Gonzales Reception</u> [3295]	03/27/2015	04/07/2015	350	0	8,750
CENTER					
<u>Photographic Exposition</u> [3272]	06/12/2015	05/21/2015	500	0	12,500
Cumbre Court Reporting					
<u>Cumbre Court Reporting Deposition</u> [3356]	06/03/2015	05/19/2015	16	0	160
<u>Cumbre Court Reporting Deposition</u> [3356]	06/03/2015	05/19/2015	0	0	0
Department of Public Safety					
<u>New Mexico State Police Graduation</u> [3260]	05/08/2015	04/13/2015	500	0	0
Environmental New Mexico					
<u>Environmental New Mexico</u> [3150]	01/08/2015	04/23/2015	100	0	1,000
Georgia O'Keeffe Museum					
<u>Lecture</u> [3134]	05/08/2015	04/13/2015	250	0	2,500
<u>Panel Discussion</u> [3246]	07/17/2015	05/21/2015	30	0	300
M & J Boutique					
<u>Tania & Jose Tania Tavaréz</u> [3199]	09/04/2015	04/24/2015	350	0	22,750
Monte del Sol Charter School					
<u>Monte del Sol Graduation 2015</u> [3059]	05/19/2015	04/17/2015	500	0	12,500
New Mexico Farm & Livestock Bureau					
<u>New Mexico Farm & Livestock Bureau 2016</u> [2634]	01/26/2016	05/29/2015	400	0	10,000
New Mexico School for the Arts					
<u>NM School for the Arts Graduation 2015</u> [2927]	06/01/2015	04/06/2015	600	0	15,000
Santa Fe Fiesta, Inc					
<u>2015 Baile de Mayo</u> [925]	05/09/2015	09/14/2010	0	0	0
<u>2015 Fiesta Court Selection</u> [2786]	05/07/2015	03/26/2014	0	0	0
Santa Fe Japanese Inter-Cultural Network					
<u>Japanese Cultural Festival 12th Annual Santa Fe JIN 2016</u> [3071]	04/08/2016	04/16/2015	2,000	0	0
Santa Fe Neighborhood Law Center					
<u>Law & Policy for Neighborhoods Conference 2015</u> [2862]	12/03/2015	04/24/2015	175	0	0
Santa Fe Public Schools					
<u>Capital High School Prom 2015</u> [880]	05/01/2015	04/14/2015	400	0	0
<u>Santa Fe & Capital High Awards Banquet 2015</u> [2905]	05/12/2015	05/11/2015	500	0	32,500
<u>Santa Fe High School Robing 2015</u> [525]	05/18/2015	04/15/2015	300	0	19,500
<u>Santa Fe Public Schools Volunteer Banquet 2015</u> [3189]	04/17/2015	04/15/2015	500	0	32,500
Tierra Encantada Charter School @ Alvord					
<u>Tierra Encantada Charter School Graduation 2015</u> [3209]	05/15/2015	05/06/2015	200	0	0
United States District Court					
<u>Naturalization Swearing-In Ceremony 2015</u> [3198]	09/03/2015	06/30/2015	500	0	12,500
Valerie Sandoval					
<u>Sandoval Graduation</u> [3319]	06/05/2015	05/01/2015	300	0	7,500
YouthWorks					
<u>Mayors Ball YouthWorks & Boys & Girls Club</u> [3264]	11/14/2015	06/17/2015	550	0	35,750
Total for Manager			9,691	0	229,960
Grand Total(73)			20,899	4,367	1,585,127

TOURISM

SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For Lead Status from Apr 1, 2015 to Jun 30, 2015

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (1)					
Engineering Conferences International (ECI)					
<u>ECI NSC (Non-Stoichiometric Compounds) [3292]</u>	09/04/2016	04/06/2015	* 90	340	110,500
Total for Manager			90	340	110,500
David A. Carr (19)					
Anthony J. Jannetti, Inc.					
<u>(NNCC) Nephrology Nurses Certification Commission - Advance Practice Exam Board Mtg & Test Committee [3348]</u>	05/20/2016	05/13/2015	0	42	13,650
<u>NNCC - Clinical/Technical Exam Board & Test Committee [3349]</u>	09/09/2016	05/13/2015	18	54	17,550
Kesselman-Jones Inc					
<u>International Society for Aerosols in Medicine Congress 2017 [3383]</u>	06/02/2017	06/23/2015	350	950	308,750
Las Cumbres Community Seivces					
<u>Grandparents Raising Grandchildren Program [3275]</u>	10/15/2015	05/04/2015	350	200	3,500
Los Alamos National Laboratory					
<u>International Free Electron Laser Conference [2999]</u>	08/20/2017	08/13/2014	500	0	0
National Association of Attorneys General					
<u>NAGTRI Negotiations Skills and Depositions Skills Trainings [3337]</u>	09/16/2015	05/05/2015	0	158	51,350
New Mexico Association of Counties					
<u>NMAC 2016 [2294]</u>	01/18/2016	09/15/2014	0	0	0
<u>NMAC 2017 [2837]</u>	01/16/2017	05/12/2014	0	0	0
<u>NMAC 2018 [2838]</u>	01/15/2018	05/12/2014	0	0	0
New Mexico Dental Foundation					
<u>New Mexico Mission of Mercy [3036]</u>	04/06/2016	05/05/2015	1,500	360	117,000
Retail Data Systems					
<u>Sales Meeting 2016 [3313]</u>	02/02/2016	04/15/2015	0	-60	-19,500
<u>Sales Meeting 2016 [3313]</u>	02/02/2016	04/15/2015	100	280	91,000
Sandia National Laboratory					
<u>3D Printing and Digital Rocks Physics [3314]</u>	08/03/2015	04/15/2015	50	25	8,125
Santa Fe Bridge Club					
<u>Santa Fe Bridge Club [3335]</u>	04/30/2017	05/01/2015	800	500	162,500
Santa Fe Wine & Chile					
<u>2015 Santa Fe Wine & Chile Fiesta [3118]</u>	09/23/2015	05/05/2015	1,500	1,500	487,500
Society of American Travel Writers					
<u>2016 SATW Western Chapter Meeting [3386]</u>	04/03/2016	06/24/2015	50	150	29,850
United States Martial Arts Hall of Fame					
<u>The United States Martial Arts Hall of Fame - Annual Conference [3387]</u>	06/21/2016	06/24/2015	150	285	92,625
University of New Mexico UNM					
<u>Consortium for Materials Properties Research in Earth Sciences - COMPRES [3347]</u>	07/09/2017	05/13/2015	0	75	24,375
<u>Consortium for Materials Properties Research in Earth Sciences - COMPRES [3347]</u>	07/09/2017	05/13/2015	150	375	121,875
<u>The 14th ISDCI Congress [3377]</u>	06/17/2018	06/18/2015	400	1,325	430,625
Wedding					
<u>Turner Lequeri Wedding [3325]</u>	09/10/2015	04/27/2015	120	115	7,800
Total for Manager			6,038	6,334	1,948,575
Joellyn Baca (8)					
American Association for Clinical Chemistry					
<u>May 2016 BOD Meeting [3395]</u>	05/16/2016	06/30/2015	22	79	25,675
Association of American Medical Colleges					
<u>Council of Deans Spring Meeting 2017 [3342]</u>	03/23/2017	05/08/2015	0	0	0

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (1)					
<u>Council of Deans Spring Meeting 2017</u> [3342]	03/23/2017	05/08/2015	135	407	132,275
Booz Allen Hamilton					
<u>U.S. Dept. of Energy - ARPA-E ALPHA Program Kickoff</u> [3396]	10/13/2015	06/30/2015	60	135	43,875
Engineering Conferences International (ECI)					
<u>ECI CO2 Summit (16AV)</u> [3293]	04/10/2016	04/06/2015	90	265	86,125
F + W Trade Show and Events					
<u>Bead Fest 2017</u> [3369]	03/22/2017	06/08/2015	2,000	370	20,000
National Rural Electric Cooperative Association					
<u>NRECA 2018 CONNECT Conference</u> [3362]	05/12/2018	05/29/2015	700	2,090	679,250
Physician Insurers Association of America					
<u>2016 PIAA Corporate Counsel Workshop</u> [3366]	10/19/2016	05/29/2015	40	86	27,950
State Education Editors					
<u>Annual Joint Meeting</u> [3382]	06/05/2016	06/22/2015	100	280	91,000

Total for Manager

20 3,147 3,712 1,106,150

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Kim Harmon (19)					
American Bar Association					
<u>ABA Journal's September Board of Editors Meeting</u> [3186]	09/27/2015	01/13/2015	0	0	0
American Massage Therapy Association (AMTA)					
<u>AMTA June 2016 Board of Directors Meeting</u> [3320]	06/08/2016	04/22/2015	50	150	48,750
American Society of Plant Biologists (ASPB)					
<u>8th Pan American Plants and Bioenergy Conference</u> [3318]	08/03/2016	04/20/2015	200	247	80,275
American Society of Plastic Surgeons					
<u>ASPS Symposium 2015</u> [2544]	08/25/2015	04/23/2015	400	775	251,875
CEDAR-Coupling, Energetics and Dynamics of Atmospheric R					
<u>CEDAR-GEM Joint Workshop 2016</u> [3017]	06/19/2016	08/21/2014	0	107	34,775
D Wave Systems					
<u>D Wave Systems Sales Meeting</u> [3353]	08/03/2015	05/15/2015	13	39	12,675
Friends of SaddleBrooke Libraries					
<u>Santa Fe Tour 2016</u> [3343]	04/03/2016	05/08/2015	50	108	21,492
Historical Novel Society (HNS)					
<u>Historical Novel Society (HNS) Conference 2017</u> [3316]	06/29/2017	04/16/2015	600	1,275	414,375
IBM Corporation					
<u>ASAP University 2016</u> [3179]	04/15/2016	01/06/2015	0	0	0
National Atmospheric Deposition Program					
<u>NADP Fall Meeting and Symposium 2016</u> [3291]	10/23/2016	04/02/2015	150	465	151,125
National Scholarship Providers Association (NSPA)					
<u>NSPA Annual Conference 2016</u> [3393]	10/08/2016	06/26/2015	425	705	229,125
Opes Advisors					
<u>President's Club 2016</u> [3340]	03/03/2016	05/07/2015	90	150	48,750
Premier Rail Collection					
<u>Pullman Rail Journeys - Santa Fe</u> [3327]	10/02/2015	04/28/2015	20	20	3,960
Simplified Technology Company					
<u>Wartsila Reciprocating Engine (WRE) Users Group Annual Conference 2015</u> [3330]	11/15/2015	04/29/2015	0	87	28,275
Steel Founders Society of America (SFSa)					
<u>Fall Leadership Meeting 2016</u> [3336]	09/09/2016	05/04/2015	100	155	50,375
The Standard					
<u>The Standard - Annual Service Conference</u> [3323]	03/14/2016	04/23/2015	65	195	63,375
Tourism Santa Fe CVB/City of Santa Fe					
<u>FAM Welcome Reception</u> [3332]	06/23/2015	05/01/2015	50	0	0
Virginia Tech Continuing Professional Education					
<u>CEDAR - GEM Joint Workshop 2016 - GEM Room Request</u> [3376]	06/18/2016	06/15/2015	600	677	220,025
Wilderness & Travel Medicine					
<u>Wilderness & Travel Medicine 2016</u> [3091]	05/30/2016	05/22/2015	500	907	294,775
Total for Manager			3,313	6,062	1,954,022

Melanie Moore (5)

20 30

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Hilton of Santa Fe					
<u>LANL-IGGP Luncheon</u> [3333]	06/02/2015	05/01/2015	16	0	400
Mayor's Office / City of Santa Fe					
<u>City Council Meeting - JULY 22</u> [3388]	07/22/2015	06/26/2015	500	0	0

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (1)					
Public Works / City of Santa Fe					
<u>ENN E. Alameda Improvements pt. 1.5</u> [3296]	04/30/2015	04/08/2015	100	0	0
The Cancer Foundation For New Mexico					
<u>11th Annual Sweetheart Auction</u> [3005]	02/05/2016	08/19/2014	0	0	0
<u>11th Annual Sweetheart Auction</u> [3005]	02/26/2016	08/19/2014	0	0	0
Transportation / City of Santa Fe					
<u>Transportation / Attorney Meeting</u> [3324]	04/27/2015	04/24/2015	6	0	0
Total for Manager			622 5154	0	400
Rosalina Grace (38)					
Alicia Montoya					
<u>Alicia & Mike Montoya Reception</u> [3394]	05/21/2016	06/29/2015	0	0	0
Association of Commerce and Industry					
<u>Association of Commerce & Industry Breakfast 2016</u> [3364]	01/26/2016	05/28/2015	120	0	3,000
Celine Gonzales					
<u>Gonzales Reception</u> [3295]	03/27/2015	04/07/2015	350	0	8,750
Chandler Media Group					
<u>Chandler Media Group Concert/Dance</u> [3380]	10/29/2016	06/18/2015	300	0	7,500
Cherry Pie Social					
<u>Cherry Pie Social Workshop</u> [3315]	06/05/2015	04/16/2015	100	0	0
City Attorney's Office / City of Santa Fe					
<u>City Attorney's Vehicle Forfeiture Conference</u> [3375]	09/02/2015	06/11/2015	130	0	0
Contemporary Hispanic Market					
<u>Contemporary Hispanic Market Preview 2015</u> [2992]	07/24/2015	06/05/2015	800	0	52,000
Cumbre Court Reporting					
<u>Cumbre Court Reporting Deposition</u> [3356]	06/03/2015	05/19/2015	0	0	0
Danette V. Trujillo					
<u>Trujillo Graduation Party</u> [3346]	06/18/2016	05/12/2015	300	0	7,500
Employee Benefit Committee / City of Santa Fe					
<u>City of Santa Fe Holiday Party 2015</u> [2625]	12/11/2015	11/13/2013	0	30	0
First Presbyterian Church					
<u>First Presbyterian Church</u> [3352]	01/14/2017	05/19/2015	0	0	0
Georgia O'Keeffe Museum					
<u>Panel Discussion</u> [3246]	07/17/2015	05/21/2015	30	0	300
Gisselle Ortega					
<u>Ortega Quincenera</u> [3372]	03/05/2016	06/09/2015	350	0	8,750
James Espinoza					
<u>Juan Gabriel Concert</u> [3358]	12/08/2015	05/20/2015	0	0	0
Justin Lee Law Firm					
<u>Mediation</u> [3374]	06/15/2015	06/11/2015	0	0	0
Mario Marcial					
<u>Marcial Quincenera</u> [3370]	02/12/2016	06/08/2015	275	0	6,875
Masters Program					
<u>Masters Program Prom 2016</u> [3334]	04/23/2016	05/06/2015	150	0	0
Mirlam Cano					
<u>Cano Quincenera</u> [3329]	04/30/2016	04/29/2015	300	0	7,500
Naomi Martinez					
<u>Martinez Reception</u> [3381]	06/03/2016	06/19/2015	0	0	0
New Mexico Farm & Livestock Bureau					
<u>New Mexico Farm & Livestock Bureau 2016</u> [2634]	01/26/2016	11/20/2013	0	0	0
New Mexico Injury Prevention Coalition					
<u>NM Injury Prevention</u> [3294]	05/20/2015	04/07/2015	0	0	0
Nick Salazar					
<u>Salazar Wedding Reception</u> [3384]	09/26/2015	06/24/2015	150	0	3,750
Noelle Maestas					
<u>Maestas Wedding Reception</u> [3373]	09/26/2015	06/09/2015	300	0	7,500
Presbyterian Healthcare Services					
<u>Annual Provider Education Conference</u> [3299]	08/25/2015	04/13/2015	50	0	0
Sandia National Laboratory					
<u>Rattlesnake Handling Training</u> [3361]	06/09/2015	05/27/2015	50	0	500
Santa Fe Chamber of Commerce					
<u>Legislative Reception 2016</u> [3317]	01/25/2016	05/20/2015	1,000	0	25,000
Santa Fe Habitat for Humanity					

TOURISM

SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For Tentative Status from Apr 1, 2015 to Jun 30, 2015

David A. Carr (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Institute of Medical Education					
<u>AIME Winter Meeting 2016</u> [3297]	02/10/2016	04/09/2015	600	0	0
Kesselman-Jones Inc					
<u>International Society for Aerosols in Medicine Congress 2017</u> [3383]	06/02/2017	06/22/2015	350	0	308,750
Los Alamos National Laboratory					
<u>International Free Electron Laser Conference</u> [2999]	08/20/2017	04/23/2015	500	0	0
New Mexico Hospitality Association					
<u>2016 Governor's Conference on Tourism</u> [3298]	04/25/2016	04/09/2015	350	0	0
Santa Fe Bridge Club					
<u>Santa Fe Bridge Club</u> [3335]	04/30/2017	05/01/2015	800	0	162,500
University of New Mexico UNM					
<u>The 14th ISDCI Congress</u> [3377]	06/17/2018	06/17/2015	400	0	430,625
Total for Manager			3,000	0	901,875
Joellyn Baca (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Association for Clinical Chemistry					
<u>May 2016 BOD Meeting</u> [3395]	05/16/2016	06/30/2015	22	0	25,675
Engineering Conferences International (ECI)					
<u>ECI CO2 Summit (16AV)</u> [3293]	04/10/2016	04/06/2015	90	0	86,125
F + W Trade Show and Events					
<u>Bead Fest 2017</u> [3369]	03/22/2017	06/08/2015	2,000	0	20,000
National Rural Electric Cooperative Association					
<u>NRECA 2018 CONNECT Conference</u> [3362]	05/12/2018	05/29/2015	700	0	679,250
Physician Insurers Association of America					
<u>2016 PIAA Corporate Counsel Workshop</u> [3366]	10/19/2016	05/29/2015	40	86	27,950
State Education Editors					
<u>Annual Joint Meeting</u> [3382]	06/05/2016	06/22/2015	100	0	91,000
Total for Manager			2,952	86	930,000
Kim Harmon (4)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Institute of Medical Education					
<u>Creativity and Madness 2019</u> [3350]	08/04/2019	05/14/2015	600	0	0
<u>Creativity and Madness 2020</u> [3351]	08/02/2020	05/14/2015	700	0	0
Virginia Tech Continuing Professional Education					
<u>CEDAR - GEM Joint Workshop 2016 - GEM Room Request</u> [3376]	06/18/2016	06/11/2015	600	0	220,025
Wilderness & Travel Medicine					
<u>Wilderness & Travel Medicine 2016</u> [3091]	05/23/2016	04/24/2015	500	598	194,350
Total for Manager			2,400	598	414,375
Melanie Moore (27)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
<u>Art In Public Places - DEC 2015</u> [3311]	12/17/2015	04/14/2015	12	0	0
<u>Art In Public Places - July 2015</u> [3302]	07/16/2015	04/14/2015	12	0	0
<u>Art In Public Places - June 2015</u> [3301]	06/18/2015	04/14/2015	12	0	0
<u>Art In Public Places - May 2015</u> [3300]	05/21/2015	04/14/2015	12	0	0
<u>Art In Public Places - NOV 2015</u> [3303]	11/19/2015	04/14/2015	12	0	0
Christus St Vincent Regional Medical Center					
<u>Christus Holiday Party 2016</u> [3368]	12/15/2016	06/05/2015	1,200	0	78,000
City Attorney's Office / City of Santa Fe					
<u>City Attorney's Vehicle Forfeiture Conference</u> [3326]	09/02/2015	04/27/2015	130	0	0

David A. Carr (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<u>ICRC [3338]</u>	05/14/2015	05/06/2015	40	0	0
Community Services / City of Santa Fe					
<u>CPR / First Aid / AED [3359]</u>	06/03/2015	05/20/2015	18	0	0
Hilton of Santa Fe					
<u>LANL-IGGP Luncheon [3333]</u>	06/02/2015	05/01/2015	16	0	400
Human Resources / City of Santa Fe					
<u>HR Benefits Advisory Meeting [3328]</u>	05/28/2015	04/28/2015	50	0	0
<u>HR Open Enrollment [3345]</u>	06/08/2015	05/11/2015	50	0	0
ITT / City of Santa Fe					
<u>ITT Governance Committee [3312]</u>	05/12/2015	04/15/2015	25	0	0
Mayor's Office / City of Santa Fe					
<u>City Council Meeting - AUG 5 [3390]</u>	08/05/2015	06/26/2015	300	0	0
<u>City Council Meeting - JULY 15 [3371]</u>	07/15/2015	06/09/2015	300	0	0
<u>City Council Meeting - JULY 3 [3309]</u>	07/03/2015	04/14/2015	300	0	0
<u>City Council Meeting - JUNE 10 [3307]</u>	06/10/2015	04/14/2015	200	0	0
<u>City Council Meeting - JUNE 24 [3308]</u>	06/24/2015	04/14/2015	300	0	0
<u>City Council Meeting - MAY 13 [3305]</u>	05/13/2015	04/14/2015	200	0	0
<u>City Council Meeting - MAY 27 [3306]</u>	05/27/2015	04/14/2015	300	0	0
<u>City Council Meeting - SEP 2 [3391]</u>	09/02/2015	06/26/2015	300	0	0
<u>Election Day [3310]</u>	03/01/2016	04/14/2015	300	0	0
Police Department / City of Santa Fe					
<u>Lethality Assessment Program Training [3357]</u>	08/06/2015	05/19/2015	30	0	0
Public Utilities Department / City of Santa Fe					
<u>Children's Water Fiesta - FALL 2015 [3355]</u>	09/29/2015	05/18/2015	600	0	0
Santa Fe Fashion Week					
<u>Santa Fe Fashion Week 2015 [3144]</u>	10/16/2015	05/18/2015	400	0	10,000
The Kiwanis Club of Santa Fe					
<u>Zozobra w/ Downtown Merchants [3397]</u>	07/21/2015	06/30/2015	40	0	400
Transportation / City of Santa Fe					
<u>NMPTA Board of Directors [3385]</u>	01/14/2016	06/24/2015	13	0	0
Total for Manager			5,172 5156	0	88,800

Rosalina Grace (52)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Alicia Montoya					
<u>Alicia & Mike Montoya Reception [3394]</u>	05/21/2016	06/29/2015	0	0	0
Association of Commerce and Industry					
<u>Association of Commerce & Industry Breakfast 2015 [3364]</u>	01/26/2016	05/28/2015	120	0	3,000
Celine Gonzales					
<u>Gonzales Reception [3295]</u>	03/27/2015	04/07/2015	350	0	8,750
Chandler Media Group					
<u>Chandler Media Group Concert/Dance [3380]</u>	10/29/2016	06/18/2015	300	0	7,500
Cherry Pie Social					
<u>Cherry Pie Social Workshop [3315]</u>	06/05/2015	04/16/2015	100	0	0
City Attorney's Office / City of Santa Fe					
<u>City Attorney's Vehicle Forfeiture Conference [3375]</u>	09/02/2015	06/11/2015	130	0	0
Contemporary Hispanic Market					
<u>Contemporary Hispanic Market Preview 2015 [2992]</u>	07/23/2015	06/05/2015	800	0	52,000
Cumbre Court Reporting					
<u>Cumbre Court Reporting Deposition [3356]</u>	06/03/2015	05/19/2015	16	0	160
Danette V. Trujillo					
<u>Trujillo Graduation Party [3346]</u>	06/18/2016	05/12/2015	300	0	7,500
Department of Public Safety					
<u>New Mexico State Police Graduation [3304]</u>	12/03/2015	04/14/2015	500	0	0
First Presbyterian Church					
<u>First Presbyterian Church [3352]</u>	01/14/2017	05/14/2015	0	0	0
Gisselle Ortega					
<u>Ortega Quincenera [3372]</u>	03/05/2016	06/09/2015	350	0	8,750
James Espinoza					
<u>Juan Gabriel Concert [3358]</u>	12/08/2015	05/20/2015	0	0	0
Jeanette Romero					
<u>Romero Memorial Reception [3392]</u>	07/14/2015	06/26/2015	80	0	2,000
Justin Lee Law Firm					
<u>Mediation [3374]</u>	06/15/2015	06/11/2015	0	0	0
Mario Marcial					

David A. Carr (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
✓ <u>Marcial Quincenera</u> [3370]	02/12/2016	06/08/2015	275	0	6,875
Masters Program					
✓ <u>Holiday Party</u> [3331]	12/12/2015	05/01/2015	150	0	0
✓ <u>Masters Program Prom 2016</u> [3334]	04/23/2016	05/01/2015	150	0	0
Miriam Cano					
✓ <u>Cano Quinceanera</u> [3329]	04/30/2016	04/29/2015	300	0	7,500
Molly Fields					
✓ <u>Fields & Martinez Wedding Reception</u> [3069]	04/16/2016	05/29/2015	350	0	22,750
Monte del Sol Charter School					
✓ <u>Monte del Sol Graduation 2016</u> [3378]	05/25/2016	06/17/2015	500	0	12,500
Naomi Marintez					
✓ <u>Martinez Reception</u> [3381]	06/03/2016	06/19/2015	0	0	0
New Mexico Injury Provention Coalition					
✓ <u>NM Injury Provention</u> [3294]	05/20/2015	04/07/2015	0	0	0
New Mexico School for the Arts					
✓ <u>NM School for the Arts Graduation 2016</u> [3379]	05/24/2016	06/17/2015	600	0	15,000
Nick Salazar					
✓ <u>Salazar Wedding Reception</u> [3384]	09/26/2015	06/24/2015	150	0	3,750
Noelle Maestas					
✓ <u>Maestas Wedding Reception</u> [3373]	09/26/2015	06/09/2015	300	0	7,500
Presbyterian Healthcare Services					
✓ <u>Annual Provider Education Conference</u> [3299]	08/25/2015	04/13/2015	50	0	0
Sandia National Laboratory					
✓ <u>Rattlesnake Handling Training</u> [3361]	06/09/2015	05/27/2015	50	0	500
Santa Fe Chamber of Commerce					
✓ <u>Legislative Reception 2016</u> [3317]	01/25/2016	04/17/2015	1,000	0	25,000
✓ <u>Legislative Reception 2017</u> [3321]	01/23/2017	04/23/2015	1,000	0	25,000
Santa Fe Community Orchestra					
✓ <u>SF Community Orchestra Concert & Dance Gala 2017</u> [2855]	02/04/2017	05/29/2015	500	0	12,500
✓ <u>SF Community Orchestra Concert & Dance Gala 2018</u> [2856]	02/10/2018	05/29/2015	500	0	12,500
Santa Fe Fiesta, Inc					
✓ <u>2016 Baile de Mayo</u> [926]	05/07/2016	04/23/2015	500	0	0
✓ <u>2016 Fiesta Court Selection</u> [2791]	05/05/2016	04/22/2015	500	0	0
✓ <u>2016 Royal Ball</u> [2976]	08/06/2016	04/23/2015	400	0	0
✓ <u>2017 Installation of Officers</u> [918]	01/07/2017	05/29/2015	200	0	0
✓ <u>Youth Mariache Workshops 2016</u> [941]	03/28/2016	04/22/2015	400	0	0
Santa Fe Habitat for Humanity					
✓ <u>Durby Day 2016</u> [3365]	05/07/2016	05/29/2015	350	0	8,750
Santa Fe Institute					
✓ <u>BNet Symposium</u> [3363]	11/05/2015	05/28/2015	120	0	3,000
Santa Fe Japanese Inter-Cultural Network					
✓ <u>Japanese Cultural Festival 12th Annual Santa Fe JIN 2016</u> [3071]	04/15/2016	04/22/2015	2,000	0	0
Santa Fe Public Schools					
✓ <u>Capital High School Prom 2016</u> [3322]	04/30/2016	04/23/2015	400	0	0
✓ <u>Santa Fe & Capital High Awards Banquet 2015</u> [2905]	05/12/2015	04/14/2015	500	0	32,500
Southwest Regional Education Center #10					
✓ <u>SW Regional Education Workshop</u> [3289]	06/01/2015	04/02/2015	0	0	0
✓ <u>SW Regional Education Workshop</u> [3290]	06/25/2015	04/02/2015	0	0	0
Southwestern College					
✓ <u>Annual Transformation & Healing Conference 2016</u> [3367]	08/27/2016	06/03/2015	500	0	0
St. Michaels Foundation					
✓ <u>Blue Stamped/Calcuta</u> [3339]	04/30/2016	05/06/2015	300	0	19,500
✓ <u>Blue Stamped/Calcuta 2017</u> [3341]	04/15/2017	05/08/2015	350	0	22,750
The Cancer Foundation For New Mexico					
✓ <u>12th Annual Sweetheart Auction</u> [3006]	02/10/2017	05/29/2015	1,000	0	65,000
✓ <u>13th Annual Sweetheart Auction</u> [3007]	02/02/2018	05/29/2015	1,000	0	65,000
Tierra Encantada Charter School @ Alford					
✓ <u>Tierra Encantada Charter School Graduation 2016</u> [3344]	05/11/2016	05/11/2015	200	0	0
United States District Court					
✓ <u>Naturalization Swearing-in Ceremony 2016</u> [3360]	09/02/2016	05/21/2015	500	0	12,500
Valerie Sandoval					
✓ <u>Sandoval Graduation</u> [3319]	06/05/2015	04/21/2015	300	0	7,500
Total for Manager			18,441	0	477,535

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
David A. Carr (6)					
Grand Total(95)			31,965	684	2,812,585

TOURISM SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For Confirmed Status from Apr 1, 2014 to Jun 30, 2014

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (5)					
Animal Neurology & Imaging Center					
<u>Southwest Veterinary Neurology Symposium</u> [2817]	10/10/2014	04/28/2014	0	194	63,050
<u>Southwest Veterinary Neurology Symposium</u> [2817]	10/10/2014	04/28/2014	250	300	97,500
Association for Social Anthropology in Oceania					
<u>Annual Conference 2015</u> [2459]	02/03/2015	04/03/2014	150	210	68,250
Association for Computing Machinery					
<u>HotMobile 2015: International Workshop on Mobile Computing Systems and Applications</u> [2825]	02/25/2015	06/17/2014	100	165	53,625
HPN Global					
<u>Quality Matters-2014 Southwest Regional Conference</u> [2679]	04/22/2014	04/30/2014	50	227	73,775
<u>Quality Matters-2014 Southwest Regional Conference</u> [2679]	04/22/2014	04/30/2014	200	0	0
TAAN Worldwide, Inc.					
<u>Taan US National Conference 2015</u> [2811]	03/04/2015	05/12/2014	60	220	71,500
Total for Manager			810	1,316	427,700
Cynthia Delgado (1)					
Tourism Santa Fe CVB/City of Santa Fe					
<u>Website RFP Interviews</u> [2833]	05/05/2014	05/02/2014	10	0	0
Total for Manager			10	0	0
David A. Carr (2)					
LANL CMSO Workshop					
<u>LANL CMSO Workshop</u> [2667]	03/09/2014	02/24/2015	0	-17	-5,525
Migration 2015					
<u>Migration Conference 2015</u> [1055]	09/12/2015	02/09/2014	0	0	0
Total for Manager			0	-17	-5,525
Kim Harmon (12)					
ESRI (Environmental Systems Research Institute, Inc.)					
<u>Esri Southwest User Conference</u> [2670]	11/29/2014	06/19/2014	400	156	50,700
John E. Reid & Associates, Inc.					
<u>Reid & Associates Training</u> [2920]	02/24/2015	06/30/2014	50	30	9,750
Keystone Symposia					
<u>Keystone 2015 - J3 & J4</u> [2449]	01/23/2015	10/31/2013	0	0	0
Missouri State University					
<u>Curriculum Retreat for the VESTA Program</u> [2701]	05/26/2014	04/11/2014	70	274	89,050
New Mexico EMS Region 1					
<u>New Mexico EMS Region 1</u> [2370]	06/22/2014	02/19/2014	0	63	20,475
<u>New Mexico EMS Region 1 Planning Meeting</u> [2830]	05/05/2014	04/30/2014	15	0	150
Potential Gas Committee					
<u>Potential Gas Committee Board of Directors Meeting</u> [2806]	04/11/2015	06/09/2014	60	55	17,875
Rural Community Assistance Corporation					
<u>RCAC August 2014 Board of Directors Meeting</u> [2888]	08/06/2014	06/05/2014	22	48	15,600
Saint Bernard Club of America					
<u>Saint Bernard Club of America National Dog Show & Conference</u> [2207]	09/27/2015	06/05/2014	200	674	219,050
Santa Fe New Mexican / The Wall That Heals					
<u>Special Memorial Wall Courtesy Room Rates</u> [2748]	03/19/2014	05/29/2014	500	35	6,965

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (5)					
Tourism Santa Fe CVB/City of Santa Fe					
Conference Direct CAN Reception [2015]	07/28/2014	06/17/2014	50	0	0
UNM-COSIT International Conference					
COSIT International Conference-HOLD #1 [2648]	08/30/2015	05/29/2014	400	330	107,250
Total for Manager			1,767	1,665	536,865
Melanie Moore (29)					
Arts Commission / City of Santa Fe					
<u>Arts Commission - Mayor Gonzales Meeting [2887]</u>	06/11/2014	06/05/2014	20	0	0
<u>Arts Commission - Mayor w/ Gallery Assoc [2802]</u>	04/30/2014	04/02/2014	25	0	0
<u>Arts Commission - Mayor w/ Gallery Assoc [2873]</u>	06/06/2014	05/30/2014	20	0	0
<u>Sister Cities Meetings [2932]</u>	07/07/2014	06/30/2014	12	0	0
City Attorney's Office / City of Santa Fe					
<u>Attorneys: Marcos Mediation [2858]</u>	05/30/2014	05/23/2014	6	0	0
City Manager's Office / City of Santa Fe					
<u>Audit Committee Meetings [2883]</u>	09/03/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings [2884]</u>	10/01/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings [2885]</u>	11/05/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings [2886]</u>	12/03/2014	06/05/2014	12	0	0
<u>Emergency Training Class [2861]</u>	07/09/2014	05/28/2014	0	0	0
<u>Emergency Training Class [2861]</u>	07/09/2014	05/28/2014	25	0	0
<u>Special Task Force - Park Bond Audit [2880]</u>	06/11/2014	06/04/2014	15	0	0
City of Santa Fe					
<u>Risk Management Conference Call [2908]</u>	06/17/2014	06/13/2014	4	0	0
Heath Concerts					
<u>The Violent Femmes - Concert [2707]</u>	09/11/2014	06/04/2014	1,800	0	45,000
<u>Ziggy Marley - Concert [2797]</u>	10/29/2014	06/04/2014	1,800	0	45,000
Housing & Community Development / City of Santa Fe					
<u>New Mexico - ITS [2813]</u>	05/08/2014	04/09/2014	50	0	0
<u>SFE Business Export Workshop [2844]</u>	06/19/2014	05/19/2014	30	0	0
Human Resources / City of Santa Fe					
<u>HR - Open Enrollment [2820]</u>	06/09/2014	04/18/2014	25	0	0
London International / Art Santa Fe					
<u>Art Santa Fe Contemporary and International Art Fair - 2014 [2731]</u>	07/07/2014	04/25/2014	1,000	0	10,000
Mayor's Office / City of Santa Fe					
<u>Mayor's Meeting [2847]</u>	05/23/2013	05/19/2014	12	0	0
<u>Mayor's Meeting: Public Banking [2860]</u>	05/10/2014	05/28/2014	15	0	0
<u>Mayor's Meeting: Transition Team [2868]</u>	06/03/2014	05/29/2014	20	0	0
<u>Mayor's Office: Climate Action Event [2889]</u>	07/10/2014	06/27/2014	-60	0	0
<u>Mayor's Office: Climate Action Event [2889]</u>	06/24/2014	06/27/2014	100	0	0
Museum of New Mexico Foundation / Native Treasures					
<u>2012 Native Treasures Indian Arts Festival [76]</u>	05/25/2012	12/09/2011	0	0	45,000
The Kiwanis Club of Santa Fe					
<u>Zozobra w/ Downtown Merchants [2921]</u>	06/30/2014	06/24/2014	30	0	300
Tourism Santa Fe CVB/City of Santa Fe					
<u>CVB - Meeting [2818]</u>	04/21/2014	04/18/2014	30	0	300
<u>CVB - Travel Planner Kick Off [2809]</u>	06/11/2014	04/04/2014	50	0	0
<u>Green Chile Cheeseburger Smackdown Chef Meeting [2903]</u>	06/19/2013	06/12/2014	0	0	0
<u>Green Chile Cheeseburger Smackdown Chef Meeting [2903]</u>	09/19/2013	06/12/2014	25	0	0
<u>Sales DQS Meeting - JUN 2014 [2892]</u>	06/18/2014	06/06/2014	20	0	0
Transportation / City of Santa Fe					
<u>Public Transit Master Plan Meeting [2922]</u>	07/08/2014	06/25/2014	50	0	0
Total for Manager			5,172	0	145,600
Phyllis Ortiz (2)					
Employee Benefit Committee / City of Santa Fe					
<u>June Monthly Meeting [2918]</u>	06/19/2014	06/18/2014	12	0	0
Housing & Community Development / City of Santa Fe					
<u>People on the Plaza [2835]</u>	05/12/2014	05/06/2014	50	0	0

Camilla Mandler (5)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Total for Manager			62	0	0
Rosalina Grace (29)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Academy For Technology and the Classics					
ATC Graduation 2014 [2525]	05/21/2014	04/17/2014	800	0	0
Acequia Madre Elementary PTC					
Acequia Madre Elementary Fundraiser 2014 [2619]	11/01/2014	04/29/2014	400	0	26,000
Boys and Girls Club					
Boys and Girls Club Fundraiser 2014 [2656]	05/09/2014	04/08/2014	400	0	26,000
City of Santa Fe					
SF Boys & Girls Club Master Plan Interviews-RFP Meeting [291]	05/09/2014	12/09/2009	0	0	0
Dominic Silva					
Santa Fe Pride Dance [2819]	06/28/2014	06/18/2014	0	0	0
Gilda Montano					
Montano Wedding Reception [2289]	07/05/2014	10/15/2013	0	0	0
La Sociedad Folklorica de Nuevo Mexico					
Baile de los Cascarones 2017 [2869]	04/22/2017	05/29/2014	400	0	0
Baile de los Cascarones 2018 [2870]	04/07/2018	05/29/2014	400	0	0
Monte del Sol Charter School					
Monte del Sol Graduation 2014 [2413]	05/20/2014	04/28/2014	500	0	0
New Mexico Farm & Livestock Bureau					
AgFest 2015 [2243]	02/17/2015	04/29/2014	400	0	10,000
Presbyterian Healthcare Services					
Governor's Prayer Breakfast 2015 [2729]	02/11/2015	06/16/2014	500	0	32,500
Public Banking Institute - WeArePeopleHere!					
Banking on New Mexico - WeArePeopleHere.org [2711]	09/27/2014	06/13/2014	700	0	17,500
Public Utilities Department / City of Santa Fe					
Children's Water Fiesta 2012 [480]	04/11/2012	12/23/2011	0	0	0
Regional Coalition of LANL Communities					
Regional Coalition of LANL Communities [2829]	05/16/2014	05/12/2014	8	0	80
Rocky Mountain Association for College Admission Counseling (RMACAC)					
RMACAC Welcome Reception [2724]	05/01/2014	03/07/2014	0	0	0
Santa Fe Area Home Builders Association					
Santa Fe Home & Remodeling Show 2015 [2323]	03/13/2015	06/30/2014	2,000	0	130,000
Santa Fe Association of Realtors					
Task Force Meeting on Affordable Housing [2730]	12/03/2014	04/21/2014	150	0	1,500
Task Force Meeting on Affordable Housing [2821]	12/10/2014	06/26/2014	250	0	2,500
Santa Fe Community Convention Center					
Breakdown for Governor's Prayer Breakfast [2896]	02/03/2015	06/10/2014	0	0	0
Cleaning & Set up for Montano Wedding [2893]	07/03/2014	06/09/2014	10	0	0
Santa Fe County Board of County Commissioners					
Santa Fe County Board of County Commissioners Board Meeting [2842]	06/11/2014	06/06/2014	300	0	3,000
Santa Fe Fiesta, Inc					
2014 Royal Ball [2558]	08/02/2014	06/27/2014	400	0	0
Santa Fe Neighborhood Law Center					
Law & Policy for Neighborhoods Conference 2014 [2150]	12/11/2014	05/23/2014	175	0	0
Santa Fe Public Schools					
Santa Fe & Capital High Awards Banquet 2014 [2801]	05/13/2014	05/22/2014	500	0	32,500
Santa Fe High School Robing 2014 [885]	05/19/2014	03/20/2014	0	0	0
SFPS Volunteer Program 2014 [2827]	05/12/2014	04/29/2014	450	0	29,250
The Cancer Foundation For New Mexico					
10th Annual Sweetheart Auction [833]	02/06/2015	04/24/2014	1,000	0	65,000
Tierra Encantada Charter School @ Alford					
Tierra Encantada Charter School Graduation 2014 [2826]	05/16/2014	05/12/2014	200	0	0
Youth and Family Services Division					
Mayor's Connecting Data for Action: Santa Fe Workshop [2805]	04/22/2014	04/02/2014	0	0	0
Total for Manager			9,943	0	375,830
Grand Total(80)			17,764	2,964	1,480,470

TOURISM

SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For Lead Status from Apr 1, 2014 to Jun 30, 2014

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (17)					
American Land Title Association					
Board of Governors Meeting [2897]	02/18/2015	06/10/2014	15	38	12,350
American Osteopathic Academy of Sports Medicine					
AOASM Clinical Conference 2016 [2923]	04/03/2016	06/24/2014	250	545	177,125
American Society of Mechanical Engineers					
IGTI Board Meeting [2924]	09/18/2014	06/25/2014	0	105	34,125
Animal Neurology & Imaging Center					
Southwest Veterinary Neurology Symposium [2817]	10/10/2014	04/17/2014	250	200	65,000
Association for Computing Machinery					
HotMobile 2015: International Workshop on Mobile Computing Systems and Applications [2825]	02/25/2015	04/28/2014	100	165	53,625
Association for Psychological Type International					
Biennial Conference 2015 [2840]	07/15/2015	05/14/2014	200	870	282,750
Council of State Speech, Language, Hearing Association Presidents (CSAP)					
Spring CSAP Meeting 2016 [2899]	05/11/2016	06/10/2014	65	0	0
Spring CSAP Meeting 2016 [2899]	04/27/2016	06/10/2014	0	103	33,475
Engineering Conferences International (ECI)					
ECI Cell Culture 2016 [2925]	04/17/2016	06/25/2014	450	1,946	632,450
FPS Gold - Financial Software & Services					
"Directions" Annual User Conference [2823]	06/10/2015	04/23/2014	150	385	125,125
Greeting Card Association					
GCA 2015 Annual Convention [2834]	09/30/2015	05/06/2014	80	207	67,275
Inmex - Informed Meetings Exchange					
Veterans' Affairs Management Training [2836]	10/27/2014	05/08/2014	100	400	130,000
Meeting Insites					
NAFSA-Association of International Educators, Region II [2832]	10/16/2016	04/30/2014	120	435	141,375
Property Casualty Insurers Assn of America					
2016 Investment Seminar [2822]	09/10/2016	04/23/2014	100	310	100,750
Soros Justice Fellowship					
Soros Justice Fellowship [2816]	07/26/2014	04/15/2014	200	370	120,250
TAAN Worldwide, Inc.					
Taan US National Conference 2015 [2811]	03/04/2015	04/07/2014	60	0	0
Taan US National Conference 2015 [2811]	03/04/2015	04/07/2014	0	220	71,500
The Hotel Network					
Southwest Border Conference 2014 [2831]	11/10/2014	04/30/2014	0	115	37,375
XMI Meetings					
AAV/ARMV/ARAV Trilateral Conference 2015 [2843]	08/27/2015	05/15/2014	750	2,028	659,100
Total for Manager			2,890	8,442	2,743,650
Cynthia Delgado (1)					
Tourism Santa Fe CVB/City of Santa Fe					
Website RFP Interviews [2833]	05/05/2014	05/02/2014	10	0	0
Total for Manager			10	0	0
David A. Carr (3)					
Breton Wood 3.0					
Breton Wood 3.0 [2912]	11/09/2015	06/16/2014	750	4,200	1,365,000
New Mexico Association of Counties					
NMAC 2017 [2837]	01/16/2017	05/12/2014	900	1,265	411,125
NMAC 2018 [2838]	01/15/2018	05/12/2014	900	1,235	401,375

		Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (17)						
Total for Manager				2,550	6,700	2,177,500
Kim Harmon (11)						
American Institute of Medical Education						
<u>Creativity and Madness 2015 [2015]</u>		07/26/2015	09/25/2014	600	1,500	487,500
American Institute of Professional Geologists						
<u>AIPG 2016 Annual Conference [2891]</u>		09/09/2016	06/05/2014	200	425	138,125
American Society of Farm Managers & Rural Appraisers						
<u>American Society of Farm Managers & Rural Appraisers Annual Conference 2016 [2803]</u>		11/05/2016	04/02/2014	0	1,237	402,025
Association for Business Communication						
<u>ABC 81st Annual International Convention [2879]</u>		10/23/2016	06/03/2014	275	792	257,400
John E. Reid & Associates, Inc.						
<u>Reid & Associates Training [2920]</u>		02/24/2015	06/20/2014	50	30	9,750
New Mexico EMS Region 1						
<u>New Mexico EMS Region 1 Planning Meeting [2830]</u>		05/05/2014	04/30/2014	15	0	150
PATH International						
<u>PATH Annual Conference 2017 [2694]</u>		10/29/2017	01/17/2014	0	0	0
Potential Gas Committee						
<u>Potential Gas Committee Board of Directors Meeting [2806]</u>		04/11/2015	04/03/2014	60	120	39,000
Rural Community Assistance Corporation						
<u>RCAC August 2014 Board of Directors Meeting [2888]</u>		08/06/2014	06/05/2014	22	48	15,600
Western Association of Convention & Visitors Bureaus						
<u>WACVB at Albuquerque CVB [2911]</u>		09/19/2014	06/16/2014	100	40	7,960
Young Presidents' Organization ~ Iowa						
<u>Iowa YPO Retreat [2890]</u>		10/22/2014	06/05/2014	17	18	5,850
Total for Manager				1,339	4,210	1,363,360
Melanie Moore (7)						
Blue Rooster						
<u>Friends of Dorothy & Santa Fe Pride [2928]</u>		06/27/2015	06/30/2014	0	0	0
City Manager's Office / City of Santa Fe						
<u>Grievance Hearings [2853]</u>		10/02/2014	05/22/2014	25	0	0
Heath Concerts						
<u>Foster the People - Concert [2807]</u>		09/29/2014	04/03/2014	1,800	0	45,000
<u>Ziggy Marley - Concert [2797]</u>		10/29/2014	03/28/2014	0	0	0
Housing & Community Development / City of Santa Fe						
<u>SFE Business Export Workshop [2844]</u>		06/19/2014	05/19/2014	30	0	0
Public Utilities Department / City of Santa Fe						
<u>Children's Water Fiesta 2015 [2841]</u>		04/09/2015	05/14/2014	150	0	0
Tourism Santa Fe CVB/City of Santa Fe						
<u>Green Chile Cheeseburger Smackdown Chef Meeting [2903]</u>		09/19/2013	06/12/2014	25	0	0
Total for Manager				2,030	0	45,000
Rosalina Grace (56)						
Academy For Technology and the Classics						
<u>ATC Graduation 2015 [2902]</u>		05/20/2015	06/12/2014	800	0	0
Amanda Lopez						
<u>Lopez Graduation [2898]</u>		07/25/2015	06/10/2014	0	0	0
Art of Celebration						
<u>Liss Wedding Reception [2907]</u>		09/27/2014	06/13/2014	0	0	0
Blue Rooster						
<u>Santa Fe Pride Dance 2016 [2929]</u>		06/25/2016	06/30/2014	400	0	10,000
<u>Santa Fe Pride Dance 2017 [2930]</u>		06/24/2017	06/30/2014	400	0	10,000
<u>Santa Fe Pride Dance 2018 [2931]</u>		06/30/2018	06/30/2014	400	0	10,000
Diana Capshaw						
<u>Di Palma Wedding Reception [2799]</u>		06/13/2015	03/31/2014	0	0	0
<u>Di Palma Wedding Reception [2799]</u>		06/13/2015	03/31/2014	0	0	0
Dominic Silva						

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (17)					
<u>Santa Fe Pride Dance [2819]</u>	06/28/2014	04/18/2014	0	0	0
Elena Vargas					
<u>Vargas Wedding Reception [2859]</u>	01/17/2015	05/23/2014	70	0	1,750
Felicia Gonzales					
<u>Gonzales Wedding Reception [2910]</u>	08/15/2015	06/16/2014	0	0	0
Florence Sena					
<u>Sena Graduation [2894]</u>	06/13/2015	06/10/2014	0	0	0
<u>Sena Graduation [2894]</u>	06/06/2015	06/10/2014	0	0	0
Gene Valencia					
<u>Valencia Birthday Party [2810]</u>	07/26/2014	04/07/2014	150	0	3,750
Georgia O'Keeffe Museum					
<u>Discussion for Modern Art Collectors [2850]</u>	07/24/2014	05/20/2014	20	0	200
Grow Marketing					
<u>Technology Company [2808]</u>	05/01/2014	04/03/2014	75	0	750
Guermo Solis					
<u>Solis Quincenera [2926]</u>	07/04/2015	06/26/2014	0	0	0
Jose Ortega					
<u>Ortega Quincenera [2878]</u>	05/16/2015	06/02/2014	0	0	0
Judicial Conference					
<u>Judicial conference Meet & Greet [2848]</u>	05/18/2015	05/19/2014	0	0	0
<u>Judicial conference Meet & Greet [2848]</u>	05/14/2015	05/19/2014	0	0	0
Katelyn Williams					
<u>Williams Wedding Ceremony [2933]</u>	05/16/2015	06/30/2014	0	0	0
Kitchen Angels					
<u>Kitchen Angels Collectable Box Auction 2015/Mayors Ball 2015 [2871]</u>	10/03/2015	05/30/2014	0	0	0
La Sociedad Folklorica de Nuevo Mexico					
<u>Baile de los Cascarones 2017 [2869]</u>	04/22/2017	05/29/2014	400	0	0
<u>Baile de los Cascarones 2018 [2870]</u>	04/07/2018	05/29/2014	400	0	0
Landie Romero					
<u>Romero & Valdez Reception [2812]</u>	07/26/2014	04/07/2014	0	0	0
Los Alamos Women In Science					
<u>LAWIS/EYH 2015 [2872]</u>	03/06/2015	05/30/2014	250	0	0
M & J Boutique					
<u>Wedding Reception [2814]</u>	04/18/2015	04/11/2014	400	0	26,000
Michell Corrales					
<u>Corrales and Lechuga Reception [2874]</u>	02/21/2015	05/30/2014	500	0	12,500
National Alliance for Mental Illness Santa Fe Chapter					
<u>NAMI Santa Fe Chapter [2824]</u>	05/21/2014	04/24/2014	200	0	2,000
New Mexico Indian Affairs Department					
<u>NM Indian Affairs Department [2906]</u>	07/17/2014	06/13/2014	0	0	0
New Mexico MEP					
<u>New Mexico MEP Staff Retreat [2815]</u>	07/24/2014	04/15/2014	0	0	0
Nu Star					
<u>OSHA VVP Safety Banquet [2852]</u>	06/12/2014	05/22/2014	100	0	6,500
QiGong					
<u>Qi Gong [2828]</u>	06/12/2015	04/29/2014	400	0	0
Regional Coalition of LANL Communities					
<u>Regional Coalition of LANL Communities [2829]</u>	05/16/2014	04/29/2014	8	0	80
Renee Borrego					
<u>Borrego & Valerio Wedding Reception [2780]</u>	09/20/2014	03/21/2014	0	0	0
Samuel Lechuga					
<u>Lechuga Wedding Reception [2877]</u>	06/20/2015	06/02/2014	0	0	0
Santa Fe Association of Realtors					
<u>Task Force Meeting on Affordable Housing [2821]</u>	12/10/2014	04/21/2014	250	0	2,500
Santa Fe Community Convention Center					
<u>Breakdown for Governor's Prayer Breakfast [2896]</u>	02/03/2015	06/10/2014	0	0	0
<u>Cleaning & Set up for Montano Wedding [2893]</u>	07/03/2014	06/09/2014	10	0	0
Santa Fe Community Orchestra					
<u>SF Community Orchestra Concert & Dance Gala 2016 [2854]</u>	02/13/2016	05/22/2014	500	0	12,500
<u>SF Community Orchestra Concert & Dance Gala 2017 [2855]</u>	02/11/2017	05/22/2014	500	0	12,500
<u>SF Community Orchestra Concert & Dance Gala 2018 [2856]</u>	02/10/2018	05/22/2014	500	0	12,500
<u>SF Community Orchestra Concert & Dance Gala 2019 [2857]</u>	02/23/2019	05/22/2014	0	0	0
<u>SF Community Orchestra Concert & Dance Gala 2019 [2857]</u>	02/09/2019	05/22/2014	500	0	12,500
Santa Fe High School Class Reunion '94					
<u>Santa Fe High 1904 Class Reunion [2804]</u>	07/05/2014	06/27/2014	0	0	0

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (17)					
<u>Santa Fe High 1904 Class Reunion</u> [2804]	07/05/2014	06/27/2014	0	0	0
Santa Fe Neighborhood Law Center					
<u>Law & Policy for Neighborhoods Conference 2015</u> [2862]	12/03/2015	05/28/2014	175	0	0
<u>Law & Policy for Neighborhoods Conference 2016</u> [2863]	12/01/2016	05/28/2014	175	0	0
<u>Law & Policy for Neighborhoods Conference 2017</u> [2864]	12/07/2017	05/28/2014	175	0	0
<u>Law & Policy for Neighborhoods Conference 2018</u> [2865]	12/06/2018	05/28/2014	175	0	0
<u>Law & Policy for Neighborhoods Conference 2019</u> [2866]	12/05/2019	05/28/2014	175	0	0
<u>Law & Policy for Neighborhoods Conference 2020</u> [2867]	12/03/2020	05/28/2014	175	0	0
Santa Fe Public Schools					
<u>Santa Fe & Capital High Awards Banquet 2014</u> [2801]	05/13/2014	04/01/2014	500	0	32,500
<u>Santa Fe High School Robing 2016</u> [2914]	05/23/2016	06/17/2014	500	0	32,500
St Michaels 50th Class Reunion					
<u>50th Class Reunion</u> [2904]	10/25/2014	06/12/2014	100	0	2,500
St Michaels High School					
<u>St. Mikes High School Prom 2015</u> [2839]	04/18/2015	05/14/2014	300	0	7,500
The Kiwanis Club of Santa Fe					
<u>Kiwanis Club Dinner & Reception</u> [2913]	08/29/2014	06/16/2014	50	0	3,250
Tierra Encantada Charter School @ Alford					
<u>Tierra Encantada Charter School Graduation 2014</u> [2826]	05/16/2014	04/28/2014	0	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>Manhattan Reception & Dinner</u> [2851]	06/21/2014	05/20/2014	200	0	0
WESST					
<u>WESST Santa Fe</u> [2909]	12/05/2015	06/13/2014	300	0	19,500
Youth and Family Services Division					
<u>Mayor's Connecting Data for Action: Santa Fe Workshop</u> [2805]	04/22/2014	04/02/2014	0	0	0
Total for Manager			10,233	0	233,780
Grand Total(95)			19,052	19,352	6,563,290

TOURISM

SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For Tentative Status from Apr 1, 2014 to Jun 30, 2014

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (2)					
Association for Computing Machinery					
HotMobile 2015: International Workshop on Mobile Computing Systems and Applications [2825]	02/25/2015	05/27/2014	100	165	53,625
National Neurotrauma Society					
Neurotrauma National Symposium 2015 [2919]	06/26/2015	06/19/2014	600	1,354	440,050
Total for Manager			700	1,519	493,675
David A. Carr (1)					
New Mexico Hospitality Association					
2015 Governor's Conference on Tourism [2755]	04/27/2015	06/04/2014	353	550	178,750
Total for Manager			353	550	178,750
Kim Harmon (3)					
New Mexico EMS Region 1					
New Mexico EMS Region 1 Planning Meeting [2830]	05/05/2014	04/30/2014	15	0	150
South West Transit Association					
SWTA Annual Conference & EXPO [2740]	03/01/2015	06/04/2014	350	595	193,375
Tourism Santa Fe CVB/City of Santa Fe					
Conference Direct FAM Reception [2915]	07/28/2014	06/17/2014	50	0	0
Total for Manager			415	595	193,525
Melanie Moore (28) 35					
Arts Commission / City of Santa Fe					
Arts Commission - Mayor Gonzales Meeting [2887]	06/11/2014	06/05/2014	20	0	0
Arts Commission - Mayor w/ Gallery Assoc [2802]	04/30/2014	04/02/2014	25	0	0
Arts Commission - Mayor w/ Gallery Assoc [2873]	06/06/2014	05/30/2014	20	0	0
Sister Cities Meetings [2932]	07/07/2014	06/30/2014	12	0	0
City Attorney's Office / City of Santa Fe					
Attorneys: Marcos Mediation [2858]	05/30/2014	05/23/2014	6	0	0
City Clerks Office/City of Santa Fe					
Inauguration Councilors & Judge [2845]	03/07/2016	05/19/2014	500	0	0
Mayor's Inauguration [2846]	03/12/2018	05/19/2014	800	0	0
City Manager's Office / City of Santa Fe					
Audit Committee Meetings [2881]	07/09/2014	06/05/2014	12	0	0
Audit Committee Meetings [2882]	08/06/2014	06/05/2014	12	0	0
Audit Committee Meetings [2883]	09/03/2014	06/05/2014	12	0	0
Audit Committee Meetings [2884]	10/08/2014	06/05/2014	12	0	0
Audit Committee Meetings [2885]	11/05/2014	06/05/2014	12	0	0
Audit Committee Meetings [2886]	12/03/2014	06/05/2014	12	0	0
Emergency Training Class [2861]	07/09/2014	05/28/2014	25	0	0
Special Task Force - Park Bond Audit [2880]	06/11/2014	06/04/2014	15	0	0
City of Santa Fe					
Risk Management Conference Call [2908]	06/17/2014	06/13/2014	4	0	0
Heath Concerts					
Ziggy Marley - Concert [2797]	10/29/2014	05/29/2014	1,800	0	45,000
Housing & Community Development / City of Santa Fe					
New Mexico - ITS [2813]	05/08/2014	04/09/2014	50	0	0

Camilla Mandler (2)		Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Human Resources / City of Santa Fe						
<u>HR - Open Enrollment [2820]</u>		06/09/2014	04/18/2014	25	0	0
Mayor's Office / City of Santa Fe						
<u>Mayor's Meeting [2847]</u>		05/23/2013	05/19/2014	12	0	0
<u>Mayor's Meeting: Public Banking [2860]</u>		06/10/2014	05/28/2014	15	0	0
<u>Mayor's Meeting: Transition Team [2868]</u>		06/03/2014	05/29/2014	20	0	0
<u>Mayor's Office: Climate Action Event [2889]</u>		07/10/2014	06/05/2014	40	0	0
The Kiwanis Club of Santa Fe						
<u>Zozobra w/ Downtown Merchants [2921]</u>		06/30/2014	06/24/2014	30	0	300
Tourism Santa Fe CVB/City of Santa Fe						
<u>CVB - Meeting [2818]</u>		04/21/2014	04/18/2014	30	0	300
<u>CVB - Travel Planner Kick Off [2809]</u>		06/11/2014	04/04/2014	50	0	0
<u>Sales QOS Meeting - JUN 2014 [2892]</u>		06/18/2014	06/06/2014	20	0	0
Transportation / City of Santa Fe						
<u>Public Transit Master Plan Meeting [2922]</u>		07/08/2014	06/24/2014	50	0	0
Total for Manager				3,641	0	45,600
Rosalina Grace (15)		Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Association of Commerce and Industry						
<u>Association of Commerce & Industry Breakfast 2015 [2895]</u>		02/03/2015	06/11/2014	100	0	2,500
Care Net Pregnancy Center of Santa Fe						
<u>Care Net Annual Fundraiser Banquet [2875]</u>		02/24/2015	06/30/2014	500	0	32,500
Dominic Silva						
<u>Santa Fe Pride Dance [2819]</u>		06/28/2014	04/18/2014	0	0	0
Jose Ortega						
<u>Ortega Quincienara [2878]</u>		05/16/2015	06/25/2014	400	0	10,000
Marsha Martinez						
<u>Martinez Wedding Reception [2775]</u>		06/27/2015	04/14/2014	230	0	5,750
Santa Fe Association of Realtors						
<u>Task Force Meeting on Affordable Housing [2821]</u>		12/10/2014	04/21/2014	250	0	2,500
Santa Fe Chamber of Commerce						
<u>Legislative Reception 2015 [2916]</u>		02/02/2015	06/18/2014	1,000	0	25,000
Santa Fe Community Convention Center						
<u>Cleaning & Set up for Montano Wedding [2893]</u>		07/03/2014	06/09/2014	10	0	0
Santa Fe County Board of County Commissioners						
<u>Santa Fe County Board of County Commissioners Board Meeting [2842]</u>		06/11/2014	05/15/2014	300	0	3,000
Santa Fe Public Schools						
<u>Santa Fe & Capital High Awards Banquet 2014 [2801]</u>		05/13/2014	04/25/2014	500	0	32,500
<u>SFPS Volunteer Program 2014 [2827]</u>		05/12/2014	04/29/2014	450	0	29,250
Spanish Colonial Arts Society						
<u>2014 Judging and Preview for Spanish Market [570]</u>		07/23/2014	05/23/2014	1,000	0	65,000
The Cancer Foundation For New Mexico						
<u>10th Annual Sweetheart Auction [833]</u>		02/06/2015	04/11/2014	1,000	0	65,000
The Kiwanis Club of Santa Fe						
<u>Kiwanis Club Dinner & Reception [2913]</u>		08/29/2014	06/16/2014	50	0	3,250
Tierra Encantada Charter School @ Alford						
<u>Tierra Encantada Charter School Graduation 2014 [2826]</u>		05/16/2014	04/28/2014	200	0	0
Total for Manager				5,990	0	276,250
Grand Total(49)				11,099	2,664	1,187,800

TOURISM

SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For [REDACTED] from Jan 1, 2015 to Jul 31, 2015

David A. Carr (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
National Association of Attorneys General					
<u>NAGTRI Negotiations Skills and Depositions Skills Trainings</u> [3337]	09/16/2015	06/22/2015	0	158	51,350
New Mexico Dental Foundation					
<u>New Mexico Mission of Mercy</u> [3036]	04/06/2016	05/29/2015	0	50	16,250
Total for Manager			0	208	67,600
Joellyn Baca (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Physician Insurers Association of America					
<u>2016 PIAA Corporate Counsel Workshop</u> [3366]	10/19/2016	06/22/2015	40	86	27,950
Total for Manager			40	86	27,950
Kim Harmon (4)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Institute of Medical Education					
<u>Creativity and Madness 2015</u> [2015]	07/26/2015	11/26/2014	0	360	117,000
Friends of SaddleBrooke Libraries					
<u>Santa Fe Tour 2016</u> [3343]	04/25/2016	06/26/2015	50	108	21,492
Tourism Santa Fe CVB/City of Santa Fe					
<u>FAM Welcome Reception</u> [3332]	06/23/2015	06/01/2015	30	0	0
Wilderness & Travel Medicine					
<u>Wilderness & Travel Medicine 2016</u> [3091]	05/23/2016	06/08/2015	500	598	194,350
Total for Manager			580	1,066	332,842
Melanie Moore (4)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Blue Rooster					
<u>Friends of Dorothy & Santa Fe Pride</u> [2928]	06/26/2015	06/02/2015	0	0	0
<u>Friends of Dorothy & Santa Fe Pride</u> [2928]	06/27/2015	06/02/2015	200	0	5,000
Mayor's Office / City of Santa Fe					
<u>City Council Meeting - JULY 22</u> [3388]	07/22/2015	06/26/2015	500	0	0
Public Utilities Department / City of Santa Fe					
<u>Children's Water Fiesta - FALL 2015</u> [3355]	09/29/2015	06/01/2015	600	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>Randy's Meeting</u> [3279]	06/26/2015	06/27/2015	-14	0	0
Total for Manager			1,286	0	5,000
Rosalina Grace (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
United States District Court					
<u>Naturalization Swearing-in Ceremony 2015</u> [3198]	09/03/2015	06/30/2015	500	0	12,500
YouthWorks					
<u>Mayors Ball YouthWorks & Boys & Girls Club</u> [3264]	11/14/2015	06/17/2015	550	0	35,750
Total for Manager			1,050	0	48,250
Grand Total(13)			2,956	1,360	481,642

TOURISM SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For [REDACTED], 2015

David A. Carr (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Kesselman-Jones Inc					
<u>International Society for Aerosols in Medicine Congress 2017</u> [3383]	06/02/2017	06/22/2015	350	0	308,750
University of New Mexico UNM					
<u>The 14th ISDCI Congress</u> [3377]	06/17/2018	06/17/2015	400	0	430,625
Total for Manager			750	0	739,375
Joellyn Baca (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Association for Clinical Chemistry					
<u>May 2016 BOD Meeting</u> [3395]	05/16/2016	06/30/2015	22	0	25,675
F + W Trade Show and Events					
<u>Bead Fest 2017</u> [3369]	03/22/2017	06/08/2015	2,000	0	20,000
State Education Editors					
<u>Annual Joint Meeting</u> [3382]	06/05/2016	06/22/2015	100	0	91,000
Total for Manager			2,122	0	136,675
Kim Harmon (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Virginia Tech Continuing Professional Education					
<u>CFDAR - GEM Joint Workshop 2016 - GEM Room Request</u> [3376]	06/18/2016	06/11/2015	600	0	220,025
Total for Manager			600	0	220,025
Melanie Moore (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Christus St Vincent Regional Medical Center					
<u>Christus Holiday Party 2016</u> [3368]	12/15/2016	06/05/2015	1,200	0	78,000
Mayor's Office / City of Santa Fe					
<u>City Council Meeting - AUG 5</u> [3390]	08/05/2015	06/26/2015	300	0	0
<u>City Council Meeting - JULY 15</u> [3371]	07/15/2015	06/09/2015	300	0	0
<u>City Council Meeting - SEP 2</u> [3391]	09/02/2015	06/26/2015	300	0	0
The Kiwanis Club of Santa Fe					
<u>Zozobra w/ Downtown Merchants</u> [3397]	07/21/2015	06/30/2015	40	0	400
Transportation / City of Santa Fe					
<u>NMPTA Board of Directors</u> [3385]	01/14/2016	06/24/2015	13	0	0
Total for Manager			2,153	0	78,400
Rosalina Grace (14)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Alicia Montoya					
<u>Alicia & Mike Montoya Reception</u> [3394]	05/21/2016	06/29/2015	0	0	0
Chandler Media Group					
<u>Chandler Media Group Concert/Dance</u> [3380]	10/29/2016	06/18/2015	300	0	7,500
City Attorney's Office / City of Santa Fe					
<u>City Attorney's Vehicle Forfeiture Conference</u> [3375]	09/02/2015	06/11/2015	130	0	0
Contemporary Hispanic Market					
<u>Contemporary Hispanic Market Preview 2015</u> [2992]	07/23/2015	06/05/2015	800	0	52,000
Gisselle Ortega					
<u>Ortega Quincenera</u> [3372]	03/05/2016	06/09/2015	350	0	8,750
Jeanette Romero					
<u>Romero Memorial Reception</u> [3392]	07/14/2015	06/26/2015	80	0	2,000
Justin Lee Law Firm					
<u>Mediation</u> [3374]	06/15/2015	06/11/2015	0	0	0
Mario Marcial					

David A. Carr (2)		Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<u>Marcial Quincenera</u> [3370]		02/12/2016	06/08/2015	275	0	6,875
Monte del Sol Charter School						
<u>Monte del Sol Graduation 2016</u> [3378]		05/25/2016	06/17/2015	500	0	12,500
Naomi Marintez						
<u>Martinez Reception</u> [3381]		06/03/2016	06/19/2015	0	0	0
New Mexico School for the Arts						
<u>NM School for the Arts Graduation 2016</u> [3379]		05/24/2016	06/17/2015	600	0	15,000
Nick Salazar						
<u>Salazar Wedding Reception</u> [3384]		09/26/2015	06/24/2015	150	0	3,750
Noelle Maestas						
<u>Maestas Wedding Reception</u> [3373]		09/26/2015	06/09/2015	300	0	7,500
Southwestern College						
<u>Annual Transformation & Healing Conference 2016</u> [3367]		08/27/2016	06/03/2015	500	0	0
Total for Manager				3,985	0	115,875
Grand Total(26)				9,610	0	1,290,350

TOURISM SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For [REDACTED] Jan 30, 2015

David A. Carr (5)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Kesselman-Jones Inc					
<u>International Society for Aerosols in Medicine Congress 2017</u> [3383]	06/02/2017	06/23/2015	350	950	308,750
Society of American Travel Writers					
<u>2016 SATW Western Chapter Meeting</u> [3386]	04/03/2016	06/24/2015	50	150	29,850
United States Martial Arts Hall of Fame					
<u>The United States Martial Arts Hall of Fame - Annual Conference</u> [3387]	06/21/2016	06/24/2015	150	285	92,625
University of New Mexico UNM					
<u>Consortium for Materials Properties Research in Earth Sciences - COMPRES</u> [3347]	07/09/2017	05/13/2015	0	75	24,375
<u>The 14th ISDCI Congress</u> [3377]	06/17/2018	06/18/2015	400	1,325	430,625
Total for Manager			950	2,785	886,225
Joellyn Baca (4)					
American Association for Clinical Chemistry					
<u>May 2016 BOD Meeting</u> [3395]	05/16/2016	06/30/2015	22	79	25,675
Booz Allen Hamilton					
<u>U.S. Dept. of Energy - ARPA-E ALPHA Program Kickoff</u> [3396]	10/13/2015	06/30/2015	60	135	43,875
F + W Trade Show and Events					
<u>Bead Fest 2017</u> [3369]	03/22/2017	06/08/2015	2,000	370	20,000
State Education Editors					
<u>Annual Joint Meeting</u> [3382]	06/05/2016	06/22/2015	100	280	91,000
Total for Manager			2,182	864	180,550
Kim Harmon (3)					
CEDAR-Coupling, Energetics and Dynamics of Atmospheric R					
<u>CEDAR-GEM Joint Workshop 2016</u> [3017]	06/19/2016	08/21/2014	0	107	34,775
National Scholarship Providers Association (NSPA)					
<u>NSPA Annual Conference 2016</u> [3393]	10/08/2016	06/26/2015	425	705	229,125
Virginia Tech Continuing Professional Education					
<u>CEDAR - GEM Joint Workshop 2016 GEM Room Request</u> [3376]	06/18/2016	06/15/2015	600	677	220,025
Total for Manager			1,025	1,489	483,925
Melanie Moore (1)					
Mayor's Office / City of Santa Fe					
<u>City Council Meeting - JULY 22</u> [3388]	07/22/2015	06/26/2015	500	0	0
Total for Manager			500	0	0
Rosalina Grace (12)					
Alicia Montoya					
<u>Alicia & Mike Montoya Reception</u> [3394]	05/21/2016	06/29/2015	0	0	0
Chandler Media Group					
<u>Chandler Media Group Concert/Dance</u> [3380]	10/29/2016	06/18/2015	300	0	7,500
City Attorney's Office / City of Santa Fe					
<u>City Attorney's Vehicle Forfeiture Conference</u> [3375]	09/02/2015	06/11/2015	130	0	0
Contemporary Hispanic Market					

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SANTA FE

Prepared On: 07/20/2015
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Leads By User

For Lead Status from Jun 1, 2014 to Jun 30, 2014

Camilla Mandler (5)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
American Land Title Association					
Board of Governors Meeting [2897]	02/18/2015	06/10/2014	15	38	12,350
American Osteopathic Academy of Sports Medicine					
AOASM Clinical Conference 2016 [2923]	04/03/2016	06/24/2014	250	545	177,125
American Society of Mechanical Engineers					
IGTI Board Meeting [2924]	09/18/2014	06/25/2014	0	105	34,125
Council of State Speech, Language, Hearing Association Presidents (CSAP)					
Spring CSAP Meeting 2016 [2899]	05/11/2016	06/10/2014	65	0	0
Spring CSAP Meeting 2016 [2899]	04/27/2016	06/10/2014	0	103	33,475
Engineering Conferences International (ECI)					
ECI Cell Culture 2016 [2925]	04/17/2016	06/25/2014	450	1,946	632,450
Total for Manager			780	2,737	889,525
David A. Carr (1)					
Breton Wood 3.0					
Breton Wood 3.0 [2912]	11/09/2015	06/16/2014	750	4,200	1,365,000
Total for Manager			750	4,200	1,365,000
Kim Harmon (8)					
American Institute of Medical Education					
Creativity and Madness 2015 [2015]	07/26/2015	09/25/2014	600	1,500	487,500
American Institute of Professional Geologists					
AIPG 2016 Annual Conference [2891]	09/09/2016	06/05/2014	200	425	138,125
Association for Business Communication					
ABC 81st Annual International Convention [2879]	10/23/2016	06/03/2014	275	792	257,400
John E. Reid & Associates, Inc.					
Reid & Associates Training [2920]	02/24/2015	06/20/2014	50	30	9,750
PATH International					
PATH Annual Conference 2017 [2694]	10/29/2017	01/17/2014	0	1212	0
Rural Community Assistance Corporation					
RCAC August 2014 Board of Directors Meeting [2888]	08/06/2014	06/05/2014	22	48	15,600
Western Association of Convention & Visitors Bureaus					
WACVB at Albuquerque CVB [2911]	09/19/2014	06/16/2014	100	40	7,960
Young Presidents' Organization ~ Iowa					
Iowa YPO Retreat [2890]	10/22/2014	06/05/2014	17	18	5,850
Total for Manager			1,264	2,853	922,185
Melanie Moore (2)					
Blue Rooster					
Friends of Dorothy & Santa Fe Pride [2928]	06/27/2015	06/30/2014	0	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Green Chile Cheeseburger Smackdown Chef Meeting [2903]	09/19/2013	06/12/2014	25	0	0
Total for Manager			25	0	0
Rosalina Grace (21)					
Academy For Technology and the Classics					
ATC Graduation 2015 [2902]	05/20/2015	06/12/2014	800	0	0
Amanda Lopez					
Lopez Graduation [2898]	07/25/2015	06/10/2014	0	0	0

Camilla Mandler (5)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Art of Celebration					
<u>Liss Wedding Reception [2907]</u>	09/27/2014	06/13/2014	0	0	0
Blue Rooster					
<u>Santa Fe Pride Dance 2016 [2929]</u>	06/25/2016	06/30/2014	400	0	10,000
<u>Santa Fe Pride Dance 2017 [2930]</u>	06/24/2017	06/30/2014	400	0	10,000
<u>Santa Fe Pride Dance 2018 [2931]</u>	06/30/2018	06/30/2014	400	0	10,000
Diana Capshaw					
<u>Di Palma Wedding Reception [2799]</u>	06/13/2015	03/31/2014	0	0	0
Felicia Gonzales					
<u>Gonzales Wedding Reception [2910]</u>	08/15/2015	06/16/2014	0	0	0
Florence Sena					
<u>Sena Graduation [2894]</u>	06/13/2015	06/10/2014	0	0	0
<u>Sena Graduation [2894]</u>	06/06/2015	06/10/2014	0	0	0
Guermo Solis					
<u>Solis Quincenera [2926]</u>	07/04/2015	06/26/2014	0	0	0
Jose Ortega					
<u>Ortega Quincenera [2878]</u>	05/16/2015	06/02/2014	0	0	0
Katelyn Williams					
<u>Williams Wedding Ceremony [2933]</u>	05/16/2015	06/30/2014	0	0	0
New Mexico Indian Affairs Department					
<u>NM Indian Affairs Department [2906]</u>	07/17/2014	06/13/2014	0	0	0
Samuel Lechuga					
<u>Lechuga Wedding Reception [2877]</u>	06/20/2015	06/02/2014	0	0	0
Santa Fe Community Convention Center					
<u>Breakdown for Governor's Prayer Breakfast [2896]</u>	02/03/2015	06/10/2014	0	0	0
<u>Cleaning & Set up for Montano Wedding [2893]</u>	07/03/2014	06/09/2014	10	0	0
Santa Fe High School Class Reunion '94					
<u>Santa Fe High 1904 Class Reunion [2804]</u>	07/05/2014	06/27/2014	0	0	0
<u>Santa Fe High 1904 Class Reunion [2804]</u>	07/05/2014	06/27/2014	0	0	0
Santa Fe Public Schools					
<u>Santa Fe High School Robing 2016 [2914]</u>	05/23/2016	06/17/2014	500	0	32,500
St Michaels 50th Class Reunion					
<u>50th Class Reunion [2904]</u>	10/25/2014	06/12/2014	100	0	2,500
The Kiwanis Club of Santa Fe					
<u>Kiwanis Club Dinner & Reception [2913]</u>	08/29/2014	06/16/2014	50	0	3,250
WESST					
<u>WESST Santa Fe [2909]</u>	12/05/2015	06/13/2014	300	0	19,500
Total for Manager			2,960	0	87,750
Grand Total(37)			5,779	9,790	3,264,460

TOURISM SANTA FE

Prepared On: 07/20/2015
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Leads By User

For Confirmed Status from Jun 1, 2014 to Jun 30, 2014

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (1)					
Association for Computing Machinery					
HotMobile 2015: International Workshop on Mobile Computing Systems and Applications [2825]	02/25/2015	06/17/2014	100	165	53,625
Total for Manager			100	165	53,625
David A. Carr (1)					
Migration 2015					
Migration Conference 2015 [1055] <i>Confirmed 2/9/14</i>	09/12/2015	02/09/2014	0	0	0
Total for Manager			0	0	0
Kim Harmon (6)					
ESRI (Environmental Systems Research Institute, Inc.)					
Esri Southwest User Conference [2670]	11/29/2014	06/19/2014	400	156	50,700
John E. Reid & Associates, Inc.					
Reid & Associates Training [2920]	02/24/2015	06/30/2014	50	30	9,750
Potential Gas Committee					
Potential Gas Committee Board of Directors Meeting [2806]	04/11/2015	06/09/2014	60	55	17,875
Rural Community Assistance Corporation					
RCAC August 2014 Board of Directors Meeting [2888]	08/06/2014	06/05/2014	22	48	15,600
Saint Bernard Club of America					
Saint Bernard Club of America National Dog Show & Conference [2207]	09/27/2015	06/05/2014	200	674	219,050
Tourism Santa Fe CVB/City of Santa Fe					
Conference Direct FAM Reception [2915]	07/28/2014	06/17/2014	50	0	0
Total for Manager			782	963	312,975
Melanie Moore (16)					
Arts Commission / City of Santa Fe					
Arts Commission - Mayor Gonzales Meeting [2887]	06/11/2014	06/05/2014	20	0	0
Sister Cities Meetings [2932]	07/07/2014	06/30/2014	12	0	0
City Manager's Office / City of Santa Fe					
Audit Committee Meetings [2883]	09/03/2014	06/05/2014	12	0	0
Audit Committee Meetings [2884]	10/01/2014	06/05/2014	12	0	0
Audit Committee Meetings [2885]	11/05/2014	06/05/2014	12	0	0
Audit Committee Meetings [2886]	12/03/2014	06/05/2014	12	0	0
Emergency Training Class [2861]	07/09/2014	6/5/28/2014	0	0	0
Special Task Force - Park Road Audit [2880]	06/11/2014	06/04/2014	15	0	0
City of Santa Fe					
Risk Management Conference Call [2908]	06/17/2014	06/13/2014	4	0	0
Heath Concerts					
The Violent Femmes - Concert [2707]	09/11/2014	06/04/2014	1,800	0	45,000
Ziggy Marley - Concert [2797]	10/29/2014	06/04/2014	1,800	0	45,000
Mayor's Office / City of Santa Fe					
Mayor's Office: Climate Action Event [2889]	07/10/2014	06/27/2014	-60	0	0
Mayor's Office: Climate Action Event [2889]	06/24/2014	06/27/2014	100	0	0
The Kiwanis Club of Santa Fe					
Zozobra w/ Downtown Merchants [2921]	06/30/2014	06/24/2014	30	0	300
Tourism Santa Fe CVB/City of Santa Fe					

Camilla Mandler (1)					
	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<u>Green Chile Cheeseburger Smackdown Chef Meeting</u> [2903]	06/19/2013	06/12/2014	0	0	0
<u>Green Chile Cheeseburger Smackdown Chef Meeting</u> [2903]	09/19/2013	06/12/2014	25	0	0
<u>Sales DOS Meeting - JUN 2014</u> [2892]	06/18/2014	06/06/2014	20	0	0
Transportation / City of Santa Fe					
<u>Public Transit Master Plan Meeting</u> [2922]	07/08/2014	06/25/2014	50	0	0
Total for Manager			3,864	0	90,300
Phyllis Ortiz (1)					
	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Employee Benefit Committee / City of Santa Fe					
<u>June Monthly Meeting</u> [2918]	06/19/2014	06/18/2014	12	0	0
Total for Manager			12	0	0
Rosalina Grace (9)					
	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Dominic Silva					
<u>Santa Fe Pride Dance</u> [2819]	06/28/2014	06/18/2014	0	0	0
Presbyterian Healthcare Services					
<u>Governor's Prayer Breakfast 2015</u> [2729]	02/11/2015	06/16/2014	500	0	32,500
Public Banking Institute - WeArePeopleHere!					
<u>Banking on New Mexico - WeArePeopleHere.org</u> [2711]	09/27/2014	06/13/2014	700	0	17,500
Santa Fe Area Home Builders Association					
<u>Santa Fe Home & Remodeling Show 2015</u> [2323]	03/13/2015	06/30/2014	2,000	0	130,000
Santa Fe Association of Realtors					
<u>Task Force Meeting on Affordable Housing</u> [2821]	12/10/2014	06/26/2014	250	0	2,500
Santa Fe Community Convention Center					
<u>Breakdown for Governor's Prayer Breakfast</u> [2896]	02/03/2015	06/10/2014	0	0	0
<u>Cleaning & Set up for Montano Wedding</u> [2893]	07/03/2014	06/09/2014	10	0	0
Santa Fe County Board of County Commissioners					
<u>Santa Fe County Board of County Commissioners Board Meeting</u> [2842]	06/11/2014	06/06/2014	300	0	3,000
Santa Fe Fiesta, Inc					
<u>2014 Royal Ball</u> [2558]	08/02/2014	06/27/2014	400	0	0
Total for Manager			4,160	0	185,500
Grand Total(34)			8,918	1,128	642,400

TOURISM SANTA FE

Prepared On: 07/20/2015
Prepared By: David A. Carr

Leads By User

For Tentative Status from Jun 1, 2014 to Jun 30, 2014

Camilla Mandler (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
National Neurotrauma Society					
<u>Neurotrauma National Symposium 2015</u> [2919]	06/26/2015	06/19/2014	600	1,354	440,050
Total for Manager			600	1,354	440,050
David A. Carr (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
New Mexico Hospitality Association					
<u>2015 Governor's Conference on Tourism</u> [2755]	04/27/2015	06/04/2014	353	550	178,750
Total for Manager			353	550	178,750
Kim Harmon (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
South West Transit Association					
SWTA Annual Conference & EXPO [2740]	03/01/2015	06/04/2014	350	595	193,375
Tourism Santa Fe CVB/City of Santa Fe					
<u>Conference Direct FAM Reception</u> [2915]	07/28/2014	06/17/2014	50	0	0
Total for Manager			400	595	193,375
Melanie Moore (14)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
<u>Arts Commission - Mayor Gonzales Meeting</u> [2887]	06/11/2014	06/05/2014	20	0	0
<u>Sister Cities Meetings</u> [2932]	07/07/2014	06/30/2014	12	0	0
City Manager's Office / City of Santa Fe					
<u>Audit Committee Meetings</u> [2881]	07/09/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings</u> [2882]	08/06/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings</u> [2883]	09/03/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings</u> [2884]	10/08/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings</u> [2885]	11/05/2014	06/05/2014	12	0	0
<u>Audit Committee Meetings</u> [2886]	12/03/2014	06/05/2014	12	0	0
<u>Special Task Force - Park Bond Audit</u> [2880]	06/11/2014	06/04/2014	15	0	0
City of Santa Fe					
<u>Risk Management Conference Call</u> [2908]	06/17/2014	06/13/2014	4	0	0
Mayor's Office / City of Santa Fe					
<u>Mayor's Office: Climate Action Event</u> [2889]	07/10/2014	06/05/2014	40	0	0
The Kiwanis Club of Santa Fe					
<u>Zozobra w/ Downtown Merchants</u> [2921]	06/30/2014	06/24/2014	30	0	300
Tourism Santa Fe CVB/City of Santa Fe					
<u>Sales DOS Meeting - JUN 2014</u> [2892]	06/18/2014	06/06/2014	20	0	0
Transportation / City of Santa Fe					
<u>Public Transit Master Plan Meeting</u> [2922]	07/08/2014	06/24/2014	50	0	0
Total for Manager			263	0	300
Rosalina Grace (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Association of Commerce and Industry					
<u>Association of Commerce & Industry Breakfast 2015</u> [2895]	02/03/2015	06/11/2014	100	0	2,500
Care Net Pregnancy Center of Santa Fe					
<u>Care Net Annual Fundraiser Banquet</u> [2875]	02/24/2015	06/30/2014	500	0	32,500
Jose Ortega					
<u>Ortega Quincienera</u> [2878]	05/16/2015	06/25/2014	400	0	10,000
Santa Fe Chamber of Commerce					

Camilla Mandler (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<u>Legislative Reception 2015</u> [2916]	02/02/2015	06/18/2014	1,000	0	25,000
Santa Fe Community Convention Center					
<u>Cleaning & Set up for Montano Wedding</u> [2893]	07/03/2014	06/09/2014	10	0	0
The Kiwanis Club of Santa Fe					
<u>Kiwanis Club Dinner & Reception</u> [2913]	08/29/2014	06/16/2014	50	0	3,250
Total for Manager			2,060	0	73,250
Grand Total(24)			3,676	2,499	885,725

TOURISM

SANTA FE

OTAB Marketing Report June 2015 Reported July 30th, 2015

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Blake Jackson, Marketing Coordinator
- Frank Cordero, Social Media Coordinator

Advertising & Social Media

- Fuseideas
 - Steve Mason, Senior Vice President
 - CJ Kaplan, Chief Creative Officer
 - Geenamarie Shuttleworth, Account Executive
 - Michael Durwin, Social Media

Website & Email Newsletters

- Studio X
 - Kyle Langan, Webmaster
 - Trudy Gibson, Project Manager
- Press/Media Lou Hammond & Associates
 - Terry Gallagher
 - Carlyn Topkin
 - Matt Sessions

Santa Fe Travel Planner

- Bella Publishing
 - Bruce Adams, Publisher
 - Bryan Cooper, Editor

HIGHLIGHTS

2015 Q2 Marketing Metric Results

- Social Media [Q2/Q1 growth]
 - Facebook likes: 37,875 [up 2%]
 - Twitter followers: 9,210 [up 9%]
 - Pinterest follower: 1,825 [up 7%]
 - YouTube subscribers: 161 [up 6%]

- Instagram followers: 2,806 [up 68%]
- Blog page views: 52,397 [up 13%]
- Website [Y/Y growth]
 - Visits: 290,688 [down 18.67%]
 - Unique visits: 225,089 [down 16.61%]
 - Pages per visit: 2.72 [down 1.44%]
 - Average time on site: 2:57 [down 6.39%]
- Email Newsletters
 - Consumer emails sent: 219,667 with 26.19% open rate
 - Industry partner emails sent: 6,350 with 37.69% open rate
- Public Relations [Y/Y growth]
 - News releases and written copy: 68 [up 423%]
 - Journalist Visits to Santa Fe: 14 [down 70%]
 - Estimated Earned Media: \$6,283,711 [up 406%]
- Santa Fe Guide
 - Unique visits to guide page: 9,040 [up 7.75%]
 - Distributed guides: 70,545 [up 91.65%]
- Visitors
 - Visitor center visits: 28,903 [down 12.6%]

Please see 2015 2ND Quarter Marketing Report for details.

2015 JUNE NEW ACCOLADES

Travel + Leisure Reader's Poll ranks Santa Fe as the #4 City in the Country

As a result of ongoing vote support, **USA Today 10 Best** named the Crosby Theatre in Santa Fe the 7th "Best Outdoor Music Venue."

USA Today 10 Best selected Santa Fe as one of the "Best U.S. Destinations for Introverts."

Popular Photography readers named Santa Fe as the #1 "Best Place to Photograph: 2015."

Moviemaker Magazine named Santa Fe Independent Film Festival (SFIFF) one of "50 Film Festivals Worth the Entry Fee in 2015."

CHARLESTON PRESS APPOINTMENTS



Meeting with **Peggy Loftus**, Contributing Editor – *National Geographic Traveler*

Profile: Loftus is a Freelance Writer and covers Travel and Food. She is also a Contributing Editor for National Geographic Traveler. Loftus has been a contributing editor for National Geographic Traveler since 2000 and has also served as a reporter for U.S. News & World Report.

Loftus noted that new National Geographic Traveler EIC Maggie Zackowitz's approach to content moving forward will be more image-driven. "The image will lead the narrative." Overall, Loftus's interests in Santa Fe seem to focus on history

and culture – specifically the ways in which Santa Fe served as an intersection of three distinct cultures (Native/Spanish/Northern European) and how that materializes through arts and festivals. Loftus is also interested in learning more about the influx of Jewish merchants in the early 1800's and their role in building Santa Fe.

MISC - Peggy is now also writing for *Virtuoso* – "Great Outdoors." For National Geographic Traveler – lead times for smaller columns/front of book are 4-5 months. Lead times for feature print articles are 1 year.

Follow-up items:

- Santa Fe Trails Conference
- International Folk Art Alliance
- Indian Market



Meeting with **Elizabeth Hutchinson**, Assistant Editor – *Garden & Gun*

Profile: Hutchinson is the Assistant Editor for *Garden & Gun*, which is written as a lifestyle magazine reflecting the modern lives of affluent Southerners and those who aspire to the sporting life of the South. Editorial consists of **The Sporting Life** (outdoor lifestyle, boating, fishing, hunting), **Land & Garden** (amazing properties and homes, iconic gardens and conservation), **Food & Drink** (Southern food culture, farm-to-table, heirloom varieties, celebrity chefs), **Travel & Adventure** (hotels, lodges and destinations throughout the South and beyond), **Style & Design** (home décor, fashion, shopping, entertaining), **Arts & Culture** (art, architecture, music, literature, city and town profiles).

Hutchinson noted that the outlet is going to start featuring travel content outside of the south. Generally, their coverage can be both "highbrow" and "lowbrow" but the most important thing to consider is that they always favor the enduring over the ephemeral. They also tend to like "roots revival" type of content – new discoveries in old foods/crafts/music and well-crafted utilitarian items. Hutchinson was very interested in how "authentic" New Mexican cuisine and crafts are, and thought that the culinary, along with the weather, adventure and long tradition of art might make for a nice summer travel piece once they expand the scope of their coverage.

MISC – Outlet's Art Director Marshall McKinley used to live in Santa Fe. Lead time for calendar items is roughly 4-5 months. Lead time for feature print articles is 1 year or more.

Follow-up items:

- "Three Sisters" – corn, pinto beans, chile
- Indian baskets

- Destination overview



Meeting with **Matt Mill**, Editor-in-Chief - *Art Mag*
UMV: 20,576

Mill is interested in doing on a story on the 'natural intersection' of Charleston and Santa Fe from an 'experiential creative travel' angle. He advised that the outlet likes to focus on the 'emotional draw' of a location rather than simply listing what can be found there. Specifically, he's interested in learning more about the International Folk Art Market Alliance and the 'cultural value' inherent in the art.

Follow-up items:

- International Folk Art Alliance
- Indian Market
- "Ending Poverty" book

Travel+Leisure Ranks Santa Fe #4

The winners of Travel + Leisure's World's Best Awards were released today and we're happy to share Santa Fe ranked #4 up from the #7 position in the category of "Best Cities in the United States & Canada." Santa Fe finished with a total score of 86.10/100.

This is the 20th year of the poll, in which the outlet asks readers to cast their votes on their favorite destinations, hotels and companies that define the very best in travel. Readers ranked cities on a variety of categories including culture, people, value, sights/landmarks, among others. The scores were then averaged together to create the final score.

For more information on the methodology, visit www.travelandleisure.com/worlds-best/survey-methodology.
As a reminder, these are reader based and not chosen by editors.

Additionally, the following Santa Fe partners were recognized:

- # 7 Rosewood Inn of the Anasazi (89.68) – "World's Best Hotels in Continental U.S. – Small City Hotels"
- #3 Ten Thousand Waves Japanese Spa & Resort (93.09) – World's Best Destination Spas

TOURISM Santa Fe Welcomes Summer Interns



Sonia Diaz, the Marketing Intern, is a recent graduate of New Mexico State University where she studied Digital Film under the Creative Media Institute at NMSU as well as Marketing under the College of Business. Before graduating Sonia served as Marketing Director for the university newspaper and radio station. Sonia has focused on developing her marketing background first and is currently interning with TOURISM Santa Fe for the summer of 2015. Her duties include developing new website content, creative writing, and community and business outreach. Sonia aspires to work for a television network production team in the future. Her favorite film genre is animation and as for television, nothing beats a romantic comedy or family sitcom. **Key Projects: Google Trekker, Travel Itineraries for SantaFe.org and Santa Fe Numbers Report**



Amanda Getchell, the Visitor Center Intern, is a senior at New Mexico State University, majoring in Journalism and Mass Communications with an emphasis in Advertising and Public Relations and a minor in Marketing. At NMSU, Amanda is a concert promoter and marketer with the Pan American Center. Amanda also serves as the Chapter President of her sorority, Alpha Xi Delta. Amanda is broadening her experience by interning with TOURISM Santa Fe as an intern for the summer of 2015, where she works both as an information specialist in the visitor centers and is the project manager for a marketing research study of the tourism market in Santa Fe. Amanda is planning on pursuing a career in the tourism or music industry after graduation. **Key Project: Visitor Center Support**



Jacey Ellis, the Creative Writing Intern, is a recent graduate of Santa Fe University of Art and Design, with a B.A. in Creative Writing and Literature. She has spent the past four years living, writing and editing anywhere between her homes in Colorado and Santa Fe. Ellis served as editorial staff and most recently, Managing Editor, of Santa Fe University's annual literary magazine, Glyph. Her work is featured in Glyph as well as the 2015 chapbooks, Bodies and the Beasts and Other worlds. An avid blog poster and social media networker, Ellis currently interns for TOURISM Santa Fe and Fuseideas in New Mexico. You can reach her through Facebook, Twitter, and Instagram. **Key Projects: Writing Blogs**



Nicole Jeffries, the Marketing Intern, is a senior at New Mexico State University, majoring in Business with an emphasis in Marketing. Nicole currently works at New Mexico State University as a Marketing Communications Writer, and writes a monthly newsletter for the school. She also works as the Marketing Coordinator for two Children's Dentistry clinics in Las Cruces and Deming. Nicole is hoping to gain more experience in the Marketing field by interning Summer 2015 with TOURISM Santa Fe. She is focusing on a marketing research study with Short Term Rentals. Nicole plans to pursue her Master's Degree after graduation. **Key Projects: Short Term Rentals Survey**

Community Meetings

TOURISM Santa Fe officials met with the following partners and organizations during the month of June to expand the Santa Fe brand:

New Mexico Tourism Department
 International Folk Art Market
 New Mexico Museum of Art
 Simply Santa Fe
 Meow Wolf
 Summer of Color
 Downtown Merchants Association
 Edible Santa Fe
 The New Mexican

Indigenous Fine Art Market
 Santa Fe Railyard Community Corporation
 Heritage Productions
 Eldorado Hotel & Spa Santa Fe
 Santa Fe Botanical Gardens
 Santa Fe Summer Institute
 La Posada de Santa Fe: Julia
 Drury Plaza Hotel: Bar Alto
 Equicenter de Santa Fe

WEBSITE

June 2015 Performance Metrics-Google Analytics

Visits

- 107,178 Total Visits
- 76.37% New Visits...Visitors that have not been to the site within the last month.
- 2.5 Pages per Session
- 2:43 Average Time on Site
- 268,452 Total Pageviews
- 60.7% Female
- 39.3% Male

Visitor Age

- 7.13% 18 - 24
- 16.72% 25 - 34
- 16.27% 35 - 44
- 16.83% 45 - 54
- 25.37% 55 - 64
- 17.68% 65+

Newsletters

- Santa Fe Happenings
 - Sent June 4, 2015
 - Number sent: 40,693
 - Number opened: 6,843
 - Open rate: 16.82%
- TOURISM Santa Fe Marketing Report
 - Sent June 10, 2015
 - Number sent: 1107
 - Number opened: 341
 - Open rate: 30.8%
- Stay Another Day in Santa Fe
 - Sent June 18, 2015
 - Number sent: 16,269
 - Number opened: 2,894
 - Open rate: 17.79%
- TOURISM Santa Fe Sales Report
 - Sent June 24, 2015
 - Number sent: 1128
 - Number opened: 386
 - Open rate: 34.22%

SOCIAL MEDIA UPDATES

Facebook

June 2015 Performance Metrics

- Total Fans: 37,720
- Top Ranking Post, June 22, 2015
 - Likes: 1379
 - Shares: 214
 - Comments: 190
 - Reach: 22,280



Twitter

June 2015 Performance Metrics

- Followers: 9,237
- Monthly Impressions: 155,200
- Average Daily Impressions: 5,200/day
- Highest Organic Impressions: June 2 (2,995)
- Link Clicks: 685
- Retweets (earned): 518
- Favorites (earned): 545
- Replies: 62

Please make sure to add #SantaFe, #SantaFeNM or #TheCityDifferent to your own tweets and retweet TOURISM Santa Fe's tweets to keep your followers engaged and informed.

Pinterest

Please make sure you are following our Pinterest page as we continue to add content to our boards.

June 2015 Performance Metrics

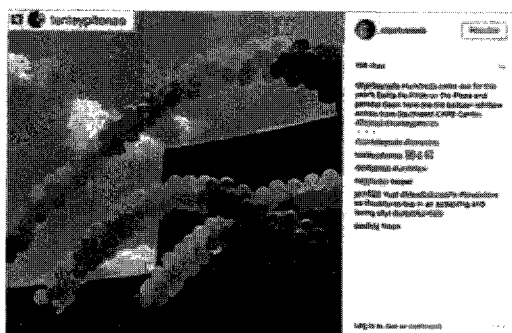
- Followers: 1,825
- Pins: 1,562
- Average Daily Impressions: 1,627
- Average Daily Viewers: 686
- Average Daily Repins: 8

Instagram

June 2015 Performance Metrics

- Followers: 2,856

Top Performing Post in June: Balloons at Pride, June: 158 Likes



Blog

Every Tuesday we post a new blog, please share via Facebook and Twitter with your fans. Below are links to our last four entries for your sharing pleasure.

June 2015 Performance Metrics

The Sweet Sounds of Summer, posted June 2, 2015

- Likes: 90
- Shares: 20
- Comments: 4
- Pageviews: 77

Let's Get Outdoors, posted June 16, 2015

- Likes: 78
- Shares: 12

- Comments: 1
- Pageviews: 64

Serving Up a Slice of Santa Fe Music, posted June 23, 2015

- Likes: 70
- Shares: 12
- Comments: 0
- Pageviews: 127

The Top Three Santa Fe Art Walks You Must See,
posted June 30, 2015

- Likes: 149
- Shares: 21
- Comments: 1
- Pageviews: 5

Trip Advisor

June 2015 Performance Metrics

- Pageviews: 14,404
- Link Clicks: 75
- Promo Clicks: 383
- Event Clicks: 32
- Photo Views: 2,388
- Video Views: 104
- Interaction Rate: 10%

MEDIA PLACEMENTS

DIGITAL

Mobile Banners

- Flight Dates: January 1 – June 30, 2015
- Markets: Denver, CO Springs, Tucson
- Impressions: 13,200,000

PRINT

Colorado Expressions

- Drop Dates: April/May & June/July, 2015
- Markets: CO
- Impressions: 780,000

Great Race Print Ad

- Drop Date: June 2015
- Markets: Oklahoma, Texas, New Mexico, Arizona, California, Missouri

Georgia O'Keeffe

- Drop Date: July 15, 2015
- Markets: Member Publication

Opera Ad

- Drop Date: July 15, 2015
- Markets: Santa Fe, New Mexico

MEETINGS

SmartMeetings (Meetings & Conventions Package)

- Drop Dates: January 1 - June 30, 2015
- Markets: TX, CO, AZ, Washington D.C., Chicago
- Impressions: 7,837,401

PUBLIC RELATIONS

June was a month of flat growth year over year with \$307,274 and a total reach of 45,960,391, even though we had a near equal number of media placements, 58, as we had in our \$3 M in May with 60, and seriously trumped the 38 placements we had in our \$3M April.

While a relatively slower month—and we've already surpassed it four business days into July—it goes to show that while we use these measuring sticks to assess relative progress over time, the work of building new and greater awareness is a marathon of always saying yes to press, not simply chasing after big game.

Some of the smallest June earned media we had in terms of value and circulation happened to come from a reporter in a small southern town who wrote so much about how he loved Santa Fe, it became a four-part series in his paper. Once back home he related at least a dozen anecdotes of loyal readers who'd already booked trips to the city based on his coverage.

That was a good example of just say yes to press.

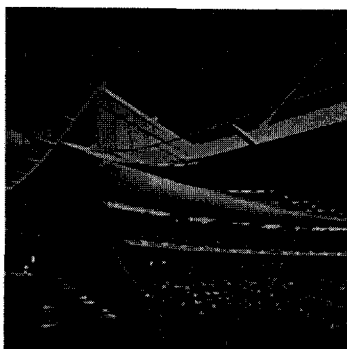
Also in June we were up 475 percent in press releases and written pitches distributed over June 2014, and up 9.7 percent in overall media contacts.

For the second quarter as a whole, we were up 406 percent in total earned media, 423 percent in press releases and written pitches, and that same 9.7 percent in media contacts over Q2 2014.

Santa Fe in the News | Recent Articles

NEWSPAPER (print/online)

Houston Chronicle included Santa Fe in a round-up of Houston weekend getaways. Read more about Santa Fe getaways [here](#).



As a result of TOURISM Santa Fe hosting Larry Vaught in the destination from May 16 through 23, **Advocate Messenger** provided dedicated coverage of Santa Fe in multiple articles.

- **Santa Fe or Bust**
- **The Road to Bandelier**
- **Color and Culture**
- **Taking the High Road**

As a result of Mayor Gonzales visiting New York City in June, Santa Fe New Mexican ran coverage of the Mayor's interview on **Fox News Latino**. Read about the Mayor's visit to New York [here](#).

The following news outlets ran coverage of The Great Race in Santa Fe:

- **Los Alamos Monitor**
- **Santa Fe New Mexican**
- **Albuquerque Journal**



Dallas Morning News included the Santa Fe Farmers Market in this round-up of "Farmers Market's Around the Country." Coverage ran in print and online. Read the Dallas Morning News article [here](#).

Chicago Tribune ran syndicated coverage of "Farmers Markets Around the Country." Read what the Tribune had to say about Santa Fe [here](#).

The following news publications ran coverage of American Idol in Santa Fe:

- KFOX 14
- Santa Fe Reporter
- Albuquerque Journal
- Dot Newz
- Hubbi
- KOB 4
- Santa Fe New Mexican
- Topix
- Kontactor
- KRQE News
- Las Cruces Sun News
- Local News 7
- News List Online
- SFGate.com
- Kansas City Star
- Bradenton Herald
- DFW.com
- sNewsi.com
- The Republic
- X Factor
- Albuquerque Journal

WEBSITES

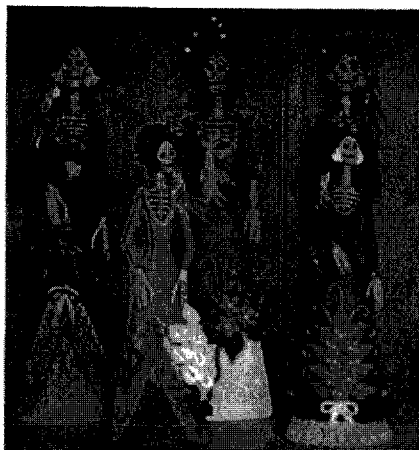
Due to Kasey Hickey's visit to Santa Fe from May 7 to 10, **Turntable Kitchen** posted this dedicated city guide. Read more about Santa Fe in the guide [here](#).



As a result of Hope Philbrick's visit to Santa Fe in April, **Getaways for Grownups** posted three pieces covering ELOISA at the Drury Plaza Hotel, Ten Thousand Waves and Luminaria Restaurant and Patio at Inn and Spa at Loretto.

- Eloisa
- Ten Thousand Waves
- Luminaria Restaurant and Patio

Due to Dave Taylor's visit to Santa Fe from June 11 through 14, **Go Fatherhood** posted this dedicated feature on the destination. Read about his roadtrip through Santa Fe [here](#).

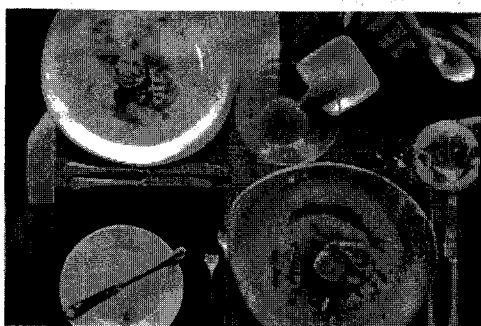


As a result of Neil Wolkodoff visiting the destination from May 17 through 25, **Everett Potter's Travel Report** provided dedicated coverage on Santa Fe. Read the Report article [here](#).

As a result of Mayor Gonzales visiting New York City in June, Fox News Latino interviewed the mayo and posted this online and video coverage. Read about the Mayor's visit [here](#).

Due to Shannon Eileen's visit to Santa Fe from May 27 through 31, **Happiness Is** posted two pieces on the destination:

- **My Mother/Daughter Babymoon in Santa Fe - Part 1**
- **My Mother/Daughter Babymoon in Santa Fe - Part 2**

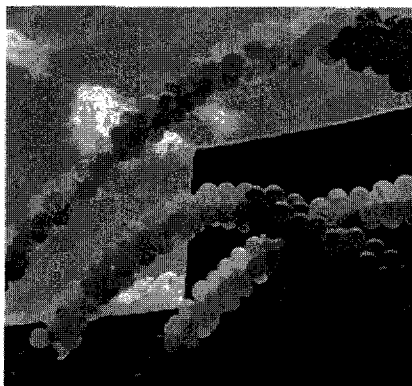


As a result of press release distribution **Mommy Poppins** included Santa Fe in this round-up of "Summer Family Travel Deals," highlighting The Drury Plaza Hotel. Read more about the Drury Plaza Hotel [here](#).

MAGAZINES (print/online)

Prevue posted coverage of the destination in an article, "5 Meetings Hotels That Showcase Santa Fe History." Coverage ran online and in print. Find out which hotels made the list [here](#).

Evolving Magazine published this article, "Santa Fe Hosts Pride Events in Summer 2015." Read about Pride [here](#).



As a result of Jill Dutton visiting the destination in January and May, **Evolving Magazine** provided dedicated coverage on Santa Fe in an article, "Some Like It Hot: Savoring the Flavors of Santa Fe." Coverage ran online and in print. Read the article [here](#).

Due to Cameron Martindell visiting the destination, **Elevation Outdoors Magazine** included Santa Fe in the "Quick Hits" section. Coverage ran online and in print. Read Cameron's article [here](#).

As a result of Christopher Hall's October visit to Santa Fe, **Sunset Magazine** published this dedicated piece on Santa Fe's Railyard. Coverage ran online and in print. Read **Sunset Magazine's** article [here](#).



Santa Fean Now provided coverage of The Great Race in Santa Fe. Read the **Santa Fean Now** article [here](#).

As a result of Lilit Marcus visiting the destination in 2013, **Conde Nast Traveler Online** included Santa Fe in this round-up titled, "50 States, 50 Trips: America's Greatest Hits," spotlighting La Fonda on the Plaza. Read more about LaFonda on the Plaza [here](#).

Visiting Press

German sports and travel publication **Eishockey News** writer Tobias Welck visited Santa Fe from June 1 to June 3.

Arizona Foothills Magazine visited Santa Fe from June 7-9 to research for a story on Las Campanas and on

Santa Fe.

German Travel writer **Dr. Christian Falsche** was here from June 10 through 12.

Writer Dave Taylor of **GoFatherhood** visited Santa Fe from June 11 through 14.

Val D'Elia from **Travel with Val NY1** visited Santa Fe from July 1 through 2.

Adrienne Jordan from **WashingtonTimes.com** and **TravelandLeisure.com** is visiting Santa Fe from July 10 through 13. Coverage will focus on the destination's active adventures, spas and the International Folk Art Festival.

Charlie Chul Jung from **Korea Times** will be visiting Santa Fe from July 12 through 15. Coverage will focus on Santa Fe's culture and history.

Kelsy Chauvin from **Passport** will be visiting Santa Fe July 16-19, extending her group trip through La Posada de Santa Fe to further explore the LGBT offerings and business leaders in Santa Fe.

TOURISM

SANTA FE

Quarterly Marketing Report

Q2 2015

April - June 2015

Santafe.org

Website Presence

Q2 Analysis

Overview – below are metrics, factors and insights for the website.

SEO/Google

Google, Bing, Yahoo – all visits from these sites are up. This indicates SEO and the redesign are effective.

Visits to santafe.org from the following sources are down:

- Santafechamber.com - down 38% (1,903)
- TrackingReport.net – attributed to over 5,000 hits we didn't get during Q2
- Newmexico.org – down 71% (934)
- Santaferm.gov – down 36% (1,110)
- Social Media – Facebook is down for a second quarter in a row by 32.9% (2,000)

Visitors are staying on the site half a minute longer

Bounce rate is considerably down from 57.5% to 53%

New sessions have increased almost 3%

Ad Banner Click Throughs

Current ad click throughs for Q2 is showing around 20,000 hits

Last year's click throughs for Q2 were almost 60,000

This creates a difference of 40,000 hits (not including the 5,000 hits from trackingreport.com)

This generally indicates that a more targeted audience is being reached than last year – lower bounce rate, more time on site, though not as many visits. Last year there was also a focus on contests.

Deals & Specials Page

Clicks to Deals & Specials page are down 49.40% (6,096)

Insights

Let's take a look at how well the Wednesday Deals & Specials posts were doing on Facebook and reevaluate doing those posts again.

Visitors to SantaFe.org Website - Data & Statistics						
	2015 Q1	2015 Q2	2015 Q3	2015 Q4	YTD 2014	YTD 2015
Visits	264,127	290,688			641,729	554,815
Y/Y Growth	-7.10%	-18.67%			23.42%	-12.89%
Unique Visitors	205,905	225,089			480,200	430,994
Y/Y Growth	-6.50%	-16.61%			25.74%	-11.56%
Pages Per Visit	2.72	2.72			2.84	5.44
Y/Y Growth	-7.26%	-1.44%			1.67%	-4.35%
Average Time on Site	3:03:00	0:03:05			0:03:00	3:03
Y/Y Growth	-3.00%	6.39%			-18.91%	1.70%
New Visits	74.34%	73.08%			72.30%	73.71%
Y/Y Growth	0.90%	2.63%			2.62%	1.77%
Bounce Rate	53.05%	53.20%			56.97%	53.13%
Y/Y Growth	-5.75%	-7.52%			16.37%	-6.64%

Source: Google Analytics

Interval of Measurement: Quarterly by Calendar Year

E-newsletter Performance

Newsletter Insights

- Industry Partner Emails
 - o Consistent increase of open rates above 37%
 - ◊ Factors
 - Added contact information in business listing form to add business owner and general manager email addresses
 - Phyllis updated how imports to the CRM were conducted
- Consumer Newsletters
 - o Consistent increase of open rates at/over 18% and conversion rates of 6.5%
 - ◊ Factors
 - Responsive newsletter and more creative content are working
 - Consistency in sending emails at optimal times generates more open rates
 - o Met Q2 2015 Goal of over 1725 new subscribers at 1797
 - o Adding emails to database collected by TOURISM Santa Fe, through advertising & promotion activity

Consumer Emails											
2014	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	89,345	123,100	105,687	318,132	120,064	102,038	83,497	305,599			
Opened	14,421	23,700	17,879	56,000	23,165	17,738	24,455	65,358			
Open Rate	16.14%	19.25%	16.92%	17.60%	19.29%	17.38%	29.29%	21.39%	1,086,575	227,966	21.28%
2015	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	144,711	92,497	153,131	390,339	69,566	86,243	63,858	219,667			
Opened	25,443	15,259	29,650	70,352	15,143	22,190	19,849	57,182			
Open Rate	17.58%	16.50%	19.36%	17.81%	21.77%	25.73%	31.08%	26.19%	610,006	127,534	20.91%
Industry Partner Emails											
2014	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	2,635	2,656	2,662	7,953	2,701	1,824	2,694	7,219			
Opened	831	891	891	2,547	916	696	665	2,277			
Open Rate	31.54%	33.55%	30.99%	32.03%	33.91%	38.16%	24.68%	31.54%	27,950	9,472	34.08%
2015	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	1,797	2,777	1,895	6,469	1,934	2,181	2,235	6,350			
Opened	732	1,060	772	2,564	766	841	786	2,393			
Open Rate	40.73%	38.17%	40.74%	39.88%	39.61%	38.56%	35.17%	37.69%	12,819	4,957	38.67%

Source: santafe.org database

Interval of Measurement: Quarterly by Calendar Year

*Numbers for November Deals & Specials not available

Social Media Presence

Overview

Below are metrics, factors, and insights for Facebook, Pinterest, YouTube, Blog, Twitter and Instagram in Q2 2015

Facebook

Y/Y Comparison: Up 29% (29,119 to 37,668)

37,668 fans as of June 30, 2015

- o 2% increase in fans/likes from Q1 to Q2 (36,875 to 37,668)

793 new fans

- o -65% under quarterly goal

- o Factors (i.e. major transitions)

Onboarding processes of new social media coordinator

Switching of companies and roles for TSF social

KEY TRENDS, FACEBOOK: There was a spike / increase in Likes on May 26, many of which were on the page and through uncategorized mobile devices. The highest amount of impressions in a given time period was the post from May 7: The New Mexico state flag share; this post also received the highest engagement.

Update: Summer of Color posts with turquoise-related images dominated the top published posts for Q2. (i.e. post with Mamy Dear on June 22)

Quality of the above mentioned post: More than half of the commenters were from out of state (some of which were from drive time states)

Please note: Paid social will begin next month (August). This will help with engagement and fans. As previously discussed with the social team, we are focusing on engagement and quality over quantity.

Social media is is measured QoQ rather than YoY (some of which were from drive time states)

Twitter

Y/Y Comparison: Up 31% (7,026 to 9,210)

9,210 followers as of June 30, 2015

- o 9% increase in followers from Q1 to Q2

777 new followers

- o 67% over the quarterly goal of 476 new followers

525,000 impressions in Q2

- o 127% increase in impressions from Q1 to Q2 (231,200 to 525,000)

◊ Factors

Boost from visuals; Twitter's recent updates re: autoplay for video

Highly increased tweets, retweets and interaction with followers

◊ Insight

The number of tweets has increased, along with the number of mentions and page visits in Q2

KEY TRENDS, TWITTER: Twitter continues to be a very visually-driven platform; with new updates to the video and GIF options, posting tweets with visuals is key. Recommended to continue to incorporate more short videos and photos, tagging Twitter handles in these photos, etc.

Alaine to go over GIFs and other strategies with Frank

Instagram

2,806 total followers as of June, 30 2015

Y/Y Comparison: 1,601% increase (165 to 2,806)

- o 68% increase in followers from Q1 to Q2 (1,675 to 2,806)

1,131 new followers in Q2

- o 827.05% over the quarterly goal of 122 followers

◊ Factors

Increase in posting frequency, higher attention to followers' posts – engaging with them by commenting and liking

Increase of re-posting follower content has encouraged engagement

◊ Insight

Engaging with followers by re-posting and encouraging the use of hashtags to potentially feature them in montages is boosting our growth on Instagram (tagging as well). Testing has begun to see what posts users are more drawn to, interact with the most, etc.

KEY TRENDS, Instagram: Instagram's recent updates for the search option has helped TSF in reposting the city-related content and tagging the Instagram accounts to give credit due for work. It has also helped followers find Santa Fe content (works well for both parties)

Alaine to go over search and trending tags on this network - with Frank

Blog

52,397 total page views as of June 30, 2015

- 13% increase from Q1 to Q2 (46,370 to 52,397)

6,027 page views in Q2

- 204.6% of the quarterly goal of 2,351.5 page views

- Factors

- New content posted weekly with attention to timing on Tuesdays.

- Insights

Page views increase measurably when Santa Fe partners share TOURISM Santa Fe blog content
Optimizing content topic, visual aids, placement, time and frequency contributes to measureable increase in page views.

KEY TRENDS, BLOG: The blog remains an important part of SEO and points of conversion on the website (continuing to add more terms to each post appropriately). It is fresh content weekly that allows simpler cross-pollination

Santa Fe CVB Topline Statistics									
	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1	2015 Q2	New Followers	Q1 to Q2 Fan Growth	Y/Y Fan Growth
FACEBOOK									
# of fans of CVB Facebook site	25,768	29,119	34,361	36,476	36,875	37,668	793	2%	29%
TWITTER									
# of followers on CVB Twitter site	6,695	7,026	7,332	7,606	8,433	9,210	777	9%	31%
PINTEREST									
# of followers on CVB Pinterest site	1,123	1,308	1,504	1,585	1,704	1,825	121	7%	40%
YOUTUBE									
# Subscribers To CVB YouTube site	99	110	128	142	152	161	9	6%	46%
BLOG									
Total Blog Page Views	20,466	26,630	33,258	39,207	46,370	52,397	6,027	13%	97%
INSTAGRAM									
# Followers to CVB Instagram Site	9	165	364	976	1,675	2,806	1,131	68%	1601%

Social media is measured QoQ rather than YoY (due to the networks' constant changes and/or developments)

Public Relations

Overview – below are metrics and insights for Quarter 2 2015's public relations efforts:

- 68 press releases and written copy were distributed (423% increase over Q2 2014)
 - o Editorial Calendars: 6
 - o Target Pitches: 2
 - o HAROS: 42
 - o Press Releases: 18
 - TSF: 10
 - LH&A: 5
 - Co-branding: 3
- 16 media visits to Santa Fe (66% decrease over Q2 2014)
 - o Factors:
 - La Posada FAM brought in additional media during Q2 2014.
- 419 media contacts were made during Q2 2015 (9.7% increase over Q2 2014)
 - o Factors:
 - Individual media visits and desksides outreach led to connections with more regional publications and editors.
 - Dedicated pitching to new outlets as a result of HAROs led to new connections.
 - o Insights/Suggestions:
 - Continued outreach and interaction with diverse outlets with unique angles; allows for new opportunities to showcase Santa Fe
- The Web Site Media Center was accessed 1,281 times in Q2 2015 (28.8% decrease from Q2 2014)
- Press Releases were viewed 1,027 times in Q2 2015 (92.5% decrease from Q2 2014)
 - o Factors:
 - A majority of the press releases were distributed to local media, who may already be familiar with the destination and didn't need to visit SantaFe.org for more information.
 - A majority of the press releases were co-branded with events; media may have visited event-specific website.
 - o Insights/Suggestions:
 - Continually send press releases in real-time for posting to the web.
- The Image Library was viewed 1,633 times (29.6% decrease over Q2 2014)
 - o Factors:
 - A large amount of outreach was done as a joint effort to partners, that provided their own links.
 - o Insights/Suggestions:
 - In addition to providing specific images, include link to image library with a description of the type of imagery that can be found.
- \$6,283,711 was the total earned media value for Q2 2015 (406% increase over Q2 2014)
 - o Factors:
 - Multiple million dollar earners were part of the Q2 boom, although there were over 150 different placements contributing.
Note too that some pieces earn very little media value, but are in prime drive market outlets, outlets with exceptionally wealthy readers, or from writers who carry great clout in their community and share anecdotes of multiple hotel bookings following publication.
 - o Insights/Suggestions:
 - Policy of "Say Yes To Press" and operating procedure of continuous improvement, e.g. storytelling approach in pitches, photos in press releases, 5W's in the lead, personal outreach to press, closer relationship building with press, and major Get Out The Vote efforts on reader surveys to attain accolades are driving earned media higher and higher. Large amount of renovations, openings and news from partners is also crucial to the cause.

Public Relations Measurements						
	2015 Q1	2015 Q2	2015 Q3	2015 Q4	YTD 2014	YTD 2015
News Releases & Written Copy	31	68			33	99
Y/Y Change	55.00%	423.00%			-3.0%	239.0%
Journalist's Visits to Santa Fe	25	14			86	39
Y/Y Change	-35.00%	-70.00%			33.7%	-52.5%
Media Contacts	380	419			748	799
Y/Y Change	3.70%	9.70%			22.7%	6.7%
Website Press Release Views	9365	1027			14,527	10,392
Y/Y Change	915.73%	-92.50%			501.03%	411.6%
Website Press Room Access	1311	1027			3,819	2,338
Y/Y Change	-85.00%	-28.80%			-7.19%	-56.9%
Image Library Views	2069	1633			4,499	3,702
Y/Y Change	-5.00%	-29.60%			64.32%	-17.3%
Estimated Earned Media*	\$5,350,259.00	\$6,283,711.00			\$2,801,707.00	\$11,633,970.00
Y/Y Change	243.00%	406.00%			-24.7%	324.5%

* Santa Fe Community PR Earned Media

Source: Lou Hammond & Associates and Studio X
Interval of Measurement: Quarterly by Calendar Year

Santa Fe Guide

Online & Mailed Visitors Guides							
	2014 Q2	2015 Q1	2015 Q2	2015 Q3	2015 Q4	YTD 2014	YTD 2015
# of Visits to Guide Page	12,056	16,392	11,744			28,077	28,136
Y/Y Growth	0.18%	2.32%	5.88%			-7.73%	0.21%
# of Unique Guide Page Visits	9,302	12,837	9,040			21,175	21,877
Y/Y Growth	2.56%	8.12%	7.75%			-8.11%	7.94%
# of Online Guide Click Thrus	4,041	4,280	4,482			8,579	8,762
Y/Y Growth	689.26%	-6.03%	9.84%			462.93%	1.91%
# of Guides Distributed*	5,891	78,817	70,545			15,738	149,362
Y/Y Growth	-59.97%	87.51%	91.65%			-35.05%	89.58%

Source: CVB tracking, santafe.org tracking,

Interval of Measurement: Quarterly by Calendar Year

*Now accounting for all means of distribution, only tracked 1st & 3rd class mail in 2014.

Visitor Information Center Visits

Walk in traffic to all centers is up this quarter.

Total Visits to Santa Fe's 5 Visitor Information Centers							
	2014 Q2	2015 Q1	2015 Q2	2015 Q3	2015 Q4	YTD 2014	YTD 2015
TSF-CCC	3,211	2,336	3,065			3,957	5,401
Y/Y Growth	-74.82%	68.07%	23.78%			-85.40%	45.93%
TSF-Railyard	3,481	2,135	2,962			7,358	5,097
Y/Y Growth	-35.80%	-81.59%	27.92%			-19.20%	-26.83%
TSF-Plaza*			4799				4799
Y/Y Growth			N/A				N/A
La Bajada	9,898	4,333	6,701			15,324	11,034
Y/Y Growth	54.54%	-25.23%	35.34%			55.50%	5.05%
Lamy Bldg.	13,667	7,080	14,080			21,195	21,160
Y/Y Growth	1.79%	-6.33%	49.72%			4.50%	21.69%
Chamber of Commerce	2,831	1,843	2,095			6,070	3,938
Y/Y Growth	-19.80%	-75.75%	12.03%			-9.90%	-31.86%
Total Visits	33,088	17,727	28,903	0	0	53,904	46,630

Source: SFCVB Information Specialist Data, NMTD Monthly Reports and SF Chamber of Commerce
Interval of Measurement: Quarterly by Calendar Year

Airport Passenger Data--Santa Fe Municipal Airport

Data unavailable for this Quarter.

Santa Fe Municipal Airport Total Enplaned and Deplaned						
	2015 Q1	2015 Q2	2015 Q3	2015 Q4	YTD 2014	YTD 2015
SAF Rider Count					58,530	
Y/Y Growth					36.60%	

Source: Santa Fe Municipal Airport

Interval of Measurement: Quarterly by Calendar Year

Santa Fe Hotel & Motel Occupancy

Occupancy Rate & Room Rate Growth						
	2015 Q1	2015 Q2	2015 Q3	2015 Q4	YTD 2014	YTD 2015
Occupancy Rate	54.5%	71.1%			61.0%	62.8%
Average Daily Rate	\$101.95	\$116.99			\$111.34	\$110.75
Y/Y Change	-9.2%	3.4%			3.3%	2.87%

Source: Rocky Mountain Lodging Report

Interval of Measurement: Quarterly by Calendar Year