



Agenda DATE 6/22/16 TIME 10:58

PREPARED BY Phyllis Ortiz

SENT BY [Signature]

OCCUPANCY TAX ADVISORY BOARD

June 28, 2016 – 10:00 A.M.

CITYHALL

COUNCIL CHAMBERS

10:00 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Roll Call
- c. Approval of Agenda
- d. Approval of Minutes: February & March

10:05 a.m.

II. Funding Final Presentation:

- a. Bike & Brew (Chris Goblet)

10:20 a.m.

III. Lodgers Tax:

- a. Update—Randy Randall

IV. CVB Activity Reports:

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

10:50 a.m.

V. Update on Grant Applications

11:30 a.m.

VI. Other Matters by the Board

11:45 p.m.

VII. Adjournment

The next regularly scheduled meeting will be held on July 26, 2016
City Council Chambers at 10:00 a.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
June 28, 2016

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VII. Adjournment	Adjourned at 11:31	13

**MINUTES OF THE
CITY OF SANTA FE
OCCUPANCY TAX ADVISORY BOARD**

June 28, 2016
10:00 a.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 10:00 a.m. in the Council Chambers at City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

b. ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Paul Margetson, Chair
Al Lucero, Vice-Chair
Victoria Bruneni
David Griscom (ex officio)
Jon Hendry
Elizabeth Pettus

Members Absent:

Staff Present:

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

Others Present:

Carl Boaz, Stenographer

c. APPROVAL OF AGENDA

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

d. Approval of Minutes:

May 24, 2016

Member Lucero moved to approve the minutes of May 24, 2016 as presented. Member Pettus seconded the motion and it passed by unanimous voice vote.

II. FUNDING FINAL PRESENTATIONS

a. Bike & Brew (Chris Goblet)

Mr. Goblet was not present immediately to give his presentation. Mr. Randall noted there was a report in the packet, and recommended to table the report, but recommended approval before the end of the meeting.

III. LODGERS TAX UPDATE

Mr. Randall explained that after 11 months of the present FY, the Lodgers Tax Revenues were up 6.4%. The significant increase in April came from delinquency collections, which were just shy of \$200,000, but noted that April was otherwise down \$40,000 in Lodgers Tax. The other deficits shown in November, January, and February did not exist, but the city was maintaining it on a cash-flow basis, and so had chosen to correct the deficiencies. He said he believed March was up about \$50,000 in actuality. [A copy of the Lodgers Tax Report is attached to these minutes as Exhibit 1]

Mr. Randall said that based on the Rocky Mountain Lodgers report, overall REVPAR for the city was up slightly so they should be on track with or ahead of the previous year's collections in May which would keep them at about a 6.5% improvement from the previous year. That figure was down from the previous year, but he felt it was still a significant improvement, and commended the advisory board for their hard work. [A copy of the Rocky Mountain Lodging Report is attached to these minutes as Exhibit 2]

Mr. Randall noted that Downtown was up for May by a point in occupancy and the average rate was up about 4-5 dollars. He noted that Cerrillos Road was down 5 points in occupancy, but that it was up slightly in average rate. Overall REVPAR was up a few dollars for the month of May.

In response to a question from Chair Margetson, Mr. Randall explained that the Fiscal Year starts in July, but that the reports were run for June through May to allow them to close it out within 30 days of the end, because otherwise they would have to wait another month to close out the city. He stated that it instead runs one month behind in actual cash. He noted that the report showed actual revenue for each month, and explained that the GRT runs two months behind, and did not actually show the cash in the correct months.

Member Lucero asked Mr. Randall where the dividing line was between Cerrillos Road and Downtown.

Mr. Randall stated it was St. Francis.

Member Lucero asked about locations south and south-west of St. Francis.

Mr. Randall stated that he believed that for the purpose of the Rocky Mountain Lodgers report, that was the case.

Member Lucero asked how they classified properties like the ones near the hospital or behind the Albertson's.

Mr. Randall explained that they were in the Santa Fé periphery category. He explained that the Residence Inn did not participate in the Rocky Mountain Lodgers report, but that they did participate in STR. He explained

that STR did not break down their report by sections. He said that was why he focused on the Rocky Mountain Lodgers report, as it was a better perspective for the downtown area, whereas STR was better when looking at the city overall. He also noted that the Pecos Trail Inn was in the periphery category as well. He noted that the dominant portion of the periphery category for Rocky Mountain Lodgers report was Buffalo Thunder and Homewood Suites, in addition to the Four Seasons. He explained that the periphery category was up in occupancy and down slightly in average rate, largely due to the fact that Bishop's Lodge was no longer included. [A copy of the STR report is attached to these minutes as Exhibit 3]

Mr. Randall stated that he was surprised that no one had contacted him regarding May's decrease in occupancy in Cerrillos Road, asking what was wrong, or asking what the board was doing about it. He said generally if there is a large number of vacancies, he tends to hear about it. He said he thought it spoke to the disarray of ownership and transitions out on Cerrillos road. He said he had only met one or two of the new property managers out there, and that there seemed to be a lot of turmoil and change happening on Cerrillos Road.

Member Bruneni added that both the Courtyard and Doubletree had been sold in the previous couple months, and said the Hampton was down to 30 rooms due to construction. She said there were a lot of changeover happening.

Chair Margetson stated the large amount of construction on Cerrillos Road was a constant disruption, and probably affected the situation as well.

Mr. Randall gave the STR statistics from the report. Occupancy was down 1.2%, probably due to the higher concentration of reporting by Cerrillos Road.

Chair Margetson added that even the Rocky Mountain Lodging occupancy was flat.

Mr. Randall agreed. Board members discussed the calendar year and fiscal year numbers. Chair Margetson noted the downtown numbers were flat from the previous year.

Mr. Randall continued that the average rate in STR was up \$3.10 and up 1.8% on REVPAR. He said it was up 3.1% on the REVPAR. He said they were seeing a slight increase which reflected the continued increase in Lodgers Tax, but said it was coming in more through rate than through occupancy. He noted they did get a participation sheet for STR. He said he could provide them with a participation sheet for Rocky Mountain as well if they wanted to see one. Mr. Randall agreed to provide participation report for RM

Member Griscom asked if participation was substantially different between Rocky Mountain and STR.

Mr. Randall said there was, and that it was primarily in the limited service in Cerrillos Road product. There was a higher percentage of participation on Cerrillos in STR than in Rocky Mountain. He noted the participation percentages from downtown were about 90% for downtown and about 50% from Cerrillos Road.

Member Griscom asked if El Corazon had gone out of business.

Mr. Randall said it had basically left the short-term rentals business. They had issues with representation. There were a few that were rented separately, but as an entity of Fairmont it was essentially closed as perceived by members of the public.

Chair Margetson said the STR report showed that occupancy was up about 2.5% as were rates, for a combined REVPAR of 5.3 increase for the 12-month period, which was different from Rocky Mountain which was calendar year.

Mr. Randall also spoke about the Gross Receipts Tax Report. He announced that Ms. Helen Hausman who handled much of the Gross Receipts for the city and all of the city investments has passed away a few days prior. She was a city employee for 15 years, and they were very sad that she has left them. She had done a wonderful job, and they would miss her.

Mr. Randall then explained that it was a yearly report, and noted that the report ran approximately 3 months behind, and that they record April revenue in June, as an example. He reported that the city had ended up \$4 million in Gross Receipts Tax, which had not been accounted for when a \$15 million deficit had been suggested.

Mr. Randall directed members to the second page, and noted that GRT for accommodations and food was flat for April, but up it ended up 8.27% for the 12-month period. It mostly reflected the Lodgers Tax, except that it was a little stronger. This probably indicated that food revenues were up a little more than accommodation revenues. He also noted that retail was slightly down in June but up for the 12-month period. He said the GRT report for retail was up 2%. [A copy of the GRT Report is attached to these minutes as Exhibit 4]

Chair Margetson said it was strange because many people who owned restaurants in town were saying business was down.

Member Lucero agreed.

Mr. Randall said the numbers might not validate that, unless it was due to the fact that the numbers were from May or June, and sometimes focus was on recent history rather than the whole 12-month period.

Member Lucero stated that there were a number of new restaurants in town, as well.

Chair Margetson asked what exactly was meant by real estate rental and leasing. He asked what was considered a rental versus a lease.

Mr. Randall explained that it referred to long-term rentals. Short term rentals went into accommodations.

Chair Margetson asked if long-term rentals paid GRT.

Mr. Randall said he believed they were supposed to.

IV. CVB REPORTS

a. Sales Report (David Carr)

Mr. Carr reported that the sales team had been down in May in number of leads and lead room nights as compared to the previous May. Mr. Carr stated he would have to send the executive summary to the board that afternoon. He explained that the Santa Fé Convention Center lead with sleeping rooms, and the confirmed bookings were flat to previous May, but they were up 3 times the number of room nights confirmed. When

compared to the same time the previous year, they were up to the number of leads by 30%, but were flat in the number of room nights, and were down 20% in the number of bookings requiring space only at the convention center. [A copy of the Sales Report is attached to these minutes as Exhibit 5]

Mr. Randall noted the amount of use by the "city" had been quite reduced. Formerly, any city staff could book a space at no cost for any group they are working with. He said they had cut that out and it was reflected those numbers. He said two 2 years prior there were something like 120 meetings, and that number had been significantly reduced.

Mr. Carr added that the pricing for AV had probably affected that number. He noted they were significantly up in definite bookings and bookings confirmed and Convention Center bookings in general. Through May they were doing very well. Due to numbers being flat or low for some prospecting, they were currently bumping up prospecting efforts. They were also continuing with DMAI, which would help them generate lists for prospecting and target specific city regions for more accurate data. They would be joining with CVENT and Helms-Briscoe, as well as other third party agencies that would assist their prospecting efforts. Costs would range from \$10,000 to \$45,000 per company. They were still vetting various companies.

Mr. Carr explained that some staff were in Las Vegas at CVENT conference. Mr. Carr and another staff member would be attending ASAE conference in conference, and would be accompanied by a few organizations, and would have a booth. They would be sending out invitations for the booth. A post-trip was planned for July 12-15, and had 9 planners confirmed. An update would be sent out the following week. Stephanie Scrimshaw, from La Fonda, would be joining the sales team to replace Erica Martínez. He noted they were finalizing a group promotion with a committee of hotel partners. He noted the participating hotels. A proposal would be sent out the following day, hopefully, to the directors of sales.

Member Griscom asked what the Mohawk Group was.

Mr. Carr said he believed it was the group out of North Carolina, but he was not completely certain.

Chair Margetson asked who they lost business to, and who their competition was city-wise.

Mr. Carr said it could be any group looking for more space than Santa Fé has. He gave an example of one group wanted to be under one roof but they were too big. He listed Savannah, Charleston and Austin, as well as Scottsdale, San Antonio and Denver as potential competition. He noted that groups of 250 or more participants had to be put into more than one hotel.

Chair Margetson asked if the Albuquerque travel was problematic as well.

Mr. Carr agreed it was a hurdle.

Chair Margetson asked if they had spoken with South West airlines, as they had cut back the number of flights to Albuquerque, which made it difficult to get to and get out of.

Member Lucero said he thought that was more a result of changes in the law. They used to be required to fly into Albuquerque, but they did not anymore.

Chair Margetson said he believed writing a letter might help, and expressed additional concern regarding the issue.

Mr. Carr said there were direct flights going into and out of Austin so they were trying to work out an incentive with hotels because on Sunday and Thursday it was in and out only. He said it related to their prospecting efforts, they were trying to start an incentive program, where guests could stay three nights and get one free. They were trying to get some of that business from Austin.

Member Lucero mentioned he worked with the Santa Fé Chile and Wine Fiesta. They were working on an experimental wine/film festival during the first three days of the wine and chile week. Violet Crown Theater was a participant. Member Lucero and the owner had put together the project, and the owner was out of Austin and would try to do a package to bring people in for those three nights. He said he would provide contact information to Mr. Carr.

b. Marketing Report (Cynthia Delgado)

Ms. Delgado noted the executive summary was on the front. May was a full month of projects. She spoke about the Santa Fé Margarita trail, their work on a value card, and noted 32 Google Trekker links had been delivered. They worked on welcome banners, accomplished several press activities. She said there was also a big push for Meow Wolf and Low Riders at two museums. She noted they had also added Ms. Rima Krisst as their Native American liaison. [A copy of the Marketing Report is attached to these minutes as Exhibit 6]

Ms. Delgado gave a brief overview of some key indicators. The website had an increase of 13.9%, and they were in full swing with digital product in the market to push people to the web site. They increased new people visiting the website by 2.7%. They had a significant consumer email program, which continued with a 20% open rate which was quite good. Social media was looked at month over month. Facebook had 2% increase. There was also an increase on Twitter, YouTube and Instagram. Not much had been put onto their Pinterest page, but it did continue to grow. Their blog was updated weekly. She noted that Santa Fé County would be doing a monthly blog for county events and outdoor activities. She noted that Ms. Krisst would be doing a bi-monthly blog to share the Native perspective and experience.

Ms. Delgado noted that for May, they had ads in the NY Times for a couple local events. They were still working on search engine marketing, the details of which were in the report. They were reaching out to the travel agent market. They had spoken with several hotels which still received business from travel agencies, which were becoming more digital-focused.

In June and July they would leverage Austin with a print-digital "out of home" campaign, which would include bus wraps, which highlighted ease of transport, events in Santa Fé, as well as the beautiful climate. Ms. Delgado noted that PR had a very strong month with 2.5 in earned media, which was five times what was earned in April. She noted several magazines that had mentioned Santa Fé. They had completed a Press FAM themed "Native Roots" in partnership with Santa Fé County, which had six travel publications and travel writers, and was centered on the Native American experience.

Ms. Delgado said they had completed New York Press desk-sides, which they tried to do annually. They had 11 publications and travel writers in three days. She noted their work with Food Network. They had also hosted Brand USA, a Mega FAM with 18 travel agents.

Ms. Delgado read through the miscellaneous updates. They had partnered with Keep Santa Fé Beautiful to develop 10 welcome banners. The Margarita Trail continued to grow, with a number of passports sold through visitor centers and through restaurants. She hoped that week that their first passport owners would have completed all 31 stops.

Ms. Delgado spoke about public relations. She discussed press releases regarding the trail, and noted they had done about 3.1 in earned media.

Chair Margetson asked over what period of time the 3.1 million in earned media had occurred.

Ms. Delgado said the event started on "Margarita Day" in February, which was the pre-release.

Member Lucero asked what was on page 5.

Ms. Delgado said page 5 was a graphic of the bus wrap.

Ms. Delgado noted there had been a request at the previous meeting to see the marketing report. She said they had a copy in their packet, and said the numbers were in the back.

Chair Margetson asked for a related financial report.

Ms. Delgado said it was not in the plan. She noted the largest part was the media buy. She said she would add a summary of finances.

Member Pettus asked if many people were signing up for the Santa Fé Value cards.

Mr. Randall said they currently had 30 participants, but noted that they needed more restaurants.

Ms. Delgado said she felt they were underwhelming.

Member Lucero suggested they speak in front of the Restaurant Board, which he believed was the following Tuesday.

II. FUNDING FINAL PRESENTATIONS

a. Bike & Brew (Chris Goblet)

At this time, the Board asked Mr. Goblet to give his presentation.

Mr. Goblet started by thanking the Board for allowing him to speak, and by saying it felt like only a few weeks ago that they had set up at Ft. Marcy Park. He noted the weather was perfect. He made sure the Board had a copy of the final report in front of them. [A copy of the Bike and Brew Report is attached to these minutes as Exhibit 7]

Mr. Goblet said he thought they did not have a copy of the complete economic impact study. He explained that the current year's study was for the Bike and Brew only, whereas the one from 2014 included both Century and Bike and Brew. It had a survey and provided space for open ended comments, which was where the planning committee would focus their time. There were good Lodgers Tax numbers. The total attendance, through counting attendees, was 5,517 people who had passed through the doors. He explained that was only the attendees at the main event in Ft. Marcy Park, and did not include the 16 beer dinners that had been produced around town, as well as a few other ancillary events that had taken place around town.

Mr. Goblet said the big new event was the Big Mountain Enduro, which was a professional mountain bike race, which took place in the Glorieta camps. He said there were 325 registered athletes, with total numbers from 800-1000 people including staff, race participants and their families, and the vendors they brought. He said Big Mountain Enduro really helped Bike and Brew's presence that year. It was a good showcase for cycling products, and he said they were scheduled to speak with Big Mountain Enduro about repeats in 2017 and 2018. Given the success and response from their cyclists about the trails, and Santa Fé as a destination, he believed they would recruit them to participate again. He said they hoped to get them more into town next time stating that while Glorieta was a great facility for biking, it was 30 miles away, which could create a disconnect in terms of lodging.

Chair Margetson asked if camping was still available at Glorieta.

Mr. Goblet agreed, and said a good number of the bikers had camped there. He said if they could work with the US Forest Service, they might put cyclists in Hyde Park or along Cerrillos Road, if they could use some of the great trails closer to Santa Fé. He said it had been really spectacular to see the new venue and that he enjoyed working with Parks and Rec at Ft. Marcy Park. He said it had been a great first year there and showed promise to expand as a venue and noted it was close to downtown hotels. He said they had got only thumbs up from Parks, Fire and Police, and there had been no big incidents.

Chair Margetson said there was a rumor that Mr. Goblet was leaving Bike and Brew.

Mr. Goblet said he was interested to see where the project could go if it had some more focused organizers. He said he had taken two full-time jobs with the New Mexico Wine Growers Association and as the campaign leader for the NM True Festival. He said it would be difficult to give the Bike and Brew the attention it deserved. He also noted that he had seen Dean Strober put on the NM Wine Festival, and made him realize how much more organization an event like the Bike and Brew needed. There would be a meeting later in the day that would discuss how to move forward and give the event more of the attention it deserved.

Chair Margetson congratulated Mr. Goblet for his success. He said he understood Mr. Goblet had been kind of a one-man show. He said it sounded like he will continue to participate, but with more support.

Mr. Goblet said they had an ad hoc committee that had put it together, but said it was very much community-based. He said for it to be a true long-lasting event, it needed a core group of people, and a paid event director. He said they had a few ideas of organizations that would be able to continue the work, and said he would not let the project die.

Member Lucero asked if Outside Magazine was the title sponsor, if they owned Bike and Brew or if they were just the sponsor.

Mr. Goblet said Outside Magazine, in 2014, had sat down with Ms. Delgado, Mr. Birk, and himself and the Tourism department, and the Magazine offered 3 years of branding using their name as well as an advertising package, and they would receive around \$40,000 to get the event up and running. That contract had expired but the magazine would be at the meeting that day. They had expressed an interest in keeping a role in the event, but not a cash role. He said that financing would be a key component moving forward. He said a title sponsor had to be cash support.

Member Lucero asked if they had been given lots of space in the magazine.

Mr. Goblet said the basic contract outlined two to three full-page ads as well as a digital marketing package. He said the package was fluid, and they received different types of advertising depending on the year. That year they had received significant digital help with the website and email advertisements. He said they had put

a price tag on it of about \$500,000. He said he thought the reputation of Outside Magazine lent credibility to the event.

Chair Margetson asked how much funding had been approved previous years. Mr. Goblet provided him with numbers for each year.

Member Lucero moved to approve \$7,500. Member Pettus seconded the motion and it passed by unanimous voice vote.

Mr. Randall noted that the board was really approving the payment.

Mr. Goblet said they already had some financing commitments lined up for year 4. He said they would report back to the committee on the results of that day's meeting and subsequent meetings regarding the progress of Bike and Brew.

Mr. Randall and Chair Margetson thanked Mr. Goblet for three years of hard work. He did a great job.

c. Executive Director Report (Randy Randall)

Mr. Randall recognized Tony Flores and Lisa from the County. Mr. Flores was the Deputy County Manager, and Lisa oversaw the LTAB board at the county, among other things. He also introduced Bruce.

Mr. Randall noted that the AirBnB voluntary contribution had been approved and would be started August 1. He said there would be incomplete support the first year, but that it would eventually kick in. He said there were many bookings already placed that would not pay the tax, so the obligation to pay the tax still rested with the owners. He said they would see a growing value they moved into the following year. Taos had entered into a similar contract with AirBnB, which would be effective August 1 as well and would use the agreement they had negotiated. There was a meeting with AirBnB and the state regarding collecting Gross Receipts on a statewide basis and he was pleased that the Secretary of Tax and Revenue had attended that meeting.

Chair Margetson verified that in order to become a short-term rental, they needed a fire department inspection.

Mr. Randall explained that a fire department inspection was required for new applications. For renewals, an affidavit was signed agreeing that nothing had changed and that routine inspections would occur.

Chair Margetson asked if no health inspection was required. Mr. Randall agreed, and Chair Margetson asked if Mary Ann also inspected the homes.

Mr. Randall agreed, and said it included a health and safety component. In response to a question from Chair Margetson, Mr. Randall stated that responsibility for staffing fell under Land Use. There was an opportunity for a Manager, which would hopefully be posted soon, with the intention to fully in effect soon.

Member Bruneni verified that AirBnB would only collect Occupancy tax, not GRT.

Mr. Randall agreed, explaining that AirBnB would be working with the City, but GRT was collected by the state.

Member Pettus asked if they had any idea how far in advance the State Legislature made their reservations, which she assumed was a large portion of the reservations booked in advance.

Mr. Randall said it was actually a small portion. He said he suspected the Legislature probably did not use AirBnB as much as other resources for finding their short term rentals, as they had long-term relationships with other resources. He noted there would be no short term tax collections with the 60-day session. Mr. Randall noted that after the compliance period, there would be penalties for owners who didn't collect and remit lodgers tax.

In response to a question from Chair Margetson, Mr. Randall explained the city attorney had taken the position that the ordinance referred to rooms to mean any type of room. If there was more than a bedroom and a bathroom, they would be required to collect and remit lodger's tax. He also noted that exemptions had to be applied for, and were no longer assumed.

Mr. Randall said regarding compliance, that there was an RFP out for software to determine who is in compliance and who is not. There was also an opportunity for a manager for that area. He said the Santa Fé Film Office would become a formal entity, jointly managed by City and County, effective July 1. It had been under contract with Eric Witt to set up the facility. A press release would be out shortly for the permanent executive director. He advised the film group that was working with the Chamber of Commerce that Mr. Witt would continue as the permanent director of the Santa Fé film office. He had extensive experience from film production and he set up the State office. He also stated that Tony Flores would be the person to oversee the film Office and Mr. Randall had been appointed by City to work with him. He stated they hoped there would be mutually beneficial opportunities for the City and County to work together to bring greater results to the area.

Chair Margetson asked if the 2-room ordinance they had discussed previously that applied to the County as well.

Mr. Randall said the County followed the State rule. Their enforcement and interpretation would be their own, however. He said he didn't know that the County had defined a clear meaning of "room," as it was not part of the enabling legislation.

Mr. Randall said he planned to initiate discussions with Mr. Flores on how he could assist them.

Mr. Randall also noted that Ms. Rima Krisst had filled the Native American liaison role, and was doing very well. He had attended Ohkay Owingeh Feast Day with her on Friday. They ate with former Governor Joe Garcia, as well as in the current Governor's home and had already received feedback from Ohkay Owingeh on their pleasure to see City involvement in their activities, and that the City was reaching out to them. He said he there was a lunch scheduled in August for all tribal leaders to meet with Mayor Gonzales and they hoped for good turnout. He said that in the meantime, Ms. Krisst would travel to and speak with every pueblo and native government to determine who the liaison would be.

Mr. Randall stated that the airport, Northern NM Air Alliance was moving along. Kent Meyers would be back the second week in July to meet with lodgers and community leaders. They should know by the end of July whether they would receive the half a million dollar grant they had requested from the Federal Government. He said that if they did receive the grant, it would improve the energy behind the effort to match those funds.

Mr. Randall spoke about Destimetrics, the company they had used for their visitor profile, which would come out in July, to describe the 2015 profile. It would be compared to the previous visitor profile, from 2010. Because of the tremendous response Ms. Delgado was able to garner from the hotel community on what was just shy of 8,000 surveys completed, they would have annual profiles, as well. If there was a significant change from 2010, comparisons could be done, which would make it very valuable.

Mr. Randall said they were going forward with the survey analysis through Destimetrics for forecasting and profiling. They would also have a small task force to work on policies and procedures moving forward. We were inviting Paul Margetson to be a member of that task force, as well as Tom McCann, who was chairman of the Santa Fé Hospitality organization, Max Battel and Ryan Goodman and a fifth position that they still had to fill in. The committee would help set up policy as they moved out into the industry. There would be no cost for the first year for hotels to participate. This would encourage participants to see the benefits, and want to pay to continue, which would allow them to expand the program. There were some add-ons that would require additional funds.

Mr. Randall said they would be moving forward with full-page ads in the Dallas Cowboy and Denver Bronco annual Yearbooks that were sold at games. He said the regular price for a full page ad was \$29,500 per program, but they were able to get remnant ad space for both programs for \$16,000. They had an option to include some tickets for opening games that would have tried to promote on radio shows, but it ended up being too complicated. He noted that those were the two cities with direct flights to Santa Fé, which would be mentioned in the ad. The ad would also mention the Margarita Trail.

Mr. Randall discussed the Austin \$100,000 promotion in a two-month period and said they had gained an editorial in Austin Magazine because of the promotion. The Margarita Trail was moving along. They were averaging 350 people per day in the visitor center on the Plaza and 550 people per day among all three visitor centers. He said they were seeing very strong use of the centers, and noted it was just shy of about 20% international visitors in the centers. He said they were definitely serving a need.

After a question from Chair Margetson, Mr. Randall explained that they did not count minor questions like asking about restroom locations, for example. He noted that the 330 figure was for people who came in requesting in-depth visitor assistance, so really the actual number of people in the doors was likely twice that figure. He noted that recommendations for places to eat, other site-specific questions, and then other things that visitors should do were the most common questions. He noted they were trying to put together menu books for each visitor center, which would allow visitors to see the actual restaurant menu. They had received some responses, but they were having trouble getting copies of menus from some of the bigger restaurants.

Member Lucero noted that the Santa Fé Reporter would print a dining guide, a pull-out from their annual dining guide. He noted that extra copies were earmarked for Visitor's Centers. He recommended that everyone present could ask for menus when they were dining.

Mr. Randall noted that they would need four sets, one for the Railyard, one for the Convention Center and two for the Plaza.

Member Lucero said they would discuss it the following Tuesday.

Member Bruneni said the Visitor Center at La Bajada had been closed due to safety concerns. She said Cerrillos Road had got quite a few referrals from that Visitor Center, and it was a good way to entice visitors to stay in Santa Fé.

Mr. Randall said he would check on it.

Member Lucero suggested perhaps the OTAB should send a letter to the Secretary of Tourism to share their concerns.

Mr. Randall suggested it should also go to the Secretary of Transportation, as one group owned the facility and the other maintained it.

Member Lucero suggested it should go to the Tourism Commission members as well.

Member Pettus asked if there had been a press release about visitor center on the plaza.

Mr. Randall agreed there had been one.

Member Pettus said there was an opinion piece in the newspaper that day that seemed as though they had not read the press release.

Mr. Randall said an editorial had been in the paper the previous Friday that mentioned the fact that Durango had a visitor center right downtown. He wrote an email to the editor about it which gave the locations.

Chair Margetson said he believed they needed to do something about restrooms on the Plaza.

Mr. Randall said the first issue was finding a location that they could own or lease and convert into public restrooms. There was also the issue of cost of ongoing maintenance which was significant. There were restrooms at two of the three visitor's centers they operated, the one that did not have restrooms was the one on the Plaza. There was a list of where restroom facilities on the Plaza available for visitors. He said it had not solved the problem but has satisfied the outcry from visitors. He said they would continue to do what they could.

Member Lucero asked Mr. Randall to please confirm the La Bajada closure, so they could draft a letter.

Mr. Randall said Phyllis would work on that a letterhead that contained all of the Board members' names.

Mr. Randall continued on, reporting that the Mountain Shuttle would be going again in July and August. For the winter, they had about 5000 riders, as compared with 6000 at Taos. He said they were pleased with the outcome. He had been told the county would support it again the following year.

Member Griscom clarified that the County was supporting it for the year after the pilot program. He noted that they took three weeks off and then picked up on September 25 and would run until the end of the ski season

Mr. Randall said he thought they could count on it during the winter time, but summer would be iffy. The issue of bikes had been resolved, as they had racks for six bikes on the shuttle.

Mr. Randall noted the Community Kitchen was still on the burner. The Chamber was sponsoring a hospitality training program for which they had to pay \$25 per trainee, and they had committed \$5,000 to bring the program in. He noted there was a way-finding kiosks RFP going out. They would be located in areas with high tourist traffic. It would provide information on local events, directions, and WiFi near the kiosk itself. They would be provided at no cost to the City, preferably, with advertising opportunities that would pay the vendor for the kiosk.

They had retained Robert Martin from Lensic to put together a draft of a potential plan for an end-of-season encore-type event. The plan would include a budget. It may happen in 2018.

Mr. Randall had proposed to the Parking Division a visitor parking permit which a visitor could purchase from a hotel or visitor's center to give them permission to park in any City parking garage or at any parking meter. He said they would have to see if it went anywhere. He gave an example of paying \$16 for a two-day permit in Savannah. He thought it would make Santa Fé more parking-friendly.

Mr. Randall and the board discussed the viability of the program, and how it might encourage more visitors because it would reduce the number of parking tickets visitors received.

V. UPDATE ON GRANT APPLICATIONS

Mr. Randall said they would have a handout on the history of grants and define the rules for applying for them before the next meeting.

VI. OTHER MATTERS FROM THE BOARD

Member Lucero and the board congratulated Ms. Delgado on her marketing report, saying it was the equal of any corporation marketing report. Comments are short and this bound marketing report is outstanding.

Ms. Delgado thanked the board, stating it was a team effort, and thanked her team members.

Mr. Randall said both Ms. Delgado and Mr. Carr were doing outstanding reports.

There were no other matters from the Board.

VII. ADJOURNMENT

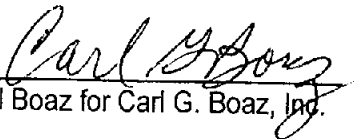
Member Lucero moved to adjourn the meeting. Member Pettus seconded the motion, and it passed by unanimous voice vote.

The meeting was adjourned at 11:26 a.m.

Approved by:


Paul Margetson, Chair

Submitted by:


Carl Boaz for Carl G. Boaz, Inc.

Occupancy Tax Advisory Board
June 28, 2016

EXHIBIT 1

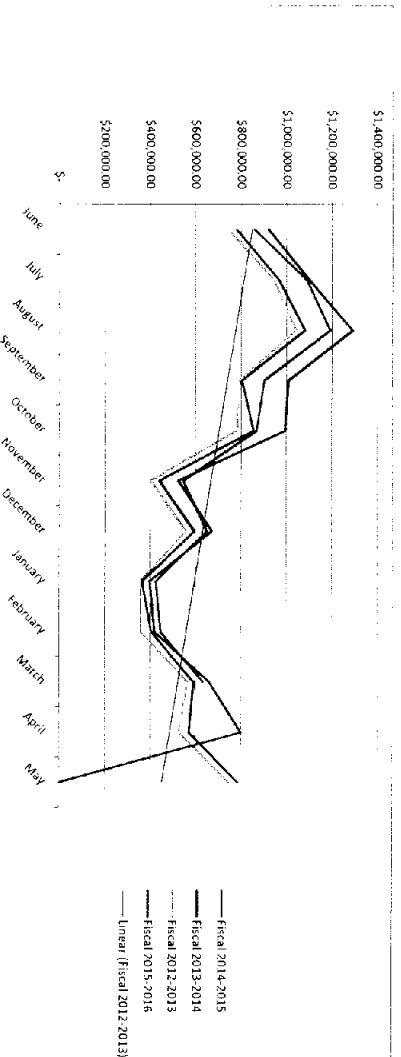
LODGERS TAX REPORTED

Fiscal 2015-2016	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	##### \$	##### \$	##### \$	##### \$	##### \$	##### \$	##### \$	##### \$	##### \$	##### \$	##### \$	##### \$	8,290,715.59
SHORT TERM TOTALS	\$45,592.52	\$64,336.16	\$67,012.35	\$54,120.16	\$55,148.75	\$35,036.81	\$54,042.75	\$23,489.54	\$19,172.90	\$43,506.75	\$29,986.42	\$	\$491,961.11
COMBINED Monthly TOTAL	\$919,757.79	\$1,039,461.32	\$1,290,799.14	\$1,007,767.44	\$991,844.89	\$523,581.60	\$671,511.45	\$397,172.25	\$419,007.16	\$660,787.24	\$800,986.42	\$	\$8,782,676.70
Year to Date TOTALS	\$819,757.79	\$2,019,219.11	\$3,310,018.25	\$4,317,785.68	\$5,309,630.58	\$5,833,212.18	\$6,504,723.63	\$6,901,895.88	\$7,320,903.04	\$7,981,690.28	\$8,782,676.70	\$	\$
Monthly Carry-Over previous year	\$61,925.56	\$11,992.86	\$97,690.24	\$106,040.66	\$123,534.37	\$(22,980.17)	\$20,359.71	\$(26,705.15)	\$37,320.90	\$26,206.32	\$157,179.67	\$	\$
	7.22%	1.10%	8.19%	11.76%	14.23%	-4.20%	3.13%	-6.30%	5.85%	4.13%	24.41%	\$	\$
YTD Carry-Over over previous year	\$61,925.56	\$73,918.42	\$171,608.66	\$277,649.32	\$401,183.69	\$378,203.52	\$388,553.23	\$371,858.08	\$345,827.06	\$372,033.38	\$529,213.05	\$641%	\$
	7.22%	3.80%	5.47%	6.87%	8.17%	6.93%	6.53%	5.89%	4.96%	4.89%	6.41%	\$	\$

Fiscal 2014-2015	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$817,846.38	\$1,044,642.06	\$1,140,493.35	\$857,470.01	\$814,283.43	\$514,194.37	\$598,500.41	\$404,807.16	\$423,923.48	\$606,638.51	\$606,645.22	\$786,985.17	8,616,411.56
SHORT TERM TOTALS	\$39,983.85	\$42,826.40	\$52,615.65	\$44,256.77	\$54,041.09	\$32,367.40	\$52,651.33	\$19,070.24	\$21,114.70	\$27,942.41	\$37,161.53	\$41,601.40	\$465,838.67
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	\$828,786.57	\$9,082,250.22
Year to Date TOTALS	\$857,832.23	\$1,945,300.69	\$3,138,409.59	\$4,040,136.37	\$4,908,448.89	\$5,455,008.66	\$6,106,150.40	\$6,530,037.80	\$6,925,075.98	\$7,609,656.90	\$8,253,463.65	\$	\$
Monthly Carry-Over previous year	\$77,361.73	\$120,964.75	\$112,087.79	\$97,348.06	\$130,609.94	\$105,597.19	\$54,974.70	\$59,386.63	\$41,372.96	\$43,331.03	\$71,659.34	\$	\$
	9.91%	12.52%	10.37%	12.10%	1.53%	23.95%	9.22%	16.29%	10.25%	7.33%	12.52%	\$	\$
YTD Carry-Over over previous year	\$77,361.73	\$198,326.48	\$310,424.27	\$407,773.33	\$420,834.27	\$528,431.46	\$581,406.16	\$640,792.79	\$682,166.75	\$725,496.78	\$797,156.12	\$10.69%	\$
	9.91%	11.35%	10.98%	11.23%	9.38%	10.68%	10.52%	10.88%	10.84%	10.54%	10.69%	\$	\$

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	\$763,362.91	\$825,488.39	\$416,010.05	\$551,208.66	\$342,218.25	\$381,430.60	\$558,374.96	\$543,393.61	\$735,554.89	\$7,615,478.74
SHORT TERM TOTALS	\$33,446.95	\$45,745.95	\$50,346.00	\$41,024.81	\$29,761.19	\$24,954.53	\$44,988.38	\$22,272.52	\$22,234.62	\$32,874.93	\$28,753.80	\$50,831.41	\$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	\$8,042,793.83
Year to Date TOTALS	\$780,470.50	\$1,746,974.21	\$2,827,985.32	\$3,632,363.04	\$4,487,612.82	\$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 Carry-Over 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	\$37,882.42	\$
	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 Carry-Over over previous year	\$37,994.95	\$61,711.89	\$100,192.52	\$111,968.64	\$185,446.63	\$223,353.73	\$281,544.99	\$271,713.79	\$319,338.95	\$345,992.67	\$390,013.83	\$427,596.25	\$
	5.12%	3.65%	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	\$530,566.68	\$503,888.32	\$711,472.33	\$7,456,841.81
SHORT TERM TOTALS	\$31,554.01	\$37,108.79	\$43,180.99	\$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	\$1,042,520.48	\$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.

Occupancy Tax Advisory Board
June 28, 2016

EXHIBIT 2



NEW MEXICO
HOSPITALITY
ASSOCIATION

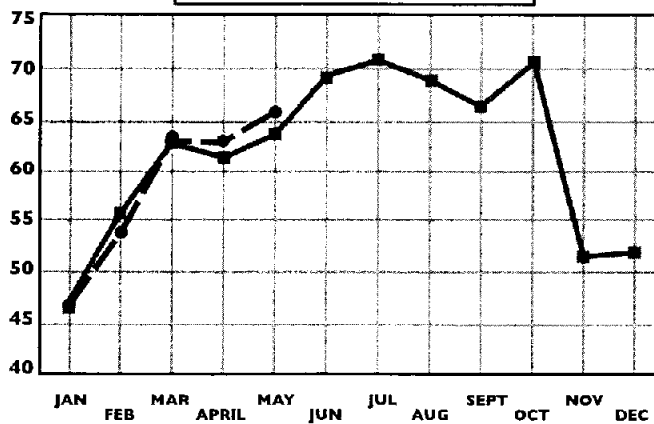
ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

May 2016

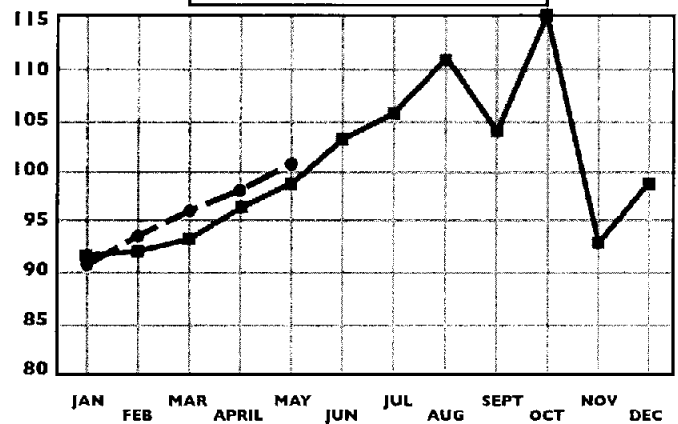
LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2016 YEAR-TO-DATE			2015 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
ALBUQUERQUE											
Downtown/Airport	78,150	58,337	74.6%	\$95.53	\$71.31	67.6%	\$92.17	\$62.27	64.7%	\$90.66	\$58.64
Interstate 40 Corridor	125,862	77,146	61.3%	\$89.19	\$54.67	54.6%	\$87.69	\$47.92	55.3%	\$83.16	\$45.96
Albuquerque North	<u>62,063</u>	<u>43,194</u>	<u>69.6%</u>	<u>\$104.28</u>	<u>\$72.57</u>	<u>60.9%</u>	<u>\$104.53</u>	<u>\$63.68</u>	<u>59.6%</u>	<u>\$108.81</u>	<u>\$64.80</u>
TOTAL	266,075	178,677	67.2%	\$94.91	\$63.73	59.9%	\$93.42	\$55.92	58.9%	\$92.24	\$54.34
SANTA FE											
DOWNTOWN	48,832	36,437	74.6%	\$167.49	\$124.97	63.9%	\$145.29	\$92.87	64.1%	\$139.74	\$89.54
CERRILLOS ROAD	42,595	26,978	63.3%	\$76.46	\$48.42	49.6%	\$71.99	\$35.72	54.7%	\$70.08	\$38.32
SANTA FE PERIPHERY	<u>22,599</u>	<u>16,879</u>	<u>74.7%</u>	<u>\$105.34</u>	<u>\$78.68</u>	<u>65.9%</u>	<u>\$99.49</u>	<u>\$65.57</u>	<u>62.0%</u>	<u>\$98.97</u>	<u>\$61.41</u>
TOTAL	114,026	80,294	70.4%	\$123.84	\$87.20	58.9%	\$111.69	\$65.74	60.1%	\$106.56	\$64.01
FARMINGTON	30,841	19,904	64.5%	\$89.21	\$57.58	65.5%	\$82.57	\$54.06	58.5%	\$84.34	\$49.31
LAS CRUCES	34,229	22,294	65.1%	\$88.79	\$57.83	61.5%	\$86.59	\$53.23	59.0%	\$82.96	\$48.96
TAOS	22,327	13,700	61.4%	\$96.80	\$59.40	55.7%	\$94.45	\$52.58	50.8%	\$88.68	\$45.06
OTHER NEW MEXICO	<u>48,750</u>	<u>24,965</u>	<u>51.2%</u>	<u>\$84.82</u>	<u>\$43.44</u>	<u>47.3%</u>	<u>\$87.02</u>	<u>\$41.15</u>	<u>51.6%</u>	<u>\$97.76</u>	<u>\$50.43</u>
TOTALS	516,248	339,834	65.8%	\$100.34	\$66.05	58.7%	\$95.92	\$56.33	58.1%	\$94.87	\$55.15

NEW MEXICO
PERCENTAGES OF OCCUPANCY
2016 vs. 2015



● 2016 OCCUPANCY ■ 2015 OCCUPANCY

NEW MEXICO
AVERAGE ROOM RATES
2016 vs. 2015



● 2016 AVERAGE RATE ■ 2015 AVERAGE RATE

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

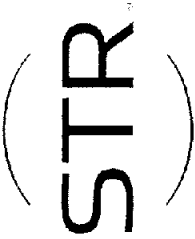
New Mexico Hospitality Association • Jen Schroer, President/CEO • Call/Text (505) 504-8608
1420 Carlisle NE, Suite 210 • Albuquerque, NM 87110
NewMexicoHospitality.org

<p align="center">ROCKY MOUNTAIN LODGING REPORT Summary of Occupancy and Average Daily Room Rates for the State of New Mexico</p>

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2016	2015	2016	2015	2016	2015
JANUARY	46.9%	46.2%	\$90.66	\$91.73	\$42.48	\$42.36
FEBRUARY	54.4%	55.5%	\$93.23	\$92.12	\$50.69	\$51.08
MARCH	63.2%	62.7%	\$95.84	\$94.46	\$60.62	\$59.21
APRIL	63.1%	61.1%	\$97.48	\$96.57	\$61.55	\$59.01
MAY	65.8%	64.8%	\$100.34	\$98.09	\$66.05	\$63.55
JUNE	-	-	-	-	-	-
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	58.7%	58.1%	\$95.92	\$94.87	\$56.33	\$55.15

Occupancy Tax Advisory Board
June 28, 2016

EXHIBIT 3



United Kingdom
Blue Fin Building
110 Southwark Street
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TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.slr.com

Santa Fe CVB

For the Month of May 2016

Date Created: Jun 16, 2016

Tab
1
2
3
4

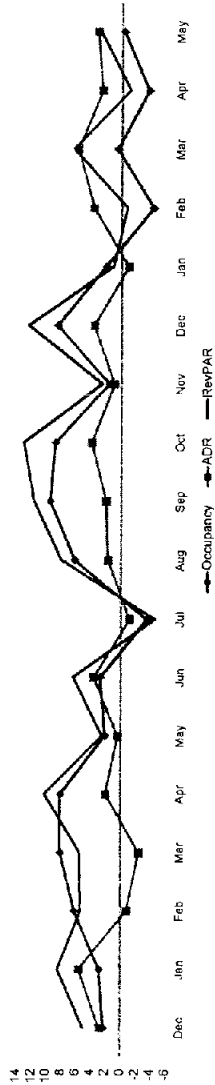
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Trend City Of Santa Fe, NM+
Response City Of Santa Fe, NM+
Help

Tab 2 - Trend City Of Santa Fe, NM+

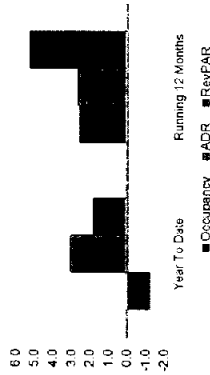
Source: FICUS
For the Month of May 2016

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)		2016												2015												2014												Running 12 Months																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
This Year	Last Year	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct

For the Month of May 2016

○ - Monthly data received by STR
● - Monthly and daily data received by STR
Blank - No data received by STR

Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB
For the Month of May 2016

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg In Rms	2014												2015												2016											
								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 2016 STR, Inc.

Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment. The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Qanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100. Internationally, indexes are also referred to as MPI - Market Penetration Index (Occupancy Index), ARI - Average Rate Index (ADR Index), and RGI - Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms}/\text{Census Rooms}) * 100$.

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

Occupancy Tax Advisory Board
June 28, 2016

EXHIBIT 4

BENCHMARK YEAR

Prior Years' Comparison:																				
July -June	\$88,547,033	2.07%	\$90,454,380	0.54%	\$83,723,413	4.06%	\$84,261,803	0.64%	\$88,029,352	4.47%	\$89,602,142	1.79%	\$93,062,460	3.86%	\$3,460,319	\$	89,030,500	4.53%	\$	4,031,960
														Amount over(under) budget						
														Cumulative year-to-date to prior year-to-date:						
														Cumulative year-to-date to FY 07-08 year-to-date:						
														3,460,319						
														4,515,427						

MONTH	FY Actual		%	FISCAL YR		%	FISCAL YR		%	FISCAL YR		%	FY Budget 2015/16 **	% Actual to Budget	Over/Under Budget
	2007/08	Inc/Dec		2010/11	Inc/Dec		2011/12	Inc/Dec		2012/13	Inc/Dec				
JUL	633,957	14.35%	545,951	-7.89%	598,654	9.65%	600,324	0.28%	642,087	6.98%	592,741	-7.69%	597,047.47	13.87%	62,800
AUG	714,599	-95.00%	671,821	-4.96%	667,629	-0.62%	659,002	-1.29%	669,004	1.52%	658,563	-1.56%	663,347.35	11.38%	75,480
SEPT	653,432	9.04%	597,858	-8.65%	625,005	4.54%	634,132	1.46%	674,853	6.42%	704,624	9.75%	748,439	1.05%	7,815
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%	699,199	2.28%	15,439
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%	705,794	2.59%	17,798
DEC	647,257	2.30%	566,931	-2.31%	573,490	1.16%	622,564	8.56%	662,701	6.11%	662,701	0.32%	688,814	3.94%	26,113
JAN	612,303	2.55%	549,104	2.66%	580,657	5.75%	583,660	0.52%	569,976	-2.34%	603,027	5.80%	604,865	0.30%	1,839
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%	731,389	-3.94%	(30,029)
MAR	585,468	-0.35%	489,794	-17.5%	543,902	8.83%	538,357	-8.71%	538,357	0.00%	564,184	1.83%	564,970	10.36%	56,790
APR	546,057	4.90%	499,775	0.71%	551,043	10.26%	509,652	-7.51%	593,300	16.41%	537,584	-9.39%	610,582	13.58%	72,998
MAY	951,790	57.65%	594,603	3.83%	622,468	4.69%	643,878	3.44%	634,999	-1.38%	652,779	2.90%	686,261	5.13%	33,482
JUN	631,448	4.36%	580,691	-7.17%	543,012	-8.49%	574,631	5.82%	609,274	6.03%	685,350	12.49%	647,141	(0.06)	(38,209)
JUN													690,329.08	-6.26%	(43,188)

**Increases - Significant
Decreases - Significant**

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

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

Category	June (April Activity)			Category	Cumulative YTD (May - April Activity)		
	June 2015-2016	June 2014-2015	Dollar Difference		July-June 2016-2015	July-June 2014-2015	Percent Difference
Agriculture, forestry, hunting, fishing	15,351	13,335	2,016	Agriculture, forestry, hunting, fishing	142,052	135,883	4.54%
Mining	0	46	(46)	Mining	16,642	14,464	0.00%
Utilities	181,195	203,059	(21,864)	Utilities	2,614,292	2,536,313	3.07%
Construction	685,701	691,720	(6,019)	Construction	8,486,214	8,012,200	5.92%
Manufacturing	130,108	145,280	(15,172)	Manufacturing	1,646,538	1,432,139	14.97%
Wholesale	115,634	149,793	(34,159)	Wholesale	1,710,745	1,500,730	6.87%
Retail	2,234,542	2,237,641	(3,099)	Retail	28,098,236	27,539,184	2.03%
Transportation & warehousing	18,557	16,357	2,200	Transportation & warehousing	251,988	197,431	27.63%
Information & Cultural Indust	308,274	301,152	7,122	Information and Cultural Indust	3,769,409	3,628,773	4.43%
Finance & insurance	100,586	144,362	(43,776)	Finance & insurance	1,318,442	1,241,265	6.22%
Real estate, rental & leasing	204,315	239,195	(34,880)	Real estate, rental & leasing	2,615,837	2,036,824	28.43%
Prof, Scientific, Technical	768,804	689,171	79,633	Professional, Scientific, Tech	8,300,049	7,992,389	3.85%
Management of companies	16,748	9,777	6,969	Management of companies	135,737	146,638	-7.43%
Admin & Support, Waste Mgt	72,050	69,660	2,390	Admin & Support, Waste Mgt	917,524	889,009	3.21%
Educational Services	116,259	73,214	43,045	Educational Services	789,095	739,097	8.12%
Health Care & Social Assist	406,523	416,697	(10,174)	Health care and social assist	5,031,110	4,459,242	12.82%
Arts, Entertainment & Recr	45,183	55,840	(10,657)	Arts, Entertainment & Recr	674,028	604,312	11.54%
Accommodation & Food	1,034,566	1,034,378	188	Accommodation & Food	13,396,242	12,373,247	8.27%
Other Services	671,909	746,609	(74,700)	Other Services	9,471,551	9,550,973	-0.83%
Public Administration	42	0	42	Public Administration	164	0	0.00%
Unclassified	55,450	44,217	12,233	Unclassified	843,924	1,378,242	-38.77%
State reimb-food/med tax	829,292	1,218,549	(389,257)	State reimb-food/med tax	10,651,860	10,426,042	2.17%
Muni. Equivalent Distribution	10,799	48,525	(37,726)	Muni. Equivalent Distribution	296,914	482,468	-38.46%
Total Distribution	8,022,886	8,548,577	(525,691)	Total Distribution	101,208,693	97,416,865	3.89%

Occupancy Tax Advisory Board
June 28, 2016

EXHIBIT 5

TOURISM SANTA FE

May 2016 OTAB Report Sales Report June 28, 2016

May 2016 Leads:

- 11 total leads requiring sleeping rooms (Down 6 leads compared to 2015)
- 1,875 total room nights sent via leads (Down 5,256 room night compared to 2015)
- 30 total SFCCC space only leads without sleeping rooms (DOWN 1 SFCCC leads form 2015)

May 2016 Confirmed Leads:

- 8 Definite Booking (UP 1 Confirmed booking to 2015)
- 4,735 Definite Room Nights (UP 3,334 room night over 2015)
- 11 Definite SFCCC space only leads (Down 11 SFCCC bookings from 2015)

May 2015 Leads:

- 16 total leads requiring sleeping rooms
- 5,631 total room nights sent via leads
- 29 total SFCCC space only leads without sleeping rooms

May 2015 Confirmed Leads:

- 7 Definite Booking
 - 1,401 Definite Room Nights
 - 18 Definite Groups without sleeping rooms
-

2016 YTD Leads:

- 86 total leads requiring sleeping rooms (UP 20 leads compared to STLY 2015)
- 28,450 total room nights sent via leads (Down 215 room night compared to STLY 2015)
- 121 total SFCCC space only leads without sleeping rooms (Down 31 SFCCC leads STLY 2015)

2016 YTD Definite:

- 56 Definite Booking (Up 20 Confirmed booking to STLY 2015)
- 18,376 Definite Room Nights (UP 7,779 room night over STLY 2015)
- 102 Definite SFCCC space only leads (UP 41 SFCCC bookings STLY 2015)

2015 YTD Leads:

- 66 total leads requiring sleeping rooms
- 28,665 total room nights sent via leads
- 152 total SFCCC space only leads without sleeping rooms

2015 YTD Definite:

- 36 Definite Booking
- 10,597 Definite Room Nights
- 61 Definite SFCCC space only leads

Tradeshow updates:

June 18-22, 2016 | Cvent, Las Vegas, NV

- April Gallegos will be attending on behalf of the City. Janey Day will be attending on behalf of Hotel Santa Fe.
- We have 30 scheduled appointments at this reverse tradeshow
- Participating on the tradeshow floor.
- 1,200 planners will be attending.

August 13-16, 2016 | ASAE Annual Meeting & Expo, Salt Lake City, UT

- David Carr and Joellyn Baca will be attending
- Inn & Spa at Loretto, Eldorado, La Fonda, and Drury will be joining as well
- ASAE an organization comprised of various professional associations, which are a primary source of group business for Santa Fe. This event is ASAE's largest event of the year and brings together decision makers from association organizations and meeting and event planning professionals

Pace Report

FAM Update

- May
 - 8 hotel partners participated
 - 8 meeting and event planners attended as well as a client of a planner
 - The client who attended was from Stairbuilders and Manufactures Association. They have already requested a contract from a hotel partner. The request is for 230 room nights for 90 attendees in April 2018
 - The Mohawk Group is currently deciding between three SF hotels for 230 room nights
 - American Institute of Physics is preparing to close on 120 sleeping rooms
- July
 - 7 hotel partners scheduled to attend
 - 8 planners currently confirmed

New CSM

Group Promotion

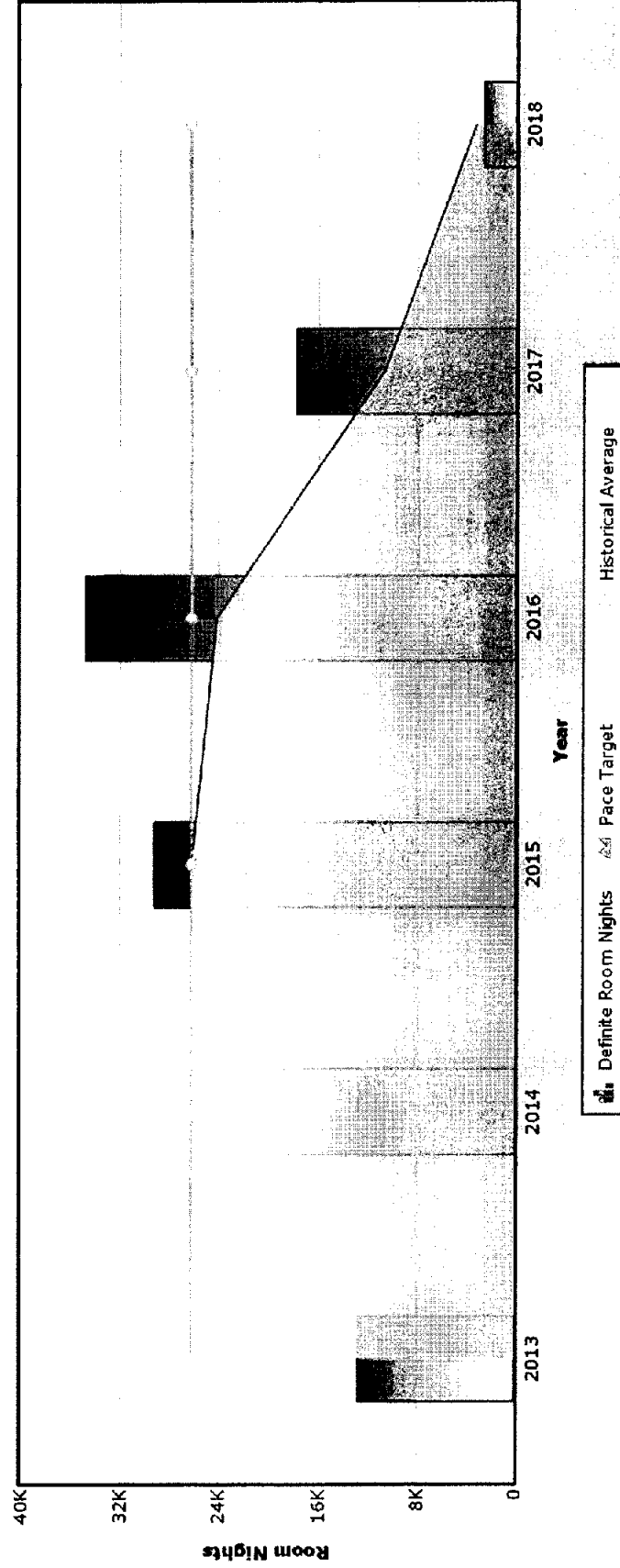
TOURISM SANTA FE

Prepared On: 06/22/2016

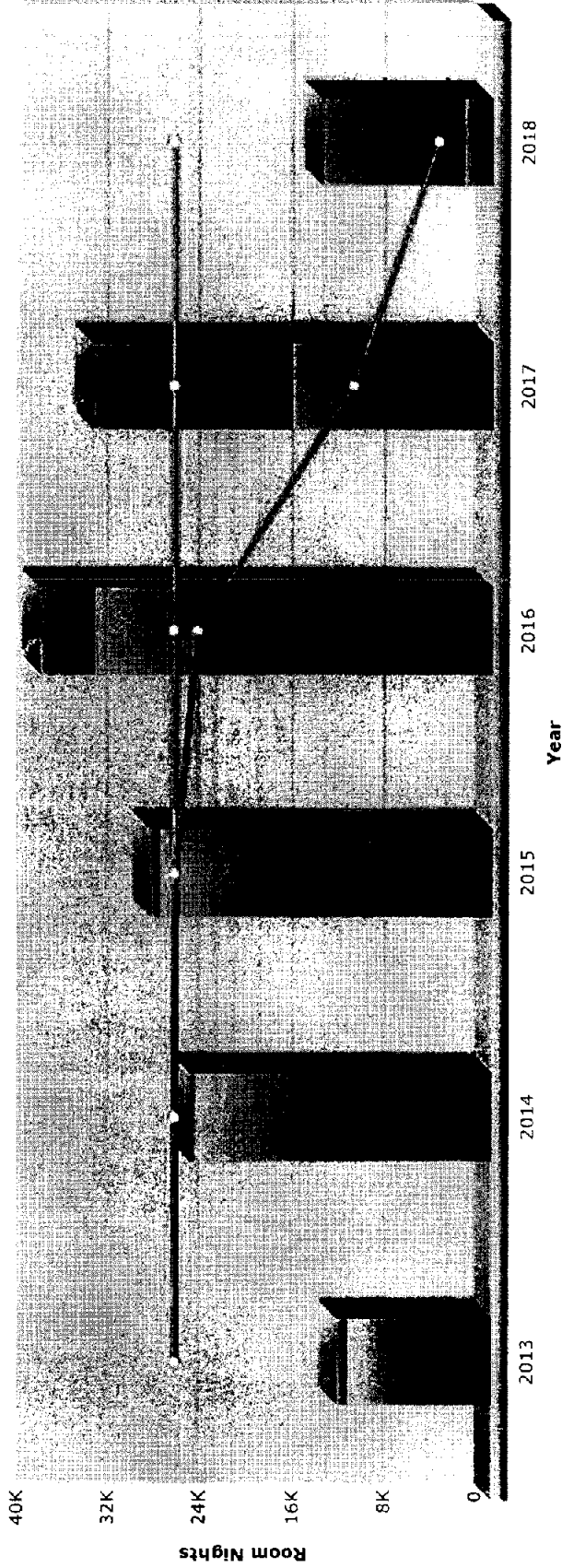
Prepared By: ~~Shirley Spence~~ Justin Cox

Report: Simple Pace

Annual Sales Pace



Annual Sales Pipeline

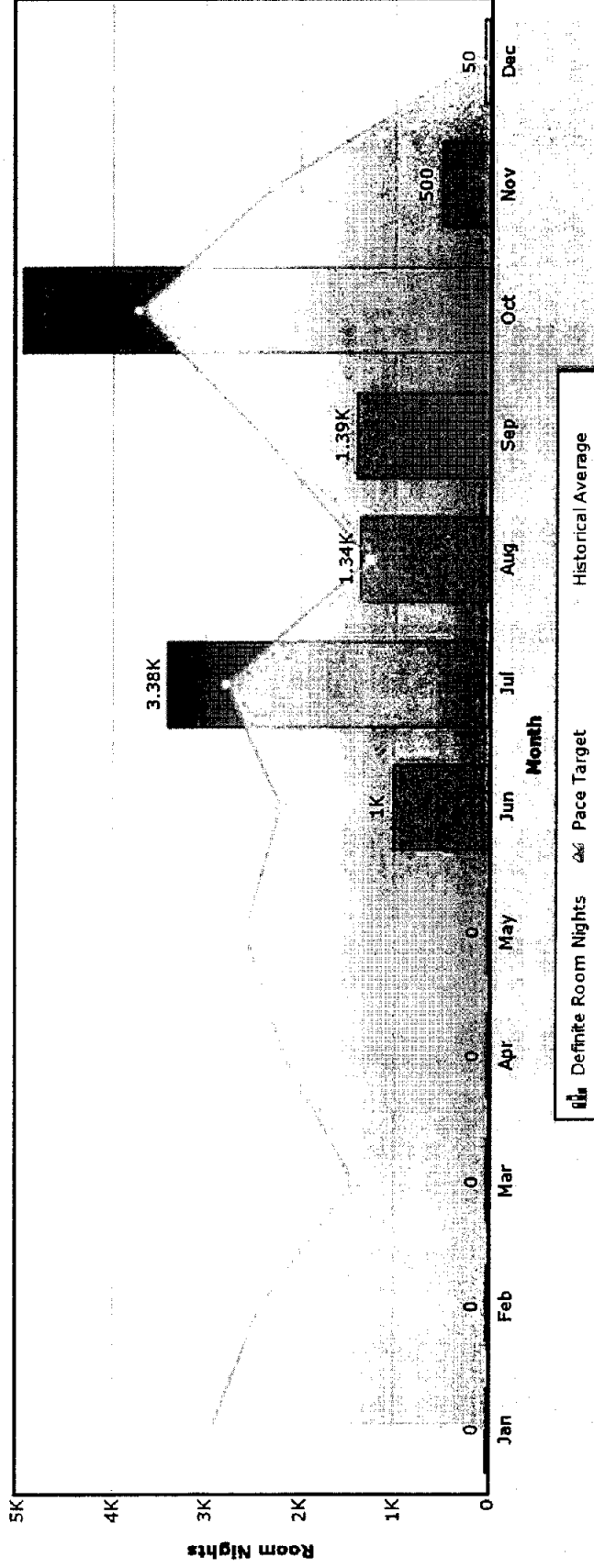


	2013	2014	2015	2016	2017	2018	Total
Annual Pace							
Consumption (Definite Room Nights)							
Definite Room Nights	12,577	25,970	29,072	34,641	17,605	2,467	122,332
Target	26,162	26,162	26,162	24,147	10,614	3,193	116,441
Variance	-13,585	-192	2,910	10,494	6,991	-726	5,891
Historical Avg	26,162	26,162	26,162	26,162	26,162	26,162	156,972
Events	178	254	235	214	24	4	909
Pace Percentage	48.07%	99.27%	111.12%	143.46%	165.86%	77.25%	105%
Demand							
Total RNs	52,204	64,140	67,794	71,703	63,338	16,155	335,334
Target	69,119	69,119	69,119	49,934	24,058	5,369	286,718
Variance	-16,915	-4,979	-1,325	21,769	39,280	10,786	48,616
Historical Avg	69,119	69,119	69,119	69,119	69,119	69,119	414,714
Conversion Percentage	24.54%	40.69%	43.37%	51.83%	38.25%	67.28%	41%
Historical Avg	38	38	38	38	38	38	38

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
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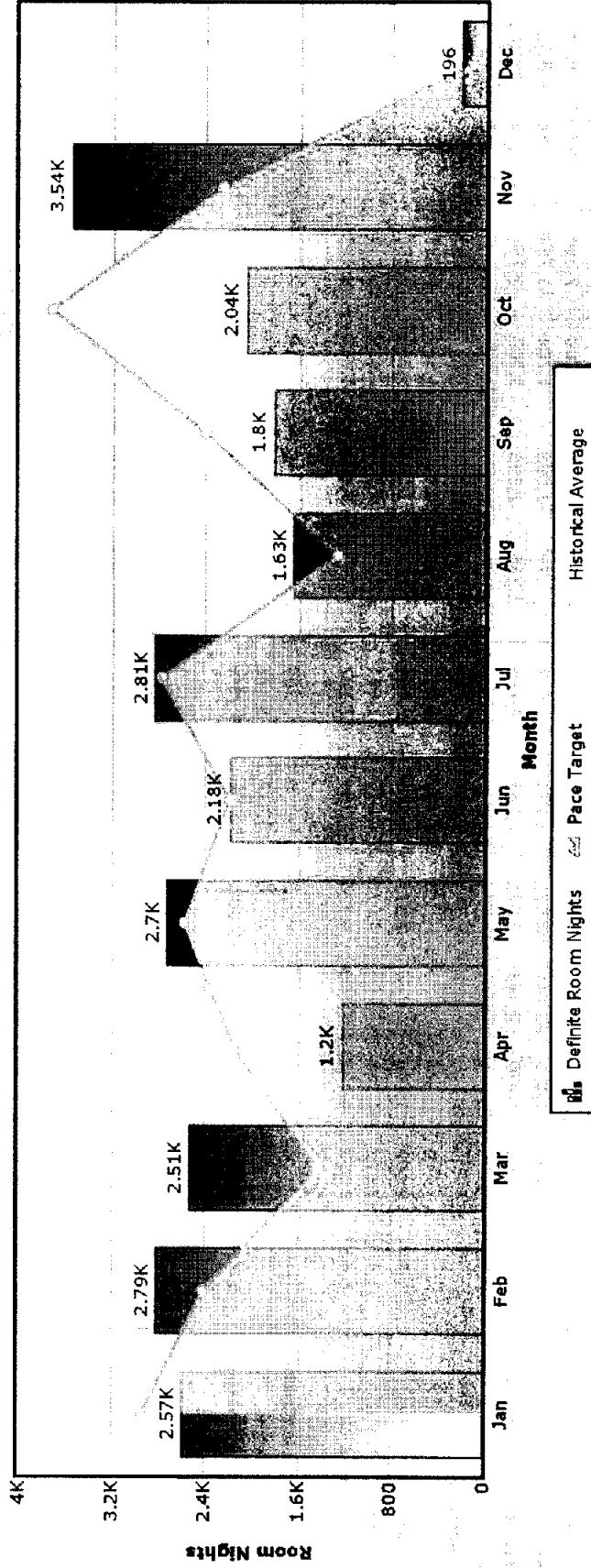
2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	0	0	0	1,002	3,381	1,344	1,387	4,913	500	50	12,577
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-2,929	-2,402	-1,420	-2,148	-2,571	-1,184	612	79	-1,008	1,204	-1,754	-64	-13,585
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	0.00%	0.00%	0.00%	0.00%	0.00%	45.84%	122.10%	106.25%	57.91%	132.46%	22.18%	43.86%	48%
Demand													
Total RNs	0	0	0	0	0	11,376	8,806	2,864	10,865	11,507	6,736	50	52,204
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-5,427	-3,072	-4,333	-5,198	-4,726	4,017	1,644	-4,877	2,383	2,639	114	-79	-16,915
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	0	0	0	0	0	0	300	0	0	210	440	0	950
Lost Room Nights	0	0	0	0	0	10,374	5,125	1,520	9,478	6,384	5,796	0	38,677
Conversion Percentage	0.00%	0.00%	0.00%	0.00%	0.00%	8.80%	39.70%	46.90%	12.80%	43.50%	7.90%	100.00%	25%

Monthly Sales Pace 2013



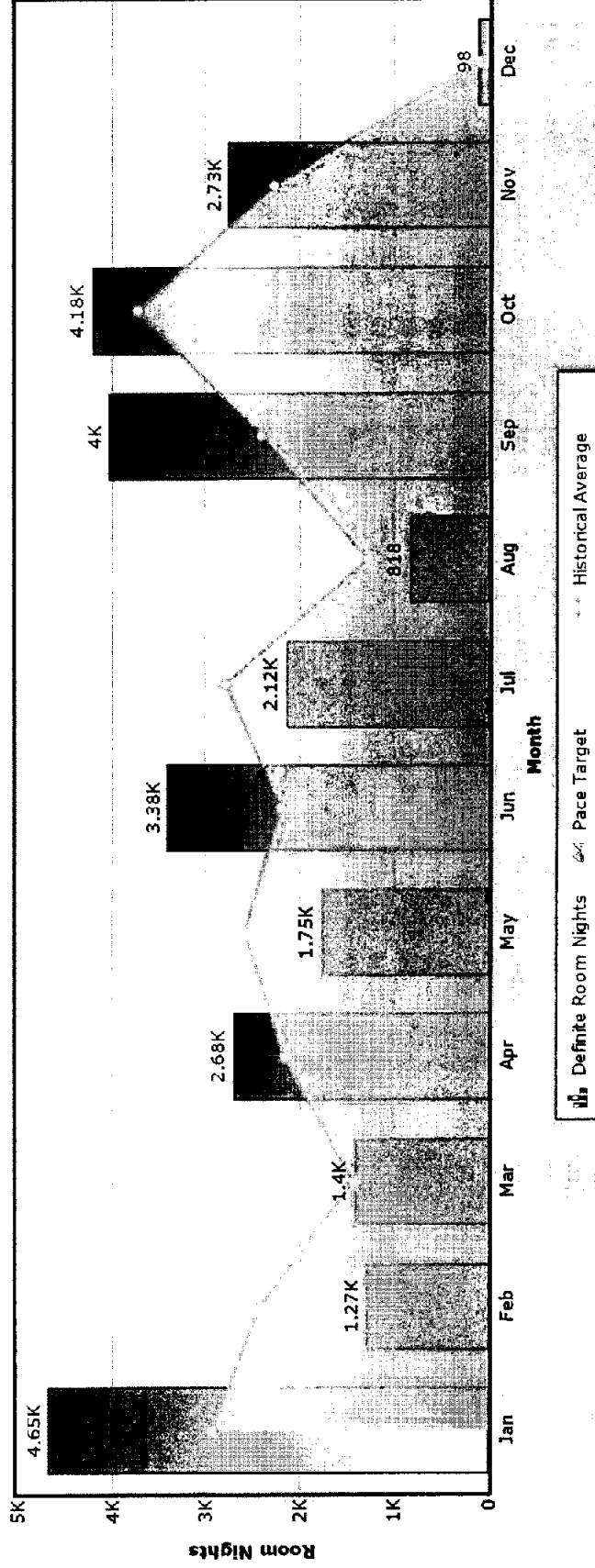
2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	2,570	2,792	2,514	1,202	2,702	2,178	2,806	1,633	1,803	2,039	3,535	196	25,970
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-359	390	1,094	-946	131	-8	37	368	-592	-1,670	1,281	82	-192
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	87.74%	116.24%	177.04%	55.96%	105.10%	99.63%	101.34%	129.09%	75.28%	54.97%	156.83%	171.93%	99%
Demand													
Total RNs	5,416	3,032	4,700	3,917	6,750	3,178	7,240	9,288	8,416	8,472	3,535	196	64,140
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-11	-40	367	-1,281	2,024	-4,181	78	1,547	-66	-396	-3,087	67	-4,979
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	0	0	0	0	0	0	0	0	310	0	0	0	310
Lost Room Nights	2,846	240	2,186	2,715	4,048	1,000	4,434	7,655	6,303	6,433	0	0	37,860
Conversion Percentage	47.50%	92.10%	53.50%	30.70%	40.00%	68.50%	38.80%	17.60%	22.20%	24.10%	100.00%	100.00%	41%

Monthly Sales Pace
2014



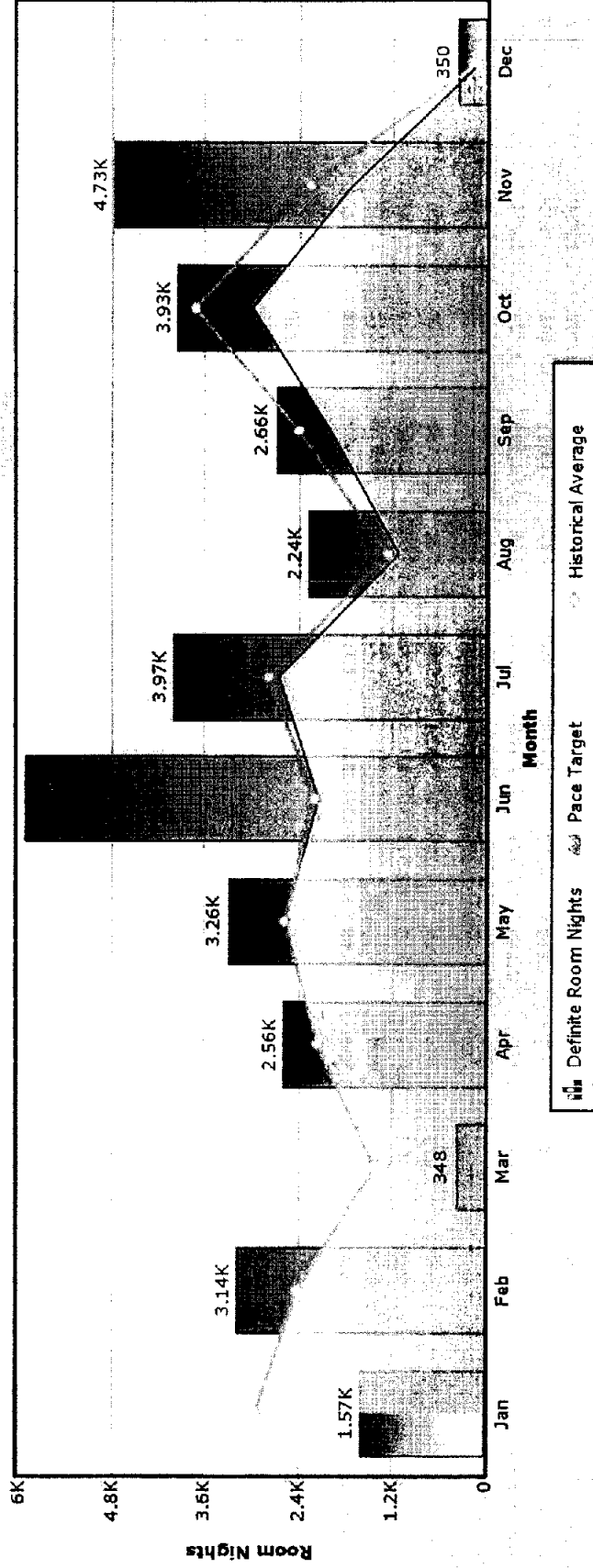
2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	4,649	1,272	1,399	2,684	1,751	3,379	2,122	818	3,996	4,177	2,727	98	29,072
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	1,720	-1,130	-21	536	-820	1,193	-647	-447	1,601	468	473	-16	2,910
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	158.72%	52.96%	98.52%	124.95%	68.11%	154.57%	76.63%	64.66%	166.85%	112.62%	120.98%	85.96%	111%
Demand													
Total RNS	6,967	1,672	5,288	3,964	3,336	7,524	5,441	11,071	6,166	6,626	9,596	143	67,794
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	1,540	-1,400	955	-1,234	-1,390	165	-1,721	3,330	-2,316	-2,242	2,974	14	-1,325
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	0	0	0	30	300	0	214	0	0	210	0	0	754
Lost Room Nights	2,318	400	3,889	1,250	1,285	4,145	3,105	10,253	2,170	2,239	6,869	45	37,968
Conversion Percentage	66.70%	76.10%	26.50%	68.20%	57.70%	44.90%	40.60%	7.40%	64.80%	65.10%	28.40%	68.50%	43%

Monthly Sales Pace 2015



2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	1,570	3,144	348	2,558	3,261	5,876	3,971	2,244	2,664	3,925	4,730	350	34,641
Target	2,929	2,402	1,420	2,148	2,571	2,137	2,644	1,126	1,993	2,987	1,709	81	24,147
Variance	-1,359	742	-1,072	410	690	3,739	1,327	1,118	671	938	3,021	269	10,494
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	53.60%	130.89%	24.51%	119.09%	126.84%	274.93%	150.19%	199.31%	133.68%	131.41%	276.76%	429.48%	143%
Demand													
Total RNs	3,898	4,512	3,013	7,715	4,094	8,672	10,849	4,369	7,403	9,500	6,317	1,361	71,703
Target	2,929	2,402	1,420	2,148	2,571	2,137	2,644	1,126	1,993	2,987	1,709	81	24,147
Variance	-1,529	1,440	-1,320	2,517	-632	4,163	6,505	-270	2,434	4,489	2,680	1,292	21,769
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	60	0	132	668	288	285	637	320	795	561	230	891	4,867
Lost Room Nights	2,268	1,368	2,533	4,489	545	2,511	6,241	1,805	3,944	5,014	1,357	120	32,195
Conversion Percentage	40.90%	69.70%	12.10%	36.30%	85.70%	70.10%	38.90%	55.40%	40.30%	43.90%	77.70%	74.50%	52%

Monthly Sales Pace
2016

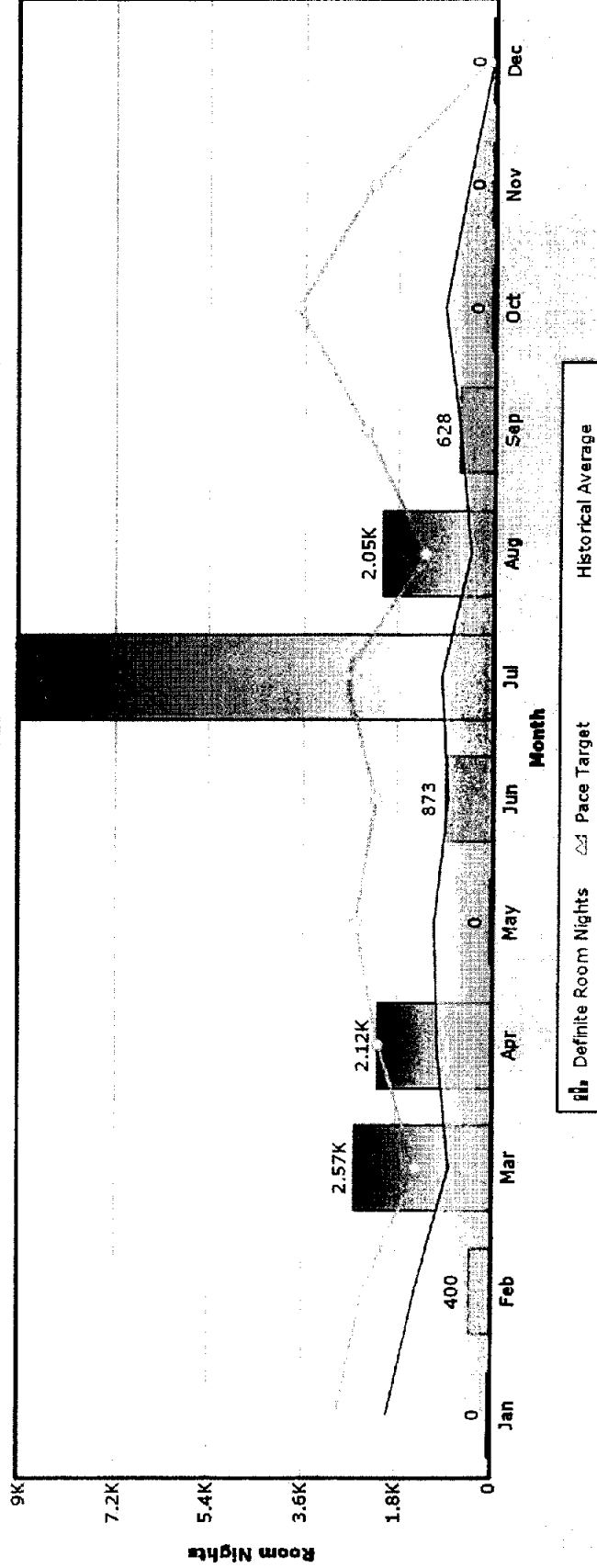


2017

Consumption (Definite Room Nights)

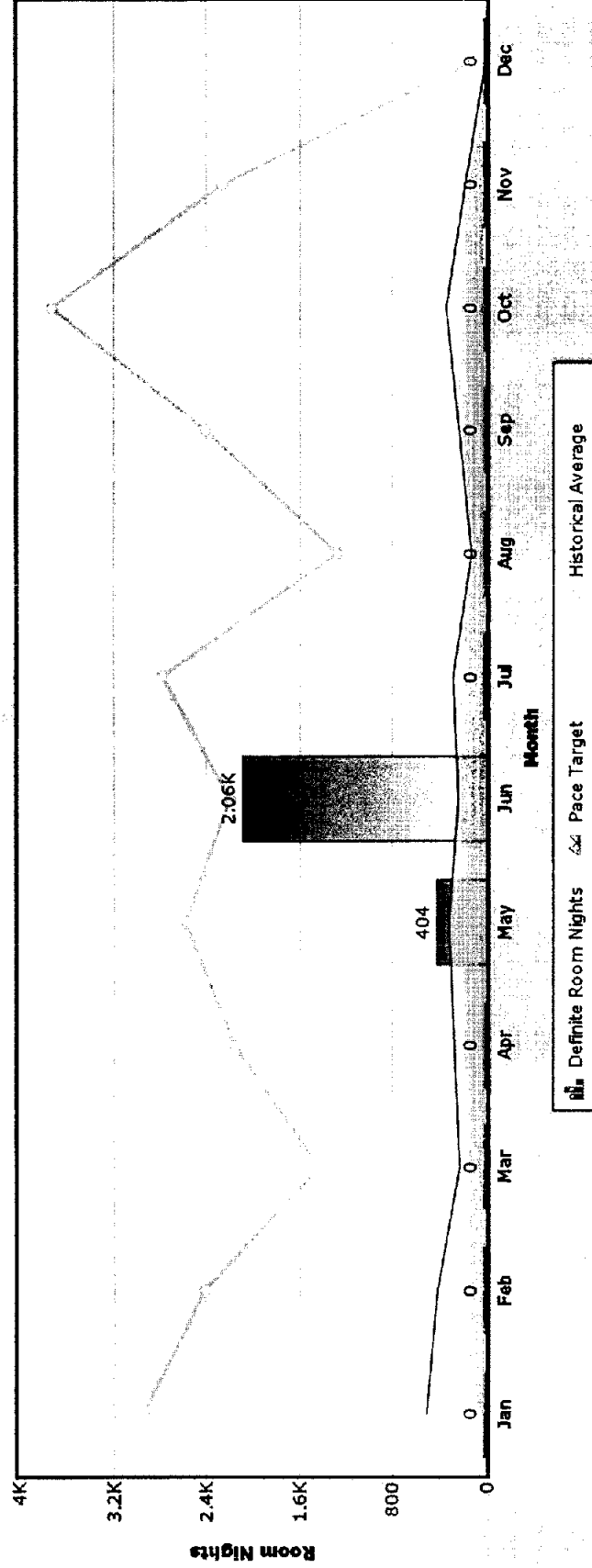
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Definite Room Nights	0	400	2,568	2,117	0	873	8,969	2,050	628	0	0	0	17,605
Target	1,961	1,433	803	1,029	1,086	836	961	424	635	924	499	23	10,614
Variance	-1,961	-1,033	1,765	1,088	-1,086	37	8,008	1,626	-7	-924	-499	-23	6,991
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	0.00%	27.91%	319.75%	205.79%	0.00%	104.42%	932.99%	483.68%	98.85%	0.00%	0.00%	0.00%	166%
Demand													
Total RNs	2,122	2,925	7,221	5,254	450	7,416	14,596	2,756	2,650	16,747	1,201	0	63,338
Target	1,961	1,433	803	1,029	1,086	836	961	424	635	924	499	23	10,614
Variance	-709	1,391	5,103	2,909	-1,538	4,558	12,008	376	580	14,718	-94	-22	39,280
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	1,572	1,860	1,556	2,677	195	2,428	1,075	706	1,872	2,518	848	0	17,307
Lost Room Nights	550	665	3,097	460	255	4,115	4,552	0	150	14,229	353	0	28,426
Conversion Percentage	0.00%	37.60%	45.30%	82.10%	0.00%	17.50%	66.30%	100.00%	80.70%	0.00%	0.00%	0.00%	38%

Monthly Sales Pace
2017



2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	0	0	404	2,063	0	0	0	0	0	0	2,467
Target	508	417	233	278	320	243	288	131	237	344	185	9	3,193
Variance	-508	-417	-233	-278	84	1,820	-288	-131	-237	-344	-185	-9	-726
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	0.00%	0.00%	0.00%	0.00%	126.15%	847.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	77%
Demand													
Total RNs	2,360	0	0	1,390	3,191	3,918	760	520	1,955	805	1,256	0	16,155
Target	508	417	233	278	320	243	288	131	237	344	185	9	3,193
Variance	1,512	-450	-594	757	2,704	3,286	311	122	1,584	513	1,044	-4	10,786
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	2,360	0	0	1,390	2,347	1,855	0	520	1,955	805	1,256	0	12,488
Lost Room Nights	0	0	0	0	440	0	760	0	0	0	0	0	1,200
Conversion Percentage	0.00%	0.00%	0.00%	0.00%	47.90%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	67%

Monthly Sales Pace 2018



Legend

Conversion

Variance

Difference Between The Booked Room Nights And Your Pace Target.

Pace Percentage

Percent Of Your Target Met For The Given Year. A Number Over 100% Implies You Are Pacing Ahead Of Your Typical Demand For The Year.

Historical Avg

Average Total Demand Per Year Based On An Analysis Of The Previous 3 Years Of Meetings

Tentative

Total Room Nights Requested For Events Beginning In The Given Month Or Year

Demand

Variance

Difference Between Current Demand Figures And Your Demand Target

Pace Percentage

Percent Of Your Target Met For The Given Year. A Number Over 100% Implies You Are Pacing Ahead Of Your Typical Demand For The Year.

Historical Avg

Average Total Demand Per Year Based On An Analysis Of The Previous 36 Months Of Meetings.

Definite

Total Room Nights Requested For Events Beginning In The Given Month Or Year

Target

Total Room Nights Requested, Anticipated At This Time Based On An Analysis Of The Previous 3 Years Of Meetings, Accounting For What Percentage Of Your Business Typically Issues An Rfp That Far In Advance. For Example, If 28% Of Your Business Is Typically In The System 30 Months In Advance, Then Your Target For 30 Months From The Start Of The Current Month Would Be 28% Of Your Historical Average For That Month

Consumption

Variance

Difference Between The Actual Room Nights Booked And Your Pace Target

Pace Percentage

Percent Of Your Target Met For The Given Period. A Number Over 100% Implies You Are Currently Pacing Ahead. A Number Under 100% Means That You Are Currently Behind Your Pace For That Period

Historical Avg

For The Annual Figures, This Is The Average Room Nights Booked Per 12 Month Period Based On An Analysis Of The Previous X Months Of Events. For The Monthly Figures, It Is The Average Room Nights Booked During That Month Over The Past 3 Years.

Definite

Booked Room Nights Associated With Events That Are Beginning In The Given Year/month

Target

Booked Room Nights Anticipated At This Time Based On An Analysis Of The Previous 3 Years Of Meetings, Accounting For What Percentage Of Your Business Typically Books That Far In Advance. For Example, If 28% Of Your Business Typically Books 30 Months In Advance, Then Your Target For 30 Months From The Start Of The Current Month Would Be 28% Of Your Historical Average For That Month

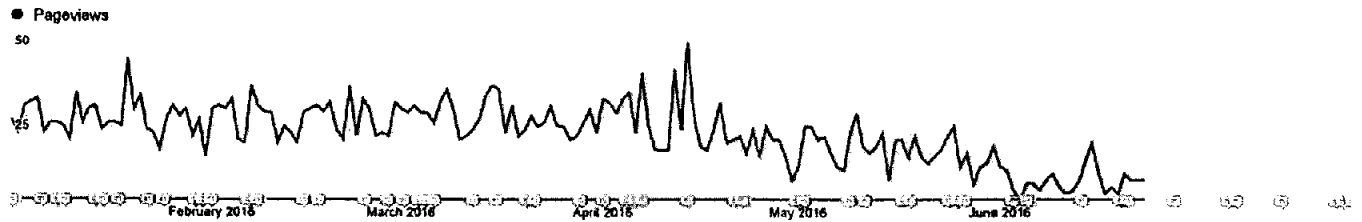
Pages

Jan 1, 2016 - Jun 23, 2016

This report is based on 243,580 sessions (38.81% of sessions). [Learn more](#)

All Users
100.00% Pageviews

Explorer



This data was filtered using an advanced filter.

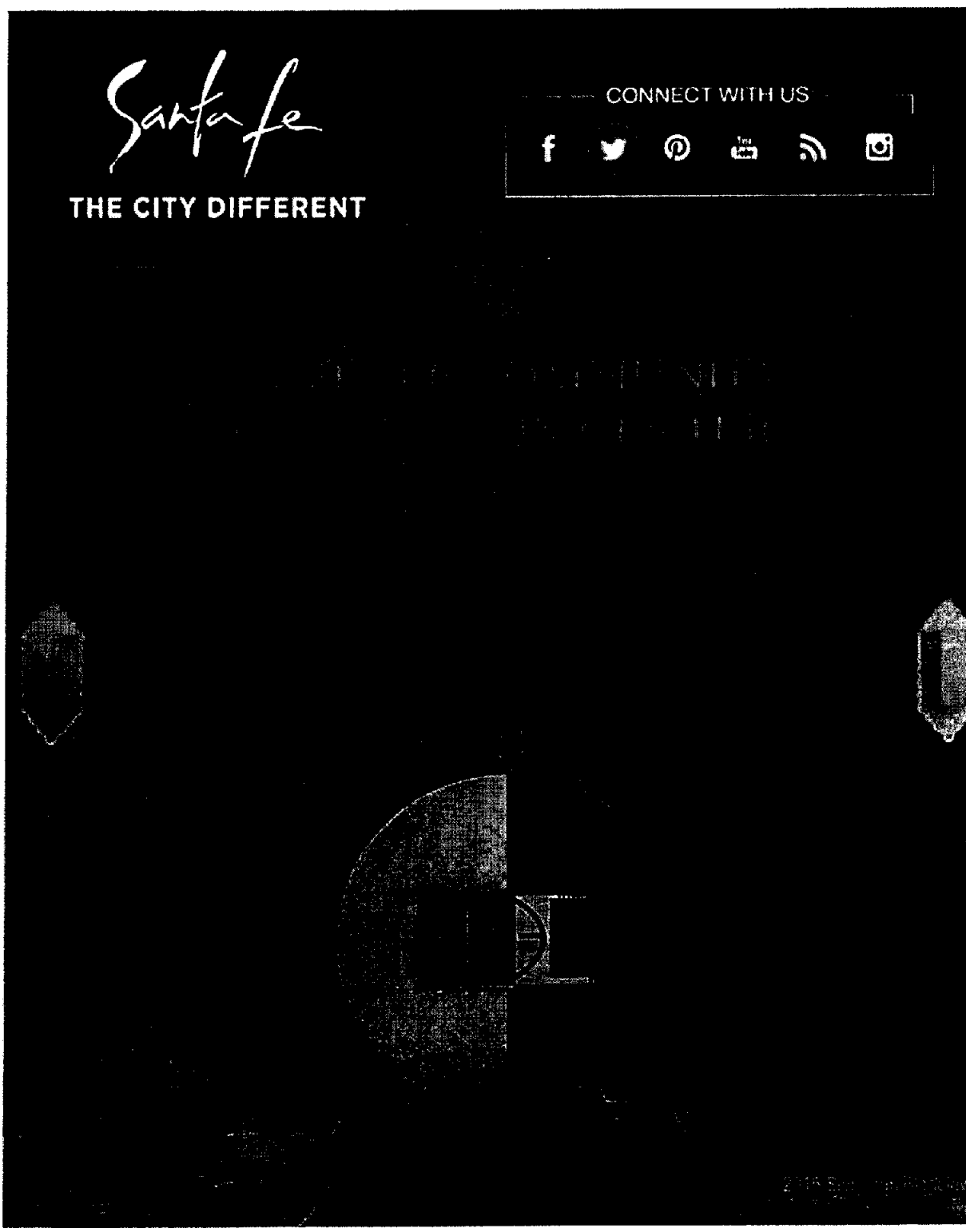
Page	City	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		3,571 % of Total: 0.23% (1,652,680)	3,192 % of Total: 0.28% (1,143,056)	00:01:05 Avg for View: 00:01:48 (-38.74%)	2,524 % of Total: 0.40% (626,451)	72.19% Avg for View: 56.84% (27.00%)	61.94% Avg for View: 40.35% (53.53%)	\$0.09 % of Total: 48.17% (\$0.20)
1. /Meeting_Services/index.html	(not set)	322 (9.02%)	304 (9.52%)	00:00:50	304 (12.04%)	96.71%	92.86%	\$0.00 (0.00%)
2. /Meeting_Services/index.html	Santa Fe	204 (5.71%)	170 (5.33%)	00:00:55	98 (3.88%)	63.27%	41.87%	\$0.09 (99.33%)
3. /Meeting_Services/index.html	New York	196 (5.49%)	155 (4.86%)	00:04:12	147 (5.82%)	78.91%	72.45%	\$0.00 (0.00%)
4. /Meeting_Services/index.html	Albuquerque	160 (4.48%)	144 (4.51%)	00:01:10	93 (3.66%)	63.44%	48.12%	\$0.06 (68.47%)
5. /Meeting_Services/index.html	Dallas	52 (1.44%)	39 (1.22%)	00:00:55	28 (1.11%)	17.86%	40.38%	\$0.08 (90.08%)
6. /Meeting_Services/index.html	Los Angeles	44 (1.23%)	41 (1.28%)	00:00:28	36 (1.43%)	72.22%	75.00%	\$0.00 (0.00%)
7. /Meeting_Services/index.html	Denver	44 (1.23%)	41 (1.28%)	00:00:31	31 (1.23%)	41.94%	47.73%	\$0.00 (0.00%)
8. /Meeting_Services/index.html	Udaipur	41 (1.15%)	36 (1.13%)	00:02:38	36 (1.43%)	77.78%	80.49%	\$0.00 (0.00%)
9. /Meeting_Services/index.html	Chicago	41 (1.15%)	36 (1.13%)	00:01:06	28 (1.11%)	64.29%	75.61%	\$0.09 (97.69%)
10. /Meeting_Services/index.html	Phoenix	33 (0.92%)	31 (0.97%)	00:00:45	23 (0.91%)	91.30%	63.64%	\$0.00 (0.00%)

Rows 1 - 10 of 543

Santa Fe

THE CITY DIFFERENT

CONNECT WITH US



2015 Santa Fe, NM, USA

Meet Different in The City Different

Looking to make your meeting unforgettable? Santa Fe, New Mexico has it all. An incredible culinary scene, world-class art galleries, museums, handcrafted luxury shopping and rejuvenating spas make it the perfect place to inspire your attendees.

You meet, We treat!

Book your future meeting or conference by January 1, 2017 and receive a credit* towards your master account. Meetings held during the following months will receive the rebates below!

November – April 5% rebate

May – October 3% rebate

As an added incentive hold your meetings on a Sunday – Wednesday pattern and receive an additional 2% rebate

PLAN YOUR MEETING TODAY

When it's time to meet, the Santa Fe Convention Center provides 40,000 square feet of meeting space, including an 18,000 square foot ballroom and 10,000 square foot boardroom. There's also state-of-the-art audiovisual technology with high-speed wireless internet throughout to ensure that every meeting and event will be flawless.

Getting to Santa Fe is easy, as well. The Santa Fe Municipal Airport is serviced daily by American and United Airlines. Ten major airlines also have regularly scheduled flights into the Albuquerque International Airport, a one-hour scenic drive from



Successful meetings start in Santa Fe. The City Different

LEARN MORE

VISIT SANTAFE.ORG »

Have questions? Contact David A. Carr, Director of Sales, to learn about additional perks and concessions provided by the participating hotels.



Occupancy Tax Advisory Board
June 28, 2016

EXHIBIT 6

TOURISM

SANTA FE

OTAB Marketing Report May 2016 Reported June 28, 2016

EXECUTIVE SUMMARY

May was a month full of major projects moving forward such as the Santa Fe Margarita Trail, 32 Google Trekker links delivered, Santa Fe Value Card, visitor welcome banners, press fam and desk side trips and public relations push on Meow Wolf and Lowriders, Hoppers, and Hot Rods exhibitions. TOURISM Santa Fe added Rima Krisst, as our Native American Liaison to our marketing and sales efforts.

Our marketing indicators continue to show continual growth.

Website & E-blasts—SantaFe.org

- 102,873 Total Sessions (13.9% increase Y/Y)
- 72.84% New Sessions (2.7% increase Y/Y)
- Consumer emails continue to deliver a 20%+ open rate

Social Media

- Facebook total Page Likes: 50,697 (2% increase M/M)
- Twitter followers: 10,711 (2% increase M/M)
- Instagram followers: 9,526 (9.4% increase M/M)
- Pinterest followers: 2,119 (1.4% increase M/M)
- YouTube subscribers: 233 (6.3% increase M/M)
- Total Blog Views: 3,498 (13.95% increase M/M)

Advertising

In May we had advertising in the New York Times T Magazine for the drive and fly markets complemented by digital advertising display and video (drive and fly) and SEM that has a national reach. To reach the leisure market through travel agents there were two TravelPulse eblasts.

In June, July and August we will be running a print, digital and OOH campaign leveraging increase air lift to Albuquerque with Allegiant and Southwest Airlines.

Public Relations

May was an extremely strong month with over \$2.5 M in earned media, five times the amount in April, and included strong and diverse coverage in drive and fly markets as well as nationally notable outlets.

Accolades

- *USA Today 10Best* named two Santa Fe-area restaurants as **having among the 10 best green chile cheeseburgers in the state**. The article was syndicated to: **The Las Cruces Sun-News**
- Conde Nast Traveler named Santa Fe as **the #2 Best U.S. Cities for Retirement in the Readers' Choice Awards**.
- Santa Fe ranked #3 overall in the **Travel + Leisure "America's Favorite Towns" Readers' Survey**.
- Santa Fe ranked #14 overall in the **Travel + Leisure "America's Best Cities for Summer Travel" Readers' Survey**

Visiting Press

- Completed a press fam themed "Native Roots of Santa Fe" May 19-23 with a combination of 6 publications and travel writers.
- Completed New York press desk sides May 9-12 with a combination of 11 publications and travel writers.
- BrandUSA MegaFam May 16-17 with 18 British travel agents.

Miscellaneous Update

- New Native American Liaison Rima Krisst joins TOURISM Santa Fe.
- In partnership with Keep Santa Beautiful 10 Welcome Banners will be hung at the intersection of St. Francis and Cerrillos Road on June 28th.

Margarita Trail Update

387 Number of Passports sold from the 3 TOURISM Santa Fe Visitor Centers

400 Additional passports ordered by 6 restaurants to sell or use in promotions.

244 Number of T-shirts that have been redeemed by Passport holders earning 5 stamps

There are 2 passport holders who have earned 20 stamps and an autographed copy of Al Lucero's, *The Great Margarita Book*. *Those two Passport holders are 5 stamps away from completing all 31 stops on the Margarita Trail! We're expecting them to finish next week.*

Public Relations

- 2 Press Releases
- 4 Journalist who experienced the Trail
- \$3.1M Total amount of earned media

Social Media

- Hosted a social media crawl in May with the 17 restaurants that signed up and 15 social media influencers. We will host another social media crawl this summer.
- 151 Social media posts

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager

- Joy Rice, Marketing Manager
- Frank Cordero, Social Media Coordinator
- Phyllis Ortiz, Administrative Assistant

Fuseideas: Advertising & Paid Social Media

- Steve Mason, Strategic Director
- Duncan MacDonald, Vice President of Client Services
- Darren Bult, Creative Director
- Lara Maskell, Account Manager
- Michael Durwin, Social Media

StudioX: Website & Email Newsletters

- Kyle Langan, Webmaster
- Jay Turley, Account Manager

Lou Hammond & Associates: Press/Media

- Terry Gallagher, Vice President
- Carlyn Topkin, Lead Account Manager
- Matt Sessions, Lead Account Manager

Bella Media: Santa Fe Guide

- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

HIGHLIGHTS & ACTION ITEMS

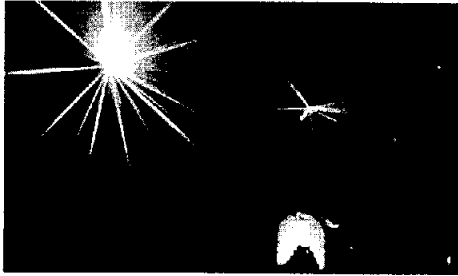
Santa Fe Value Card

Last year we considered putting together a coupon offering for meeting attendees coming to Santa Fe. We are often asked to provide bags and guides in addition to a welcome gift so the idea of a coupon book, offering discounts to attendees seemed like a logical step. With that in mind, we have adapted the program to simplify the process and reduce the cost for business partners. No more coupons! We hear from businesses the need to increase the number of visitors coming through their doors. With that goal in mind we hope that more than a few will be interested in offering a discount to the thousands of meeting participants coming to Santa Fe annually, at no additional cost beyond the actual offer.

The new program will include a Santa Fe Value Card and a brochure listing the participating businesses. The business will need to offer a minimum of 15% discount or a fixed offer of value. As stated, there is no participation fee beyond the offer, just a commitment to maintain the discount/offer for 1 year. We will print a program brochure and provide the Santa Fe Value Cards to meeting planners and attendees. Tourism related businesses of all types, including restaurants, retail, galleries, attractions and activities should consider this new and unique opportunity to attract Santa Fe meeting attendees.

We can also consider offering the Santa Fe Value Cards to individual traveler if our business partners want us to move in the direction. But let's we'll test the success of the program with our meeting attendees.

Be in the know: What's new in Santa Fe this summer



As the summer travel season is quickly approaching, be in the know with what's new this summer.

Santa Fe Margarita Trail: The Margarita Trail features 31 specialty-crafted margaritas in and around Santa Fe. To get started, trail adventures should purchase a Passport for \$3 at any TOURISM Santa Fe Visitor Center or Margarita Trail participating restaurant.

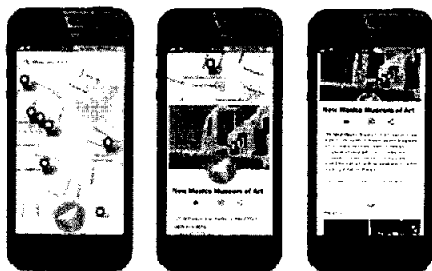
To date we have sold 357 Passports from the Visitor Centers and close to 200 t-shirts have been redeemed by Passport holders. We even had two people redeem 20 stamps for the signed copy of *The Great Margarita Book*. In addition, many of our participating businesses are ordering extra passports.

Meow Wolf: Meow Wolf opened in February with national and regional rave reviews. Please get out and see and experience this amazing Santa Fe art attraction. At this time there have been over 100,000 visits. In addition, there is a growing number of food trucks that are providing an eclectic variety of treats.

To support this amazing opportunity **Custom Tours By Clarice** is providing free transportation on the weekends from numerous hotels in the Downtown area. This service began on May 27, 2016, with free shuttle from the downtown hotels to the newest, exciting attraction in Santa Fe: Meow Wolf. Initially, they will pick up at the Eldorado; downtown Hilton; La Fonda; Drury; and the Hotel Santa Fe. Shuttle service is free for the passengers.

New Mexico History Museum Lowriders: We're spreading the word about the new and widely popular **Lowriders, Hoppers, and Hot Rods** exhibit at the New Mexico History Museum. The exhibit focuses on mobile works of art and their makers—home-grown Nuevomexicanos who customize, detail, paint and upholster these favorite symbols of Hispanic culture. A must see!

Culture Atlas of New Mexico



The Office of Cultural Affairs will be introducing the Cultural Atlas of New Mexico a map-based mobile application and website this summer. It will be designed to direct people to culturally significant places around the state. NOW is our opportunity to submit your favorite sites at atlas.newmexicoculture.org.

TOURISM Santa Fe is working to suggest a site: Tell them about your favorite places in Santa Fe, New Mexico. Not all suggested sites will be included in the Cultural Atlas, but they will be reviewing submissions regularly up to the project launch in summer 2016 (August).

What to Suggest

Museums, Historic sites, Natural places, Parks and Monuments, Public artworks, Landmarks, Major events, Cultural landscapes, Historic markers... *any place that's worth telling someone about or worth visiting yourself.*

Some Considerations: Sites in the Cultural Atlas must allow public access or be visible from a public place. They also must have a permanent location (though, in the case of events, may not be accessible at all times). Additionally, they must be recognized by at least one source—such as a registry, guidebook, or encyclopedia—as having cultural significance.

Santa Fe Launches Summer Youth Cultural Passport Program



The City of Santa Fe Arts Commission, in partnership with the New Mexico Department of Cultural Affairs and dozens of participating arts institutions and organizations, will launch a special new program to radically expand access to the arts for Santa Fe's young students.

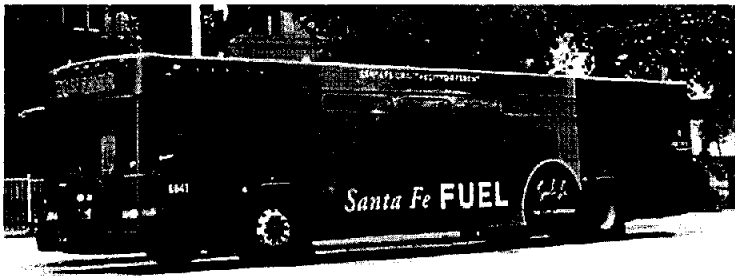
The Summer Youth Cultural Passport is a downloadable booklet that features free admission to museums, free tickets for performances and other free happenings for kids all over Santa Fe from throughout the summer. Participants can bring their passport to various cultural events and collect stickers at each venue to earn prizes.

Participating organizations include all five state museums, The Georgia O'Keeffe Museum, Rancho de los Golondrinas, Meow Wolf, the annual CURRENTS festival, The International Folk Art Market, Performance Santa Fe, the Desert Chorale and the Santa Fe Opera.

Children ages 3-18 can download their Cultural Passport by going to this link:
www.sfyouthculturepassport.org

MARKETING INFORMATION ITEMS

Austin, TX Summer Ad Campaign



TOURISM Santa Fe has launched a summer paid media campaign in a new market—Austin, Texas. The advertising is in flight for 8 weeks from May 30-July 24, 2016. The media plan will generate a high level of awareness for Santa Fe through the placement of bus wraps, print advertising in *Austin Monthly*, and a highly-targeted digital campaign utilizing mobile banners, digital ads and SEM.

TSF Business Partner Meetings

TOURISM Santa Fe officials met with the following partners/organizations in May:

- Creative Santa Fe
- Hospitality Meeting
- Allegiant Air
- Keep Santa Fe Beautiful
- Betsy Ehrenberg
- Poster Boyz
- Canyon Road Art Walks and Artist Slow Draw
- Wilford Gallery & Sculpture Garden
- Donna Olmstead, Albuquerque Journal
- Santa Fe Community Day
- Beinvenidos Booth Opening
- International Folk Art Alliance
- HIPICO Sponsor Event
- Santa Fe Hilton
- Outside Bike & Brew
- New Mexico Tourism Department Meeting
- New Mexico Magazine
- Zozobra (Art Selection Committee)

TSF New York Press Desk Sides

TOURISM Santa Fe met with a combination of travel writers and publications in New York on May 9-May 12.

- Lawrence Weibman, *Chew*
- Laurie Werner (Freelance), *Forbes*
- Devon Baverman, *Good Housekeeping*
- Alyson Krueger (Freelance), *The New York Times; Forbes*
- Christina Pellegino, (Freelance) *Wine Enthusiast*
- Erin Hartigan, *Food Network (Digital)*
- Adeline Duff, *Travel + Leisure*
- Alex Postman, *Conde Nast Traveler*
- Alyssa Holder, *Honest Cooking*
- Zach Kussin, *New York Post*
- Hillary Richard (Freelance), *The New York Times; AFAR*

BrandUSA MegaFam

TOURISM Santa Fe hosted 18 high-producing British travel agents with BrandUSA on May 16-17. During their two day stay in Santa Fe they visited The Plaza, along with several hotels and

restaurants. They were given a New Mexico Culture Pass and during their free time enjoyed museums and historic sites.

Santa Fe Welcome Banners

TOURISM Santa Fe, in partnership with Keep Santa Fe Beautiful, will be displaying banners as a way to welcome our visitors to The City Different. In the next two months, be on the lookout for 10 banners featuring iconic Santa Fe images.

Welcome New Tribal Liaison to TOURISM Santa Fe



TOURISM Santa Fe welcomes Rima Krisst to the team as Tribal Liaison. The role of Tribal Liaison was created with the purpose of expanding communications, co-marketing opportunities, and information-sharing between TOURISM Santa Fe and tribes, particularly within close proximity. It is expected that productive City-Tribal relations will lead to additional opportunities for collaboration and mutually beneficial tourism development, as well as offer visitors to Santa Fe new opportunities for experiencing Native culture and history.

Rima has worked with tribal communities in New Mexico for over a decade in the areas of communications, PR, community outreach, and marketing. Her work experience includes the New Mexico Indian Affairs

Department, the Eight Northern Indian Pueblos Council, Santa Fe Indian Market, and the Santa Fe 400th Anniversary. She is an avid photographer and a contributor to several tribal archives. Rima has traveled the Southwest extensively and attends seasonal tribal activities regularly.

Ms. Krisst has a Bachelor Degree in Finance and Business Administration from the University of Connecticut and is a graduate of the Santa Fe Community College Film Technicians Program.

Join us in welcoming her to the team. Rima can be reached at rkrisst@santafenm.gov.

Press Trip to San Francisco

TOURISM Santa Fe officials were in San Francisco from June 13 – 15 for press desk sides. They met with writers from the San Francisco Chronicle, Sunset Magazine and AFAR, among other publications.

MONTHLY METRICS

Website & Newsletters

May 2016 Performance Visits

- 102,873 Total Sessions (13.9% increase Y/Y)

- 72.84% New Sessions (2.7% increase Y/Y)
- 2.65 Pages per Session (7.9% decrease Y/Y)
- 2:58 Average Time on Site (11% increase Y/Y)
- 272,235 Total Page Views (4.9% increase Y/Y)

Visitor Gender

- 60.8% Female
- 39.2% Male

Visitor Age

- 7.57% 18 – 24
- 18.73% 25 – 34
- 16.30% 35 – 44
- 16.86% 45 – 54
- 22.60% 55 – 64
- 17.92% 65+

Newsletters

- Santa Fe Happenings
 - Sent: May 3, 2016
 - Number sent: 48,449
 - Number opened: 8,506
 - Open rate: 17.64%
- Share Your Opinion of Santa Fe
 - Sent: May 3, 2016
 - Number sent: 65,344
 - Number opened: 12,187
 - Open rate: 18.65%
- TOURISM Santa Fe Marketing Report
 - Sent: May 12, 2016
 - Number sent: 1,110
 - Number opened: 310
 - Open rate: 27.93%
- Summer Different in Santa Fe
 - Sent: May 16, 2016
 - Number sent: 25,281
 - Number opened: 5401
 - Open rate: 21.36%
- Santa Fe Deals and Specials
 - Sent: April 21, 2016
 - Number sent: 25,228
 - Number opened: 5,073
 - Open rate: 20.11%
- TOURISM Santa Fe Sales Report
 - Sent: April 27, 2016
 - Number sent: 1,111
 - Number opened: 365
 - Open rate: 34.85%
- Final Days: Share Your Opinion of Santa Fe

- Sent: May 3, 2016
- Number sent: 64,876
- Number opened: 11,617
- Open rate: 17.93%

*Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

SOCIAL MEDIA

Summary

As summer approaches, we are happy to report that May was yet another fantastic month for social media. By viewing our May metrics you will notice that there has been a significant increase in followers, reach and engagement across all of our social media platforms.

The Visit Santa Facebook fan base grew by 991 followers and Instagram gained 819 new followers. Our largest reach in May was the "Santa Fe Is 2nd Best Place to Retire" post – reaching 77,732 social media users.

Be sure to follow, share, and interact with us on social media! **Don't forget to add #SantaFeNM or #TheCityDifferent to your posts!**

Facebook: www.facebook.com/SantaFeTourism

Twitter: twitter.com/CityofSantaFe/

Pinterest: pinterest.com/cityofsantafe/

Instagram: [instagram.com/CityofSantaFe/](https://www.instagram.com/CityofSantaFe/)

YouTube: youtube.com/VisitSantaFeNM

SantaFe.org Blog: santafe.org/blog/

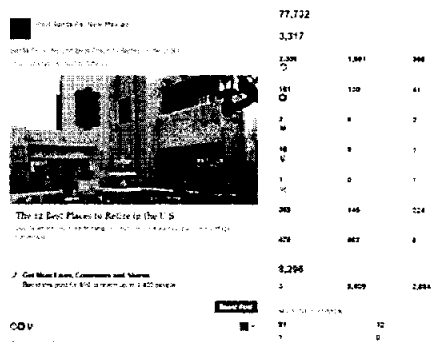
Facebook

May 2016 Performance Metrics

- Total Page Likes: 50,697 (2% increase M/M)
- People Talking About This: 18,575
- Engagement: 110,613

Top Ranking Post: Santa Fe is the 2nd Best Place to Retire in the U.S.! - May 25, 2016 at 3:47 PM

- Likes: 2,306
- Shares: 470
- Comments: 369
- Reach: 77,732



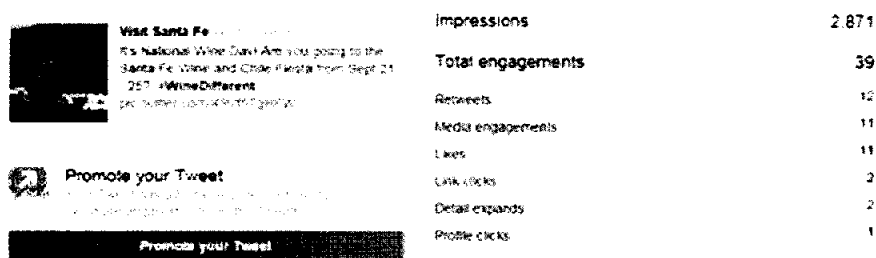
Twitter

May 2016 Performance Metrics

- Followers: 10,711 (2% increase M/M)
- Monthly Impressions: 203,900
- Engagement: 2,075

Top Performing Post: It's National Wine Day! Are you going to the Santa Fe Wine and Chile Fiesta from September 21-25 - May 25, 2016 at 12:35 PM

- Impressions: 2,871
- Favorites: 16
- Retweets: 12
- Total Engagements: 39



Instagram

May 2016 Performance Metrics

- Followers: 9,526 (9.4% increase M/M)

Top Performing Post, May: Michael Vacarro Photo of Georgia O'Keeffe

- 393 Likes



cityofantife
Visit Santa Fe, New Mexico

393 likes

cityofantife I've been absolutely terrified every moment of my life, and I've never let it keep me from doing a single thing I wanted to do. - George O. Keeffe

Photo: Michael A. Vascaro

Chromogenic print

Joseph Pulitzer Bequest

Accession Number 61.555.36

1960

#Antiferocious #Antiferocious #Antiferocious

#GeorgeOKeefe

#GeorgeOKeefe #GeorgeOKeefe #GeorgeOKeefe

#NewMexico #NewMexico #NewMexico

#SantaFe #SantaFe #SantaFe

#TheCityOfAntife #SantaFe #SantaFe

#SantaFe #SantaFe #SantaFe

#RedonKeeffe #RedonKeeffe

bodeontheroad This is wonderful in every possible way!

strangerscollective



Pinterest

May 2016 Performance Metrics

- Followers: 2,119 (1.4% increase M/M)

YouTube

May 2016 Performance Metrics

- Subscribers: 233 (6.3% increase M/M)
- Views: 2,130

Blog

May 2016 Blog Posts

Eight Reasons to Kick Off A Summer Vacation in Santa Fe

- Posted May 3, 2016
- Views: 321

Bienvenidos to The Santa Fe Margarita Trail

- Posted May 10, 2016
- Views: 398

Celebrate Dad In Santa Fe This Father's Day!

- Posted May 17, 2016
- Views: 157

Join the Party! Celebrate Anniversaries In Santa Fe!

- Posted May 24, 2016
- Views: 88

Ready For A Fun Filled Santa Fe Fourth Of July Weekend?

- Posted May 31, 2016
- Views: 71

May 2016 Performance Metrics

Total Blog Views: 3,498 (13.95% increase M/M)
Average Time on May Blog Posts: 2:32 minutes

PAID MEDIA PLACEMENTS

PRINT

Target Markets:

- Drive (Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso)
- Fly (New York City, Los Angeles, Chicago, Houston, Austin, Seattle, San Francisco)

Flight Dates: May 1 - May 31, 2016
Publication: New York Times T:Travel



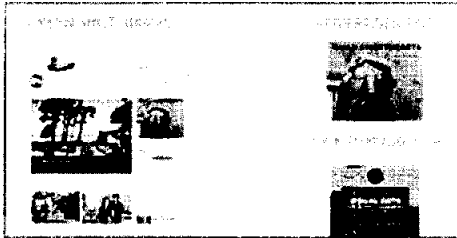
DISPLAY

Target Markets:

- Drive (Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso)
- Fly (New York City, Los Angeles, Chicago, Houston, Austin, Seattle, San Francisco)

Flight Dates: May 1 - May 31, 2016

Magnetic



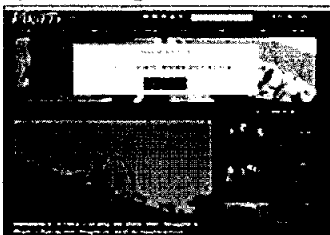
PRE-ROLL VIDEO and MOBILE

Target Markets:

- Drive (Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso)
- Fly (New York City, Los Angeles, Chicago, Houston, Austin, Seattle, San Francisco)

Flight Dates: May 1 - May 31, 2016

SpotXchange



Quantcast



SEM (CONSUMER)

Target Markets:

- National

Flight Dates: May 1 - May 31, 2016

MICE

Target Markets:

- National Subscribers

Flight Dates: May 18, 2016 and May 31, 2016

Publication: TravelPulse eblasts

PUBLIC RELATIONS

Summary

May was an extremely strong with month with over \$2.5 M in earned media, five times the amount in April, and included strong and diverse coverage in drive and fly markets as well as nationally notable outlets. We also hosted an adventurous and successful Native Roots press tour, the Brand USA Megafam of 18 top-achieving British travel agents who found Santa Fe a true highlight of their two-state whirlwind tour, and a TOURISM Santa Fe edition of the City Hall Live cable access program among many other activities.

Here's just some of the media we earned in May.

News to Use, Utilize Our Press Releases

Check in with the **Current Releases section** of the santafe.org website for press releases that you can use, redistribute or reference.

Recent Accolades

USA Today 10Best named two Santa Fe-area restaurants as **having among the 10 best green chile cheeseburgers in the state**.

The article was syndicated to:

The Las Cruces Sun-News

Conde Nast Traveler named Santa Fe as **the #2 Best U.S. Cities for Retirement in the Readers' Choice Awards**.

Santa Fe ranked #3 overall in the **Travel + Leisure "America's Favorite Towns" Readers' Survey**.

Santa Fe ranked #14 overall in the **Travel + Leisure "America's Best Cities for Summer Travel" Readers' Survey**.

Visiting Press

TOURISM Santa Fe conducted a group press tour with a "Native Roots Of Santa Fe" theme from May 19-23. The following media attended:

- *Toronto Star*, **Jen Allford**
- *The Noise*, **Nikki Charnstrom**
- *Indian Country Today*, **Alex Jacobs**
- *Bleu Magazine*, **De'Von Johnson**
- *LAX Magazine*, **Siobhan Higgins**
- Freelance, **Cathy Barber**

As always tourism community partners stepped up in a phenomenal way, providing our guests with rare insights and experiences to over 13,000 years of local indigenous narrative, culture, history, art, cuisine, and more. One reporter has already called the tour "life-changing."

Austrian filmmaker **Katalin Hanappi** visited Santa Fe on May 5 for research on an upcoming documentary.

Freelance writer **Jay Jones** visited Santa Fe from May 24-26 reporting for *The Chicago Tribune* and *Los Angeles Times*.

Amy Drohen visiting over Memorial Day Weekend reporting for *The Austin Food Chronicle*.

Print, Online & Broadcast Articles

Here is a selection of May coverage. To see more, please visit **the Hot News page** at the santafe.org Media Center.

NEWSPAPER

The *Dallas Morning News* published an article on their photography blog entitled "**Focus on photography at PhotoSummer 2016 in Santa Fe and Albuquerque.**"

USA Today included Santa Fe's Canyon Road in a round-up of "**Seven City Streets Worth a Trip on Their Own.**"

The article was syndicated to:

- The El Paso Times, Wn.com, Global News Magazine, Headlines News24.com, KHOU, News Nation Times, Scoopnest, Trending News Bulletin, WCSH Portland, and World Page

USA Today included Santa Fe in an article titled, "**Mother-daughter getaways recommended by Samantha Brown,**" highlighting the Georgia O'Keeffe Museum.

USA Today 10Best named two Santa Fe-area restaurants as **having among the 10 best green chile cheeseburgers in the state.**

USA Today posted coverage of their "**Best Small College Towns**" Readers' Choice Awards, in which Santa Fe ranked #8.

USA Today included Santa Fe in a round-up entitled "**The ultimate urban food tours in delicious destinations.**"

WEBSITES

As a result of TOURISM Santa Fe hosting Mariève Inoue on the September 2015 "Living History" press trip, *Divine.ca* provided dedicated coverage of Santa Fe in an article entitled "**Santa Fe in Full Colour.**"

Inoue also posted an **image library of Santa Fe** on the blog *Bijou Magazine*.

Examiner.com provided dedicated coverage of **Santa Fe's Margarita Trail opening.**

Examiner.com provided dedicated coverage of **Santa Fe's Lowrider Summer.**

As a result of TOURISM Santa Fe hosting the SATW Western Chapter Conference, *TheHuffington Post* posted a feature article entitled "**Riding the Rail Runner Express to Santa Fe.**"

As a result of hosting Alex Jacobs on the May 2016 "Native Roots" press tour, *Indian Country Today* provided dedicated coverage of the **Native Treasures Indian Arts Festival.**

Men's Fitness included Santa Fe's Hotel St. Francis in a round-up of "**Sexy Vacation Ideas.**"

MentalFloss.com included the new Margarita Trail in a round-up of "**8 Unexpected Food and Beverage Trails Around the World.**"

Orbitz Travel Blog included Santa Fe in a round-up entitled "**10 Best Girls' Getaways.**"

Refinery29 included Santa Fe in a round-up entitled "**29 Affordable Trips To Take This Summer.**"

TravelPulse posted a dedicated feature about Santa Fe's Lowrider Summer entitled "**5 Ways to See Santa Fe's Unique Culture on Display This Summer.**"

U.S. News Travel included Santa Fe's Sunrise Springs in a round-up entitled "**10 Top Wellness Retreats Around the Globe.**"

MAGAZINES

Money Magazine included Santa Fe in an article entitled, "Best in Travel 2016" in the April 2016 print issue.

As a result of TOURISM Santa Fe hosting Alex Schechter in September 2015, *Monocle* published a dedicated feature article on Santa Fe's Railyard District in the May 2016 issue.

As a result of TOURISM Santa Fe hosting Jerry Dunn in the destination, the *Montecito Journal* included a dedicated a feature article on Santa Fe entitled "Magical Art & Mobile Margaritas in New Mexico" in their May 19 issue.

As a result of hosting Greg Garry on the February 2016 Ski Santa Fe press tour, *Out Magazine* published a feature story entitled "**Why You Should Slip Away to Santa Fe.**"

Travel + Leisure included Santa Fe in a round-up entitled "**The Best Places to Travel in October.**"

Cigar Aficionado mentioned the Santa Fe Margarita Trail in **an online article promoting Cinco de Mayo Cocktails.**

Occupancy Tax Advisory Board
June 28, 2016

EXHIBIT 7

2016 Outside Bike & Brew Festival Final Report

We are grateful to report that the 3rd annual Outside Bike & Brew Festival (OB&B) was a success. We were blessed with perfect weather. The combination of Outside Bike & Brew, Big Mountain Enduro and the Santa Fe Century created a nexus of cycling activity that was apparent throughout the community all weekend long. In particular, the new location of OB&B headquarters, inside Ft. Marcy Park, was a dynamic improvement over past years and shows significant potential to evolve as a base camp for future outdoor recreation events. OB&B has three solid years under its belt and the community is dedicated to seeing this event grow into something much larger in the years to come.

In terms of a festival experience, OB&B delivered on the most important factors Santa Fe brings to the event: the quality of cycling, a beautiful destination and delicious craft beer. For the second year in a row, the SRAM Gold Rusch Tour featuring Rebecca Rusch was a significant highlight for attendees. This all female professional mountain biking clinic has been the most popular event at OB&B without a doubt. The feedback has been universally positive and we can only hope they choose to return for another year. It seems logical that we should enhance the clinic & workshop aspect of the event. Adding a men's clinic with similar caliber professional riders would be another anchor for the event and a great opportunity for sponsorship support from a major brand.

The bike expo was dramatically larger than in years past, with plenty of credit going to the Big Mountain Enduro (BME) organizers. We were very impressed by the energy BME brought to the event. The outfield at Fort Marcy was filled with sprinter vans, logo tents, flyers, banners, flags, vibrant colors and amazing bikes on display from around the southwest. Glorieta Camps hosted over 330 athletes for the Enduro race and another 400 spectators and family members. The response on the riding and Santa Fe as a destination was very positive and we anticipate BME will return for another year or two of races.

The Santa Fe Century celebrated its 31st anniversary with 2,750 cyclists for the Gran Fondo and Century ride. The ride began with a mass start of over 2,401 people at both the 7AM and the 8AM start. Increased ride stops, catered food stations and a larger beer garden enhanced the experience and satisfaction of cyclists.

What makes OB&B unique as an event in Santa Fe is our inclusive approach and ability to partner with multiple organizations to make the event bigger, more diverse and fun. The plan is to expand our outreach into the community and find more ways to engage the business and non-profit community in planning and producing this event.

OB&B shines a spotlight on the amazing cycling and ever growing craft beer scene Santa Fe has to offer in a way no other paid marketing campaign could. We want this event to have a national reputation and attract national outdoor recreation and cycling sponsors to support the growth we believe Outside Bike & Brew is capable of.

Advertising, Marketing & Promotions:

Once again, we would like to thank the City of Santa Fe for being one of our most ardent and consistent supporters since the infancy of this project. We have been able to rely on the strong moral and financial support of New Mexico Tourism Department and the City of Santa Fe to get this project off the ground. Moving forward, it is essential to find the right combination of public, private and entrepreneurial support to make OB&B a lasting tourism and economic development product for our community.

National advertising consisted of 2 full-page ads in Outside Magazine and these ads were echoed on Outside's social media and website. Television ads, radio, regional and local print and paid social media rounded out the campaign. In total, OB&B allocated ¼ of the event budget, or \$21,000, to paid marketing and advertising. We feel it is important to mention the augmented spend on advertising by Santa Fe County and NM Tourism Department to further promote OB&B. Ads were placed in Outside Magazine, Southwest Airlines Magazine, Pandora, Facebook and statewide terrestrial radio campaign which matched our marketing allocation dollar for dollar.

Facebook advertising played a key role with significant results. The overall campaign generated over 305,200 impressions and our TV commercial was viewed over 10,000 times. Outside magazine hosted an online sweepstakes featuring a luxury OB&B weekend at the Four Seasons Resort Rancho Encantado that generated nearly 3,000 registrations and I'm told that our winner, from Denver, had a wonderful stay.

The City of Santa Fe logo was present on nearly all our marketing materials including flyers and posters, Outside Magazine, Mountain Flyer Magazine, the Reporter, Alibi, Local Flavor, Pasatiempo, Comcast Spotlight TV ads, Facebook, and digital Railrunner ads. Copies of these ads have been added to the final pages of this report.

Attendance Statistics

- The number of unique visitors at Outside Bike and Brew in 2016 was 5,517. The number of unique visitors at Santa Fe Century in 2016 was 2,751.
- Combined attendance for the two events in 2016 was 8,268.
- According to zip code responses, 30.8% of the visiting population for OB&B was from outside Santa Fe and for the Santa Fe Century that number was 58.1%.

Economic Impact

- Total economic impact from OB&B is estimated at \$545,360 on purchases resulting from the events, generating \$62,481 in GRT and \$6,665 in Lodgers Tax.
- Out-of-town visitors spent an estimated \$66,716 on lodging.
- OB&B and Santa Fe-Century resulted in approximately \$164,514 in combined employee salaries, contracts, and contract labor wages.

POST-EVENT BUDGET AND ATTRACTION PROJECTIONS

Other Revenue Sources Contacted for Promotion, Advertising, and Marketing Funds

<u>Name of Business/Foundation</u>	<u>Amount</u>	<u>Date for Award</u>
New Mexico Tourism Department	\$20,000	Feb 20, 2016
Santa Fe County LTAB	\$10,000	April 2, 2016
City of Santa Fe OTAB	\$7,500	March 1, 2016
City of Santa Fe Econ Dev.	\$5,000	Jan 16, 2016
County of Santa Fe Econ Dev.	\$2,500	Jan 16, 2016
Los Alamos National Bank	\$5,000	March 10, 2016
First Mortgage Co.	\$5,000	Feb 14, 2016
Whole Foods Market	\$3,500	Feb 27, 2016
Positive Energy Solar	\$2,000	Feb 4, 2016
Garcia Automotive	\$1,000	Feb 23, 2016
Xfinity	\$1,000	April 8, 2016
Oskar Blues Brewery	\$1,000	March 21, 2016
Century Bank	\$2,500	March 4, 2016
Ticket Sales Revenue	\$17,500	May 19-20, 2016
EVENT INCOME	\$83,500	

Allocation for Promotion, Advertising, and Marketing

<u>Categories</u>	<u>Description</u>	<u>Advertising Expenses</u>
Newspaper	Reporter/Alibi/Pasa	\$7,270
Magazine	Outside/Mountain Flyer	\$1,800
Poster	11x17 regional distribution	\$ 200
Brochure	Event Program Guide	\$1,200
Radio	Hutton Broadcasting	\$3,303
TV	Comcast Spotlight	\$4,492
Creative	Monsoon Design	\$5,000
Printing	Banner, Flyers, Coaster	\$ 600
Postage	Basic Mailers	\$ 200
Direct Mail	Century Registration	\$ 800
Production	TV Spot	\$1,290
Web Site	www.outsidesantafe.com	\$2,500
Social Media	Facebook Paid ads	\$2,250
Other		

TOTALS: **\$30,920**

Rooms Rented, Attendees, and Participants

Total Hotel/Motel Rooms filled:	4,400 room nights
Total Revenue Generated	\$545,360
Total Number of Attendees	8,268
Total Number of Participants	3556

Outside Bike & Brew Media Buy

Local Advertising	Investment
Hutton Broadcasting	\$3,303
Total	\$3,303

OTAB Regional Ads	Investment
Comcast Spotlight	\$4,493
Mountain flyer	\$1,800
Alibi	\$1,304
OTAB Total	\$7,597

LTAB Regional Ads	Investment
Local Flavor	\$2,275
Facebook	\$2,250
Pasatiempo	\$2,166
RailRunner	\$850
Reporter	\$2,829
LTAB Total	\$10,370

<u>Total Advertising</u>	<u>\$21,269</u>
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INVOICE NO.

WT2231109

INVOICE DATE

5/29/2016

BILL CYCLE

201605

INVOICE DUE DATE

6/26/2016



ATTN: CHRISTOPHER GOBLET
Santa Fe Bike and Brew Festival
1607 Paseo De Peralta Ste 10
Santa Fe NM 87501-3739

INVOICE

AGENCY	AGENCY NO.	CUSTOMER	CUSTOMER NO.
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SANTA FE BIKE AND BREW FESTIVAL 21115

ORDER NO.	MARKET	PRODUCT TYPE	COST	UNITS ORDERED	UNITS AIRD
WT11173530	Albuquerque	Online	\$660.00		
WT11173531	Albuquerque	Online	\$660.00		
WT11173530	Albuquerque	TV	\$1,844.00	277	367
WT11173531	Albuquerque	TV	\$1,328.50	305	415

INVOICE NOTES

Gross Advertising Total

\$4,492.50

Terms: Net 30 Days
Mail to: Comcast Spotlight
PO Box 742637
Los Angeles, CA 90074

Secret Agent Publishing Group, LLC
PO Box 272
Gunnison CO 81230

mountainflyer
magazine

970-387-8806
adsales@mountainflyer.com

Bill To:

Cycle Santa Fe
PO Box
Santa Fe NM

Date	Invoice No.	P.O. Number	Terms	Issue #
03/09/16	232402			47

Item	Description	Quantity	Rate	Amount
Full Page Ad	Full Page Ad Mountin Flyer April 2016		1,800.00 0.00	1,800.00 0.00
			Total	\$1,800.00

alibi

413 Central NW
Albuquerque, NM 87102
ph 505.346.0660
fax 505.256.9651

St. Vincent Hospital Foundation
Robin Garduno
455 St. Michael's Dr
Santa Fe NM 87505
Address Correction Requested

May 13, 2016

INVOICE

BILLING DATE 5/5/2016

Account # 50575

Invoice # 170723

Bike and Brew

RUN DATE	Price	Color	Web	Special	Trade	SubTotal	Agency Comm.	G.R.Tax 7.188%	Total	Paid?	Amt pd
5/5/2016	\$1,535.00	\$69.00			\$300.00	\$1,304.00		\$93.73	\$1,397.73		

Ad Size:

Full Page

Run Dates for Web Only Ads:

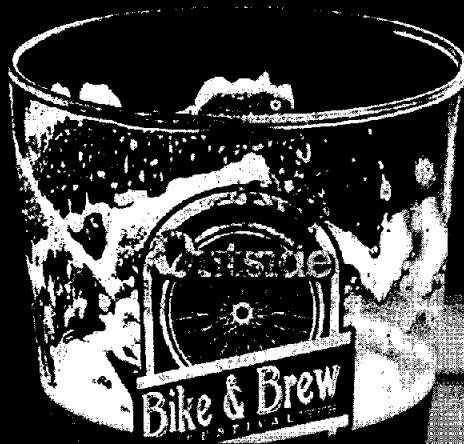
Please indicate invoice # 170723 on check.
We also accept credit card payments by phone.

TOTAL :\$1,397.73

Payment is due on proof of ad unless credit terms have been approved.
For advertisers with approved credit, payment is due within 30 days of ad run date.
Late payments are subject to monthly interest of 1.5% (annual interest rate 18%).

Make checks payable to NuCity Publications, Inc. Send payments to: NuCity Publications, Inc,
Accounting Dept, 413 Central NW, Albuquerque, New Mexico 87102.
If you have any questions, please call 505.346.0660 ex 233 or email courtney@alibi.com

Alibi Ad



Outside BIKE & BREW

MAY
19-22,
2016

DOZENS
OF CRAFT
BREWRIES

OUTSIDESANTAFE.COM

CENTURY RIDE • ENDURO RACE
CLINICS • TOURS • HANDMADE BIKE SHOW
KID'S EVENTS • YOGA

NEW MEXICO *True*
Adventure that Feeds the Soul.



SANTA FE CENTURY

Sunday, May 22nd, 2016

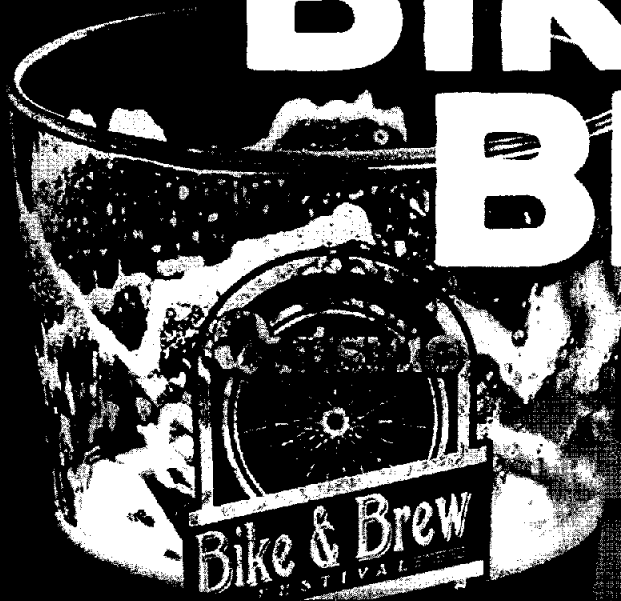
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Outside BIKE & BREW



MAY
19-22,
2016

**DOZENS
OF CRAFT
BREWRIES**

**CENTURY RIDE
ENDURO RACE
CLINICS + TOURS
HANDMADE BIKE SHOW
KID'S EVENTS
YOGA**

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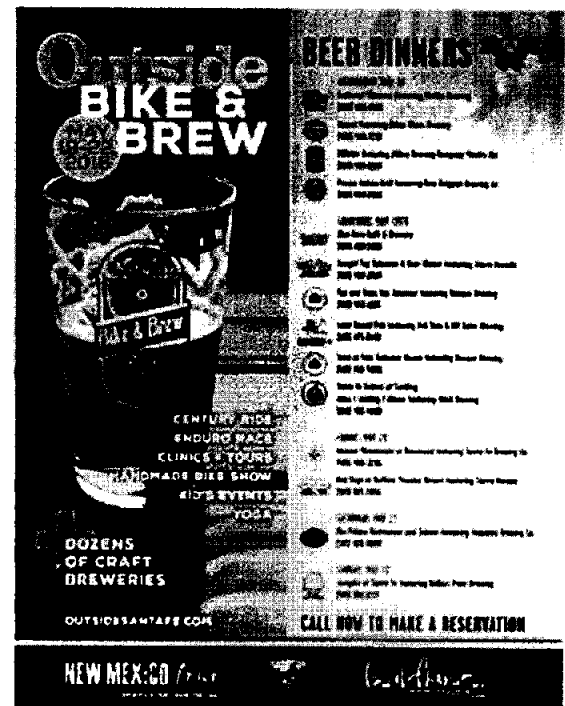
Outside Bike & Brew Festival Poster



Pasatiempo Ad



Local Flavor Ad



2016 Outside Bike & Brew Economic Impact Analysis and Attendee Survey Results

Prepared for:

Santa Fe County on behalf of
The Outside Bike and Brew
June 2016



Prepared by:

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EXECUTIVE SUMMARY

The Outside Bike & Brew Festival is a bicycling event held annually in Santa Fe, New Mexico. An estimated total of 5,517 individuals participated in, or attended one or more of the events in 2016, up 35% from 2015 (4,072 in 2015)¹. Attendees at the 2016 event spent \$386,770 on purchases during the 4-day event.

Direct Economic Impact to the Region:

Out-of-Town Visitor Spending Resulting from the Outside Bike and Brew:	\$227,384
Resident Spending Resulting from the Outside Bike and Brew:	<u>\$159,396</u>
Total Direct Spending	\$386,780

Tax Revenues Due to Event Visitor Spending from the Outside Bike and Brew:

Gross Receipts Tax Generated:	\$32,151
<u>Lodger's Tax Generated:</u>	<u>\$ 4,647</u>
Total Tax Revenues:	\$36,798

Total Economic Impact:

Direct Spending	\$386,780²
<u>Indirect/Induced spending³</u>	<u>\$158,580</u>
TOTAL ECONOMIC IMPACT	\$545,360

¹ The local spending of individuals that were part of an attendee party but did not participate in a ride are included in the impact.

² Contractor and Labor spending was not included, as it was not provided by Bike and Brew officials. In 2015, Bike and Brew officials reported an estimated \$164,514 in contracts and labor.

³ Direct impacts result from revenue associated with an event. Induced impacts result from expenditures by employees paid by suppliers and companies selling products and services. Indirect impacts result from the suppliers of the event purchasing goods and services and hiring workers. The multiplier utilized was taken from the New Mexico Tourism Department's "Economic Impact Study" generated by Tourism Economics.

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METHODOLOGY

Southwest Planning & Marketing (SWPM) estimated total event attendance at the Outside Bike and Brew (OB&B) using ticket sales and crowd estimation. SWPM uses the Jacobs' Method of crowd estimation, then factors in ingress and egress to the event to determine total event attendance. The Jacobs' Method, which is the industry-standard crowd estimation technique, involves dividing the event into sectors, then counting the sector density every hour to determine total crowd size each hour. SWPM also counted the number of people coming and going at each event entrance each hour over five minute intervals, then used that to determine total foot traffic at each entrance. SWPM used ingress/egress to determine turnover and, combined with total crowd size, determined total event attendance.

After the event, SWPM sent out an email survey to an OB&B attendee email list that was provided. The survey was designed by SWPM and approved by the OB&B.

The survey had a 24% response rate, with a total sample size of 186 completed surveys. The overall data for the entire OB&B sample is accurate to plus or minus 6.49% at the 95% confidence level. That means that 95% of the time the data for the entire visitor population would not vary by more than 6.49% from the result obtained from the sample in this survey.

ATTENDANCE STATISTICS

The results of the attendee survey provided information about attendance, average party size and average visitor spending.

- 1,579 attendee parties participated in one or more Bike and Brew Events. The number of **unique** attendees to the Outside Bike and Brew in 2016 was **5,517⁴**. In 2015 attendance was 4,072 up 36% from 2015.
- According to the results of the survey, the average party size for the Outside Bike and Brew in 2016 was 3.8. (4.1 for locals and 3.2 for out-of-area attendees). This is up from 3.2 in 2015. According to zip code responses, 30.8% of the visiting population for the Outside Bike and Brew were from outside Santa Fe (non-local). In 2015, 42.7% of the attendees were from outside of Santa Fe.

⁴ Including party members that attended but did not participate in an event.

ECONOMIC IMPACT

EVENT ATTENDEE SPENDING

Attendee Spending During the 4-Day Event Period (in-town vs. out-of-town)							
Statistics	Lodging	Food and Meals	Transport, Fuel, Etc.	Attractions/ Entertainment	Shopping/ Miscellaneous	Other	Total - 2016
Mean (overall)	\$ 66	\$ 97	\$ 39	\$ 34	\$ 53	\$ 18	\$ 307
Mean (in-town visitors)	\$ 8	\$ 64	\$ 12	\$ 27	\$ 27	\$ 10	\$ 148
Mean (out-of-town visitors)	\$ 193	\$ 170	\$ 100	\$ 49	\$ 110	\$ 39	\$ 661
Total Spending (in-town visitors-1077 parties)	\$ 8,616	\$ 68,928	\$ 12,924	\$ 29,079	\$ 29,079	\$ 10,770	\$ 159,396
Total Spending (out-of-town visitors-344 parties)	\$ 66,392	\$ 58,480	\$ 34,400	\$ 16,856	\$ 37,840	\$ 13,416	\$ 227,384
Total Spending OB&B	\$ 75,008	\$ 127,408	\$ 47,324	\$ 45,935	\$ 66,919	\$ 24,186	\$ 386,780
Total Spending 2015 OB&B (5-day event)	\$ 114,655	\$ 158,282	\$ 97,401	\$ 39,298	\$ 109,370	\$ 23,362	\$ 562,375

TAX BENEFITS FROM SPENDING ON LODGING BY VISITORS

Visitors to the Santa Fe area are assessed a gross receipts tax (GRT) as well as a lodger's tax (if they stay in a property that charges lodger's tax). A percentage of the GRT goes to the state and a percentage to the city and/or county. Taxes paid by OB&B attendees for lodging expenses is estimated below.

In 2016 the OB&B, visiting parties spent an average of \$193 on lodging during their stay. Based on this number, we estimate that total spending on lodging by out-of-town visitors was \$66,392. Combined estimated GRT and lodger's tax paid by out of town attendees was \$10,166.28.

GRT (Lodging) and Lodger's Tax				
Estimated gross receipts tax paid to city for lodging 344 parties X \$193 average spent = \$66,392	City (2.3125%)	County (1.375%)	State (4.625%)	Total Taxes (8.3125%)
Gross Receipts Tax paid by Lodgers (8.1325%)	\$ 1,535	\$ 913	\$ 3,071	\$ 5,519
Lodgers Tax Paid (7%)				\$ 4,647
TOTAL	\$ 1,535	\$ 913	\$ 3,071	\$ 10,166

GROSS RECEIPTS TAX BENEFITS FROM ALL VISITOR SPENDING

Spending on activities by OB&B attendees was calculated in six economic segments: Lodging, Food, Transportation, Entertainment, Shopping, and "Other." Total spending in all six areas was estimated at \$386,780.

Total gross receipts tax⁵ (GRT) from attendees was estimated at \$8,944 for the city, \$5,318 for the county, and \$17,889 for the state (see Appendix III).

Estimated GRT Due to Spending By Attendees				
Direct Spending	City (2.3125%)	County (1.375%)	State (4.625%)	Total Taxes (8.3125%)
\$ 386,780	\$ 8,944	\$ 5,318	\$ 17,889	\$ 32,151

⁵ City of Santa Fe "January 2016 Gross Receipts Tax Breakout"

ESTIMATED TOTAL TAX REVENUES

Adding GRT revenues and lodger's tax revenues results in a total estimated tax impact of \$36,798.

Estimated Total Tax Revenues				
	City	County	State	Total Taxes
Total GRT on Spending	\$ 8,944	\$ 5,318	\$ 17,889	\$ 32,151
Total Lodgers Tax	\$ -	\$ -	\$ -	\$ 4,647
Est Total	\$ 8,944	\$ 5,318	\$ 17,889	\$ 36,798

ESTIMATED TOTAL ECONOMIC IMPACT

Direct Spending in 2016 was \$ 386,780. In 2015, direct spending was \$562,646. This is a 31% decrease from 2015. This is attributable to a decrease in attendees from outside the area.

Total direct spending, including gross receipts tax revenues and lodger's tax as a result of spending is an estimated \$386,770.

Induced and indirect spending amounted to \$158,580⁶. The total economic impact of the event was \$545,360.

Economic Impact	
Direct Spending	\$ 386,780
Indirect and Induced Spending (1.41 multiplier)	\$ 158,580
Total Economic Impact	\$ 545,360

⁶ Direct impacts result from revenue associated with an event. Induced impacts result from expenditures by employees paid by suppliers and companies selling products and services. Indirect impacts result from the suppliers of the event purchasing goods and services and hiring workers. The multiplier utilized was taken from the New Mexico Tourism Department's "Economic Impact Study" generated by Tourism Economics.

APPENDIX I - SURVEY INSTRUMENT

Q15. What is your gender?

- ☐ Male ☐ Female

Q16. What is your ethnicity?

- ☐ Hispanic
☐ White/Anglo, non-Hispanic
☐ American Indian
☐ Black or African American
☐ Asian American/Pacific Islander
☐ Other/Mixed _____
☐ Decline to answer

Q17. What is the highest level of education you have completed?

- ☐ Some High School
☐ High School Degree
☐ Some College
☐ Bachelor's Degree
☐ Master and above

Q18. What is your annual household income?

- ☐ Less than \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$74,999
☐ \$75,000 to \$99,999
☐ \$100,000 to \$124,999
☐ \$125,000 to \$149,999
☐ \$150,000 to \$249,999
☐ \$250,000 or more
☐ Decline to answer

Please provide the following information to be entered in a drawing for to win one of two gasoline gift cards, each worth \$50. Your email address will remain confidential and will not be used for any other purpose. The drawing will be held on or before July 1, 2016.

Name _____ Email address _____

Thank you for taking our survey. We appreciate your responses and helpful feedback that allows us to understand our audience better so we can improve the Outside Bike and Brew in future years.



Outside Bike & Brew

MAY
19-22,
2016

YOUR OFFICIAL GUIDE
TO OUTSIDE BIKE & BREW



CLINICS

HANDMADE BIKE SHOW

KID'S EVENTS

YOGA

DOZENS
OF CRAFT
BREWERIES

FRIDAY, MAY 20th

9AM - 11AM SBAM Gold Busch Tour
10AM - 2PM Guided Mountain Bike Rides
2PM - 4PM SBAM Gold Busch Tour - Ladies Lounge
3PM - 6PM Bike to Work Fiesta
4PM - 9PM THE MAIN EVENT: Beer Garden, Bike Expo,
Concert featuring: CON BRILL & Contraband

SATURDAY, MAY 21st

9AM - 9PM Bike EXPO at Ft. Morcy
9AM - 11AM Morning Brew Coffee Ride
9AM - 11AM SBAM Gold Busch Tour
9AM - 1PM Winsor Trail Ride
10AM - 2PM Guided Mountain Bike Rides
10AM - 3PM Velo y Vino
10AM - 3PM Tour de Brewer
10AM - 3PM Tour de Cider
10AM - 1PM Bike Poker Ride
1PM - 3PM Bike Rodeo & Pumptrack
2PM - 4PM SBAM Gold Busch Tour - Ladies Lounge
4PM - 9PM THE MAIN EVENT: Beer Garden, Bike Expo,
Concert featuring: The Lonely Wild, & Ribo Flavin

SUNDAY, MAY 22nd

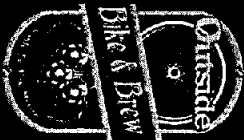
6AM - 4PM Santa Fe Century Gran Fondo
7AM - 4PM Santa Fe Century
8AM - 4PM Big Mountain Enduro

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MAY 20-21, 2016



LANB
LANB ♥s LOCALS

2016
MAY 19-22
2016

THE HOSTS OF EVERY TRAGEDY AND COMEDY FROM THE MOUNTAINS OF **Outside** **Best in**



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HEALTHY?

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MOST
DANGEROUS
RUNNING
CLUB

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KILLED
THE BEAR
LADY?

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Mystery You
Won't Believe

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SHOULD, TOO

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