



Agenda

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OCCUPANCY TAX ADVISORY BOARD

May 24, 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. Santa Fe Film Festival (Nani Rivera)

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 June 28, 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.

SUMMARY INDEX
CITY OF SANTA FE
Occupancy Tax Advisory Board
May 24, 2016

<u>ITEM</u>	<u>ACTION TAKEN</u>	<u>PAGE(S)</u>
I. Procedures		
a. Call to Order	Called to Order at 10:00 a.m.	1
b. Roll Call	Quorum Present	1
c. Approval of Agenda	Approved as presented	1
d. Approval of Minutes - February and April	Approved as presented	2
II. Funding Final Presentations		
a. Santa Fe Film Festival (Nani Rivera)	Presented and approved	2-4
III. Lodgers' Tax Report	Report by Mr. Randall	4-5
IV. CVB Reports		
a. Sales Report	Reported by Mr. Carr	5-6
b. Marketing Report	Reported by Ms. Delgado	6-7
c. Executive Director Report	Reported by Mr. Randall	7-10
V. Update on Grant Applications	Discussion	10
VI. Other Matters from the Board	None	10
VII. Adjournment	Adjourned at 11:31	10

Next Regular Meeting: June 28, 2016 in City Council Chambers at 10:00 a.m.

MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

May 24, 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 [arriving later]
Elizabeth Pettus

Members Absent:

Staff Present:

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

Others Present:

Carl Boaz, Stenographer
Nani Rivera, Santa Fe Film Festival

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:

1. February 23, 2016

2. April 19, 2016

Member Lucero moved to approved the minutes of February 23, 2016 and April 19, 2016 as presented. Member Pettus seconded the motion and it passed by unanimous voice vote.

II. FUNDING FINAL PRESENTATIONS

a. Santa Fe Film Festival (Nani Rivera)

Ms. Nani Rivera provided a handout for the Board [attached as Exhibit 1]. Included was a financial report that appeared to be a General Ledger.

Member Bruneni asked if this was from the grant.

Chair Margetson noted that it showed expenses of \$107,000 and revenues of \$102,000.

Mr. Rivera said last year, the Festival was on the first week in December and was very successful, not only with the community but around the country. They had lots of new visitors from around the world. It was a great increase from the previous year.

She said the Festival engages with other partners like Celebrate Pride in June and with others. They showed movies and did fund raising for them in Santa Fé. In the Festival, they doubled the number of volunteers and about 95% of them want to volunteer again this year. So she feels good about how they have grown.

Member Hendry arrived at 10:06.

Chair Margetson asked if she had any numbers of attendance to report.

Ms. Rivera said they had 4,000 in 2014 and 14,000 for 2015 and in 2013, the Festival was part of their training program and drew about 4,000 people. They sold 8,500 tickets and some tickets were donated to locals and special visitors. About 2,800 were donated. That was important because the Festival went through some lean years and they wanted to restore visitors.

There is a lot of respect and admiration for Santa Fé Film Festival and she wanted an incredible experience for them. Some have asked to join their advisory board. She thought their plans appear to be working.

She reminded the Board about the competition for the Shoot Santa Fé. It brought in \$1.5 million for the first pilot and another for \$1.5 million that they are spending here for the second season. It was very

successful and now in post-production.

In the month leading up to the Festival there were 15,000 visits to their website. Their email list has grown from 4,000 to 8,000 and get about 20,000 likes per week on Facebook.

The pilot project which started through this year is what they are involved in for full disclosure of \$5,000 from Panavision who is a great national partner in this. This project was picked up by awesomeness, part of Disney, and another \$2 million show coming in from them that was spawned by this. They also did one in Las Cruces for the Film Festival there.

Ms. Rivera said they believe it was appropriate time spent to work with film industry because it has brought back so much to our community and will have a ripple effect for Santa Fé and the entire State. They are excited to see how the pilot project has rolled into other profitable things. The Festival will be a great showcase and stronger in the future, highlighting what is happening in the film industry locally. In the slowest part of the year, this helps and is a most exciting event.

Chair Margetson pointed out that the document has no heading but this is a Profit & Loss Statement. It shows that the Festival spent \$104,000 at Hotel Santa Fe and he knew they actually spent \$15,000.

Ms. Rivera said accounting is not her strongest skill set. There are still missing links.

Chair Margetson asked Ms. Rivera if she is moving on.

Ms. Rivera agreed and Antonia is taking over as of January 1.

Mr. Randall asked if they took out a loan to float the event.

Ms. Rivera agreed. It was in 2011 and they are within \$12,000 of paying that off. They also have some money in the Board Account that will be used if needed. That balance is \$1,000.

Mr. Randall said he was okay with the request but noted local advertising to Hutton was shown. He explained to Ms. Rivera that OTAB funds cannot be used for local advertising.

Member Lucero asked what nonprofit status they have.

Ms. Rivera said it is a 501(c)3.

Member Lucero asked if she had the 990 tax report.

Ms. Rivera said they filed an extension.

Member Griscom asked if Santa Fe can handle two film festivals.

Ms. Rivera said she was proposing to collaborate together as one body.

Member Hendry pointed out that Ms. Rivera has put in the work and effort without pay. We have nonprofits like the Santa Fe Opera where they made \$2.8 million this year and didn't invest it back in the community and cannot provide healthcare insurance to their employees. The big organizations should help the smaller organizations.

Chair Margetson said their invoice for reimbursement is \$5,000.

Member Pettus moved to approve payment of the \$5,000 reimbursement to Santa Fe Film Festival. Member Bruneni seconded the motion and it passed by unanimous voice vote.

III. LODGERS TAX UPDATE

Mr. Randall said the April results are in the packet [Rocky Mountain attached to these minutes as Exhibit 2; STR attached as Exhibit 3]. Overall, occupancy is down slightly and it happened totally on Cerrillos Road; downtown was up 0.4%. STR shows a decline but the average rate was up.

Member Hendry said we don't really have a Cerrillos Road now. You cannot left turn into a business. It is pathetic.

Member Bruneni said that for hotels and motels some ownership is shifting but we saw a strong April.

Mr. Randall said in his analysis of the two reports, in downtown, Rocky Mountain has 83.4% participation. STR shows 92.1% participation but there is no area breakdown from STR and STR doesn't include any facilities outside the city. There is 81% participation in STR and 64% in RM for Cerrillos Road properties. He identified five not participating in Rocky Mountain and that would cause STR to come in at a lower rate.

He explained that it would cost \$3,000 to get segment reports.

Member Bruneni asked if he couldn't get the occupancy information from the State report.

Mr. Randall said he would check that out. He is trying to see where the soft spots are.

GRT Report

Mr. Randall said it continues upward and he should copy the categories breakout for the Board. A copy of the GRT Report is attached as Exhibit 4.

Lodgers Tax -

Mr. Randall reported a 5% improvement year-to-date but in April, La Posada caught up on collections and brings it to 8% improvement over last year. April will show up from that catch up. It was \$200,000 including penalties and interest. So he thought they will finish about 8% ahead of last year. Last year was up 10% from the previous year. A copy of the Lodgers Tax Report is attached as Exhibit 5.

Member Hendry announced five major motion pictures now here. Everyone is busy so we will have to bring in people from outside. No rooms are available. We are putting up people in Las Vegas and Moriarty. Wolverine is the biggest and will be here during Indian Market. AirBnB wants to be on the list but they have to pay the tax to be on it.

Mr. Randall said there ought to be a seasonal or special rate for those in the film business. Government per diem has seasonal rates.

Member Bruneni said production is out of pocket with mileage.

Mr. Randall said Santa Fe is actually a bargain most of the year. AirBnb would be the best source. They will pay the tax.

IV. CVB REPORTS

a. Sales Report (David Carr)

Mr. Carr shared the statistics in his written report. A copy of the report is attached to these minutes as Exhibit 6. He noted that in October and November, we had three large groups. They have significantly outgrown Santa Fe so this is probably their last booking in Santa Fe. They are at 2,600 attendees and the Convention Center cannot accommodate that many with a maximum capacity of 2,000. 1,800 is packed. They are considering Las Vegas.

Mr. Randall said 1,800 leaves no space for food or exhibits. So about 800 participants is the right number.

Member Griscom asked who they are.

Mr. Carr said Linux is out of Dallas It is a foundation.

Member Hendry pointed out that with the capacity issues, they also have the old county buildings and they should be repurposed as part of the convention center.

Mr. Carr said on June 3, they will discuss promotion to generate more interest in our location and push for the fourth quarter.

He reported a successful FAM with 5 potential leads. He is working on the next FAM for July.

b. Marketing Report (Cynthia Delgado)

Ms. Delgado reported on both March and April - starting with March and quarterly report of key indicators for web site, social media, Visitors' Guide, and visitor centers. A copy of the Marketing Report is attached to these minutes as Exhibit 7. Over the last quarter, we had a full ramp of digital and increase of

32% in visits. Pages per session has dropped a bit and that is also reflected in time on site. The conversion rate is 13.6%. The Blog - weekly input is seeing page views up. It has been shortened and added pictures. Average time is up and also increased number of links to get people onto santafe.org.

Newsletters are vibrant and reaching more. The open rate inches are up and beating the industry average. Specials and deals are attracting more people.

There were a few less press releases in the first quarter but broke out pitches. (a slice - to specific publications.

Member Bruneni asked if they write their own copy. Ms. Delgado agreed.

Media visits are down a little but now it is picking up for summer season. Earned media continues to go up. There are some big stories from the Margarita Trail. Social media continues up. There are about a thousand followers on Facebook but we can do better.

Trip Adviser was down a bit so we are working on that. The Visitors' Guide is also down just a bit but Visitor Centers are increasing in numbers.

As for April, we are well into the Visitor Survey. Five significant partners who sent out the survey. About 5,000 responses have come in to date. Our partner, Metrix is quite pleased. The survey closes on June 3 and she hopes to have a report to business partners quickly.

We finished the poll for Travel & Leisure at third. They broke into cities and towns. So we were pleased with the ranking. And some of the other categories.

Mr. Randall added that Charleston was lower than tenth. Buffalo was #1.

Ms. Delgado said we are still in the battle at Condé Nast which ends on June 1.

Member Lucero asked if she sent it to the restaurants.

Ms. Delgado agreed. She also did sit with local papers and they are pleased that we are here.

Chair Margetson asked why is Trip Advisor is down.

Ms. Delgado said Tourism owns the page but the people coming to the destination page is down. It is not as updated as we need.

Lastly, the Santa Fé Margarita Trail got launched on social media. The local coverage and feedback has been unbelievable. Anasazi had a couple to try the margarita. So we continue with business partners to keep the awareness up.

Member Bruneni said Margarita Trail on the Association agenda. It needs to stay on everyone's agenda.

Chair Margetson liked the new format. It is easy to read.

Ms. Delgado agreed, thanks to Member Griscom.

c. Executive Director Report (Randy Randall)

Mr. Randall said they will add an executive summary to both reports with a single page narrative and provide the detail behind it. His report is attached to the minutes as Exhibit 8.

The Short Term Ordinance was unanimously approved. Councilor Ives was not there but is a sponsor and he didn't know about Councilor Trujillo. The cleaned up version will get signed today or tomorrow. The taxes become effective immediately. There are no penalties until after 90 days. They can get a license today.

We are about to sign an agreement with the Air BnB to collect lodgers tax. And they are also interested in a statewide agreement for GRT. In Arizona they actually passed a state law to get GRT from them. They are also about to sign an agreement in Taos.

The Santa Fé Film Office is a joint city/county venture and both have funded a contract with AirQuick to get the office set up. Once finished, we expect a joint announcement on June 1 or June 2 to let people know it will happen as of July 1. Commissioner Chávez and Mayor Gonzales will make the announcement. It will be a two-person office to provide more production in and better service to the productions.

The Northern New Mexico Airport Alliance is moving along though a slow process. We made an application to feds for \$500,000 for promotion and will apply to the State for \$2 million. If we get the grant, it will make private fund raising easier. Mr. Randall will be on the executive board that functions as a steering committee.

Bike and Brew was an outstanding success. Being on grass instead of pavement helped but it is somewhat in jeopardy because Chris Goblet is not with brewers now, having gone to wine growers. It points out the importance in reviewing grants to make sure that boards are in place.

He hoped at the next OTAB meeting that Ms. Delgado will have a report on the grant rules.

The Tourism budget is intact with budget approval tomorrow night. Ms. Delgado represented us well at the hearings. There were questions on the film office. There will be \$750,000 in expenditures next year.

Mr. Randall is looking for representatives in key markets to help with sales as in-market support. He is trying to shift tactics where they are under performing and shift Mr. Carr's efforts to those places.

We are pushing into Austin. We had \$90,000 uncommitted that will be used to push into Austin. We felt Austin had the higher awareness. Allegiant flights from Austin and Southwest Air are about 50% out of home and 50% digital call to action.

Regarding Margarita Trail, we have 2,000 passports out there. He gave some to each restaurant and some have come back to order more. They will have a gathering at end of June with southern (major sponsor) with restaurants to share best practices.

Member Pettus asked if La Fonda is participating.

Mr. Randall said yes.

Member Pettus said she didn't see them when over there.

Mr. Randall is working on a value card for groups - coupons are passé now. We've ordered 10,000 of them. We will require that the discount be stronger than 10%. That is the standard for AAA or AARP. We will roll it out in the next 60 days. The card and a flyer with it shows who the participants are. It could work at art galleries, tour companies, restaurants, etc.

The Native American position is filled by Rena Crisp who is not a Native but has strong relations with them. She is also a photographer and has been allowed by many tribes to photograph dances. She is not weighted to any one pueblo. We've put out a letter to all tribes and have a breakfast with governors to introduce her. She will visit with each tribe in northern New Mexico.

Member Hendry agreed that people will change their minds when they meet her.

Mr. Randall said hospitality training is to be produced by New Mexico Hospitality Association and sponsored by the Chamber. The cost is \$25 per person which is a little high. It has a return component back. He is trying to work with Simon Brackley to see if we could underwrite a little of the first round.

Member Bruneni said they wouldn't do it because even with only six employees, they don't have \$300 for that.

Mr. Randall said he has been attending County LTAB meetings and will create a seat for someone from Creative Santa Fe.

Their Board has gone through a total transition and will now work in coordination with City - so it is a huge amount of progress. To eliminate the divide, we will marry the web site. County will take lead in the outdoor portion.

Lastly, he went to the Governor's Conference on Tourism with Joy and David. There is no contemplated change to any movement of awareness. The New Mexico True is only an awareness program with nothing to cause bookings. There is an opportunity to work together on major destinations to initiate joint tour business. It could also move into group meeting business.

Member Lucero said Santa Fé Wine and Chili Fest will have a new wine-film festival with a big tasting on September 24th. It will be small with 150 people at Jean Cocteau and Violet Crown theaters. We are working with folks at Violet Crown. Each night will have two films per theater. One on wine and the other on entertainment.

Mr. Randall added that it continues to emphasize Santa Fé as a Film Mecca.

Member Pettus commented about short term rentals in Europe. In Venice, the person met us with receipt book and we had to pay in cash and give her husband a document so he would not be arrested for not paying the tax. It was a flat amount per bedroom - not based on room rate.

Member Hendry said the film office shows that we need to do things with the County but we are missing an opportunity without having an event marketer.

Mr. Randall said in the current budget we don't have money or funds for expansion. But if revenues from short term rentals grow, that could be the source. It is the next place we should go - promotion of events. Other cities do it. We had no marketing people four years ago.

Chair Margetson agreed it is a great idea and worth supporting.

Member Hendry said it should be \$100,000.

Mr. Randall said he is working well with Tony Flores, Deputy County Manager and can suggest that.

Chair Margetson asked if the Board could get a copy of the budget.

Ms. Delgado said she would do that.

Chair Margetson asked what can we do with Meow Wolf.

Member Lucero said they are on a honeymoon now.

Mr. Randall said Tourism has worked with them on the PR side. They are a for-profit company so we have to be careful. We did help them with PR. Also working with Vince Kadlubek to repurpose the buses for Santa Fe Pick Up. It says what they are. He is trying to see if Meow Wolf could use the older buses to get to their location. They are a little weak on promotion materials.

Ms. Delgado said she distributed their press release and doing a lot of social media support as we do with other businesses.

Member Lucero asked why not take them on as a partner like we do with hotels.

Mr. Randall said the hotels fund us.

Member Bruneni suggested maybe Meow Wolf could sponsor Bike and Brew next year.

V. UPDATE ON GRANT APPLICATIONS

Mr. Randall said they will have a handout on history of grants and define the rules for applying before

the next meeting.

VI. OTHER MATTERS FROM THE BOARD

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 11:31 a.m.

Approved by:


Paul Margolsen, Chair

Submitted by:


Carl Boaz for Carl G. Boaz, Inc.

Occupancy Tax Advisory Board
May 24, 2016

EXHIBIT 1

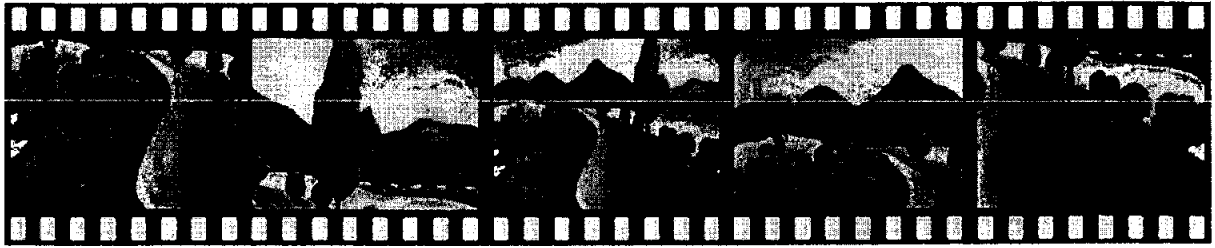
Invoice

Date 4/8/16

Nani Rivera
Executive Director
60 WE San Francisco Street
Santa Fe, NM 87501

For Advertising and Promotion of the 2015 Santa Fe Film Festival
December 2-6, 2016 and promoting tourism in Santa Fe.

Warm Regards,
Nani Rivera



Santa Fe Film Festival - 2015

Santa Fe OTAB Marketing Grant - Final Report Amount of Award - \$5,000

The 15th Annual Santa Fe Film Festival took place December 2 - 6, 2015. There were approximately 100 events at the 2015 Santa Fe Film Festival through screenings, panels, workshops, parties and festival headquarters located at the Hotel Santa Fe Hacienda & Spa. Attendance multiplied from over 4k in 2014 to 14,207 in 2015. Many of the events were sold out or full. 2,005 Tickets were sold and 8,500 tickets were donated to local community members for screenings and events. In fact we had to turn away attendees to various events due to that reason. Nearly every celebration event had to make guests wait outside in line for people to leave so they could enter without breaking fire code.

The longest running film festival in the state of New Mexico, the Santa Fe Film Festival prides itself on being one of the world's most renowned film festivals. Film has a deep history in NM, and, like green chile added to every imaginable dish, NM flavor permeates everything we do as we invite the world to have the Santa Fe arts and culture experience while highlighting our local filmmakers and stories. Our history of bringing Oscar winning films to be enjoyed in our unique landscapes and venues is unrivaled. Santa Fe has over 5 unique venues that highlight our architecture and culture to show films, impressive for such a small city.

Hundreds of filmmakers, crew and performers (from the films in our festival) have said great things about Santa Fe and now want to spend more time here.

Our team truly believes that the Santa Fe Film Festival is an inheritance of Santa Fe and the State of New Mexico. We were once one of the top ten film festivals in the world, this year the festival has garnered incredible attention and we have found that it's name is still renowned, respected and a desirable experience globally.

1. Post Event explanation of expenditures and revenue.

The budget for the 2015 festival was approximately \$107,023.70 with a revenue of approximately \$107,644.11. At least \$21,188.31 was spent on marketing efforts.

We used Newspaper, Magazine, Radio, TV and much more including the Albuquerque Journal, Santa Fe Reporter, Santa Fe New Mexican, indiewire magazine & Moviemaker Magazine to market and advertise our event.

Over four thousand of our attendees were from out of town and our efforts were hugely successful as we reached the popular social media platform "Tinder" records during the event.

Next year we plan to market through the same avenues and would like to expand into more out of state marketing efforts.

2. Descriptive breakdown of how the event directly produced tourism revenue (i.e. # of attendees, participants, number of room nights).

The festival generated 2,042 rooms nights. Many of the hotels and restaurants have told us that this could have been the slowest weekend of the year had it not been for the Santa Fe Film Festival. The first weekend in December is the second to lowest occupancy weekend of the year according to the Santa Fe Tourism department. The economic impact of our event is impressive. Our only challenge was maintaining all of the energy created. Our team of volunteers used all of their skill sets, going the extra mile to make sure our celebrities, filmmakers and guests of all kinds from multiple areas of the world, experienced Santa Fe in a special way. Our guests came from England, Sweden, Iran, Mexico, Argentina and more.

3. An estimate of economic impact other than hotel room-nights

People from all over the world and the state visit the festival. Our featured hotel was sold out throughout the festival, which occurs (intentionally) during the lowest occupancy rate of the year. It is estimated that the 2015 festival provided an economic impact of over \$2 million. This, combined with \$3 million that came to NM to produce 2013's Shoot Santa Fe Pilot Project winner comes out to over \$5 million in economic impact for the City of Santa Fe & State of NM.

The month leading up to the 2015 festival saw 61,366 page visits and 8,447 unique users on our website. We have an email list of over 8,000 and our Facebook posts reach over 20,000 people per week. We also prominently display the NM True logo at all of our panels and events

Name of Organization Santa Fe Film Festival

Amount of Grant: \$ 5,000

Date Awarded 6/5/15

Specify other revenue

Sources contacted/granted: New Mexico Arts \$ 3,352

Santa Fe Arts Commission \$ 4,000

Santa Fe Economic Development \$ 5,000

NOTE: All expensed items must be directly related to promotion, advertising and marketing.

<u>Categories</u>	<u>Description</u>	<u>Projected Expenses - Revenue</u>	<u>Actual Expenses - Revenue</u>
Newspaper	GFT/SFNM/Reporter	\$ 10,000 - 40,000	\$ 5,816.03 - 115,600.00
Magazine	Hollywood Reporter	\$5,000 - 15,000	\$ 2,094.00 - 72,400.00
Poster	Annual Poster	\$ 5,000 - 10,000	\$ -
Brochure	Catalogue	\$ 5,000 - 10,000	\$ -
Radio		\$ -	\$ 1,623.75 - 27,500.00
TV		\$ -	\$ 214.38 - 22,300.00
Creative		\$ -	\$ 3,841.63 - 89,300.00
Printing		\$ -	\$ 3,446.80 - 63,600.00
Postage		\$ -	\$ -
Direct Mail		\$ -	\$ 403.75 - 53,700.00
Production		\$ -	\$ 1,673.02 - 59,500.00
Web site		\$ -	\$ 2,074.95 - 45,300.00
Other (specify)		\$ -	\$ -
TOTALS:		\$ 25,000 - 75,000	\$21,188.31 - 549,200.00

Total Hotel/Motel Rooms Filled: 2,042

0405101-43

TEXT

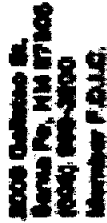
KOTU

\$21,38

Two Hundred & Fourteen $\frac{38}{100}$

Q

Figure 1



THE UNIVERSITY OF CHICAGO

FOR

1000

SANTA FE FILM FESTIVAL
PO BOX 2167
SANTA FE, NM 87504

1063

95-101/1070

August 13, 2015
DATE

PAY TO THE
ORDER OF

Nicole Davis

\$ 1220.00

One Thousand Two Hundred

DOLLARS

LANB
2009 September 29
Santa Fe, NM 87505
Creating a Better World
AUG 13 2015

TELE
FOR

FOR

SANTA FE FILM FESTIVAL

PO BOX 2187
SANTA FE, NM 87504

1086

95-101/1070

11-17-15 DATE

PAID TO THE ORDER OF

Nicole Davis \$200.00

Two Hundred 00/100

DOLLARS

NOV 18 2015

1086



LANB

Creating a better way

2000 Galveston St.
Santa Fe, NM 87506
(505) 886-3200
Member F.D.I.C.

FOR

Teller 45

MP

SANTA FE FILM FESTIVAL
PO BOX 2167
SANTA FE, NM 87504

1084
PS-101/1070

11-13-15
DATE

PAY TO THE ORDER OF Rick Regan National Bank \$ 200.00

NOV 13 2015

DELLARS

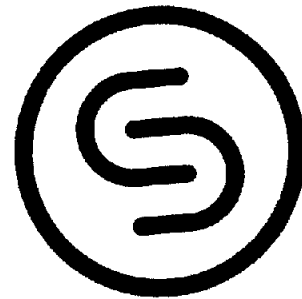
Security
Features
Guaranteed

LANB
2008 Qualified IR
Series Fd, N/A 67504
15009 844-3500
Member FDIC

Yates 77

FOR [Signature] MP

Santa Fe Film Festival



Attention: Phyllis Ortiz
Administrative Assistant
Tourism Santa Fe
201 West Marcy St.
Santa Fe, NM 87501
Date: 11/23/15

Project Title: OTAB SFFF 2015

Description	Venue	Date	Cost
Design & Administrative Work	Nicole Davis	8/31/15	\$ 1,220
TV Interview	KOB 4	11/10/15	\$ 214
Designing ads	Rick Regan	11/13/15	\$ 200
Design & Administrative Work	Nicole Davis	11/17/15	\$ 200
Magazine Ad	Filmmaker Magazine	11/23/15	\$ 2,400
Radio Ads	Hutton	11/23/15	\$ 812
Total Expenses		Total	\$ 5,046
Total Reimbursement Request		Total	\$ 5,000

Thank you for supporting the Santa Fe Film festival!

Sincerely yours,

NaNi Rivera

Executive Director
Santa Fe Film Festival
O: 505-988-7414 x102
C: 505-629-6875
director@santafefilmfestival.com
santafefilmfestival.com

Physical Address
60 W. San Francisco Street, Suite 307
Santa Fe, NM 87501
Mailing Address
PO Box 2167
Santa Fe, NM 87504

KOB-TV REQUEST FOR NEW ADVERTISER PROFILE

Each shaded field must be filled out completely before your profile can be processed.
Hit the Tab button to advance to the next field.

Today's Date: 04/06/15

Station: KOB

Direct OR Agency Discount: direct

Taxable (Yes/No): yes

New Business/End Date: 04-06-15 to 04-06-16

Advertiser Name: Nani Rivera

Agency Name: Santa Fe Film Festival

Billing Street Address: 60 W San Francisco St. Suite 307

City: Santa Fe State NM Zip: 87504

Phone: 505-988-7414 Fax:

Contact Name: Nani Rivera

List **exactly** how name should appear on invoice (if c/o billing): Nani Rivera / SFFF

Product Code: MD1

Demographic: HH

Sales Rep: Daniel Gutierrez

Schedule Dates: 11-10-15

Dollar Amount: \$200

Credit Terms: (ie Cash in Advance, use limits for warnings etc.) Cash in advance

Electronic Billing IDB#

August 25, 2015

voice

Attention:

NaNi Rivera

Executive Director
Santa Fe Film Festival
O: 505-988-7414 x102
C: 505-629-6875
director@santafefilmfestival.com
santafefilmfestival.com

60 W. San Francisco Street, Suite 307
Santa Fe, NM 87501
Mailing Address
PO Box 2167
Santa Fe, NM 87504

Date	Service	Amount
8/25/15	Marketing material produced, commercials, ads, social media, administrative,	\$1220.00
	TOTAL	\$1220.00

It is a pleasure doing business with you.

Thank you

Nicole Davis
nicole.davis.film@gmail.com
505-795-9515

November 15, 2015

Invoice

Attention:

NaNi Rivera

Executive Director
Santa Fe Film Festival
O: 505-988-7414 x102
C: 505-629-6875
director@santafefilmfestival.com
santafefilmfestival.com

60 W. San Francisco Street, Suite 307
Santa Fe, NM 87501
Mailing Address
PO Box 2167
Santa Fe, NM 87504

Date	Service	Amount
11/15/15	Marketing material produced, commercials, ads, social media, administrative,	\$200.00
	TOTAL	\$200.00

It is a pleasure doing business with you.

Thank you

Nicole Davis
nicole.davis.film@gmail.com
505-795-9515



INVOI

OneHeadlightInk LLC

5528 Overlook Dr. NE
Albuquerque, NM 87111
505.510.1006

INVOICE NO. Q4TY1501- SFFF
DATE November 10, 2015
CUSTOMER ID SFFF

TO: Santa Fe Film Festival
60 W. San Francisco Street, Suite 307
Santa Fe, NM 87507

ATTN: Nani Rivera
PHONE: 505-988-7414 x102

REP	JOB	SHIPPING METHOD	SHIPPING TERMS	RUN DATES	PAYMENT TERMS
CVH	Out of state advertising	www		10/30/15 - 12/6/15	COD
QTY	ITEM #	DESCRIPTION	UNIT PRICE	DISCOUNT	
1	Movie Maker Magazine	Online 10/30 - 12/6 Plus print ad in special Film Festival Winter Edition	1,194.00		
1	Filmmaker Magazine	Large web ad 11/17 - 12/3	2,400.00		

CREDIT: -0-

Notes:

Email additional content/revisions to christa@oneheadlightink.com

Make all checks payable to OneHeadlightInk
THANK YOU FOR YOUR BUSINESS!

DISCOUNT
SUBTOTAL
TAX RATE
TAX
CREDIT
BALANCE

CE

DUE DATE	
Upon Receipt	
LINE TOTAL	
1,194.00	
2,400.00	
\$3,594.00	
0.07	
\$258.32	
\$3,852.32	

11/10/15

RICKEY LEE DESIGNS
9 CHAPARRAL DR.
SANTA FE, NM 87508
505-204-2256
rregan49@live.com

Attention: Nani Rivera		Executive Director	
Name		Santa Fe Film Festival	
Address		60 W. San Francisco Street, Suite 307 Santa Fe, NM 87501	
Phone		<u>505-988-7414 x102</u>	
Design Work on Adds			\$200

Santa Fe Film Festival

Attn:NaNi Rivera
Executive Director
Santa Fe Film Festival
O: 505-988-7414 x102
C: 505-629-6875

director@santafefilmfestival.com
santafefilmfestival.com

Physical Address
60 W. San Francisco Street, Suite 307
Santa Fe, NM 87501
Mailing Address
PO Box 2167
Santa Fe, NM 87504



Non-Profit Weekly Advertising Package

Affordable advertising for our non profit community.

Radio – 3 weeks November 16 – December 5, 2016

Weekly Schedule:

- 15x :30 radio commercials to run on six stations 5a-8p Monday – Sunday.
- 15x :30 radio commercials to run on six stations 5a-Midnight Monday – Sunday.
- 10x live liners on FM stations. (Can be updated weekly)
- Live mentions of events by staff (in exchange for 30 press passes)
- Interviews based on availability (Richard Eeds / Honey Harris / Ira Gordon)
- On-Air Giveaways – Nov 30 – Dec 4 on KVSF-FM / KBAC-FM 1x pair per station per day.
 - Includes open / giveaway / wrap up.
- Santafe.com Features
- Santafe.com calendar events.

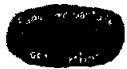
Total: 540 :30 radio commercials/ 60 liners – interviews, promos, giveaways, santafe.com features and calendar listings..

Total Marketing Value: \$14,850

Total Marketing Investment : Storyteller Sponsorship Package and \$750 cash + tax. \$812.34 Total

*Payment due by December 1,2016.

Client OK: _____ Date: _____



KVSF101.5
THE VOICE OF SANTA FE



Talk 1260 AM
KTRC
Santa Fe's News Talk Leader



SANTAFE

VISIT
SANTAFE.COM



SANTA FE FILM FESTIVAL

Hutton to receive: Storyteller Sponsorship Package - customized

Logo on all festival advertising and at festival events: festival catalog, banners, e-blasts, website, gala.

Full-page ad in festival catalog

Onscreen logos before films

Placement in the New Mexico Film Week with Shelley Carney Show.

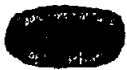
30 press All Access Passes

Hutton Broadcasting

Santafe.com

Press Pass

20 tickets to Santa Fe Film Festival films for on-air giveaways.



KVSF101.5
THE VOICE OF SANTAFE



Talk 1260 AM
KTRC
Santa Fe's News Talk Leader

ESPN
SPORTS
1400

SANTAFE

VISIT
SANTAFE.COM

Santa Fe Film Festival

Attn:NaNi Rivera
Executive Director
Santa Fe Film Festival
O: 505-988-7414 x102
C: 505-629-6875

director@santafefilmfestival.com
santafefilmfestival.com

Physical Address
60 W. San Francisco Street, Suite 307
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Mailing Address
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Santa Fe, NM 87504



**SANTA FE
FILM FESTIVAL**

Non-Profit Weekly Advertising Package

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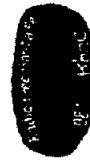
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Client OK: _____ Date: _____



KVSF101.5
THE VOICE OF SANTA FE



Talk 1260 AM
KTRC
Santa Fe's News Talk Leader

ESPN
SANTA FE
1400 (AM)

SANTA FE

SANTAFE.COM



**SANTA FE
FILM FESTIVAL**

Hutton to receive: Storyteller Sponsorship Package - customized

Logo on all festival advertising and at festival events: festival catalog, banners, e-blasts, website, gala.

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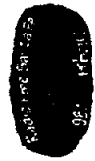
30 press All Access Passes

Hutton Broadcasting

Santafe.com

Press Pass

20 tickets to Santa Fe Film Festival films for on-air giveaways.



KVSF101.5
THE VOICE OF SANTA FE



Talk 1260 AM
KTRC
Santa Fe's News Talk Leader

ESPN
SANTA FE
1400 (FM)

SANTA FE ^{VISIT} **SANTAFE.COM**

SANTA FE FILM FESTIVAL
PO BOX 2167
SANTA FE, NM 87504

1102
95-101/1070

11-23-15
DATE

PAY
TO THE
ORDER OF

Hutton Broadcasting

\$812.34

Eight Hundred Twelve and 34/100

DOLLARS



Security
Features
Vary by
Check



LANB

2009 Galileo St.
Santa Fe, NM 87505
(505) 965-3200
Member F.O.I.C.

Check or better way

FOR

[Signature]

MP

SANTA FE FILM FESTIVAL
PO BOX 2167
SANTA FE, NM 87504

1101
95-101/1078

11-23-15

DATE

PAY TO THE ORDER OF

One Head

\$ 2,400.00

Two Thousand Four Hundred

00/100 DOLLARS



Security Features Visible on Back



LANB
Dealing a better way

2000 Galisteo St.
Santa Fe, NM 87506
(505) 988-3200
Member F.D.I.C.

FOR

[Redacted]

[Signature]

Obama says parts of climate deal must be legally binding

Senate not needed, key Republican says

AK MURKIN, France — President Mitterrand's office said Tuesday that parts of the whole was missing, but being brought in. In Paris, where the legal proceedings are the criminal case that might see, nothing but a pocket of the state with a public law as before.

Obama's stand was praised at the U.N. climate conference from those who want a signed agreement to reduce greenhouse gas emissions from the burning of coal, oil and gas. But it could also cause concern in Washington, especially if the idea to put the deal into effect is pushed back to next year.

The O'Brien administration has pledged during the last congressional session to reform U.S.

in 16 28 (see
cost by 2002.
that insurib-
list for admin-
sion targets for
the Paris deal
would prob-
ably require

CHINA:
Program
to reduce
overlappers

looking to keep the margins out while holding lending procedures in place and how occurred as short-term funding

"Although the targets themselves may not have the force of treaties, the process, the coordination that occurs, the consensus and periodic reviews, that needs to be legally binding," Obama told in Paris, "and that's going to

Sen. J. Lee Edwards, R-Mich., chair man of the Senate Foreign Relations and Public Works Committee and a fierce critic of DeLoach's policies, fired back a rebuttal.

Quality Is Timeless. This Price Isn't!

Unmatched
customer service
from hearing aids
with lifetime
warranty

Moved
to a New
Location

LAST 40 OF
THE YEAR

ATTENTION! SPECIAL EVENT!

Another Great Way to Save

Make your own special holiday

BUY 1 GET 1

50% OFF

on any hearing aid

Hurry! This week only!

Limit one offer per full house. Good for cash and credit.

Miracle Ear Center

5504 Memorial Blvd NE, Suite M

(Between San Pedro & San Mateo,

next to the Urgent Care)

Alb., NM 87110

(505) 880-8898

Miracle Ear

**Trusted For
65 Years**

Miracle-Ear Quality For \$695. Why Wait?

There's a thousand things for a top-level team, you can get it right. You can Miracle-Ear hearing aids for less than \$695. This is one of our most exciting products. It's a complete hearing aid system that's custom-fitted to your ears. It's a complete hearing aid system that's custom-fitted to your ears. It's a complete hearing aid system that's custom-fitted to your ears.

Experience America Trusts.

At Miracle-Ear, we make our products comfortable and convenient. The also offer you a variety of valuable services at no charge.

Getting Started, It's Free and Easy.

At Miracle-Ear, we make our products comfortable and convenient. The also offer you a variety of valuable services at no charge.

Services Include:

FREE Ear Canal Inspections
A clean ear canal is essential for your hearing. We'll make sure you're clean. We'll make sure you're clean. We'll make sure you're clean.

FREE Hearing Test

A complete hearing test that reveals where you need your hearing. We'll make sure you're clean. We'll make sure you're clean. We'll make sure you're clean.

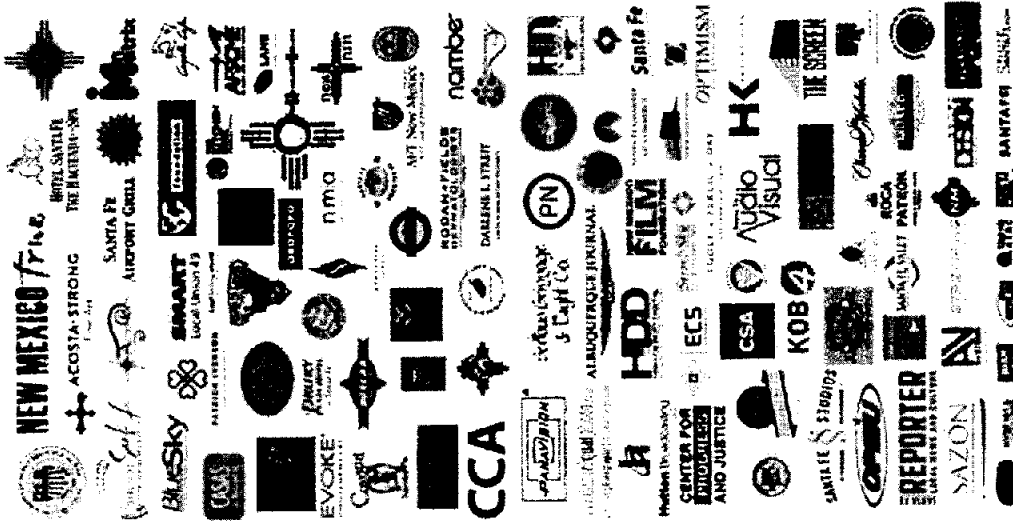
Submit Your Appointment for a Free In-Home Demonstration of our **HEARST Wireless®** Hearing Aids. Hear the Difference for Yourself!

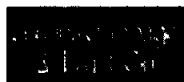
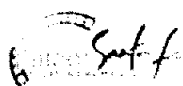
Send us "This Week Only!"

30-DAY PRICE MATCH GUARANTEE

**SANTA FE
FILM
FESTIVAL
DECEMBER 2ND - 6TH**

[illegible]

[illegible]



The New Mexico Film Office Announces
 "t@gged" to film in New Mexico.
[Click here to read the press release.](#)

Due to the success of our first winner
 "t@gged" to start filming a series the month
 of September 2015, the 3rd Annual Shoot
 Santa Fe Pilot Project and has extended the
 deadline for submission. Extended deadline
 runs October 1st through November 30th
 at [http://santafefilmfestival.com/index/
 submit-a-film/](http://santafefilmfestival.com/index/submit-a-film/)



Santa Fe film businesses provided the
 filmmakers the resources to create their pilot
 "[#hashtag](#)"!

- Cash from Shoot Santa Fe (Santa Fe Economic Development)
- Crew hours from IATSE
- Christa Valdez, Founder of Oneheadlightink.com for PR and Publicity
- City of Santa Fe Film Office
- Product from Elliot Location Equipment Rentals
- Product from Duke City Gourmet
- Camera rental from Panavision
- Santa Fe Studios and TM Equipment Rentals

Congratulations to Santa Fe Film Festivals 1st
 Annual Shoot Santa Fe Pilot Project Winner
 "t@gged"! The festival is proud to help local
 filmmakers and thanks the Santa Fe
 Economic Development Department, IATSE
 Local 480, Elliot Location Equipment
 Rentals, Duke City
 Gourmet, Panavision, Santa Fe Studios and
 MBS for their generous support to make this



Susana Martinez
Governor

Jon Sorensen
Cabinet Secretary

Nick Maniatis
Director

FOR IMMEDIATE RELEASE
August 16, 2015

Contact: Angela Heisel
(505) 827-0309

The New Mexico Film Office Announces “t@gged” to film in New Mexico

SANTA FE — New Mexico Film Office Director Nick Maniatis announced today that the Digital Series “t@gged” will be produced in the state at the end of September through mid October in Santa Fe and Albuquerque. Directed by Hannah Macpherson.

“As a third generation New Mexican who recently moved to Los Angeles, I couldn't be happier to return to my home state to tell this thrilling story in a place so beautiful and electrifying with the most talented people in the business,” said Macpherson.

The production will employ at least 60 New Mexico crew members and approximately 250 local background talent.

“This is a special production,” said Director Maniatis. “One of the greatest gifts of a healthy and active film industry is that it gives access and opportunity for New Mexicans to tell their own stories in film and media.”

“t@gged” is the story of three teenage girls who must figure out who tagged them in a disturbing online video of a stranger being shot before the killer comes after them.

###

Visit the New Mexico Film Office online at nmfilm.com

1100 St. Francis Drive Suite, 1213 | santa fe, new mexico | 87505

505.476.5600 p | 505.476.5601 f | info@nmfilm.com | nmfilm.com

a division of the new mexico economic development department



Jean Cocteau Cinema
DECEMBER 6, 4:00PM. TO 6:30PM.



SANTA FE FILM FESTIVAL

santafefilmfestival.com

SANTA CLARAN

HOTEL - CASINO

er for Print copy.pdf

SANTA FE FILM FESTIVAL



TUNE-UP

December 2 - 6, 2015

We're hosting a range of sessions from acting and makeup to headshots, along with audition opportunities and our immensely popular casting panel. Mingle with film and TV pros as you fine-tune your craft and show your best work.

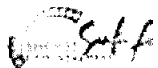
FOR MORE INFORMATION: SANTAFEFILMFESTIVAL.COM



PATRICE INVERSON



SANTA FE
AIRPORT GRILL



Santa Fe
FILM FESTIVAL



SANTA FE FILM FESTIVAL
ARTS COMMISSION



HD

nma
NATIONAL MOVIE ASSOCIATION



Serious Grippage
& Light Co.



HOTEL SANTA FE
THE HACIENDA-SPA



SANTA FE STUDIOS





**SANTA FE
FILM FESTIVAL**



DRONEU

PRESENT

"GAME OF DRONES"

Saturday December 5, 2015

Classes & Workshops:

10:00am – 11:00am Good Drone v. Bad Drone

11:15am – 12:15am Drone Technology

1:00pm – 2:00pm Free Fly

Santa Fe Film Festival Drone Film Contest Requirements:

Must be < 5 min. in length

50% or more must be shot using a drone or UAV

Categories: Narrative, Landscape or Extreme Sports/X factor

A select group of film & television professionals and drone cinematographers will make up the festival jury. Festival selections will be announced on or around November 30th, 2015.

Full details at: SantaFeFilmFestival.com



**SANTA FE
FILM FESTIVAL**



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PRESENT

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Full details at: SantaFeFilmFestival.com

29 Julie Hoffman	3/23/2015 Admin Contracted Services & Fees	Check #1032	\$300.00 Bookkeeping
64 Julie Hoffman	4/27/2015 Admin Contracted Services & Fees	Check #1038	\$275.00 Bookkeeping
255 Julie Hoffman	9/21/2015 Admin Contracted Services & Fees	Check #1078	\$162.47 Bookkeeping
343 Rickey Lee	11/13/2015 Admin Contracted Services & Fees	Check #1084	\$200.00 Sponsorship
53 Tanana Rivera	4/10/2015 Admin Contracted Services & Fees	Check #1034	\$1,000.00 2015 festival
159 Tanana Rivera	7/10/2015 Admin Contracted Services & Fees	Check #1058	\$1,000.00 2015 festival
244 Tanana Rivera	9/17/2015 Admin Contracted Services & Fees	Check #1077	\$500.00 2015 festival
392 Tanana Rivera	12/2/2015 Admin Contracted Services & Fees	Check #1089	\$1,500.00 2015 festival
TOTAL			AdCS&F TOTAL \$4,837.47
425 Anthony Norris	12/8/2015 Artistic Contracted Services & Fee	Check #1113	\$600.00 ?
399 Chris Brodenberg	12/3/2015 Artistic Contracted Services & Fee	Check #2033	\$300.00 2015 festival technical assistance
62 Cinder Cone Media	4/23/2015 Artistic Contracted Services & Fee	Check #1035	\$875.00 Speed Paint Labor Film Fest
80 Cinder Cone Media	5/5/2015 Artistic Contracted Services & Fee	Check #1041	\$1,018.83 Speed Paint Labor Film Fest
5 Craig Clark	1/8/2015 Artistic Contracted Services & Fee	Check # 9003	\$100.00 Photography Tune Up 2014
89 Craig Clark	5/15/2015 Artistic Contracted Services & Fee	Check #1045	\$100.00 Photography SFLFF
87 Craig Peterson	5/13/2015 Artistic Contracted Services & Fee	Check #1046	\$122.41 Technical Cost Reimbursements SFLFF
172 Craig Peterson	7/15/2015 Artistic Contracted Services & Fee	Check #1062	\$50.00 ? Labor Film Fest
409 Jim Almand	12/4/2015 Artistic Contracted Services & Fee	Check #1109	\$400.00 Amy party talent
410 Justin Lindsey	12/4/2015 Artistic Contracted Services & Fee	Check #1096	\$600.00 Cowgirl Party Talent
78 Lainie Quirk	5/5/2015 Artistic Contracted Services & Fee	Check #1042	\$100.00 Host Labor Film Fest
261 Margarita Cordero	9/25/2015 Artistic Contracted Services & Fee	Check #1080	\$150.00 Poster release party talent
TOTAL			ArtCS&F TOTAL \$4,416.34
386 One Headlight Ink	12/1/2015 Advertising placement	Check #1105	\$900.00 Indiewire
387 One Headlight Ink	12/1/2015 Advertising placement	Check #1104	\$1,194.00 Movie Maker Magazine
393 Albuquerque Journal	12/2/2015 Advertising placement	Check #1106	\$3,648.73 Print Ad
391 Santa Fe Reporter	12/2/2015 Advertising placement	Check #2034	\$1,166.75 Print Ad
400 Santa Fe Reporter	12/3/2015 Advertising placement	Check #1092	\$999.55 Print Ad
344 KOB 4	11/13/2015 Advertising placement	Check #1083	\$214.38 TV Spot
126 Hutton Broadcasting	6/16/2015 Advertising placement	Phone Payment	\$811.41 Radio Ad Celebrating Pride Through Film
378 Hutton Broadcasting	11/27/2015 Advertising placement	Check #1102	\$812.34 Radio Ad SFFF 2015
TOTAL			AP TOTAL \$8,745.16
72 Smiths	5/4/2015 Design & Production	DC	\$148.19 Labor Film Fest - Alcohol
73 Smiths	5/4/2015 Design & Production	DC	\$374.05 Labor Film Fest - Food
374 A24 Films	11/25/2015 Design & Production	Check #1097	\$250.00 End of the tour
375 A24 Films	11/25/2015 Design & Production	Check #1098	\$250.00 Amy
128 AB 1 Locksmith Service	6/18/2015 Design & Production	DC	\$16.07 Keys
417 DESEST TEEES & SPO...	12/7/2015 Design & Production	DC	\$140.05 Native Cinema Awards
376 A24 Films	11/25/2015 Design & Production	Check #1099	\$750.00 Remembr
281 Amazon Marketplace	10/7/2015 Design & Production	Web payment	\$17.82 Children of a Lesser God
379 Amazon Marketplace	11/30/2015 Design & Production	Web payment	\$34.00 Homage
380 Amazon Marketplace	11/30/2015 Design & Production	Web payment	\$50.54 Mask
388 Amazon Marketplace	12/2/2015 Design & Production	Web payment	\$16.71 Refuge
389 Amazon Marketplace	12/2/2015 Design & Production	Web payment	\$22.28 Paper Moon
390 Amazon Marketplace	12/2/2015 Design & Production	Web payment	\$57.46 The Last Picture Show
397 Amazon Marketplace	12/3/2015 Design & Production	Web payment	\$63.96 They All Laughed
221 Capital Video	8/28/2015 Design & Production	DC	\$37.94 Milagro Beanfield Wars?
118 Run Rabbit Run Media	6/5/2015 Design & Production	Check #1048	\$500.00 Matthew Shepard is a friend
303 Swank Motion Picture	10/16/2015 Design & Production	DC	\$157.69 Milagro Beanfield Wars
312 Swank Motion Picture	10/20/2015 Design & Production	DC	\$157.69 Milagro Beanfield Wars
411 Taura Rivera	12/4/2015 Design & Production	Check #1108	\$1,500.00 Reimbursement, for CCA Payment
134 Video Library Santa Fe	6/22/2015 Design & Production	DC	\$4.33 Pride?
384 Walmart.com	12/1/2015 Design & Production	DC	\$27.80 ?
179 Fed Ex	7/27/2015 Design & Production	DC	\$10.77 ?
185 Fed Ex	7/29/2015 Design & Production	DC	\$34.50 ?
451 Fed Ex	12/23/2015 Design & Production	DC	\$58.67 ?
275 Joe Carter	10/2/2015 Design & Production	Check #1082	\$25.00 Submission Reimbursement
168 IATSE Local	7/14/2015 Design & Production	Check #1056	\$1,575.00 Training programs
77 NM Hospitality Association	5/5/2015 Design & Production	Check #1039	\$50.00 NM Tourism Event - Marketing Package
106 Taco LLC	6/1/2015 Design & Production	Check #1030	\$500.00 Shoot Santa Fe Pilot Project
291 Adobe Creative	10/13/2015 Design & Production	Auto withdraw	\$47.92 Software
337 Adobe Creative	11/10/2015 Design & Production	Auto withdraw	\$52.55 Software
430 Adobe Creative	12/10/2015 Design & Production	Auto withdraw	\$52.55 Software
71 Audio Visual	5/1/2015 Design & Production	On Line Payment	\$995.33 Labor Film Fest Movie Theater Screen
405 Dollar Tree	12/4/2015 Design & Production	DC	\$114.81 Gift Bags
340 High Desert Digital	11/12/2015 Design & Production	Check #1071	\$20.00 Commercial soundtrack
418 Nambu	12/7/2015 Design & Production	DC	\$827.51 Awards
453 Linda Carfagno	12/24/2015 Design & Production	Check #2043	\$200.00 2015 Photography
166 Nicole Davis	7/13/2015 Design & Production	Check #1060	\$100.00 2015 festival

201 Nicole Davis	8/14/2015 Design & Production	Check #1063	\$1,200.00 2015 festival
219 Nicole Davis	8/26/2015 Design & Production	Check #1068	\$81.63 Crafty & Parking for commercial Reimbursement
233 Nicole Davis	9/4/2015 Design & Production	Check #1074	\$960.00 2015 festival
256 Nicole Davis	9/22/2015 Design & Production	Check #1079	\$100.00 Reimbursement for commercial
305 Nicole Davis	10/16/2015 Design & Production	Check #1070	\$500.00 2015 Festival
360 Nicole Davis	11/19/2015 Design & Production	Check #1086	\$200.00 2015 festival
419 Nicole Davis	12/7/2015 Design & Production	Check #1090	\$500.00 2015 festival
7 Mailchimp	1/28/2015 Design & Production	Auto withdraw	\$42.50 Email Blasts Services
112 MailChimp	6/4/2015 Design & Production	Auto withdraw	\$42.50 Email Blasts Services
151 Mailchimp	7/6/2015 Design & Production	Auto withdraw	\$42.50 Email Blasts Services
191 Mailchimp	8/4/2015 Design & Production	Auto withdraw	\$42.50 Email Blasts Services
229 Mailchimp	9/4/2015 Design & Production	Auto withdraw	\$42.50 Email Blast Services
277 Mailchimp	10/5/2015 Design & Production	Auto withdraw	\$63.75 Email Blast Services
331 Mailchimp	11/4/2015 Design & Production	Auto withdraw	\$63.75 Email Blast Services
416 Mailchimp	12/7/2015 Design & Production	Auto withdraw	\$63.75 Email Blast Services
68 Lindsay Rose	4/30/2015 Design & Production	Check #1036	\$500.00 Shoot Santa Fe Pilot Project
279 Corazon	10/5/2015 Design & Production	Check #1061	\$1,250.00 SWAG
243 Corazon Concierge & Events	9/16/2015 Design & Production	Check #1075	\$1,250.00 SWAG
353 Corazon Concierge & Events	11/16/2015 Design & Production	Check #1085	\$500.00 SWAG
32 POS Blu*santafelabor	3/26/2015 Design & Production	Web payment	\$38.39 Domain Name
33 POS Blu*santafelabor	3/26/2015 Design & Production	Web payment	\$49.00 Domain Name
222 Dropbox	8/31/2015 Design & Production	On Line Payment	\$9.99 Web Storage
242 Dropbox	9/16/2015 Design & Production	Auto withdraw	\$9.99 Web Storage
290 Dropbox	10/13/2015 Design & Production	Auto withdraw	\$9.99 Web Storage
304 Dropbox	10/16/2015 Design & Production	Auto withdraw	\$9.99 Web Storage
339 Dropbox	11/12/2015 Design & Production	Auto withdraw	\$9.99 Web Storage
351 Dropbox	11/16/2015 Design & Production	Auto withdraw	\$9.99 Web Storage
434 Dropbox	12/11/2015 Design & Production	Auto withdraw	\$9.99 Web Storage
445 Dropbox	12/18/2015 Design & Production	Auto withdraw	\$9.99 Web Storage
9 IMDB	2/2/2015 Design & Production	Auto withdraw	\$149.99 Internet Movie Database Services
21 IMDB	3/4/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
46 IMDB	4/6/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
75 IMDB	5/4/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
114 IMDB	6/4/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
152 IMDB	7/6/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
193 IMDB	8/4/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
231 IMDB	9/4/2015 Design & Production	Auto Withdraw	\$19.99 Internet Movie Database Services
278 IMDB	10/5/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
334 IMDB	11/6/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
408 IMDB	12/4/2015 Design & Production	Auto withdraw	\$19.99 Internet Movie Database Services
6 Network Solutions	1/14/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
18 Network Solutions	3/1/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
25 Network Solutions	3/11/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
30 Network Solutions	3/26/2015 Design & Production	Auto withdraw	\$4.95 Domain Name
31 Network Solutions	3/26/2015 Design & Production	Auto withdraw	\$14.98 Domain Name
49 Network Solutions	4/8/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
60 Network Solutions	4/22/2015 Design & Production	Auto withdraw	\$28.90 Domain Name
61 Network Solutions	4/23/2015 Design & Production	Auto withdraw	\$11.98 Domain Name
81 Network Solutions	5/6/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
93 Network Solutions	5/20/2015 Design & Production	Auto withdraw	\$28.90 Domain Name
94 Network Solutions	5/20/2015 Design & Production	Auto withdraw	\$11.98 Domain Name
108 Network Solutions	6/3/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
127 Network Solutions	6/17/2015 Design & Production	Auto withdraw	\$28.90 Domain Name
Network Solutions	6/22/2015 Design & Production	Auto withdraw	\$11.98 Domain Name
147 Network Solutions	7/1/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
171 Network Solutions	7/15/2015 Design & Production	Auto withdraw	\$28.90 Domain Name
173 Network Solutions	7/16/2015 Design & Production	Auto withdraw	\$11.98 Domain Name
184 Network Solutions	7/29/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
197 Network Solutions	8/12/2015 Design & Production	Auto withdraw	\$28.90 Domain Name
198 Network Solutions	8/13/2015 Design & Production	Auto withdraw	\$11.98 Domain Name
217 Network Solutions	8/26/2015 Design & Production	Auto withdraw	\$12.95 Domain Name
300 Network Solutions	10/16/2015 Design & Production	Auto withdraw	\$23.95 Domain Name
308 Network Solutions	10/19/2015 Design & Production	Auto withdraw	\$40.88 Domain Name
315 Network Solutions	10/25/2015 Design & Production	Auto withdraw	\$16.93 Domain Name
330 Network Solutions	11/4/2015 Design & Production	Auto withdraw	\$28.90 Domain Name
333 Network Solutions	11/5/2015 Design & Production	Auto withdraw	\$11.98 Domain Name
395 Network Solutions	12/3/2015 Design & Production	Auto withdraw	\$40.88 Domain Name
421 Network Solutions	12/8/2015 Design & Production	Auto withdraw	\$123.76 Domain Name

433 Network Solutions	12/11/2015 Design & Production	Auto withdraw	\$15.99 Domain Name
436 Network Solutions	12/14/2015 Design & Production	Auto withdraw	\$37.99 Domain Name
456 Network Solutions	12/31/2015 Design & Production	Auto withdraw	\$28.90 Domain Name
457 Network Solutions	12/31/2015 Design & Production	Auto withdraw	\$11.98 Domain Name
TOTAL		D&P TOTAL	\$17,828.79
133 Ace Hardware	6/22/2015 Materials/Supplies	DC	\$2.17
264 Cost Plus	9/28/2015 Materials/Supplies	DC	\$10.82
293 CVS	10/14/2015 Materials/Supplies	DC?	\$15.85 Phone Charger in DC
95 Office Depot / Office Max	5/21/2015 Materials/Supplies	DC	\$71.39
125 Office Depot / Office Max	6/16/2015 Materials/Supplies	DC	\$32.45
253 Office Depot / Office Max	9/21/2015 Materials/Supplies	DC	\$61.73
398 Office Depot / Office Max	12/3/2015 Materials/Supplies	DC	\$164.57
403 Office Depot / Office Max	12/4/2015 Materials/Supplies	DC	\$21.64
385 Staples	12/1/2015 Materials/Supplies	DC	\$81.44
203 Best Buy	8/16/2015 Materials/Supplies	Check #1085	\$335.76 PC Computer
362 Susan Rivera	11/19/2015 Materials/Supplies	Check #1100	\$1,600.00 Reimbursement for iPads at Best Buy
TOTAL		N/B TOTAL	\$2,297.82
260 Alb Repographics	9/25/2015 Printing	DC	\$375.15 Printing
439 Alb Repographics	12/14/2015 Printing	Check #1107	\$5,459.14 Debit item return unpaid
441 Alb Repographics	12/14/2015 Printing	Auto deposit	\$5,459.14 Debit item return unpaid
23 Santa Fe New Mexican	3/9/2015 Printing	Check #1029	\$1,000.00 2012 Ads 2496
176 Santa Fe Print & Images	7/17/2015 Printing	Check #1061	\$359.65 Paper - Catalogue
200 Vistaprint	8/14/2015 Printing	On Line Payment	\$52.68 Biz Cards
236 Vistaprint	9/14/2015 Printing	Web payment	\$18.97 Biz Cards
TOTAL		P TOTAL	\$7,265.58
1 LANB	1/1/2015 Remaining Expenses	\$1,722.65	In account at begining of year
63 Counter Cutter	4/24/2015 Remaining Expenses	Check #1037	\$30.00 Screenwriting meeting
345 New Mexico Department of Workfo	11/13/2015 Remaining Expenses	Check #1072	\$486.16 Business Labor Taxes from 2012
2 TP-SMVE,LLC	1/2/2015 Remaining Expenses	Check # 9001	\$400.00 Thomas Forrest Properties
3 TP-SMVE,LLC	1/2/2015 Remaining Expenses	Check # 9002	\$400.00 Thomas Forrest Properties
153 TP-SMVE,LLC	7/7/2015 Remaining Expenses	Check #1053	\$2,400.00 Thomas Forrest Properties
429 TP-SMVW LLC	12/9/2015 Remaining Expenses	Check #1112	\$2,400.00 Thomas Forrest Properties
320 D Corazon (Denver, CO)	10/29/2015 Remaining Expenses	DC?	\$12.96 Nicole Trip?
431 Juarelia Fleck	12/10/2015 Remaining Expenses	Check #1091	\$275.00 ?
47 CCD State of NM DWS UI paymen	4/6/2015 Remaining Expenses	?	\$20.00 NM Workforce Payment
24 City of Santa Fe Accounts Receiva	3/10/2015 Remaining Expenses	Check #1031	\$35.00 Business Registration/Licensing
336 Philly Insurance	11/9/2015 Remaining Expenses	Web payment	\$556.00 Insurance
55 PPD NM SECRETARY OF NM PU	4/21/2015 Remaining Expenses	Web payment	\$10.00 SOS
56 PPD NM SECRETARY OF NM PU	4/21/2015 Remaining Expenses	Web payment	\$20.00 SOS
57 PPD NM SECRETARY OF NM PU	4/21/2015 Remaining Expenses	Web payment	\$20.00 SOS
58 PPD NM SECRETARY OF NM PU	4/21/2015 Remaining Expenses	Web payment	\$20.00 SOS
15 USLI	2/24/2015 Remaining Expenses	Check #1026	\$400.00 Insurance
16 USLI	2/24/2015 Remaining Expenses	Check #1025	\$500.00 Insurance
107 USPS	6/2/2015 Remaining Expenses	?	\$155.00 PO Box
329 USPS	11/2/2015 Remaining Expenses	DC	\$0.98 Postage?
352 USPS	11/16/2015 Remaining Expenses	DC	\$156.00 PO Box
335 Verizon Wireless	11/9/2015 Remaining Expenses	Web payment	\$250.00 Phone Services
116 Adieux Cafe	6/5/2015 Remaining Expenses	DC	\$36.70 Lunch w Becca Banks
265 Albertsons	9/28/2015 Remaining Expenses	DC	\$15.15 CLC Sponsor thank you dinner
268 Albertsons	9/28/2015 Remaining Expenses	DC	\$87.65 CLC Sponsor thank you dinner
88 Amaya at Hotel Santa Fe	5/14/2015 Remaining Expenses	DC	\$267.67 Board meeting meal
131 Amaya at Hotel Santa Fe	6/19/2015 Remaining Expenses	DC	\$276.89 Dinner with Tom Donnelly
167 Amaya at Hotel Santa Fe	7/14/2015 Remaining Expenses	Check #1054	\$168.10 Lunch with Harry Lloyd
136 Blue Rooster	6/22/2015 Remaining Expenses	DC	\$15.00 Celebration Through Pride
175 Blue Rooster	7/17/2015 Remaining Expenses	DC	\$122.00 LANB \$122.00 spent on 7/10/15
10 Burrito Spot	2/3/2015 Remaining Expenses	DC	\$3.23 Work Lunch or coffee
70 Burrito Spot	5/1/2015 Remaining Expenses	DC	\$33.43 SFLFF Designers Dinner
213 Burrito Spot	8/24/2015 Remaining Expenses	DC	\$39.91 Staff lunch
347 Burrito Spot	11/16/2015 Remaining Expenses	DC	\$7.44 Staff lunch
448 Burrito Spot	12/21/2015 Remaining Expenses	DC	\$57.06 Celtic Christmas
26 Cafe Renato	3/23/2015 Remaining Expenses	DC	\$376.53 Taos Shortz Dinner - Outreach
76 Counter Culture	5/5/2015 Remaining Expenses	Check #1043	\$45.00 Tom & Andrew
86 Counter Culture	5/11/2015 Remaining Expenses	Check #1044	\$15.00 Nani
129 Counter Culture	6/18/2015 Remaining Expenses	Check #1049	\$24.88 Lunch w/ Taura
194 Counter Culture	8/6/2015 Remaining Expenses	Check #1064	\$48.07 Kathleen Dexter & Joanna Smith
178 Cowgirl BBQ	7/23/2015 Remaining Expenses	DC	\$12.02 Staff lunch
104 Coyote Cafe	6/1/2015 Remaining Expenses	DC	\$27.49 ?
288 Del Charro Saloon at IOG	10/13/2015 Remaining Expenses	dc	\$76.47 Staff lunch

141 Draft Station	6/19/2015 Remaining Expenses	DC	\$11.98
215 Dunkin Donuts	8/24/2015 Remaining Expenses	DC	\$83.15 Film Commercial
447 Dunkin Donuts	12/19/2015 Remaining Expenses	DC	\$40.92 Celtic Christmas
189 Farina Pizzeria	8/3/2015 Remaining Expenses	DC	\$53.95 ?
280 Fire & Hops	10/6/2015 Remaining Expenses	DC	\$70.49 Meeting w Chris & Omar
220 Jambo Cafe	8/27/2015 Remaining Expenses	DC	\$46.90 Nicole Davis & Rich Longo Lunch
214 Jean Cocteau Cinema	8/23/2015 Remaining Expenses	DC	\$42.00 Commercial drinks
210 Jean Cocteau Cinema	8/24/2015 Remaining Expenses	DC	\$8.00 Commercial drinks
101 Joseph's	5/26/2015 Remaining Expenses	DC	\$126.02 Dinner w sponsor
181 La Fonda	7/27/2015 Remaining Expenses	DC	\$30.00 ?
182 La Posada	7/28/2015 Remaining Expenses	DC	\$26.93 Tom Donnelly
183 La Posada	7/28/2015 Remaining Expenses	DC	\$57.12 Tom Donnelly
306 La Taberna Del...	10/19/2015 Remaining Expenses	DC	\$12.60 ?
262 Las Cosas Kithchen	9/28/2015 Remaining Expenses	DC	\$7.57 ?
284 McDonald's	10/13/2015 Remaining Expenses	DC	\$12.64 Staff lunch
292 McDonald's	10/14/2015 Remaining Expenses	DC	\$7.56 Staff lunch
91 Old House/Agave	5/19/2015 Remaining Expenses	DC	\$74.91 Dinner w Donnie & Jeannie
187 Old House/Agave	7/31/2015 Remaining Expenses	DC	\$90.28 Dinner w Donnie & Jeannie
211 Panda Express	8/24/2015 Remaining Expenses	DC	\$21.39 Staff lunch
122 Pappadeaux Seafood Kitchen	6/15/2015 Remaining Expenses	DC	\$102.02 Lunch With Lainie & Richard
297 Red Top	10/15/2015 Remaining Expenses	DC	\$23.60 GLFF Meal in DC
285 Rojo Grill @ Sheraton Albuquerque	10/13/2015 Remaining Expenses	DC	\$48.05 GLFF Travel Expenses
22 Roof Top Pizza	3/9/2015 Remaining Expenses	DC	\$17.09 Staff lunch
137 Roof Top Pizza	6/22/2015 Remaining Expenses	DC	\$21.76 Adieux Cafe
139 Roof Top Pizza	6/22/2015 Remaining Expenses	DC	\$43.78 Adieux Cafe
160 Roof Top Pizza	7/13/2015 Remaining Expenses	DC	\$15.00 Staff lunch
162 Roof Top Pizza	7/13/2015 Remaining Expenses	DC	\$18.35 Staff lunch
Roof Top Pizza	8/24/2015 Remaining Expenses	DC	\$30.45 Staff lunch
218 Roof Top Pizza	8/26/2015 Remaining Expenses	DC	\$18.11 Staff lunch
270 Roof Top Pizza	9/30/2015 Remaining Expenses	DC	\$20.33 Staff lunch
313 Roof Top Pizza	10/21/2015 Remaining Expenses	DC	\$13.83 Staff lunch
314 Roof Top Pizza	10/21/2015 Remaining Expenses	DC	\$46.45 Staff lunch
348 Roof Top Pizza	11/16/2015 Remaining Expenses	DC	\$17.16 Staff lunch
Roof Top Pizza	12/18/2015 Remaining Expenses	DC	\$7.96 Staff lunch
140 Sam's Club	6/22/2015 Remaining Expenses	DC	\$275.15 Celebrating Pride Through Film
Santa Fe Dining	8/9/2015 Remaining Expenses	DC	\$15.00 This is not in the statement
212 Santa Fe Dining	8/21/2015 Remaining Expenses	DC	\$30.45 Staff lunch
Santa Fe Dining	8/25/2015 Remaining Expenses	DC	\$18.11 Staff lunch
241 Santa Fe Dining	9/16/2015 Remaining Expenses	DC	\$18.11 Staff lunch
258 Santa Fe Dining	9/24/2015 Remaining Expenses	DC	\$25.83 (Tip not included)
444 Santa Fe Dining	12/17/2015 Remaining Expenses	DC	\$7.96 Staff lunch
Santa Fe Dining	6/19/2015 Remaining Expenses	DC	\$14.40 Staff lunch
396 Sazon Santa Fe	12/3/2015 Remaining Expenses	DC	\$50.08 Kieran S
36 Second St Brewery	4/1/2015 Remaining Expenses	DC	\$22.12 Violet Crown - David Gill
370 Second Street Brewery	11/21/2015 Remaining Expenses	DC	\$8.67 Staff lunch
301 Sheraton Pentagon	10/16/2015 Remaining Expenses	DC	\$38.76 GLFF Conference
307 Sheraton Pentagon	10/19/2015 Remaining Expenses	DC	\$21.00 GLFF Conference
310 Sheraton Pentagon	10/19/2015 Remaining Expenses	DC	\$66.03 GLFF Conference
299 Sheraton Pentagon	10/16/2015 Remaining Expenses	DC	\$18.40 GLFF Conference
309 Sheraton Pentagon	10/19/2015 Remaining Expenses	DC	\$45.40 GLFF Conference
298 Sheraton Pentagon	10/15/2015 Remaining Expenses	DC	\$28.10 GLFF Conference
301 Sheraton Pentagon	10/16/2015 Remaining Expenses	DC	\$36.76 GLFF Conference
294 Skylight	10/14/2015 Remaining Expenses	DC	\$29.00 Fashion Week
285 Skylight	10/14/2015 Remaining Expenses	DC	\$33.00 Fashion Week
289 Smith's	10/13/2015 Remaining Expenses	DC	\$309.94 ?
39 Smith's	4/2/2015 Remaining Expenses	DC	\$18.94 CLC Meeting
202 Vitality	6/17/2015 Remaining Expenses	Auto withdraw	\$30.00 ECS Phone Service
19 Vitellity	3/3/2015 Remaining Expenses	Auto withdraw	\$40.00 ECS Phone Service
99 Vitellity	5/26/2015 Remaining Expenses	Auto withdraw	\$30.00 ECS Phone Service
324 Vitellity	10/29/2015 Remaining Expenses	Auto withdraw	\$30.00 ECS Phone Service
443 Vitellity	12/15/2015 Remaining Expenses	Auto withdraw	\$30.00 ECS Phone Service
117 LANB	6/5/2015 Remaining Expenses	Auto withdraw	\$33.00 Overdraft Charge
232 LANB	9/4/2015 Remaining Expenses	Auto withdraw	\$33.00 Overdraft Charge
361 LANB	11/19/2015 Remaining Expenses	Auto withdraw	\$33.00 Overdraft Charge
364 LANB	11/20/2015 Remaining Expenses	Auto withdraw	\$33.00 Overdraft Charge
438 LANB	12/14/2015 Remaining Expenses	Auto withdraw	\$33.00 Overdraft Charge
440 LANB	12/14/2015 Remaining Expenses	Auto withdraw	\$33.00 Overdraft Charge
254 E Commerce Group	9/21/2015 Remaining Expenses	Web payment	\$33.00 Reversal of overdraft fee
			\$117.73 ? Century Link ?

311 E Commerce Group	10/20/2015 Remaining Expenses	Web payment	\$118.01 ? Century Link ?
449 E Commerce Group	12/21/2015 Remaining Expenses	Web payment	\$235.87 ? Century Link ?
206 E Commerce Group?	8/21/2015 Remaining Expenses	Web payment	\$117.22 ? Century Link ?
138 Eloisa	6/22/2015 Remaining Expenses	DC	\$27.82 ?
180 Eloisa	7/27/2015 Remaining Expenses	DC	\$27.75 ?
111 Kellys Brewery	6/4/2015 Remaining Expenses	DC	\$21.75 ?
424 Las Palamos	12/8/2015 Remaining Expenses	DC	\$241.32 ?
406 Las Palomas	12/4/2015 Remaining Expenses	DC	\$120.86 ?
319 Springhill Suites (Denver, CO)	10/29/2015 Remaining Expenses	DC	\$12.85 Nicole
224 Smiths	9/1/2015 Remaining Expenses	DC	\$3.24 ?
225 Smiths	9/1/2015 Remaining Expenses	DC	\$10.03 ?
239 Smiths	9/16/2015 Remaining Expenses	DC	\$8.11 ?
354 Smiths	11/17/2015 Remaining Expenses	DC	\$8.11 Nicole
355 Smiths	11/17/2015 Remaining Expenses	DC	\$23.21 Nicole
163 Smiths	7/13/2015 Remaining Expenses	DC	\$23.01 ?
209 Starbucks (store #5608)	8/24/2015 Remaining Expenses	DC	\$7.20 Staff coffee
148 Sushi Land East	7/1/2015 Remaining Expenses	DC	\$15.99 Staff lunch
164 Sushi Land East	7/13/2015 Remaining Expenses	DC	\$35.75 Staff lunch
252 Sushi Land East	9/21/2015 Remaining Expenses	DC	\$38.21 Staff lunch
271 Sushi Land East	9/30/2015 Remaining Expenses	DC	\$25.75 Staff lunch
266 The Den	10/13/2015 Remaining Expenses	DC	\$49.00
263 The Palace	9/28/2015 Remaining Expenses	DC	\$10.67
266 The Palace	9/28/2015 Remaining Expenses	DC	\$23.00
267 The Palace	9/28/2015 Remaining Expenses	DC	\$35.24
287 Violet Crown Cinema Santa Fe	10/13/2015 Remaining Expenses	DC	\$52.00 Drinks for SFFF Film guests at fashion week
195 McDonalds	8/10/2015 Remaining Expenses	DC	\$8.11 Staff lunch
205 Sushi Land East	8/20/2015 Remaining Expenses	DC	\$18.71 Staff lunch
4 LANB	1/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan Payment
12 LANB	2/5/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan Payment
20 LANB	3/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
42 LANB	4/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
74 LANB	5/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
113 LANB	6/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan Payment
192 LANB	8/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
230 LANB	9/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
276 LANB	10/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
332 LANB	11/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan Payment
407 LANB	12/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
LANB	1/4/2016 Remaining Expenses	Auto withdraw	\$251.70 Loan Payment
149 LANB	7/4/2015 Remaining Expenses	Auto withdraw	\$251.70 Loan payment
8 Century Link	2/2/2015 Remaining Expenses	Auto withdraw	\$237.06 Phone Services
45 CenturyLink	4/6/2015 Remaining Expenses	Auto withdraw	\$236.96 Phone Services
105 CenturyLink	6/1/2015 Remaining Expenses	Auto withdraw	\$114.81 Phone Services
165 CenturyLink	7/13/2015 Remaining Expenses	Auto withdraw	\$345.27 Phone Services
40 Paypal - Bank Verification	4/2/2015 Remaining Expenses	Transfer	\$0.22 Test
373 LANB	11/25/2015 Remaining Expenses	Transfers	\$25,000.00 Sent to board account
365 Square	11/20/2015 Remaining Expenses	Auto withdraw	\$0.49 Bank test
371 Square	11/23/2015 Remaining Expenses	Auto withdraw	\$0.49 Bank test
TOTAL			RE TOTAL \$43,678.06
14 La Posada	2/19/2015 Rent/Mortgage	Check #1027	\$500.00 2014 Event Payment
51 La Posada	4/9/2015 Rent/Mortgage	Check #1033	\$1,000.00 2014 Event Payment
79 La Posada	5/5/2015 Rent/Mortgage	Check #1040	\$881.10 2014 Event Payment
381 Center for Contemporary Arts	11/30/2015 Rent/Mortgage	Check #1087	\$1,500.00 Cinematique rental
454 Center for Contemporary Arts	12/28/2015 Rent/Mortgage	Check #2040	\$500.00 Donation
455 Center for Contemporary Arts	12/28/2015 Rent/Mortgage	Check #2039	\$824.00 Fees for 2015 festival
426 Hotel Santa Fe	12/8/2015 Rent/Mortgage	Check #1094	\$2,000.00 Rooms 2015 Festival
432 Hotel Santa Fe	12/10/2015 Rent/Mortgage	Check #1095	\$2,000.00 Rooms 2015 Festival
144 Santa Fe Lodge of Perfection	6/30/2015 Rent/Mortgage	Check #1051	\$1,500.00 Scottish Rite Celebrating Price
158 Santa Fe Lodge of Perfection	7/10/2015 Rent/Mortgage	Check #1059	\$275.00 Scottish Rite Celebrating Price
TOTAL			RM TOTAL \$10,986.10
282 Southwest	10/9/2015 Travel	Web payment	\$332.00 Henry Jaglom, Tanna Frederick ticket
321 Southwest	10/29/2015 Travel	Web payment	\$25.00 Early bird check in - Daniel Baldwin
322 Southwest	10/29/2015 Travel	Web payment	\$25.00 Early bird check in - Robin Hempel
323 Southwest	10/29/2015 Travel	Web payment	\$339.92 Daniel Baldwin, Robin Hempel tickets
326 Southwest	10/30/2015 Travel	Web payment	\$10.00 Daniel Baldwin - ticket exchange fee
327 Southwest	10/30/2015 Travel	Web payment	\$10.00 Robin Hempel - ticket exchange fee
341 Southwest	11/13/2015 Travel	Web payment	\$25.00 Antonia Bogdanovich - Early bird check in
342 Southwest	11/13/2015 Travel	Web payment	\$333.96 Antonia Bogdanovich - ticket

349 Southwest	11/16/2015 Travel	Web payment	\$25.00 Amy Goetz - Early bird check in
350 Southwest	11/16/2015 Travel	Web payment	\$241.96 Amy Goetz ticket
356 Southwest	11/17/2015 Travel	Web payment	\$25.00 Julia Jones - Early bird check in
357 Southwest	11/17/2015 Travel	Web payment	\$241.96 Julia Jones ticket
359 Southwest	11/18/2015 Travel	Web payment	\$236.97 Felicia Fasano ticket, CSA Casting Panel
377 Southwest	11/27/2015 Travel	Web payment	\$839.92 Kathryn Sentance, William Teck, Bogdanovich film
109 ABQ PARKING STRUCTURE	6/4/2015 Travel	DC	\$8.00 Parking
325 Airport parking	10/30/2015 Travel	DC	\$8.25 Parking
97 City of Alb Aviation Pkg	5/26/2015 Travel	DC	\$3.00 Parking
235 City of SF Parking	9/10/2015 Travel	DC	\$2.00 Metered
238 City of SF Parking	9/16/2015 Travel	DC	\$1.50 Metered
245 City of SF Parking	9/18/2015 Travel	DC	\$2.00 Metered
247 City of SF Parking	9/21/2015 Travel	DC	\$1.00 Metered
257 City of SF Parking	9/25/2015 Travel	DC	\$2.00 Metered
450 City of SF Parking	12/22/2015 Travel	DC	\$1.00 Metered
65 COSF CONV CTR GARAGE	4/28/2015 Travel	DC	\$8.00 Parking
66 COSF CONV CTR GARAGE	4/29/2015 Travel	DC	\$10.00 Parking
67 COSF CONV CTR GARAGE	4/30/2015 Travel	DC	\$5.00 Parking
90 COSF Sandoval Garage	5/19/2015 Travel	DC	\$4.00 Parking
98 COSF Sandoval Garage	5/26/2015 Travel	DC	\$4.00 Parking
135 COSF Sandoval Garage	6/22/2015 Travel	DC	\$5.00 Parking
207 COSF Sandoval Garage	8/24/2015 Travel	DC	\$2.00 Parking
208 COSF Sandoval Garage	8/24/2015 Travel	DC	\$7.00 Parking
27 COSF Water STR Parking	3/17/2015 Travel	DC	\$7.00 Parking
44 COSF Water STR Parking	4/6/2015 Travel	DC	\$8.00 Parking
50 COSF Water STR Parking	4/9/2015 Travel	DC	\$9.00 Parking
54 COSF Water STR Parking	4/13/2015 Travel	DC	\$1.00 Parking
83 COSF Water STR Parking	5/8/2015 Travel	DC	\$2.00 Parking
84 COSF Water STR Parking	5/11/2015 Travel	DC	\$4.00 Parking
85 COSF Water STR Parking	5/11/2015 Travel	DC	\$5.00 Parking
92 COSF Water STR Parking	5/19/2015 Travel	Check #1047	\$10.00 Parking
96 COSF Water STR Parking	5/22/2015 Travel	DC	\$7.00 Parking
100 COSF Water STR Parking	5/28/2015 Travel	DC	\$8.00 Parking
110 COSF Water STR Parking	6/4/2015 Travel	DC	\$8.00 Parking
115 COSF Water STR Parking	6/5/2015 Travel	DC	\$9.00 Adieux Cafe
123 COSF Water STR Parking	6/16/2015 Travel	DC	\$1.00 Adieux Cafe
124 COSF Water STR Parking	6/16/2015 Travel	DC	\$2.00 Adieux Cafe
130 COSF Water STR Parking	6/19/2015 Travel	DC	\$5.00 Adieux Cafe
132 COSF Water STR Parking	6/22/2015 Travel	DC	\$2.00 Parking
142 COSF Water STR Parking	6/29/2015 Travel	DC	\$2.00 Parking
146 COSF Water STR Parking	7/1/2015 Travel	DC	\$9.00 Parking
150 COSF Water STR Parking	7/6/2015 Travel	DC	\$2.00 Parking
157 COSF Water STR Parking	7/10/2015 Travel	DC	\$4.00 Parking
170 COSF Water STR Parking	7/15/2015 Travel	DC	\$2.00 Parking
174 COSF Water STR Parking	7/17/2015 Travel	DC	\$5.00 Parking
177 COSF Water STR Parking	7/23/2015 Travel	DC	\$4.00 Parking
186 COSF Water STR Parking	7/30/2015 Travel	DC	\$9.00 Parking
190 COSF Water STR Parking	8/4/2015 Travel	DC	\$2.00 LANB posted 8/4/15
204 COSF Water STR Parking	8/20/2015 Travel	DC	\$6.00 Parking
COSF Water STR Parking	8/24/2015 Travel	DC	\$2.00 Parking
216 COSF Water STR Parking	8/26/2015 Travel	DC	\$8.00 Parking
226 COSF Water STR Parking	9/4/2015 Travel	DC	\$6.00 Parking
240 COSF Water STR Parking	9/16/2015 Travel	DC	\$10.00 Parking
248 COSF Water STR Parking	9/18/2015 Travel	DC	\$7.00 Parking
249 COSF Water STR Parking	9/18/2015 Travel	DC	\$7.00 Parking
251 COSF Water STR Parking	9/21/2015 Travel	DC	\$10.00 Parking
346 COSF Water STR Parking	11/16/2015 Travel	DC	\$5.00 Parking said 10/15/15
446 COSF Water STR Parking	12/21/2015 Travel	DC	\$3.00 Parking
452 COSF Water STR Parking	12/24/2015 Travel	DC	\$6.00 Parking
316 Allsup's	10/26/2015 Travel	DC	\$20.00 Gas
394 Allsup's	12/3/2015 Travel	DC	\$11.30 Gas
259 Allsup's	9/25/2015 Travel	DC	\$36.44 Gas
358 Allsup's	11/18/2015 Travel	DC	\$10.00 ? Nicole gas
427 BLS Limousine	12/9/2015 Travel	Web payment	\$525.64 Bogdanovich LA Service
423 BLS Limousine	12/8/2015 Travel	DC	\$188.20 Bogdanovich LA Service
422 BLS Limousine	12/8/2015 Travel	DC	\$170.20 Julia Jones LA Service
250 Chevron	9/21/2015 Travel	DC	\$7.42 Gas
428 Enterprise Alb	12/9/2015 Travel	DC	\$639.94 Car Rental

437 Enterprise Alb	12/14/2015	Travel	DC	\$607.49	Car Rental
402 GIANT	12/4/2015	Travel	DC	\$9.00	Gas
404 GIANT	12/4/2015	Travel	DC	\$54.00	Gas
383 Shell Oil	12/1/2015	Travel	DC	\$15.00	Gas
161 Smiths - Fuel	7/13/2015	Travel	DC	\$15.00	Gas
317 Supershuttle Exec...	10/27/2015	Travel	?	\$42.00	?
13 Tanana Rivera	2/18/2015	Travel	Check #1028	\$790.00	Flight Reimbursement
TOTAL				T TOTAL	\$6,124.07
LOSS TOTAL					\$167,375.88
121 Amazon (WAB)	6/15/2015	Deposit	Transfer	\$1,271.90	June Submissions
169 Amazon (WAB)	7/15/2015	Deposit	Transfer	\$1,838.80	July Submissions
199 Amazon (WAB)	8/14/2015	Deposit	Transfer	\$963.50	August Submissions
237 Amazon (WAB)	9/15/2015	Deposit	Transfer	\$2,700.60	September Submissions
296 Amazon (WAB)	10/15/2015	Deposit	Transfer	\$3,613.20	October Submissions
442 Amazon (WAB)	12/15/2015	Deposit	Transfer	\$88.95	December Submissions
11 Deposit	2/5/2015	Deposit	Deposit	\$5,000.00	Santa Fe Economic Development GRANT
48 IMDb return	4/7/2015	Deposit	Auto deposit	\$149.99	Dianes accidental IMDb purchase refund
26 LANB	3/12/2015	Deposit	Deposit	\$40.00	Donnie & Jeannie Hill Donation
34 LANB	3/30/2015	Deposit	Transfer	\$1,000.00	By Omar Hamid
43 LANB	4/6/2015	Deposit	Deposit	\$1,582.88	United States Liability Insurance Co. (\$62.88), AFT New Mexico Educators United (\$500), Office & Professional Employees International Union OPEIU (\$500), PNM (\$500)
52 LANB	4/10/2015	Deposit	Deposit	\$1,000.00	NMFL
59 LANB	4/22/2015	Deposit	Deposit	\$4,506.00	IATSE Sponsorship / NEA / SMART
81 LANB	5/7/2015	Deposit	Deposit	\$1,250.00	AFSCME \$1,000 / Sheet Metal Workers \$250
103 LANB	6/1/2015	Deposit	Deposit	\$250.00	Teamsters Local Union No. 492
120 LANB	6/11/2015	Deposit	Transfer	\$2,000.00	By Omar Hamid
143 LANB	6/30/2015	Deposit	Deposit	\$2,715.00	?
155 LANB	7/8/2015	Deposit	Transfer	\$2,503.00	IRS Reimbursement
156 LANB	7/9/2015	Deposit	Deposit	\$775.00	?
196 LANB	8/11/2015	Deposit	Deposit	\$500.00	CCD Santa Fe Higher ECHECKPAY 0000898576
227 LANB	9/3/2015	Deposit	Deposit	\$500.00	?
234 LANB	9/9/2015	Deposit	Deposit	\$250.00	Northern NM Central Labor Council 8/85
246 LANB	9/21/2015	Deposit	Transfer	\$2,000.00	By Omar Hamid
273 LANB	10/2/2015	Deposit	Deposit	\$100.00	Blankley Family Charitable
274 LANB	10/2/2015	Deposit	Deposit	\$1,100.00	\$150 Cash PRP, \$50 = Doretha L Downs, Jacquelyn L Pearle, Cheryl Cox & Charles Volkes, Diane Thomas, \$250 Donation Santa Fe Real Estate Scene LLC, - Barbara Lucille Odell Trust \$500
318 LANB	10/28/2015	Deposit	Deposit	\$1,250.00	SF Bar & Grill / Karl Ferguson
368 LANB	11/23/2015	Deposit	Deposit	\$300.00	Membership: Lana and John Pantano
369 LANB	11/23/2015	Deposit	Deposit	\$500.00	?
401 LANB	12/4/2015	Deposit	Transfer	\$10,000.00	By Omar Hamid
372 NM True	11/25/2015	Deposit	Deposit	\$40,750.00	NM Tourism / Christopher Foundation / Margaret & Walter Gabeagos sponsorship
226 Paypal	9/3/2015	Deposit	Transfer	\$485.20	Early Bird Tickets
269 Paypal	9/30/2015	Deposit	Transfer	\$1,087.00	Poster, Donation, Early B Pass
367 Paypal	11/23/2015	Deposit	Transfer	\$1,153.92	Pride, Poster, Patron, BSR, Early B Pass
435 Paypal	12/14/2015	Deposit	Transfer	\$618.90	Patron, BSR, Early B Pass, Donation, Submission
41 Paypal	4/3/2015	Deposit	Transfer	\$500.00	From 2014 ? Info Account
119 Paypal	6/10/2015	Deposit	Transfer	\$350.00	Celebrate Pride Through Film Sales
154 Paypal	7/8/2015	Deposit	Transfer	\$542.60	Celebrate Pride Through Film Sales
263 Paypal	10/13/2015	Deposit	Transfer	\$396.39	\$538.89 FilmFreeway - \$142.50 Network Solutions
338 Paypal	11/12/2015	Deposit	Transfer	\$1,000.00	FilmFreeway \$1,028.03
415 Paypal	12/7/2015	Deposit	Transfer	\$5,159.85	Pride, Poster, Patron, BSR, Early B Pass, Donation
37 Paypal - Bank Verification	4/2/2015	Deposit	Transfer	\$0.10	Test
38 Paypal - Bank Verification	4/2/2015	Deposit	Transfer	\$0.12	Test
363 Square	11/20/2015	Deposit	Auto deposit	\$0.49	Bank test
366 Square	11/23/2015	Deposit	Auto deposit	\$0.49	Bank test
412 Square Inc	12/7/2015	Deposit	Auto deposit	\$16.53	?
413 Square Inc	12/7/2015	Deposit	Auto deposit	\$25.28	?
420 Square Inc	12/6/2015	Deposit	Auto deposit	\$58.34	?
414 Swank Motion Pictures	12/7/2015	Deposit	Auto deposit	\$157.69	Mliagro Beanfield Wars? Return?
17 LANB	2/28/2015	Deposit	Auto deposit	\$0.03	February
35 LANB	3/31/2015	Deposit	Auto deposit	\$0.01	March
69 LANB	4/30/2015	Deposit	Auto deposit	\$0.03	April
102 LANB	5/31/2015	Deposit	Auto deposit	\$0.01	May
145 LANB	6/30/2015	Deposit	Auto deposit	\$0.02	June
188 LANB	7/31/2015	Deposit	Auto deposit	\$0.01	July
223 LANB	8/31/2015	Deposit	Auto deposit	\$0.01	Directors account
272 LANB	9/30/2015	Deposit	Auto deposit	\$0.01	Directors account
328 LANB	10/31/2015	Deposit	Auto deposit	\$0.03	October

382 LANB	11/30/2015 Deposit	Auto deposit	\$0.04	November
468 LANB	12/31/2015 Deposit	Auto deposit	\$0.05	Decemeber

PROFIT TOTAL

\$482,161.67

Occupancy Tax Advisory Board
May 24, 2016

EXHIBIT 2



NEW MEXICO
HOSPITALITY
ASSOCIATION

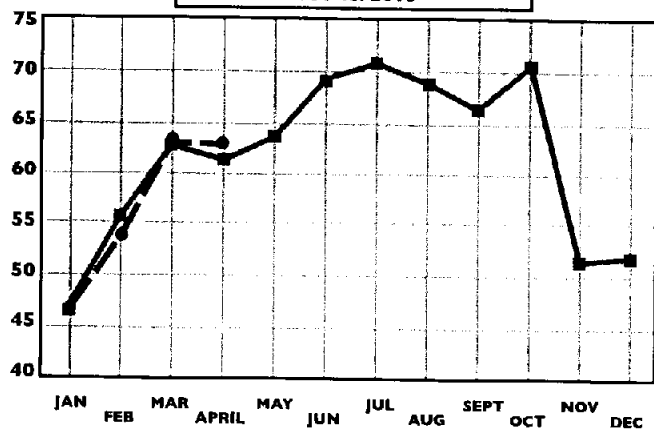
ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

April 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	76,200	55,262	72.5%	\$99.94	\$72.48	65.6%	\$91.13	\$59.81	63.8%	\$92.59	\$59.04
Interstate 40 Corridor	116,355	72,768	62.5%	\$90.48	\$56.59	52.9%	\$87.23	\$46.15	53.8%	\$82.88	\$44.55
Albuquerque North	<u>62,630</u>	<u>41,725</u>	<u>66.6%</u>	<u>\$101.88</u>	<u>\$67.88</u>	<u>58.9%</u>	<u>\$104.60</u>	<u>\$61.58</u>	<u>57.3%</u>	<u>\$107.69</u>	<u>\$61.70</u>
TOTAL	255,185	169,756	66.5%	\$96.36	\$64.10	58.0%	\$92.97	\$53.90	57.4%	\$92.35	\$53.00
SANTA FE											
DOWNTOWN	47,223	32,678	69.2%	\$151.23	\$104.65	61.2%	\$138.32	\$84.61	61.3%	\$135.01	\$82.80
CERRILLOS ROAD	45,300	24,275	53.6%	\$70.67	\$37.87	46.2%	\$70.48	\$32.57	51.1%	\$67.53	\$34.49
SANTA FE PERIPHERY	<u>21,870</u>	<u>14,489</u>	<u>66.3%</u>	<u>\$95.55</u>	<u>\$63.30</u>	<u>63.7%</u>	<u>\$97.73</u>	<u>\$62.21</u>	<u>59.5%</u>	<u>\$96.60</u>	<u>\$57.51</u>
TOTAL	114,393	71,442	62.5%	\$112.56	\$70.30	55.9%	\$107.82	\$60.30	57.0%	\$103.23	\$58.86
FARMINGTON	28,511	18,991	66.6%	\$83.07	\$55.33	65.7%	\$80.82	\$53.12	57.3%	\$83.61	\$47.91
LAS CRUCES	29,368	18,697	63.7%	\$85.84	\$54.65	60.5%	\$85.97	\$52.02	59.3%	\$81.69	\$48.44
TAOS	18,889	9,011	47.7%	\$82.92	\$39.56	54.1%	\$93.70	\$50.68	49.0%	\$86.85	\$42.57
OTHER NEW MEXICO	<u>44,699</u>	<u>22,143</u>	<u>49.5%</u>	<u>\$85.50</u>	<u>\$42.36</u>	<u>46.3%</u>	<u>\$87.67</u>	<u>\$40.55</u>	<u>50.8%</u>	<u>\$99.25</u>	<u>\$50.46</u>
TOTALS	491,045	310,039	63.1%	\$97.48	\$61.55	56.9%	\$94.59	\$53.81	56.4%	\$93.93	\$53.01

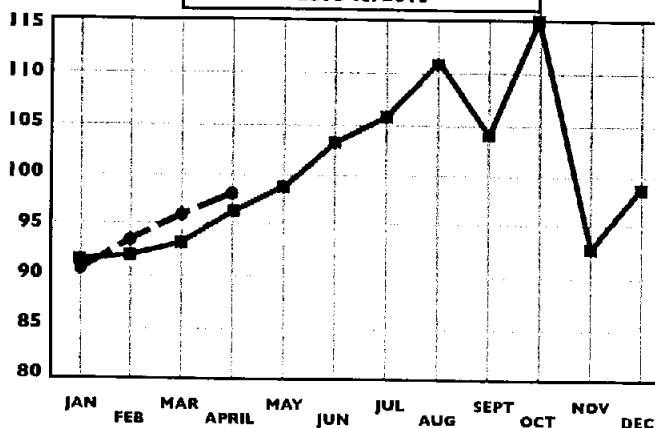
NEW MEXICO
PERCENTAGES OF OCCUPANCY
2016 vs. 2015



● 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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For additional information, please contact Robert Benton at (303) 840-1666, Bill Hopping, MAI (303) 798-4045 or Bob Hotman at (303) 740-9400
The Rocky Mountain Lodging Report • P.O. Box 632242 • Littleton, CO 80163 • info@rmlodgingreport.com • rockymountainlodgingreport.com

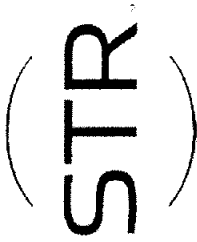
New Mexico Hospitality Association • Jen Schroer, President/CEO • Call/Text (505) 504-8608
1420 Carlisle NE, Suite 210 • Albuquerque, NM 87110
NewMexicoHospitality.org

<p align="center">ROCKY MOUNTAIN LODGING REPORT Summary of Occupancy and Average Daily Room Rates for the State of New Mexico</p>
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	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	-	-	-	-	-	-
JUNE	-	-	-	-	-	-
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	56.9%	56.4%	\$94.59	\$93.93	\$53.81	\$53.01

Occupancy Tax Advisory Board
May 24, 2016

EXHIBIT 3



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
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www.str.com

Santa Fe CVB

For the Month of April 2016

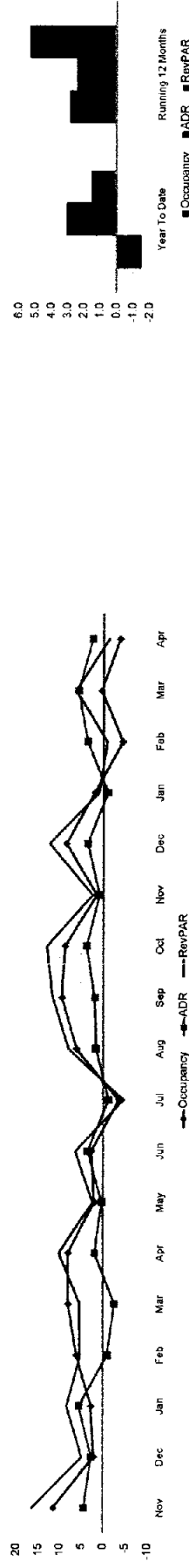
Date Created: May 16, 2016

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

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Overall Percent Change



Occupancy (%)		2014						2016						2018					
This Year	Last Year	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Percent Change		11.5	2.7	2.7	6.2	8.1	8.1	2.0	2.7	3.5	8.2	8.6	8.6	1.5	8.5	2.0	-4.3	0.5	-3.7
ADR																			
This Year	Last Year	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Percent Change		100.00	117.45	94.80	94.92	99.49	107.82	115.82	122.13	133.10	150.51	151.76	133.56	128.96	121.65	99.85	100.45	105.24	110.33
Percent Change		103.39	114.31	94.82	97.72	101.96	106.83	116.39	117.81	134.88	146.01	134.25	128.95	130.00	117.45	99.85	99.92	96.49	107.62
Percent Change		4.5	2.7	5.6	-0.8	-2.5	2.0	0.4	-1.2	-1.7	1.7	2.0	3.9	-0.8	3.8	-1.0	3.6	5.8	2.5
RevPAR																			
This Year	Last Year	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Percent Change		53.48	59.21	39.68	49.30	63.04	65.89	90.04	91.56	103.47	121.70	97.84	99.54	54.75	65.43	40.04	48.89	67.00	63.04
Percent Change		45.86	55.45	35.57	46.81	53.79	56.77	76.74	86.48	108.48	119.68	97.81	98.04	55.48	65.21	38.88	49.30	63.04	55.83
Percent Change		18.5	5.0	6.5	5.3	5.4	10.7	2.4	8.4	-4.8	8.3	11.7	13.1	2.4	12.4	1.0	-0.8	8.3	-1.3
Supply																			
This Year	Last Year	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Percent Change		141,330	148,041	142,688	131,798	145,088	141,180	145,988	141,180	145,855	145,855	141,150	145,855	141,150	146,855	145,878	131,488	145,878	140,880
Percent Change		135,690	140,523	140,523	128,624	140,524	130,000	140,524	135,690	140,523	146,105	141,330	148,041	141,330	148,041	145,858	131,798	145,888	141,180
Percent Change		3.9	3.9	3.8	3.8	3.8	3.8	3.8	3.8	3.8	-0.2	-0.1	-0.1	-0.1	-0.1	-0.2	-0.2	-0.2	-0.2
Demand																			
This Year	Last Year	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Percent Change		69,864	72,375	58,548	67,202	84,132	86,439	101,576	108,347	113,381	117,342	104,814	108,701	70,821	78,455	59,528	83,589	92,875	83,653
Percent Change		60,395	63,168	54,895	60,739	82,588	77,049	95,916	90,764	113,188	111,348	98,834	100,053	59,984	72,375	58,548	87,025	92,452	89,439
Percent Change		15.9	8.2	6.7	10.2	12.2	12.2	5.9	6.6	0.2	6.0	6.4	8.7	1.4	6.4	1.8	-4.9	0.3	-3.9
Revenue																			
This Year	Last Year	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Percent Change		7,259,123	8,200,551	5,796,113	6,499,940	8,198,401	8,392,981	11,794,867	12,887,827	15,951,686	17,757,041	13,810,520	14,517,225	7,272,777	9,943,813	5,529,475	8,437,658	9,753,087	9,183,171
Percent Change		8,240,868	7,792,950	5,138,949	5,941,543	8,403,078	8,430,088	11,597,920	11,761,822	16,463,038	18,463,072	12,364,772	12,688,072	7,598,120	8,000,681	5,186,215	8,685,940	9,194,481	8,329,091
Percent Change		21.1	8.1	12.8	9.3	9.4	14.4	8.3	10.4	1.0	7.3	11.5	12.9	2.3	13.3	0.7	-1.9	8.1	-1.9
Gross Profit																			
This Year	Last Year	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Percent Change		56	56	59	59	59	59	59	59	59	59	59	59	55	56	55	55	55	4508
Percent Change		47.5	47.1	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9	47.9
Percent Change		87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5	87.5

a black row indicates insufficient data

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Source 2016 STR, Inc.

For the Month of April 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 April 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 Oanda.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 $(\text{Sample Rooms/Census Rooms}) * 100$.

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
May 24, 2016

EXHIBIT 4

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

BENCHMARK YEAR

MONTH	FY Actual 2007/08	% Inc/Dec	FY Actual 2010/11	% Inc/Dec	FY Actual 2011/12	% Inc/Dec	FY Actual 2012/13	% Inc/Dec	FY Actual 2013/14	% Inc/Dec	FY Actual 2014/15	% Inc/Dec
JUL	7,375,729	15.39%	6,253,785	-8.06%	6,868,168	9.82%	6,835,744	-0.41%	7,330,377	7.17%	6,798,972	-7.25%
AUG	8,237,747	-2.16%	7,692,859	-4.32%	7,651,436	-0.54%	7,557,228	-1.23%	7,638,713	1.08%	7,539,475	-1.30%
SEPT	7,534,469	9.30%	6,865,871	-4.91%	7,162,003	4.31%	7,251,040	1.24%	7,703,661	6.24%	8,480,942	10.09%
OCT	7,792,052	4.44%	7,300,775	-2.35%	7,456,520	2.13%	7,541,435	1.14%	8,517,763	12.95%	7,818,822	-8.21%
NOV	7,767,989	2.05%	6,788,772	-1.43%	7,169,747	5.61%	7,047,078	-1.71%	7,535,998	6.94%	7,944,792	5.42%
DEC	7,385,740	-2.52%	6,492,101	-2.60%	6,576,396	1.30%	7,114,531	8.18%	7,538,502	5.96%	7,583,391	0.60%
JAN	6,986,767	4.62%	6,284,002	-2.70%	6,563,844	5.89%	6,672,604	0.28%	6,521,060	-2.27%	6,907,174	5.92%
FEB	8,725,121	8.61%	7,786,459	-2.88%	8,240,913	5.84%	7,731,934	-6.18%	8,030,915	3.87%	8,726,808	8.67%
MAR	6,680,180	-4.15%	5,705,183	-1.20%	6,242,865	9.42%	6,728,219	7.77%	6,166,920	-8.34%	6,284,911	1.91%
APR	5,957,049	-4.68%	5,775,585	-1.59%	6,318,974	9.41%	5,828,888	-7.76%	6,796,120	16.59%	6,166,544	-9.28%
MAY	6,903,178	-34.00%	6,821,323	3.67%	7,132,860	4.57%	7,364,997	3.25%	7,269,258	-1.30%	7,487,082	3.00%
JUN	7,201,012	-4.48%	6,687,665	-7.65%	6,249,687	-6.55%	6,584,103	5.35%	6,979,991	6.01%	7,863,228	12.65%

TOTALS \$88,547,033 2.07% \$80,454,380 0.54% \$83,723,413 4.06% \$84,261,803 0.64% \$88,029,352 4.47% \$89,602,142 1.79%

Prior Years' Comparison:

July - Apr \$74,442,844 2.99% 66,945,392 -0.42% 70,340,867 5.07% 70,312,702 -0.04% 73,780,103 4.93% \$74,251,831 0.64%

July 2005 1/4% GRT increase: WATER

MONTH	FY Actual 2007/08	% Inc/Dec	FY Actual 2010/11	% Inc/Dec	FISCAL YR 2011/12	% Inc/Dec	FISCAL YR 2012/13	% Inc/Dec	FISCAL YR 2013/14	% Inc/Dec	FISCAL YR 2014/15	% Inc/Dec
JUL	633,957	14.35%	545,951	-7.89%	598,654	9.65%	600,324	0.28%	642,087	6.96%	592,741	-7.69%
AUG	714,599	-95.00%	671,821	4.65%	667,629	-0.62%	659,002	-1.29%	669,004	1.52%	658,563	-1.56%
SEPT	663,432	9.04%	597,858	-4.98%	625,006	4.54%	634,132	1.46%	674,853	6.42%	740,624	9.75%
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%
NOV	679,250	4.49%	590,905	-0.92%	625,532	5.86%	616,187	-1.49%	659,304	7.09%	687,986	4.26%
DEC	647,257	2.30%	566,931	-2.31%	573,490	1.16%	622,564	8.56%	660,591	6.11%	662,701	0.32%
JAN	612,303	2.59%	543,104	-2.66%	580,657	5.75%	583,650	0.52%	569,376	-2.34%	603,027	5.80%
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%
MAR	585,468	-0.35%	495,794	-0.75%	543,902	8.83%	589,701	8.42%	538,357	-8.71%	548,184	1.93%
APR	546,057	4.90%	499,776	0.71%	551,043	10.26%	509,652	-7.51%	593,300	16.41%	537,584	-9.39%
MAY	951,790	57.65%	594,603	3.83%	622,468	4.69%	643,878	3.44%	634,999	-1.38%	652,779	2.80%
JUN	631,448	4.36%	580,691	-7.17%	543,012	-6.49%	574,631	5.82%	609,274	6.03%	685,350	12.49%

TOTALS \$8,097,459 8.74% \$7,014,517 -1.37% \$7,302,510 3.55% \$7,370,419 0.55% \$7,696,496 4.42% \$7,814,726 1.54%

Prior Years' Comparison:

July - Apr \$6,514,221 4.43% \$5,839,223 -0.35% \$6,137,031 5.10% \$6,151,909 0.24% \$6,452,223 4.88% \$6,476,597 0.38%

	FY Actual 2015/16	% Inc/Dec	\$ Diff to PY	FY Budget 2015/16 **	% Actual to Budget	Over/Under Budget
JUL	7,774,939	14.35%	975,967	6,755,595.70	15.09%	1,019,343
AUG	8,444,283	12.00%	904,808	7,491,374.79	12.72%	952,908
SEPT	8,559,891	0.93%	78,949	8,426,835.48	1.58%	133,056
OCT	7,993,373	2.23%	174,551	7,768,939.66	2.89%	224,433
NOV	8,073,909	1.63%	129,117	7,894,106.00	2.28%	179,803
DEC	7,878,333	3.89%	294,941	7,535,011.05	4.56%	343,322
JAN	6,903,343	-0.05%	(3,831)	6,863,107.52	0.59%	40,235
FEB	8,335,574	-4.48%	(391,234)	8,671,133.26	-3.87%	(335,559)
MAR	6,909,944	9.94%	625,034	6,244,814.58	10.65%	665,130
APR	6,954,679	12.78%	788,134	6,127,203.03	13.50%	827,475
MAY				7,439,316.57		
JUN				7,813,082.36		

\$77,828,268 11.67% \$3,576,437 \$89,030,500 \$4,050,147

\$77,828,268 4.82% \$3,576,437 73,778,121 5.49%
Amount over(under) budget year-to-date: 4,050,147
Current year-to-date vs. prior year-to-date: 4.82%
Current year-to-date vs. FY 07-08 year-to-date: 4.55%

	FISCAL YR 2015/16	% Inc/Dec	\$ Diff to PY	FY Budget 2015/16 **	% Actual to Budget	Over/Under Budget
JUL	679,848	14.70%	87,107	597,047.47	13.87%	82,800
AUG	738,827	12.19%	80,284	663,347.25	11.38%	75,480
SEPT	748,439	1.06%	7,815	746,004.64	0.33%	2,434
OCT	699,199	2.26%	15,439	688,727.53	1.52%	10,472
NOV	705,794	2.59%	17,798	692,994.30	1.85%	12,800
DEC	688,814	3.94%	26,113	667,515.27	3.19%	21,298
JAN	604,865	0.30%	1,839	607,407.57	-0.42%	(2,542)
FEB	731,389	-3.94%	(30,029)	766,949.36	-6.64%	(35,560)
MAR	604,974	10.36%	56,790	552,166.60	9.56%	52,807
APR	610,582	13.58%	72,998	541,489.07	12.76%	69,093
MAY				657,521.86		
JUN				690,329.08		

\$6,812,731 4.93% \$336,135 \$7,871,500 \$289,082

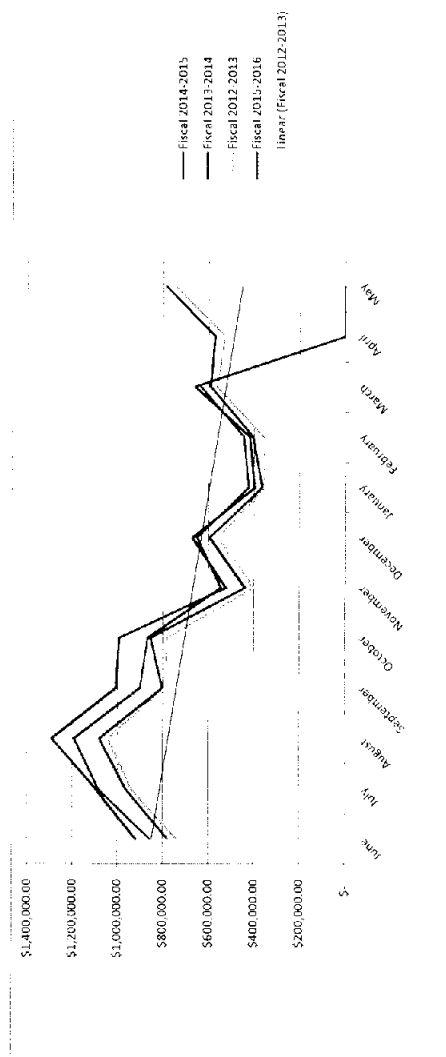
\$6,812,731 5.19% \$336,135 \$6,523,649 4.43%
Amount over(under) budget year-to-date: 289,082
Current year-to-date vs. prior year-to-date: 5.19%
Current year-to-date vs. FY 07-08 year-to-date: 4.58%

Occupancy Tax Advisory Board
May 24, 2016

EXHIBIT 5

LEGGERE PRONTUARIO				
Fiscal 2015-2016	line	July	August	September
			October	November
			December	January
			February	March
			April	May
			June	July

Fiscal 2015-2016													
	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
# # # # # \$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
HOTEL MOTEL TOTALS	\$ 45,582.92	\$ 1,035,125.16	\$ 67,012.36	\$ 953,641.28	\$ 836,696.14	\$ 55,436.81	\$ 617,468.79	\$ 373,702.71	\$ 399,294.26	\$ 617,280.49	\$ -	\$ -	\$ 7,519,715.18
SHORT TERM TOTALS		64,336.16	\$ 67,012.36	\$ 54,126.16	\$ 55,148.76	\$ 35,036.81	\$ 54,042.75	\$ 23,469.54	\$ 19,712.90	\$ 43,506.75	\$ -	\$ -	\$ 461,976.10
COMBINED Monthly TOTAL	\$ 919,757.79	\$ 1,099,461.32	\$ 1,290,799.14	\$ 1,007,767.44	\$ 991,844.89	\$ 523,581.60	\$ 671,511.48	\$ 397,172.25	\$ 419,007.16	\$ 660,787.24	\$ -	\$ -	\$ 7,981,690.28
Year to Date TOTALS	\$ 919,757.79	\$ 2,019,219.11	\$ 3,310,018.25	\$ 4,317,785.69	\$ 5,309,630.58	\$ 5,833,212.18	\$ 6,504,723.63	\$ 6,901,895.88	\$ 7,320,903.04	\$ 7,961,690.28	\$ -	\$ -	
Monthly Gain/Loss 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)	\$ (26,081.02)	\$ 26,206.32	\$ 4.13%	\$ 0.00%	
YTD Gain/Loss over previous year	\$ 61,925.56	\$ 73,918.42	\$ 171,608.66	\$ 277,649.32	\$ 401,183.69	\$ 378,203.52	\$ 398,563.23	\$ 371,858.08	\$ 345,827.06	\$ 372,033.38	\$ 4.89%	\$ 0.00%	
YTD Gain/Loss over previous year	\$ 61,925.56	\$ 73,918.42	\$ 171,608.66	\$ 277,649.32	\$ 401,183.69	\$ 378,203.52	\$ 398,563.23	\$ 371,858.08	\$ 345,827.06	\$ 372,033.38	\$ 4.89%	\$ 0.00%	
Fiscal 2014-2015													
	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
# # # # # \$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
HOTEL MOTEL TOTALS	\$ 917,848.38	\$ 1,044,624.06	\$ 1,140,493.35	\$ 857,470.01	\$ 814,263.43	\$ 514,194.37	\$ 598,500.41	\$ 404,807.16	\$ 423,923.48	\$ 606,638.51	\$ 608,545.22	\$ 786,985.17	\$ 8,616,411.55
SHORT TERM TOTALS	\$ 38,983.85	\$ 42,826.40	\$ 52,615.95	\$ 44,256.77	\$ 50,407.09	\$ 32,367.40	\$ 52,651.33	\$ 19,070.24	\$ 21,114.70	\$ 27,942.41	\$ 37,161.53	\$ 41,801.40	\$ 465,839.67
COMBINED Monthly TOTAL	\$ 956,832.23	\$ 1,087,450.46	\$ 1,193,109.30	\$ 901,726.78	\$ 864,670.52	\$ 546,561.77	\$ 651,151.74	\$ 423,877.40	\$ 445,038.18	\$ 634,580.92	\$ 645,706.75	\$ 828,786.57	\$ 9,082,250.22
Year to Date TOTALS	\$ 956,832.23	\$ 1,945,300.69	\$ 3,138,409.59	\$ 4,040,136.37	\$ 4,908,446.89	\$ 5,455,008.66	\$ 6,106,160.40	\$ 6,530,037.80	\$ 6,975,075.98	\$ 7,600,656.60	\$ 8,253,463.55	\$ 8,991,588.07	
Monthly Gain/Loss previous year	\$ 77,361.73	\$ 120,964.75	\$ 112,087.79	\$ 97,349.06	\$ 13,060.94	\$ 105,597.19	\$ 54,974.70	\$ 59,386.63	\$ 41,372.96	\$ 43,331.03	\$ 71,659.34	\$ 72,333.73	
YTD Gain/Loss over previous year	\$ 77,361.73	\$ 198,326.48	\$ 310,424.27	\$ 407,773.33	\$ 420,834.27	\$ 526,431.46	\$ 581,406.16	\$ 640,792.79	\$ 682,165.75	\$ 725,498.78	\$ 797,156.12	\$ 868,490.86	
YTD Gain/Loss over previous year	\$ 77,361.73	\$ 198,326.48	\$ 310,424.27	\$ 407,773.33	\$ 420,834.27	\$ 526,431.46	\$ 581,406.16	\$ 640,792.79	\$ 682,165.75	\$ 725,498.78	\$ 797,156.12	\$ 868,490.86	
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	\$ 1,030,565.11	\$ 763,362.61	\$ 825,488.39	\$ 416,010.05	\$ 551,208.66	\$ 342,216.25	\$ 361,430.60	\$ 558,374.96	\$ 543,393.61	\$ 735,554.89	\$ 7,815,478.74
SHORT TERM TOTALS	\$ 33,440.95	\$ 45,745.95	\$ 50,346.00	\$ 41,024.81	\$ 29,761.19	\$ 24,954.53	\$ 44,968.38	\$ 22,272.52	\$ 22,234.62	\$ 32,874.93	\$ 28,753.80	\$ 50,931.41	\$ 473,510.99
COMBINED Monthly TOTAL	\$ 780,470.50	\$ 966,503.71	\$ 1,081,011.11	\$ 804,377.42	\$ 855,249.58	\$ 440,964.58	\$ 596,177.04	\$ 364,490.77	\$ 402,665.22	\$ 591,249.89	\$ 572,147.41	\$ 786,486.30	\$ 8,242,793.83
Year to Date TOTALS	\$ 780,470.50	\$ 1,746,974.21	\$ 2,827,985.32	\$ 3,632,363.04	\$ 4,487,612.62	\$ 4,928,577.20	\$ 5,524,754.24	\$ 5,888,245.01	\$ 6,202,910.23	\$ 6,884,160.12	\$ 7,456,307.53	\$ 8,242,793.83	
Monthly Gain/Loss previous year	\$ 37,994.95	\$ 23,716.94	\$ 38,480.63	\$ 11,776.12	\$ 73,477.99	\$ 37,907.12	\$ 38,191.26	\$ 10,169.80	\$ 47,625.17	\$ 26,653.71	\$ 44,021.16	\$ 37,582.42	
YTD Gain/Loss over previous year	\$ 37,994.95	\$ 61,711.89	\$ 100,192.52	\$ 111,968.64	\$ 185,446.53	\$ 223,353.73	\$ 261,544.99	\$ 271,713.79	\$ 319,338.96	\$ 345,992.67	\$ 390,013.83	\$ 427,566.25	
YTD Gain/Loss over previous year	\$ 37,994.95	\$ 61,711.89	\$ 100,192.52	\$ 111,968.64	\$ 185,446.53	\$ 223,353.73	\$ 261,544.99	\$ 271,713.79	\$ 319,338.96	\$ 345,992.67	\$ 390,013.83	\$ 427,566.25	
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	\$ 989,339.49	\$ 761,082.34	\$ 750,520.78	\$ 382,476.17	\$ 523,432.60	\$ 336,172.61	\$ 341,281.97	\$ 530,565.68	\$ 503,888.32	\$ 711,472.33	\$ 7,456,841.81
SHORT TERM TOTALS	\$ 31,554.01	\$ 37,108.79	\$ 43,190.99	\$ 31,519.26	\$ 31,520.81	\$ 20,581.31	\$ 34,553.18	\$ 18,149.36	\$ 14,748.08	\$ 34,030.50	\$ 24,237.93	\$ 37,431.55	\$ 358,355.77
COMBINED Monthly TOTAL	\$ 742,475.55	\$ 942,786.77	\$ 1,042,530.48	\$ 792,601.60	\$ 781,771.59	\$ 403,057.48	\$ 557,985.78	\$ 354,321.97	\$ 356,040.05	\$ 564,596.18	\$ 528,126.25	\$ 748,903.88	\$ 7,815,197.58
Year to Date TOTALS	\$ 742,475.55	\$ 1,685,262.32	\$ 2,727,792.80	\$ 3,520,394.40	\$ 4,302,165.99	\$ 4,705,223.47	\$ 5,263,209.25	\$ 5,617,531.27	\$ 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
May 24, 2016

EXHIBIT 6

TOURISM

SANTA FE

April 2016 OTAB Report

Sales Report May 24, 2016

April 2016 Leads:

- 23 total leads requiring sleeping rooms (UP 7 leads compared to 2015)
- 8,824 total room nights sent via leads (UP 3,345 room night compared to 2015)
- 32 total SFCCC space only leads without sleeping rooms (DOWN 2 SFCCC leads from 2015)

April 2016 Confirmed Leads:

- 15 Definite Booking (UP 7 Confirmed booking to 2015)
- 3,430 Definite Room Nights (UP 2,169 room night over 2015)
- 27 Definite SFCCC space only leads (UP 7 SFCCC bookings from 2015)

April 2015 Leads:

- 16 total leads requiring sleeping rooms
- 5,479 total room nights sent via leads
- 34 total SFCCC space only leads without sleeping rooms

April 2015 Confirmed Leads:

- 8 Definite Booking
 - 1,261 Definite Room Nights
 - 20 Definite Groups without sleeping rooms
-

2016 YTD Leads:

- 75 total leads requiring sleeping rooms (UP 24 leads compared to STLY 2015)
- 26,882 total room nights sent via leads (UP 5,347 room night compared to STLY 2015)
- 99 total SFCCC space only leads without sleeping rooms (Down 48 SFCCC leads STLY 2015)

2016 YTD Definite:

- 52 Definite Booking (Up 23 Confirmed booking to STLY 2015)
- 13,497 Definite Room Nights (UP 3,590 room night over STLY 2015)
- 94 Definite SFCCC space only leads (UP 22 SFCCC bookings STLY 2015)

2015 YTD Leads:

- 51 total leads requiring sleeping rooms
- 21,535 total room nights sent via leads
- 57 total SFCCC space only leads without sleeping rooms

2015 YTD Definite:

- 29 Definite Booking
- 9,907 Definite Room Nights
- 72 Definite SFCCC space only leads

Tradeshow updates:

April 28, 2016 | Springtime in the Park, Washington, D.C.

- Joellyn Baca attending on behalf of the City with the Drury Plaza Hotel and Eldorado Hotel & Spa.
- This was a one day tradeshow and meet with over 50 planners.
- We are currently working 2 leads.

April 27-29, 2016 | Connect California, Irvine, CA

- April Gallegos attended on behalf of the City.
- This is a reverse tradeshow and we had 25 appointments with meeting planners.
- We are currently working 1 lead.

May 15-18, 2016 | New Mexico Hospitality Association, Governor's Conference

- April Gallegos attended on behalf of the City.
- This is a reverse tradeshow and we had 25 appointments with meeting planners.
- We are currently working 1 lead.

June 7-8, 2016 | Luxury Meetings Summit, Boston, MA

- Joellyn Baca will be attending on behalf of the City, no hotel partners will be attending.
- We anticipate 35 appointments.

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

- April Gallegos will be attending on behalf of the City, no hotel partners will be joining.
- We have 30 scheduled appointments.
- Participating on the tradeshow floor.
- 1,200 planners will be attending.

Pace Report**FAM**

TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

For Confirmed Status from Apr 1, 2016 to May 31, 2016

April Gallegos (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Lubbock Chamber of Commerce					
<u>Board Retreat [3710]</u>	07/28/2016	04/19/2016	25	74	24,050
Total for Manager			25	74	24,050
Convention Center Operations (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Presbyterian Healthcare Services					
<u>Governor's Prayer Breakfast 2017 [3697]</u>	01/25/2017	04/28/2016	500	0	32,500
Total for Manager			500	0	32,500
David A. Carr (8)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Holy Trinity Orthodox Church					
<u>Parish Life Convention [3520]</u>	06/06/2018	05/02/2016	400	363	117,975
Los Alamos National Laboratory (LANL)					
<u>Climate Conference [3747]</u>	02/05/2017	05/05/2016	120	400	130,000
<u>Immunology 2016 [3513]</u>	09/26/2016	04/13/2016	60	120	39,000
<u>Neutron Nuclear Data Directions Into the Next Half Century [3794]</u>	08/04/2016	05/04/2016	0	15	4,875
<u>Neutron Nuclear Data Directions Into the Next Half Century [3794]</u>	08/04/2016	05/04/2016	45	15	4,875
Oneness University					
<u>The Phenomenon & The Gift [3743]</u>	05/19/2016	04/13/2016	300	100	32,500
Santa Fe Wine & Chile					
<u>2016 Santa Fe Wine & Chile Fiesta [3511]</u>	09/19/2016	04/22/2016	1,500	0	0
University of New Mexico UNM					
<u>Magistrate Court Staff Regional Meeting [3766]</u>	11/08/2016	05/19/2016	65	20	6,500
<u>The 14th ISDCI Congress [3377]</u>	06/17/2018	04/08/2016	400	1,700	552,500
Total for Manager			2,890	2,733	888,225
Erika Martinez (17)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
<u>Arts Commission Category D Review [3826]</u>	05/23/2016	05/17/2016	10	0	0
<u>Cultural Affairs Working Group [3812]</u>	05/06/2016	05/04/2016	12	0	0
City Attorney's Office / City of Santa Fe					
<u>City Council Meeting [3788]</u>	04/13/2016	04/13/2016	8	0	0
<u>City/County Mediation [3795]</u>	05/27/2016	04/15/2016	22	0	0
<u>City/County Mediation [3796]</u>	06/03/2016	04/15/2016	22	0	0
<u>Presentation by Mackie Meeting [3792]</u>	05/09/2016	04/15/2016	10	0	0
Finance / City of Santa Fe					
<u>Construction Management Meeting [3791]</u>	05/05/2016	04/14/2016	50	0	0
Fire Department / City of Santa Fe					
<u>Greater Santa Fe Firefreshed Educational Fair [3756]</u>	05/12/2016	04/06/2016	50	0	0
Housing & Community Development / City of Santa Fe					
<u>Film and Digital Media Commission Meeting [3802]</u>	05/03/2016	04/22/2016	18	0	0
<u>RFP Informational Meeting [3810]</u>	05/11/2016	05/04/2016	30	0	0
Keep Santa Fe Beautiful					
<u>Recycle Santa Fe Art Festival 2016 [2637]</u>	11/04/2016	04/11/2016	4,000	0	0
Mayor's Office / City of Santa Fe					
<u>White House Regional Convening [3730]</u>	05/25/2016	04/22/2016	60	0	0
Public Utilities Department / City of Santa Fe					

April Gallegos (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Customer Service Training [3772]	04/13/2016	04/04/2016	80	0	0
Water Division Mtg-Confidential Settlement Negotiations with OSE [3820]	05/11/2016	05/10/2016	4	0	0
Tourism Santa Fe CVB/City of Santa Fe					
FAM Reception [3793]	05/10/2016	04/14/2016	27	0	0
SE Margarita Trial- Information Meeting for Restaurants [3776]	04/28/2016	04/08/2016	50	0	0
Spring Break Promo Recap Meeting [3784]	04/21/2016	04/08/2016	50	0	0
Total for Manager			4,503	0	0
Joellyn Baca (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Anita Kay Archer					
Bank of Jackson Touring Group [3516]	09/28/2016	04/13/2016	30	60	11,940
Continuing Education Company					
Continuing Education Company [3625]	03/23/2017	04/22/2016	125	240	78,000
Just Lovely Weddings					
Cribb/Dillon Wedding [3643]	06/25/2016	04/12/2016	150	10	3,250
Total for Manager			305	310	93,190
Kim Harmon (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Bar Association					
2017 June Accreditation Committee Meeting [3761]	06/21/2017	04/29/2016	40	93	30,225
ABA NIC 13 Course Program 2017 [3688]	06/18/2017	05/19/2016	55	180	58,500
Valparaiso Kappa Reunion					
Kappa Reunion [3799]	09/11/2017	05/10/2016	35	40	13,000
Total for Manager			130	313	101,725
Melanie Moore (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Fire Department / City of Santa Fe					
Christus / Fire Department Family Fun Festival 2016 [3504]	06/17/2016	02/03/2016	0	0	0
Total for Manager			0	0	0
Rosalina Grace (10)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
An Ideal Home Productions LLC					
Ideal Home [3800]	05/11/2016	04/26/2016	0	0	0
Arts Commission / City of Santa Fe					
Mayor's Recognition For Excellence In The Arts 2016 [3653]	10/19/2016	04/12/2016	250	0	0
City of Santa Fe					
ITT Training/ITSM Cherwell Demonstration [3825]	05/24/2016	05/17/2016	50	0	0
Idalia Granillo					
Granillo Quinceanera [3499]	06/03/2016	10/16/2015	400	0	10,000
Monte del Sol Charter School					
Monte del Sol Graduation 2016 [3378]	05/25/2016	04/07/2016	800	0	20,000
QUINCEANERA					
Marcial Quinceanera [3797]	10/29/2016	04/27/2016	350	0	8,750
Rosan Quinceanera [3811]	03/18/2017	05/19/2016	0	0	0
Sangre de Christo Funeral Fund					
8th Annual Mariachi Extravaganza [3785]	10/22/2016	05/12/2016	1,500	0	0
Santa Fe Japanese Inter-Cultural Network					
Japanese Cultural Festival 12th Annual Santa Fe JIN 2016 [3071]	04/15/2016	09/03/2015	0	0	0
Santa Fe Public Schools					
Santa Fe & Capital High Awards Banquet 2016 [3728]	05/09/2016	05/02/2016	300	0	19,500
Total for Manager			3,650	0	58,250
Grand Total(44)			12,003	3,430	1,197,940

TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

For Lead Status from Apr 1, 2016 to May 31, 2016

April Gallegos (4)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Location Solvers					
Association of Attorney Mediators 2017 Annual Conference [3824]	04/06/2017	05/16/2016	100	115	37,375
Pacific Dermatological Association					
PDA2018 [3808]	08/07/2018	05/02/2016	250	520	169,000
USS Ajax Reunion Association					
USS Ajax Reunion [3798]	06/10/2018	04/18/2016	75	120	39,000
Utah State University - Conference Services					
Society for Freshwater Science Annual Meeting [3803]	05/17/2019	04/25/2016	1,000	2,276	739,700
Total for Manager			1,425	3,031	985,075
David A. Carr (5)					
Center for Action and Contemplation					
CAC Intimacy: Lecture [3771]	03/29/2017	04/01/2016	0	1,600	520,000
CAC Intimacy: Lecture [3771]	03/29/2017	04/01/2016	2,000	0	0
LANL - Ultrafast Imaging Workshop					
LANL - Ultrafast Imaging Workshop [3773]	08/01/2016	04/04/2016	60	90	29,250
Light Harmonics Institute					
Light Harmonics 2016 [3749]	10/07/2016	04/22/2016	200	105	34,125
Los Alamos National Laboratory (LANL)					
Challenges of High Photon Energy, High-Repetition Rate XFELs [3790]	08/08/2016	04/13/2016	70	150	48,750
Neutron Nuclear Data Directions Into the Next Half Century [3794]	08/04/2016	04/14/2016	45	15	4,875
Total for Manager			2,375	1,960	637,000
Erika Martinez (4)					
City Attorney's Office / City of Santa Fe					
City Council Meeting [3788]	04/13/2016	04/11/2016	8	0	0
Martinez and Montoya Wedding					
Martinez and Montoya Wedding [3740]	04/08/2017	04/07/2016	400	0	10,000
Public Utilities Department / City of Santa Fe					
Customer Service Training [3772]	04/13/2016	04/04/2016	80	0	0
Tourism Santa Fe CVB/City of Santa Fe					
SF Margarita Trial- Information Meeting for Restaurants [3776]	04/28/2016	04/05/2016	0	0	0
SF Margarita Trial- Information Meeting for Restaurants [3776]	04/27/2016	04/05/2016	50	0	0
Total for Manager			538	0	10,000
Joellyn Baca (5)					
Casualty Actuarial Society					
CAS Board & Executive Council Meeting [3809]	03/13/2017	05/02/2016	34	40	13,000
Energetics					
October EGRD Meeting [3781]	10/26/2016	04/07/2016	30	75	24,375
Greater Santa Fe Film Office					
Production Name - An Ideal Home [3775]	04/18/2016	04/05/2016	30	668	217,100
Society of Hospital Medicine					
SHM January 2017 Board Meeting [3777]	01/24/2017	04/06/2016	24	22	7,150
The American Academy of Psychotherapists					
AAP Annual Institute and Conference 2017 [3774]	10/15/2017	04/04/2016	300	670	217,750

April Gallegos (4)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Total for Manager			418	1,475	479,375
Kim Harmon (9)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
American Bar Association					
ABA NJC 13 Course Program 2017 [3688]	06/18/2017	02/17/2016	0	0	0
Young Lawyers Division Summer Cabinet Meeting [3778]	09/09/2016	04/07/2016	30	36	11,700
American Institute of Medical Education					
Creativity and Madness 2017 [2991]	07/29/2017	04/25/2016	500	1,075	349,375
American Society for Theatre Research (ASTR)					
ASTR Annual Conference 2018 [3804]	10/30/2018	04/25/2016	500	805	261,625
Drake Kappa Alpha Theta Reunion					
Kappa Alpha Theta Reunion [3819]	09/14/2017	05/06/2016	25	45	14,625
Krell Institute					
Krell Institute June 2017 [3823]	06/19/2017	05/16/2016	65	126	40,950
Stairbuilders and Manufacturers Association (SMA)					
SMA Annual Conference 2018 [3789]	04/03/2018	04/12/2016	90	231	75,075
Strategy US Meeting & Incentive Specialist					
AXA Financial Incentive [3769]	11/28/2018	03/30/2016	0	0	0
Vaiparalso Kappa Reunion					
Kappa Reunion [3799]	09/11/2017	04/20/2016	35	40	13,000
Total for Manager			1,245	2,358	766,350
Rosalina Grace (28)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
ACCESS Destination Services					
Meeting [3822]	05/06/2017	05/12/2016	160	0	0
AMP Concerts Santa Fe					
Concert: Gipsy Kings [3783]	09/03/2016	04/08/2016	1,800	0	45,000
An Ideal Home Productions LLC					
Ideal Home [3800]	05/11/2016	04/20/2016	0	0	0
Arts Commission / City of Santa Fe					
Mayor's Recognition For Excellence in The Arts 2016 [3653]	10/19/2016	04/01/2016	250	0	0
Brenda Chavez					
Vega-Chavez Quinceanera [3702]	04/29/2017	02/26/2016	400	0	10,000
City of Santa Fe					
ITI Training/ITSM Cherwell Demonstration [3825]	05/24/2016	05/17/2016	50	0	0
CMRR Project					
CMRR Project Christmas Party [3806]	12/09/2016	04/28/2016	100	0	6,500
GRADUATION PARTIES					
Sena Graduation Party [3829]	07/29/2017	05/19/2016	150	0	3,750
Los Alamos Women In Science					
LAWIS/EYH 2017 [3713]	03/09/2017	03/03/2016	0	0	0
New Mexico Department of Cultural Affairs					
El Palacio Lowrider Summer Launch Party [3801]	06/03/2016	04/22/2016	1,000	0	25,000
New Mexico Music Review					
New Mexico Music Review [3648]	10/22/2016	04/01/2016	750	0	0
QUINCEANERA					
Marclal Quinceanera [3797]	10/29/2016	04/18/2016	350	0	8,750
Rosan Quinceanera [3811]	03/18/2017	05/04/2016	0	0	0
Sangre de Cristo Funeral Fund					
10th Annual Mariachi Extravaganza [3787]	08/17/2018	04/11/2016	1,500	0	0
8th Annual Mariachi Extravaganza [3785]	10/22/2016	04/11/2016	0	0	0
8th Annual Mariachi Extravaganza [3785]	10/22/2016	04/11/2016	0	0	0
8th Annual Mariachi Extravaganza [3785]	10/22/2016	04/11/2016	1,500	0	0
9th Annual Mariachi Extravaganza [3786]	08/26/2017	04/11/2016	1,500	0	0
Santa Fe Fiesta, Inc					
Youth Mariache Workshops 2017 [942]	03/27/2017	04/18/2016	400	0	0
Santa Fe Japanese Inter-Cultural Network					
Japanese Cultural Festival 14th Annual Santa Fe JIN 2018 [3780]	04/13/2018	04/07/2016	2,000	0	0
Santa Fe Public Schools					
Capital High School Prom 2017 [3782]	04/08/2017	05/03/2016	350	0	0
Capital High School Prom 2018 [3817]	04/21/2018	05/06/2016	350	0	0

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (4)					
Santa Fe High School Prom 2017 [3814]	04/01/2017	05/05/2016	500	0	0
St. Michaels High School Foundation					
Blue Stamped/Calcuta 2017 [3341]	04/21/2017	05/03/2016	300	0	19,500
Blue Stamped/Calcuta 2018 [3818]	04/21/2018	05/06/2016	300	0	19,500
The Cancer Foundation For New Mexico					
12th Annual Sweetheart Auction [3006]	02/10/2017	02/15/2016	0	0	0
The Women's International Study Center					
Artists Workshop [3807]	06/25/2016	04/29/2016	50	0	500
WEDDINGS					
Houghton & Contreras Wedding Reception [3821]	08/10/2017	05/10/2016	200	0	5,000
Martinez & Sanchez Wedding Reception [3805]	09/23/2017	04/26/2016	300	0	7,500
William Trujillo					
Trujillo Confirmation Party [3828]	07/22/2011	05/18/2016	45	0	2,925
Total for Manager			14,305	0	153,925
Grand Total(55)			20,306	8,824	3,031,725

TOURISM SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

For Tentative Status from May 1, 2016 to May 31, 2016

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (2)					
Location Solvers					
Association of Attorney Mediators 2017 Annual Conference [3824]	04/06/2017	05/16/2016	100	0	37,375
Pacific Dermatological Association					
PDA2018 [3808]	06/07/2018	05/02/2016	250	0	169,000
Total for Manager			350	0	206,375
Erika Martinez (6)					
American Institute of Architects - Santa Fe Chapter					
2017 AIA New Mexico Convention [3816]	10/05/2017	05/05/2016	100	0	0
Arts Commission / City of Santa Fe					
Arts Commission Category D Review [3826]	05/23/2016	05/17/2016	10	0	0
Cultural Affairs Working Group [3812]	05/06/2016	05/04/2016	12	0	0
Housing & Community Development / City of Santa Fe					
RFP Informational Meeting [3810]	05/11/2016	05/04/2016	30	0	0
Mayor's Office / City of Santa Fe					
2017 State of the City [3813]	02/21/2017	05/04/2016	400	0	0
Public Utilities Department / City of Santa Fe					
Water Division Mto-Confidential Settlement Negotiations with OSE [3820]	05/11/2016	05/10/2016	4	0	0
Total for Manager			556	0	0
Rosalina Grace (11)					
ACCESS Destination Services					
Meeting [3822]	05/06/2017	05/12/2016	160	0	0
City of Santa Fe					
ITI Training/ITSM Cherwell Demonstration [3825]	05/24/2016	05/17/2016	50	0	0
GRADUATION PARTIES					
Sena Graduation Party [3829]	07/29/2017	05/19/2016	150	0	3,750
Northern New Mexico Quilt Guild					
Quilt Fiesta Santa Fe [3827]	10/04/2018	05/18/2016	500	0	5,000
QUINCEANERA					
Rosan Quinceanera [3811]	03/18/2017	05/04/2016	0	0	0
Santa Fe Public Schools					
Capital High School Prom 2018 [3817]	04/21/2018	05/06/2016	350	0	0
Santa Fe High School Prom 2017 [3814]	04/01/2017	05/05/2016	500	0	0
Santa Fe High School Prom 2018 [3815]	04/28/2018	05/05/2016	500	0	0
St. Michaels High School Foundation					
Blue Stamped/Calcuta 2018 [3818]	04/21/2018	05/06/2016	300	0	19,500
WEDDINGS					
Houghton & Contreras Wedding Reception [3821]	06/10/2017	05/10/2016	200	0	5,000
William Trujillo					
Trujillo Confirmation Party [3828]	07/22/2011	05/18/2016	45	0	2,925
Total for Manager			2,755	0	36,175
Grand Total(19)			3,661	0	242,550

TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

For Confirmed Status from Jan 1, 2016 to Apr 30, 2016

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (3)					
Lubbock Chamber of Commerce					
Board Retreat [3710]	07/28/2016	04/19/2016	25	74	24,050
Pacific Educational Group					
Pacific Educational Group Seminar [3685]	05/05/2016	03/07/2016	160	105	34,125
Vistage Group					
Vistage Group [3620]	04/14/2016	02/04/2016	20	22	7,150
Total for Manager			205	201	65,325
Convention Center Operations (2)					
Land Use Department / City of Santa Fe					
Planning Commission Meeting [3687]	03/03/2016	02/23/2016	62	0	0
Presbyterian Healthcare Services					
Governor's Prayer Breakfast 2017 [3697]	01/25/2017	04/28/2016	500	0	32,500
Total for Manager			562	0	32,500
David A. Carr (17)					
Big Mountain Enduro					
Big Mountain Enduro [3706]	05/18/2016	02/29/2016	300	760	247,000
Destinations, Meetings & Incentives Inc.					
National College of Probate Judges (NCPJ) Spring 2017 Conference [3604]	04/24/2017	03/24/2016	100	317	103,025
Greater Gallup Economic Development Corporation					
GGEDC Economic Roundtable [3554]	01/28/2016	01/06/2016	100	20	6,500
Jazz Pharmaceuticals					
Jazz Pharmaceuticals Nov 2016 Health Systems Summit Meeting [3640]	11/15/2016	03/18/2016	30	60	19,500
Los Alamos National Laboratory (LANL)					
Advance Meso-Scale Materials Science [3669]	07/21/2016	03/23/2016	100	225	73,125
Data Science and Optimal Learning for Material Discovery and Design [3568]	05/15/2016	03/16/2016	80	120	39,000
Dynamic and Excited State Processes [3670]	07/25/2016	03/15/2016	85	150	48,750
Energy Landscapes: From Protein Folding to Molecular Assembly [3651]	05/08/2016	03/16/2016	75	250	81,250
ESP 2016: Excited State Processes in Electronics and Bio Nanomaterials [3665]	06/12/2016	03/16/2016	90	250	81,250
Immunology 2016 [3513]	09/26/2016	04/13/2016	60	120	39,000
International Free Electron Laser Conference [2999]	08/20/2017	02/22/2016	500	2,050	666,250
LANL Study Session [3707]	03/22/2016	03/14/2016	15	0	150
LHC Run 2 [3636]	07/03/2016	02/22/2016	40	150	48,750
Oneness University					
The Phenomenon & The Gift [3743]	05/19/2016	04/13/2016	300	100	32,500
Santa Fe Wine & Chile					
2016 Santa Fe Wine & Chile Fiesta [3511]	09/19/2016	04/22/2016	1,500	0	0
Society of American Travel Writers					
2016 SATW Western Chapter Meeting [3386]	04/03/2016	02/22/2016	50	210	41,790
University of New Mexico UNM					
The 14th ISQCI Congress [3377]	06/17/2018	04/08/2016	400	1,700	552,500
Total for Manager			3,825	6,482	2,080,340

	Meeting Date	Date Definite	Delegates	Total Room	Econ
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Erika Martinez (32)

April Gallegos (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
	Date	Definite		Nights	Value
Arts Commission / City of Santa Fe					
Arts Commission Meeting [3711]	03/25/2016	03/07/2016	0	0	0
Arts Commission Meeting [3711]	03/11/2016	03/07/2016	20	0	0
Culture Connects Santa Fe [3737]	03/20/2016	03/15/2016	60	0	0
Data Driven Arts Marketing Workshop [3598]	04/04/2016	12/07/2015	0	0	0
New Community Visions [3729]	05/11/2016	03/10/2016	100	0	0
Sister Cities Meetings [3716]	03/16/2016	03/07/2016	0	0	0
Sister Cities Meetings [3716]	03/16/2016	03/07/2016	13	0	0
City Attorney's Office / City of Santa Fe					
City Council Meeting [3788]	04/13/2016	04/13/2016	8	0	0
City/County Mediation [3795]	05/27/2016	04/15/2016	22	0	0
City/County Mediation [3796]	06/03/2016	04/15/2016	22	0	0
Presentation by Mackie Meeting [3792]	05/09/2016	04/15/2016	10	0	0
City Wellness Program					
Fitness Class [3753]	04/05/2016	03/22/2016	15	0	0
Downtown Merchants Association					
Downtown Merchants Association Annual Meeting [3700]	03/08/2016	02/24/2016	20	0	200
Economic Development / City of Santa Fe					
City of Santa Fe Healthcare Study Group [3744]	04/28/2016	03/30/2016	30	0	0
Finance / City of Santa Fe					
Construction Management Meeting [3791]	05/05/2016	04/14/2016	50	0	0
Fire Department / City of Santa Fe					
Greater Santa Fe Fire/Rescue Educational Fair [3756]	05/12/2016	04/06/2016	50	0	0
Greater Santa Fe Restaurant Association					
Greater Santa Fe Restaurant Association Meeting [3699]	03/17/2016	02/25/2016	0	0	0
Housing & Community Development / City of Santa Fe					
Film and Digital Media Commission Meeting [3802]	05/03/2016	04/22/2016	18	0	0
Santa Fe Film Commission [3752]	04/05/2016	03/23/2016	20	0	0
Human Resources / City of Santa Fe					
Customer Service Training [3738]	03/23/2016	03/16/2016	80	0	0
ITT / City of Santa Fe					
ERP Vendor Demonstrations [3758]	04/18/2016	03/30/2016	15	0	0
ERP Vendor Demonstrations [3759]	04/25/2016	03/30/2016	15	0	0
ITT Governance Committee [3755]	04/05/2016	03/24/2016	15	0	0
Keep Santa Fe Beautiful					
Recycle Santa Fe Art Festival 2016 [2637]	11/04/2016	04/11/2016	4,000	0	0
Mayor's Office / City of Santa Fe					
City Mayor/Darkness to Light Meeting [3718]	03/11/2016	03/07/2016	12	0	0
Mayor & the Regional Coalition of LANL Communities [3657]	03/11/2016	02/04/2016	0	0	0
Mayor & the Regional Coalition of LANL Communities [3657]	03/11/2016	02/04/2016	30	0	0
White House Regional Convening [3730]	05/25/2016	04/22/2016	60	0	0
Police Department / City of Santa Fe					
Police Sergeant Testing [3712]	04/19/2016	03/09/2016	20	0	0
Public Utilities Department / City of Santa Fe					
Customer Service Training [3772]	04/13/2016	04/04/2016	80	0	0
Santa Fe Watershed Association					
Santa Fe Watershed Association Meeting [3671]	03/02/2016	02/08/2016	75	0	750
Tourism Santa Fe CVB/City of Santa Fe					
FAM Reception [3793]	05/10/2016	04/14/2016	27	0	0
SF Margarita Trail- Information Meeting for Restaurants [3776]	04/28/2016	04/08/2016	50	0	0
Spring Break Promo Recap Meeting [3784]	04/21/2016	04/08/2016	50	0	0
Visitor's Survey Update Meeting [3724]	03/23/2016	03/09/2016	25	0	0
Total for Manager			5,012	0	950
Joelynn Baca (15)					
AHR Site Selection Solution					
Ironworkers Labor Management Meeting [3659]	06/27/2016	03/03/2016	16	31	10,075
American Society of Landscape Architects					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (3)					
<u>2016 LAAB Summer Meeting [3673]</u>	07/21/2016	02/12/2016	14	39	12,675
Anita Kay Archer					
<u>Bank of Jackson Touring Group [3516]</u>	09/28/2016	04/13/2016	30	60	11,940
Association of Structural Pest Control Regulatory Officials					
<u>ASPCRO Annual Meeting [2605]</u>	08/26/2016	02/09/2016	150	345	112,125
Chief Officers of State Library Agencies					
<u>CE Forum [3540]</u>	08/29/2016	02/18/2016	50	120	39,000
Continuing Education Company					
<u>Continuing Education Company [3625]</u>	03/23/2017	04/22/2016	125	240	78,000
CSR, Incorporated					
<u>Topical Working Group Meeting State School Safety Issues [3583]</u>	02/08/2016	02/04/2016	70	159	51,675
F + W Trade Show and Events					
<u>Bead Fest 2017 [3369]</u>	03/22/2017	02/24/2016	2,000	385	20,000
Intelligence Advance Research Projects Activity (IARPA)					
<u>IARPA LogIQ Kickoff Meeting [3593]</u>	02/22/2016	01/04/2016	100	90	29,250
John Hopkins University School of Medicine					
<u>14th Annual Update in Pulmonary, Critical Care and Sleep Medicine [3582]</u>	08/03/2016	03/17/2016	60	250	81,250
Just Lovely Weddings					
<u>Cribb/Dillon Wedding [3643]</u>	06/25/2016	04/12/2016	150	10	3,250
National Association of Government Defined Contribution Administrators					
<u>NAGDCA Board Meeting [3585]</u>	06/02/2016	01/13/2016	12	38	12,350
National Association of State Procurement Officials					
<u>2016 NASPO ValuePoint Midyear Meeting [3584]</u>	06/05/2016	01/28/2016	60	270	87,750
National District Attorneys Association					
<u>Training on Forensic Evidence [3624]</u>	12/04/2016	03/31/2016	75	350	113,750
WORLDCOM Public Relations Group					
<u>WORLDCOM's America's Meeting [3541]</u>	09/24/2016	01/14/2016	100	226	73,450
Total for Manager			3,012	2,613	736,540

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Kim Harmon (17)					
American Bar Association					
<u>2017 June Accreditation Committee Meeting [3761]</u>	06/21/2017	04/29/2016	40	93	30,225
<u>Standing Committee on Pro Bono and Public Service Summer Committee Meeting [3622]</u>	07/07/2016	02/26/2016	16	34	11,050
<u>Tort Trial & Insurance Practice Section FSIC Spring Meeting [3483]</u>	05/08/2018	01/13/2016	225	404	131,300
American Society of Plant Biologists (ASPB)					
<u>5th Pan American Plants and Bioenergy Conference [3318]</u>	08/03/2016	10/16/2015	0	0	0
American Society of Plastic Surgeons					
<u>ASPS Symposium 2016 [2511]</u>	08/23/2016	02/02/2016	400	650	211,250
Biodynamic Association					
<u>Biodynamic Conference [2492]</u>	11/15/2016	12/20/2013	0	0	0
CEDAR-Coupling, Energetics and Dynamics of Atmospheric R					
<u>CEDAR-GEM Joint Workshop 2016 [3017]</u>	06/19/2016	10/16/2015	0	-135	-43,875
Colorado Defense Lawyers Association					
<u>CDLA Annual Convention 2017 [3519]</u>	07/26/2017	01/13/2016	450	525	170,625
Continuing Legal Education (CLE) International					
<u>CLE 24th Annual New Mexico Water Law Conference [3486]</u>	09/14/2016	01/29/2016	100	40	13,000
<u>CLE Visual Arts & the Law [3666]</u>	07/27/2016	01/29/2016	100	40	13,000
Haiku North America					
<u>Haiku North America 2017 [3532]</u>	09/13/2017	03/04/2016	150	588	191,100
National Coal Transportation Association					
<u>NCTA Operations & Maintenance Conference [3683]</u>	06/10/2017	02/11/2016	120	300	97,500
National Livestock Producers Association					
<u>NLPA 2016 Board Meeting [3596]</u>	08/03/2016	02/26/2016	50	63	20,475
Southwest Chemistry Workshop 2017					
<u>Southwest Chemistry Workshop 2017 [3421]</u>	06/19/2017	01/21/2016	200	300	97,500
University Corporation for Atmospheric Research (UCAR_					
<u>GLOBE Partner and Diversity Training Workshops [3676]</u>	05/22/2016	02/29/2016	50	0	0
<u>GLOBE Partner and Diversity Training Workshops [3676]</u>	05/22/2016	02/29/2016	0	132	42,900
Virginia Tech Continuing Professional Education					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (3)					
<u>CEDAR - GEM Joint Workshop 2016 - GEM Room Request [3376]</u>	06/18/2016	03/07/2016	600	950	308,750
Wilderness & Travel Medicine					
<u>Wilderness & Travel Medicine 2016 [3091]</u>	05/23/2016	06/08/2015	0	217	70,525
Total for Manager			2,501	4,201	1,365,325

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Melanie Moore (18)					
Arts Commission / City of Santa Fe					
<u>Arts Commission - Grantee Meeting [3650]</u>	02/02/2016	01/15/2016	50	0	0
<u>Arts Commission Meeting [3682]</u>	02/12/2016	02/11/2016	20	0	0
<u>Sister Cities Meetings [3629]</u>	01/13/2015	01/04/2016	12	0	0
Christus St Vincent Regional Medical Center					
<u>Christus Holiday Party 2016 [3368]</u>	12/15/2016	03/11/2016	1,200	0	78,000
City Clerks Office/City of Santa Fe					
<u>Judge Yalman [3644]</u>	03/03/2016	01/25/2016	150	0	0
City Manager's Office / City of Santa Fe					
<u>City Manager Meeting [3645]</u>	01/14/2016	01/13/2016	6	0	0
<u>City Manager Meeting [3672]</u>	02/09/2016	02/02/2016	6	0	0
Fire Department / City of Santa Fe					
<u>Christus / Fire Department Family Fun Festival 2016 [3504]</u>	06/17/2016	02/03/2016	0	0	0
<u>Christus / Fire Department Family Fun Festival 2016 [3504]</u>	06/17/2016	02/03/2016	2,500	0	0
Geronimo Restaurant					
<u>Eric DiStefano Memorial [3681]</u>	02/15/2016	02/10/2016	800	0	20,000
Housing & Community Development / City of Santa Fe					
<u>Fair Housing Training [3637]</u>	03/01/2016	01/07/2016	40	0	0
ITT / City of Santa Fe					
<u>ERP Project Meeting [3592]</u>	01/12/2016	12/04/2015	3	0	0
<u>INFO Tech Service Desk Impl. [3667]</u>	02/22/2016	01/29/2016	12	0	0
Land Use Department / City of Santa Fe					
<u>H Board Meeting - 2/23/2016 [3606]</u>	02/23/2016	01/06/2016	30	0	0
Mayor's Office / City of Santa Fe					
<u>Mayor's Press Conference Public Banking [3631]</u>	01/13/2016	01/06/2016	0	0	0
<u>Mayor's Press Conference Public Banking [3631]</u>	01/14/2016	01/06/2016	30	0	0
<u>Mayor's Q + A w/ League of Women Voters [3647]</u>	02/16/2016	01/13/2016	30	0	0
Public Utilities Department / City of Santa Fe					
<u>Public Utilities Committee Meeting [3613]</u>	03/02/2016	01/26/2016	40	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>Celebrate Santa Fe Tourism - Expo 2016 [3607]</u>	04/28/2016	01/13/2016	300	0	0
<u>Short Term Rental Meeting [3649]</u>	01/28/2016	01/13/2016	0	0	0
<u>Short Term Rental Meeting [3649]</u>	01/21/2016	01/13/2016	150	0	0
Total for Manager			5,379	0	98,000

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Rosalina Grace (43)					
100th Bill Party					
<u>2016 100th Bill Party [3668]</u>	02/12/2016	02/02/2016	650	0	16,250
An Ideal Home Productions LLC					
<u>Ideal Home [3800]</u>	05/11/2016	04/26/2016	0	0	0
Angelica Murillo					
<u>Murillo and Roybal Wedding Reception [3627]</u>	01/28/2017	03/28/2016	350	0	22,750
Arts Commission / City of Santa Fe					
<u>Mayor's Recognition For Excellence in The Arts 2016 [3653]</u>	10/19/2016	04/12/2016	250	0	0
Brian F Egolf					
<u>Rep. Egolf and Sen. Wirth Town Hall Mtg [3628]</u>	01/13/2016	01/12/2016	125	0	1,250
Care Net Pregnancy Center of Santa Fe					
<u>Care Net Annual Fundraiser Banquet [3270]</u>	03/01/2016	01/15/2016	500	0	32,500
City of Santa Fe					
<u>City Manager's Office/IT Training [3701]</u>	04/25/2016	02/26/2016	15	0	0
CKI Events, LLC					
<u>Speaking Panel/Reception [3632]</u>	01/27/2016	01/20/2016	100	0	0

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (3)					
Connie Vigil					
Richelle Vigil Graduation [3492]	06/18/2016	01/15/2016	200	0	13,000
Contemporary Hispanic Market					
Contemporary Hispanic Market Preview 2016 [2993]	07/28/2016	03/24/2016	800	0	52,000
Defense Nuclear Facilities Safety Board					
DNFSB Over Site Board Meeting [3638]	03/21/2016	03/16/2016	150	0	1,500
Diana Sotelo					
Sotelo & Gardea Wedding Reception [3475]	06/25/2016	10/06/2015	0	0	0
Gaon Institute					
Passover Event [3690]	04/17/2016	03/25/2016	300	0	0
Gina Branch					
Gallegos and Branch Wedding Reception [3661]	09/24/2016	03/09/2016	250	0	6,250
Idalia Granillo					
Granillo Quinceanera [3499]	06/03/2016	10/16/2015	400	0	10,000
Lanell Tweddle					
Roybal and Archuleta Wedding [3679]	12/10/2016	02/10/2016	400	0	26,000
Los Alamos Women In Science					
LAWIS/EYH 2016 [2983]	03/04/2016	01/06/2016	250	0	0
Mayor's Office / City of Santa Fe					
Mayor's Senior Volunteer Recognition Celebration 2016 [3698]	04/04/2016	02/29/2016	400	0	26,000
Monte del Sol Charter School					
Monte del Sol Graduation 2016 [3378]	05/25/2016	04/07/2016	800	0	20,000
National Union of Hospital & Healthcare Workers					
40th Anniversary of the Nurses Union [3602]	03/19/2016	02/19/2016	400	0	26,000
New Mexico Department of Indian Affairs					
American Indian Day Reception [3136]	02/04/2016	01/06/2016	500	0	32,500
New Mexico School for the Arts					
NM School for the Arts Graduation 2016 [3379]	05/24/2016	03/24/2016	600	0	15,000
NM Municipal League					
2016 District Meeting [3635]	03/21/2016	01/25/2016	80	0	800
QUINCEANERA					
Marcial Quinceanera [3797]	10/29/2016	04/27/2016	350	0	8,750
Santa Fe Community Foundation					
35th Anniversary Birthday Party [3692]	07/16/2016	03/30/2016	250	0	16,250
Santa Fe Fiesta, Inc					
2016 Baile de Mayo [926]	05/07/2016	03/25/2016	500	0	0
2016 Fiesta Court Selection [2791]	05/05/2016	03/25/2016	500	0	0
2016 Offices for Fiestas [894]	09/01/2016	03/29/2016	0	0	0
2016 Royal Ball [2976]	08/06/2016	03/29/2016	400	0	0
Caballeos Breakfast 2016 [3765]	09/09/2016	03/29/2016	200	0	5,000
Fiestacita 2016 [906]	09/06/2016	03/29/2016	-1,500	0	0
Gran Baile 2016 [911]	09/10/2016	03/29/2016	800	0	52,000
New Years Eve Dinner/Dance 2016 [3733]	12/31/2016	03/29/2016	800	0	20,000
Santa Fe Habitat for Humanity					
Kentucky Derby Day 2016 [3365]	05/06/2016	02/23/2016	0	0	0
Kentucky Derby Day 2016 [3365]	05/07/2016	02/23/2016	350	0	8,750
Santa Fe Japanese Inter-Cultural Network					
Japanese Cultural Festival 12th Annual Santa Fe JIN 2016 [3071]	04/15/2016	09/03/2015	0	0	0
Santa Fe Preparatory Parents Association					
Dance With the Santa Fe Stars [3503]	04/29/2016	02/26/2016	400	0	10,000
Santa Fe Preventions Alliance					
Prescription Opioids and the Overdose Epidemic Conference [3569]	05/07/2016	02/01/2016	50	0	500
Prescription Opioids and the Overdose Epidemic Conference [3569]	05/07/2016	02/01/2016	150	0	1,500
Prescription Opioids and the Overdose Epidemic Conference [3569]	05/07/2016	02/01/2016	0	0	0
Santa Fe Public Schools					
Capital High School Prom 2016 [3322]	04/23/2016	03/22/2016	400	0	0
Santa Fe High School Robing 2016 [2914]	05/16/2016	03/22/2016	500	0	32,500
St. Elias The Prophet Greek Orthodox Church					
Greek Festival 2016 [3080]	06/11/2016	01/06/2016	1,000	0	65,000
Thomas X. Vigil					
Vigil & Wright Wedding Reception [3488]	10/29/2016	02/19/2016	300	0	7,500
Tierra Encantada Charter School @ Alvord					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (3)					
<u>Tierra Encantada Charter School Graduation 2016</u> [3344]	05/13/2016	03/24/2016	250	0	0
United States District Court					
<u>Naturalization Swearing-in Ceremony 2016</u> [3360]	09/02/2016	01/29/2016	500	0	12,500
Total for Manager			13,720	0	542,050
Grand Total(147)			34,216	13,497	4,921,030

TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

For Lead Status from Jan 1, 2016 to Apr 30, 2016

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (17)					
2017 WEG Conference					
2017 WEG Conference [3642]	09/07/2017	01/11/2016	245	743	241,475
Association for Child Psychoanalysis, Inc					
2018 Annual Meeting [3696]	05/02/2018	02/22/2016	120	202	65,650
Babcock & Wilcox					
X B&W Coal Combustion Residuals Conference 2016 [3621]	07/24/2016	12/28/2015	0	0	0
Event Lounge					
Zoes Kitchen Catering Sales Conference [3739]	06/27/2016	03/15/2016	60	106	34,450
Zoes Kitchen General Managers Conference [3767]	03/19/2017	03/30/2016	0	1,080	351,000
Zoes Kitchen Sales Conference [3768]	04/30/2017	03/30/2016	0	158	51,350
ExamSoft Worldwide					
ExamSoft Assessment Conference (FAC) 2017 [3684]	06/11/2017	02/12/2016	450	850	276,250
Lubbock Chamber of Commerce					
Board Retreat [3710]	07/28/2016	03/02/2016	25	61	19,825
MOTIF Sites, Meetings & Events					
Mercury Insurance Annual Sales Meeting [3727]	01/21/2018	03/09/2016	225	1,125	365,625
Mercury Insurance Managers' Retreat [3726]	04/09/2018	03/09/2016	80	320	104,000
Mercury Insurance Sales Managers' Meeting [3725]	11/06/2017	03/09/2016	20	80	26,000
Oregon State University					
Annual Meeting [3722]	11/01/2016	03/08/2016	0	-60	-19,500
Annual Meeting [3722]	11/01/2016	03/08/2016	0	-60	-19,500
Annual Meeting [3722]	11/01/2016	03/08/2016	90	240	78,000
Pacific Educational Group					
Pacific Educational Group Seminar [3685]	04/22/2016	02/17/2016	160	200	65,000
Radiation Research Society					
2018 Radiation Research Society Meeting [3558]	09/08/2018	01/06/2016	600	1,800	585,000
USS Ajax Reunion Association					
USS Ajax Reunion [3798]	06/10/2018	04/18/2016	75	120	39,000
USS Cogswell DD-651					
X USS Cogswell DD-51 Reunion [3611]	09/05/2017	12/18/2015	0	0	0
Utah State University - Conference Services					
Society for Freshwater Science Annual Meeting [3803]	05/17/2019	04/25/2016	1,000	2,276	739,700
Total for Manager			3,150	9,241	3,003,325
Convention Center Operations (1)					
Presbyterian Healthcare Services					
Governor's Prayer Breakfast 2017 [3697]	01/25/2017	02/23/2016	500	0	32,500
Total for Manager			500	0	32,500
David A. Carr (19)					
Center for Action and Contemplation					
CAC Intimacy: Lecture [3771]	03/29/2017	04/01/2016	0	1,600	520,000
CAC Intimacy: Lecture [3771]	03/29/2017	04/01/2016	2,000	0	0
Center for Emergent Diplomacy					
✓ ECOS [3526] NEW DATES	04/21/2017	10/06/2015	0	300	97,500
High Flyers Gymnastics					
2017 Pojoaque Invitational [3708]	02/23/2017	03/02/2016	1,800	665	216,125
Jazz Pharmaceuticals					
Jazz Pharmaceuticals Nov 2016 Health Systems Summit Meeting [3640]	11/15/2016	01/08/2016	30	60	19,500

April Gallegos (17)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Kesselman-Jones Inc					
2016 NM Film & Media Industry Conference [3750]	08/05/2016	03/22/2016	450	80	26,000
LANL - Ultrafast Imaging Workshop					
LANL - Ultrafast Imaging Workshop [3773]	08/01/2016	04/04/2016	60	90	29,250
Light Harmonics Institute					
Light Harmonics 2016 [3749]	10/07/2016	04/22/2016	200	105	34,125
Los Alamos National Laboratory (LANL)					
Advance Meso-Scale Materials Science [3669]	07/21/2016	01/29/2016	100	225	73,125
Challenges of High Photon Energy, High-Repetition Rate XFELs [3790]	08/08/2016	04/13/2016	70	150	48,750
Climate Conference [3747]	02/05/2017	03/21/2016	120	400	130,000
Dynamic and Excited State Processes [3670]	07/25/2016	01/29/2016	85	150	48,750
Energy Landscapes: From Protein Folding to Molecular Assembly [3651]	05/08/2016	01/20/2016	75	250	81,250
ESP 2016: Excited State Processes in Electronics and Bio Nanomaterials [3665]	06/12/2016	01/29/2016	90	250	81,250
Immunology 2016 [3513]	09/26/2016	09/30/2015	0	0	0
Immunology 2016 [3513]	09/26/2016	09/30/2015	0	0	0
LANL Study Session [3707]	03/22/2016	02/29/2016	15	0	150
LHC Run 2 [3636]	07/03/2016	01/06/2016	40	150	48,750
Neutron Nuclear Data Directions Into the Next Half Century [3794]	08/04/2016	04/14/2016	45	15	4,875
Oneness University					
The Phenomenon & The Gift [3743]	05/19/2016	03/18/2016	300	110	35,750
University of New Mexico UNM					
Magistrate Court Staff Regional Meeting [3766]	11/08/2016	03/29/2016	65	20	6,500
Total for Manager			5,545	4,620	1,501,650
Erika Martinez (24)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
Culture Connects Santa Fe [3731]	03/24/2016	03/11/2016	0	0	0
Culture Connects Santa Fe [3737]	03/20/2016	03/15/2016	60	0	0
New Community Visions [3729]	05/11/2016	03/10/2016	100	0	0
Sister Cities Meetings [3716]	03/16/2016	03/04/2016	13	0	0
City Attorney's Office / City of Santa Fe					
City Attorney's Vehicle Forfeiture Conference [3746]	09/14/2016	03/21/2016	120	0	0
City Council Meeting [3788]	04/13/2016	04/11/2016	8	0	0
City Wellness Program					
Fitness Class [3753]	04/05/2016	03/22/2016	15	0	0
Downtown Merchants Association					
Downtown Merchants Association Annual Meeting [3700]	03/08/2016	02/23/2016	0	0	0
Economic Development / City of Santa Fe					
City of Santa Fe Healthcare Study Group [3744]	04/28/2016	03/21/2016	0	0	0
City of Santa Fe Healthcare Study Group [3744]	04/14/2016	03/21/2016	30	0	0
Fire Department / City of Santa Fe					
Greater Santa Fe Fireshed Educational Fair [3756]	05/12/2016	03/24/2016	50	0	0
Greater Santa Fe Restaurant Association					
Greater Santa Fe Restaurant Association Meeting [3699]	03/17/2016	02/23/2016	0	0	0
Housing & Community Development / City of Santa Fe					
Santa Fe Film Commission [3752]	04/05/2016	03/22/2016	20	0	0
Human Resources / City of Santa Fe					
Customer Service Training [3738]	03/23/2016	03/15/2016	80	0	0
ITT / City of Santa Fe					
ERP Vendor Demonstrations [3758]	04/18/2016	03/28/2016	15	0	0
ERP Vendor Demonstrations [3759]	04/25/2016	03/28/2016	15	0	0
ITT Governance Committee [3755]	04/05/2016	03/24/2016	15	0	0
Martinez and Montoya Wedding					
Martinez and Montoya Wedding [3740]	04/08/2017	04/07/2016	400	0	10,000
Mayor's Office / City of Santa Fe					
City Mayor/Darkness to Light Meeting [3718]	03/11/2016	03/07/2016	12	0	0
White House Regional Convening [3730]	05/25/2016	03/10/2016	60	0	0
Police Department / City of Santa Fe					
Police Sergeant Testing [3712]	04/19/2016	03/03/2016	20	0	0
Public Utilities Department / City of Santa Fe					
Customer Service Training [3772]	04/13/2016	04/04/2016	80	0	0

April Gallegos (17)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<u>Jemez Y Sangre Regional Water Plan Meeting [3736]</u>	05/23/2016	03/15/2016	40	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>SF Margarita Trial- Information Meeting for Restaurants [3776]</u>	04/28/2016	04/05/2016	0	0	0
<u>SF Margarita Trial- Information Meeting for Restaurants [3776]</u>	04/27/2016	04/05/2016	50	0	0
<u>Visitor's Survey Update Meeting [3724]</u>	03/23/2016	03/09/2016	25	0	0
Total for Manager			1,228	0	10,000

Joellyn Baca (20)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Academic and Business Research Institute (AABRI)					
<u>AABRI Fall 2016 Conference [3714]</u>	09/28/2016	03/03/2016	25	60	19,500
AHR Site Selection Solution					
<u>Ironworkers Labor Management Meeting [3659]</u>	06/27/2016	01/25/2016	16	31	10,075
American Amateur Baseball Congress' Annual Meeting					
<u>American Amateur Baseball Congress' Annual Meeting 2016 [3677]</u>	11/02/2016	02/05/2016	40	155	50,375
American Society of Landscape Architects					
<u>2016 LAAB Summer Meeting [3673]</u>	07/21/2016	02/02/2016	14	42	13,650
Association of Administrative Law Judges					
<u>2016 AALJ 25th National Annual Education Conference [3656]</u>	10/15/2016	01/25/2016	200	625	203,125
Collegiate and Professional Sports Dietitians Association					
<u>10th CPSDA Annual Meeting and Symposium [3664]</u>	05/15/2018	01/27/2016	350	440	143,000
Energetics					
<u>October EGRD Meeting [3781]</u>	10/26/2016	04/07/2016	30	75	24,375
Global Mural Arts & Culture Tourism Association					
<u>2017 Global Mural Seminar [3732]</u>	09/17/2017	03/11/2016	50	95	30,875
<u>2018 Annual Global Mural Conference [3734]</u>	09/16/2018	03/11/2016	150	155	50,375
Greater Santa Fe Film Office					
<u>Production Name - An Ideal Home [3775]</u>	04/18/2016	04/05/2016	30	668	217,100
Just Lovely Weddings					
<u>Cribb/Dillon Wedding [3643]</u>	06/25/2016	01/11/2016	150	15	4,875
Legacy Grand Holdings, LLC					
<u>Hotwire/Expedia Inc. May Retreat [3652]</u>	05/10/2016	01/20/2016	12	36	11,700
London International / Art Santa Fe					
<u>Art Santa Fe Contemporary and International Art Fair - 2016 [2475]</u>	07/03/2016	03/17/2016	1,000	393	10,000
National Highway Traffic Safety Administration					
<u>2016 System-Wide Training (SWT) [3680]</u>	12/05/2016	02/08/2016	150	600	195,000
Optical Society of America					
<u>International Conference on Ultrafast Phenomena [3686]</u>	07/16/2016	02/12/2016	350	465	151,125
Society of Hospital Medicine					
<u>SHM January 2017 Board Meeting [3777]</u>	01/24/2017	04/06/2016	24	22	7,150
The American Academy of Psychotherapists					
<u>AAP Annual Institute and Conference 2017 [3774]</u>	10/15/2017	04/04/2016	300	670	217,750
The Mohawk Group					
<u>Mohawk Group - FWD Trend Event [3705]</u>	10/10/2016	02/29/2016	90	230	74,750
U.S. Department of Interior					
<u>U.S. Dept. of Interior - Secretary's Indian Water Rights Office [3709]</u>	10/18/2016	03/02/2016	60	100	32,500
United Methodist Higher Education Foundation					
<u>UMHEF Annual Board of Trustees Meeting [3721]</u>	09/13/2017	03/09/2016	50	148	48,100
Total for Manager			3,091	5,025	1,515,400

Kim Harmon (23)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
American Bar Association					
<u>2017 June Accreditation Committee Meeting [3761]</u>	06/21/2017	03/29/2016	40	93	30,225
<u>ABA NJC 13 Course Program 2017 [3688]</u>	03/05/2017	02/17/2016	55	160	52,000
<u>LPM Spring Meeting 2018 [3717]</u>	05/15/2018	03/04/2016	100	257	83,525
<u>Rules and Calendar Committee Meeting May Meeting [3663]</u>	05/20/2016	01/27/2016	0	-7	-2,275
<u>Rules and Calendar Committee Meeting May Meeting [3663]</u>	05/19/2016	01/27/2016	11	29	9,425
<u>Young Lawyers Division Summer Cabinet Meeting [3778]</u>	09/09/2016	04/07/2016	30	36	11,700
American Institute of Medical Education					
<u>Creativity and Madness 2017 [2991]</u>	07/29/2017	04/25/2016	500	1,075	349,375
American Society for Theatre Research (ASTR)					

April Gallegos (17)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
ASTR Annual Conference 2018 [3804]	10/30/2018	04/25/2016	500	805	261,625
American Society of Plastic Surgeons					
ASPS Symposium 2017 [3630]	07/11/2017	01/04/2016	400	650	211,250
ASPS Symposium 2017 [3634]	08/29/2017	01/06/2016	400	650	211,250
Antoinette M. Armijo					
X Armijo Wedding Reception [3484]	07/29/2016	09/04/2015	150	15	3,750
Association of Corporate Patent Counsel					
ACPC 2017 Summer Meeting [3639]	06/23/2017	01/07/2016	100	252	81,900
Banco Bilbao Vizcaya (BBVA)					
BBVA DDRE 2019 [3641]	09/30/2019	01/08/2016	420	1,198	389,350
Continuing Legal Education (CLE) International					
CLE - Visual Arts & the Law [3666]	07/27/2016	01/29/2016	100	40	13,000
Jolly Events					
40th Wedding Anniversary Celebration [3678]	07/22/2016	02/05/2016	60	20	3,900
National Academic Advising Association (NACADA)					
NACADA Summer Institute 2017 [3704]	06/23/2017	02/29/2016	150	500	162,500
National Coal Transportation Association					
NCTA Operations & Maintenance Conference [3683]	06/10/2017	02/11/2016	120	300	97,500
Stairbuilders and Manufacturers Association (SMA)					
SMA Annual Conference 2018 [3789]	04/03/2018	04/12/2016	90	231	75,075
Strategy US Meeting & Incentive Specialist					
AXA Financial Incentive [3769]	11/28/2018	03/30/2016	0	0	0
AXA Financial Incentive [3769]	11/28/2018	03/30/2016	0	656	213,200
U.S. Dept. of Justice					
U.S. Department of Justice [3660]	02/21/2016	01/25/2016	185	750	243,750
University Corporation for Atmospheric Research (UCAR)					
GLOBE Partner and Diversity Training Workshops [3676]	05/22/2016	02/05/2016	0	156	50,700
Valparaiso Kappa Reunion					
Kappa Reunion [3799]	09/11/2017	04/20/2016	35	40	13,000
Western Association of College & University Business Officers (WACUBO)					
WACUBO Board Meeting January 2017 [3764]	01/22/2017	03/29/2016	20	45	14,625
WACUBO Board Meeting June 2016 [3763]	06/05/2016	03/29/2016	20	45	14,625
Total for Manager			3,486	7,996	2,594,975

Rosalina Grace (51)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
AMP Concerts Santa Fe					
Concert: Gipsy Kings [3783]	09/03/2016	04/08/2016	1,800	0	45,000
An Ideal Home Productions LLC					
Ideal Home [3800]	05/11/2016	04/20/2016	0	0	0
Angelica Murillo					
Murillo and Roybal Wedding Reception [3627]	01/28/2017	03/16/2016	350	0	22,750
Arts Commission / City of Santa Fe					
Mayor's Recognition For Excellence in The Arts 2016 [3653]	10/19/2016	04/01/2016	250	0	0
Association of Commerce and Industry					
Association of Commerce & Industry Breakfast 2016 [3760]	01/24/2017	03/28/2016	120	0	3,000
Brenda Chavez					
Vega-Chavez Quinceanera [3702]	04/29/2017	02/26/2016	0	0	0
City of Santa Fe					
City Manager's Office/IT Training [3701]	04/25/2016	02/26/2016	15	0	0
CKI Events, LLC					
Speaking Panel/Reception [3632]	01/27/2016	01/07/2016	100	0	0
CMRR Project					
CMRR Project Christmas Party [3806]	12/09/2016	04/28/2016	100	0	6,500
CONCERTS					
Christian Concert [3754]	05/13/2017	03/23/2016	1,500	0	37,500
Congregation Beit Tikva					
Congregation Beit Tikva Concert/Dinner [3689]	08/28/2016	02/18/2016	0	0	0
Congregation Beit Tikva Concert/Dinner [3689]	09/25/2016	02/18/2016	200	0	13,000
Defense Nuclear Facilities Safety Board					
DNFSB Over Site Board Meeting [3638]	03/21/2016	02/02/2016	0	0	0
DNFSB Over Site Board Meeting [3638]	03/22/2016	02/02/2016	0	0	0

April Gallegos (17)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<u>DNFSB Over Site Board Meeting [3638]</u>	02/22/2016	02/02/2016	150	0	1,500
Gaon Institute					
<u>Passover Event [3690]</u>	04/17/2016	02/18/2016	300	0	0
Gina Branch					
<u>Gallegos and Branch Wedding Reception [3661]</u>	09/24/2016	03/02/2016	250	0	6,250
Los Alamos Women In Science					
<u>LAWIS/EYH 2017 [3713]</u>	03/08/2017	03/03/2016	300	0	0
<u>LAWIS/EYH 2018 [3715]</u>	03/02/2018	03/03/2016	300	0	0
Mayor's Office / City of Santa Fe					
<u>Mayor's Ball 2017 [3176]</u>	02/03/2017	11/09/2015	0	0	0
<u>Mayor's Senior Volunteer Recognition Celebration 2016 [3698]</u>	04/05/2016	02/23/2016	400	0	26,000
Monte del Sol Charter School					
<u>Monte del Sol Lunch [3745]</u>	04/26/2016	03/21/2016	300	0	7,500
National Union of Hospital & Healthcare Workers					
<u>40th Anniversary of the Nurses Union [3602]</u>	03/19/2016	02/19/2016	400	0	4,000
New Energy Economy					
<u>How to Let To Go of the World & Love All Things Climate Can't [3770]</u>	05/06/2016	03/31/2016	400	0	4,000
New Mexico Department of Cultural Affairs					
<u>El Palacio Lowrider Summer Launch Party [3801]</u>	06/03/2016	04/22/2016	1,000	0	25,000
New Mexico Farm & Livestock Bureau					
<u>New Mexico Farm & Livestock Bureau 2017 [3693]</u>	02/07/2017	02/22/2016	0	0	0
<u>New Mexico Farm & Livestock Bureau 2017 [3693]</u>	02/07/2017	02/22/2016	1,000	0	25,000
<u>New Mexico Farm & Livestock Bureau 2018 [3694]</u>	01/23/2018	02/22/2016	0	0	0
<u>New Mexico Farm & Livestock Bureau 2018 [3694]</u>	01/23/2018	02/22/2016	1,000	0	25,000
New Mexico Music Review					
<u>New Mexico Music Review [3648]</u>	10/22/2016	04/01/2016	750	0	0
Noemi Jaquez					
<u>Jaquez Wedding Ceremony & Reception [3674]</u>	05/14/2016	02/03/2016	150	0	3,750
North Central New Mexico Economic Development District Council of Governments					
<u>ICIP Training [3720]</u>	04/01/2016	03/08/2016	0	0	0
QUINCEANERA					
<u>Marclal Quinceanera [3797]</u>	10/29/2016	04/18/2016	350	0	8,750
<u>Smith Quinceanera [3719]</u>	06/17/2017	03/08/2016	200	0	5,000
Sangre de Christo Funeral Fund					
<u>10th Annual Mariachi Extravaganza [3787]</u>	08/17/2018	04/11/2016	1,500	0	0
<u>8th Annual Mariachi Extravaganza [3748]</u>	09/03/2016	03/22/2016	1,500	0	0
<u>8th Annual Mariachi Extravaganza [3785]</u>	10/22/2016	04/11/2016	1,500	0	0
<u>9th Annual Mariachi Extravaganza [3786]</u>	08/26/2017	04/11/2016	1,500	0	0
Santa Fe Chamber of Commerce					
<u>Legislative Reception 2017 [3321]</u>	01/23/2017	03/30/2016	1,000	0	25,000
Santa Fe Community Foundation					
<u>35th Anniversary Birthday Party [3692]</u>	07/16/2016	03/30/2016	250	0	16,250
Santa Fe Fiesta, Inc					
<u>2016 Baile de Mayo [926]</u>	05/07/2016	03/25/2016	500	0	0
<u>2016 Fiesta Court Selection [2791]</u>	05/05/2016	02/23/2016	500	0	0
<u>2016 Offices for Fiestas [894]</u>	09/01/2016	03/29/2016	200	0	0
<u>2017 Baile de Mayo [927]</u>	05/06/2017	02/25/2016	500	0	12,500
<u>Caballeos Breakfast 2016 [3765]</u>	09/09/2016	03/29/2016	200	0	5,000
<u>New Years Eve Dinner/Dance 2016 [3733]</u>	12/31/2016	03/25/2016	800	0	20,000
<u>Youth Mariache Workshops 2017 [942]</u>	03/27/2017	04/18/2016	400	0	0
Santa Fe Japanese Inter-Cultural Network					
<u>Japanese Cultural Festival 14th Annual Santa Fe JIN 2018 [3780]</u>	04/13/2018	04/07/2016	2,000	0	0
Santa Fe Public Schools					
<u>Santa Fe & Capital High Awards Banquet 2016 [3728]</u>	05/09/2016	03/15/2016	300	0	19,500
The Cancer Foundation For New Mexico					
<u>12th Annual Sweetheart Auction [3006]</u>	02/10/2017	02/15/2016	0	0	0
<u>12th Annual Sweetheart Auction [3006]</u>	02/10/2017	02/15/2016	1,000	0	65,000
The Food Depot					
<u>Souper Bowl 2017 [2716]</u>	01/21/2017	03/28/2016	1,000	0	25,000
The Women's International Study Center					
<u>Artists Workshop [3807]</u>	06/25/2016	04/29/2016	50	0	500
Tierra Encantada Charter School @ Alvord					

April Gallegos (17)Tierra Encantada Charter School Graduation 2016 [3344]

Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
05/13/2016	05/11/2015	50	0	0

Toni OrnelasOrnelas Wedding Reception [3703]

06/11/2016	02/26/2016	65	0	1,625
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WEDDINGSBurk Wedding Welcome Reception [3741]

06/03/2016	03/17/2016	100	0	2,500
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Martinez & Sanchez Wedding Reception [3805]

09/23/2017	04/26/2016	300	0	7,500
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Total for Manager

26,900	0	469,875
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Grand Total(155)

43,900	26,882	9,127,725
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TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (2)					
Dow AgroSciences					
T&O Kickoff Meeting 2015 [3166]	07/20/2015	04/02/2015	50	180	58,500
Society of International Business Fellows					
SIBF Annual Summit [2555]	10/04/2015	09/26/2013	0	125	40,625
Total for Manager			50	305	99,125
David A. Carr (3)					
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	04/28/2015	04/01/2015	50	100	32,500
North American Society for the Sociology of Sport					
NASSS Conference 2015 [2087]	11/02/2015	03/28/2013	0	0	0
Sandia National Laboratory					
Sandia Labs Shale Science Conference Workshop [3213]	06/08/2015	04/16/2015	50	120	39,000
Total for Manager			100	220	71,500
Kim Harmon (5)					
Rocky Mountain Mineral Law Foundation					
RMML Oil and Gas Agreements [3286]	05/10/2016	04/15/2015	200	384	124,800
Simplified Technology Company					
Wartsila Reciprocating Engine (WRE) Users Group Annual Conference 2015 [3330]	11/15/2015	04/29/2015	50	87	28,275
The Wells Group of Durango, Inc.					
The Wells Group of Durango, Inc. Broker Retreat [3206]	10/23/2015	04/30/2015	80	80	26,000
Valdez Productions Inc. - Santa Fe Comedy Festival					
Santa Fe Comedy Festival ~ Initial Inquiry [3164]	10/15/2015	04/29/2015	500	320	12,500
Women Writing the West					
Women Writing the West Conference 2016 [3288]	10/13/2016	04/13/2015	120	210	68,250
Total for Manager			950	1,081	259,825
Melanie Moore (8)					
Arts Commission / City of Santa Fe					
Art In Public Places - May 2015 [3300]	05/21/2015	04/29/2015	12	0	0
City Attorney's Office / City of Santa Fe					
City Attorney's Vehicle Forfeiture Conference [3326]	09/02/2015	04/28/2015	130	0	0
Human Resources / City of Santa Fe					
HR Benefits Advisory Meeting [3328]	05/13/2015	04/28/2015	50	0	0
ITT / City of Santa Fe					
ITT Governance Committee [3312]	05/12/2015	04/15/2015	25	0	0
Public Utilities Department / City of Santa Fe					
Jemez Y. Sangre Steering Committee Meeting [3280]	04/16/2015	04/01/2015	75	0	0
Public Works / City of Santa Fe					
ENN E. Alameda Improvements pt. 1.5 [3295]	04/30/2015	04/08/2015	100	0	0
Transportation / City of Santa Fe					
Transportation / Attorney Meeting [3324]	04/27/2015	04/24/2015	6	0	0
Whitehawk					

Camilla Mandler (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<u>2017 Whitehawk Show [2476]</u>	08/07/2017	04/07/2015	3,000	0	75,000
Total for Manager			3,398	0	75,000
Rosalina Grace (14)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Big Brothers Big Sisters Mountain Region					
<u>Little Gala for a Big Cause 2015 [3207]</u>	10/08/2015	04/01/2015	500	0	0
Celine Gonzales					
<u>Gonzales Reception [3295]</u>	03/27/2015	04/07/2015	350	0	8,750
Department of Public Safety					
<u>New Mexico State Police Graduation [3260]</u>	05/08/2015	04/13/2015	500	0	0
Environmental New Mexico					
<u>Environmental New Mexico [3150]</u>	01/08/2015	04/23/2015	100	0	1,000
Georgia O'Keeffe Museum					
<u>Lecture [3134]</u>	05/08/2015	04/13/2015	250	0	2,500
M & J Boutique					
<u>Wedding Reception Tania & Jose Tania Tavaréz [3199]</u>	09/04/2015	04/24/2015	350	0	22,750
Monte del Sol Charter School					
<u>Monte del Sol Graduation 2015 [3059]</u>	05/19/2015	04/17/2015	500	0	12,500
New Mexico School for the Arts					
<u>NM School for the Arts Graduation 2015 [2927]</u>	06/01/2015	04/06/2015	600	0	15,000
Santa Fe Fiesta, Inc					
<u>2015 Baile de Mayo [925]</u>	05/09/2015	09/14/2010	0	0	0
<u>2015 Fiesta Court Selection [2788]</u>	05/07/2015	03/26/2014	0	0	0
Santa Fe Neighborhood Law Center					
<u>Law & Policy for Neighborhoods Conference 2015 [2862]</u>	12/03/2015	04/24/2015	175	0	0
Santa Fe Public Schools					
<u>Capital High School Prom 2015 [880]</u>	05/01/2015	04/14/2015	400	0	0
<u>Santa Fe High School Robing 2015 [525]</u>	05/18/2015	04/15/2015	300	0	19,500
<u>Santa Fe Public Schools Volunteer Banquet 2015 [3189]</u>	04/17/2015	04/15/2015	500	0	32,500
Total for Manager			4,525	0	114,500
Grand Total(32)			9,023	1,606	619,950

TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
David A. Carr <i>4</i>					
Lanell Tweddle					
Turner Legueri Wedding [3325]	09/10/2015	04/27/2015	120	115	7,800
Los Alamos National Laboratory (LANL)					
International Free Electron Laser Conference [2999]	08/20/2017	07/27/2015	500	1,300	422,500
New Mexico Association of Counties					
NMAC 2016 [2294]	01/18/2016	09/15/2014	0	0	0
NMAC 2017 [2837]	01/16/2017	05/12/2014	0	0	0
NMAC 2018 [2838]	01/15/2018	05/12/2014	0	0	0
Retail Data Systems					
Sales Meeting 2016 [3313]	02/02/2016	04/15/2015	0	-60	-19,500
Sales Meeting 2016 [3313]	02/02/2016	04/15/2015	100	280	91,000
Sandia National Laboratory					
3D Printing and Digital Rocks Physics [3314]	08/03/2015	04/15/2015	50	25	8,125
Total for Manager			770	1,660	509,925
Joellyn Baca (2)					
Engineering Conferences International (ECI)					
ECI CO2 Summit (16AV) [3293]	04/10/2016	04/06/2015	90	265	86,125
ECI NSC (Non-Stoichiometric Compounds) [3292]	09/04/2016	04/06/2015	90	340	110,500
Total for Manager			180	605	196,625
Kim Harmon (10)					
American Bar Association					
ABA Journal's September Board of Editors Meeting [3186]	09/27/2015	01/13/2015	0	0	0
American Massage Therapy Association (AMTA)					
AMTA June 2016 Board of Directors Meeting [3320]	06/08/2016	04/22/2015	50	150	48,750
American Society of Plant Biologists (ASPB)					
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	04/20/2015	200	247	80,275
American Society of Plastic Surgeons					
ASPS Symposium 2015 [2544]	08/25/2015	04/23/2015	400	775	251,875
Historical Novel Society (HNS)					
Historical Novel Society (HNS) Conference 2017 [3316]	06/29/2017	04/16/2015	600	1,275	414,375
IBM Corporation					
ASAP University 2016 [3179]	04/15/2016	01/06/2015	0	0	0
National Atmospheric Deposition Program					
NADP Fall Meeting and Symposium 2016 [3291]	10/23/2016	04/02/2015	150	465	151,125
Premier Rail Collection					
Pullman Rail Journeys Santa Fe [3327]	10/02/2015	04/28/2015	20	20	3,980
Simplified Technology Company					
Wartsila Reciprocating Engine (WRE) Users Group Annual Conference 2015 [3330]	11/15/2015	04/29/2015	0	87	28,275
The Standard					
The Standard - Annual Service Conference [3323]	03/14/2016	04/23/2015	65	195	63,375
Total for Manager			1,485	3,214	1,042,030

David A. Carr (7)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Melania Moore (2)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Public Works / City of Santa Fe					
<u>ENN E. Alameda Improvements pt. 1.5</u> [3296]	04/30/2015	04/08/2015	100	0	0
Transportation / City of Santa Fe					
<u>Transportation / Attorney Meeting</u> [3324]	04/27/2015	04/24/2015	6	0	0
Total for Manager			106	0	0

Rosalina Grace (12)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Celine Gonzales					
<u>Gonzales Reception</u> [3295]	03/27/2015	04/07/2015	350	0	8,750
Cherry Pie Social					
<u>Cherry Pie Social Workshop</u> [3315]	06/05/2015	04/16/2015	100	0	0
Miriam Cano					
<u>Cano Quinceanera</u> [3329]	04/30/2016	04/29/2015	300	0	7,500
New Mexico Farm & Livestock Bureau					
<u>New Mexico Farm & Livestock Bureau 2016</u> [2634]	01/26/2016	11/20/2013	0	0	0
New Mexico Injury Provention Coalition					
<u>NM Injury Provention</u> [3294]	05/20/2015	04/07/2015	0	0	0
Presbyterian Healthcare Services					
<u>Annual Provider Education Conference</u> [3299]	08/25/2015	04/13/2015	50	0	0
Santa Fe Japanese Inter-Cultural Network					
<u>Japanese Cultural Festival 12th Annual Santa Fe JIN 2016</u> [3071]	04/08/2016	04/24/2015	2,000	0	0
Santa Fe Public Schools					
<u>Capital High School Prom 2016</u> [3322]	04/30/2016	04/23/2015	400	0	0
<u>Santa Fe & Capital High Awards Banquet 2015</u> [2905]	05/12/2015	04/14/2015	500	0	32,500
Southwest Regional Education Center #10					
<u>SW Regional Education Workshop</u> [3289]	06/01/2015	04/02/2015	0	0	0
<u>SW Regional Education Workshop</u> [3290]	06/25/2015	04/02/2015	0	0	0
Valerie Sandoval					
<u>Sandoval Graduation</u> [3319]	06/05/2015	04/21/2015	300	0	7,500
Total for Manager			4,000	0	56,250

Grand Total(33) **6,541** **5,479** **1,804,830**

TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

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

David A. Carr (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Institute of Medical Education					
<u>AIME Winter Meeting 2016</u> [3297]	02/10/2016	04/09/2015	600	0	0
Los Alamos National Laboratory (LANL)					
<u>International Free Electron Laser Conference</u> [2999]	08/20/2017	04/23/2015	500	2,050	666,250
New Mexico Hospitality Association					
<u>2016 Governor's Conference on Tourism</u> [3298]	04/25/2016	04/09/2015	350	0	0
Total for Manager			1,450	2,050	666,250
Joellyn Baca (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Engineering Conferences International (ECI)					
<u>ECI CO2 Summit (16AV)</u> [3293]	04/10/2016	04/06/2015	90	0	86,125
Total for Manager			90	0	86,125
Kim Harmon (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Wilderness & Travel Medicine					
<u>Wilderness & Travel Medicine 2016</u> [3091]	05/23/2016	04/24/2015	500	815	264,875
Total for Manager			500	815	264,875
Melanie Moore (14)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
<u>Art In Public Places - DEC 2015</u> [3311]	12/17/2015	04/14/2015	12	0	0
<u>Art In Public Places - July 2015</u> [3302]	07/16/2015	04/14/2015	12	0	0
<u>Art In Public Places - June 2015</u> [3301]	06/18/2015	04/14/2015	12	0	0
<u>Art In Public Places - May 2015</u> [3300]	05/21/2015	04/14/2015	12	0	0
<u>Art In Public Places - NOV 2015</u> [3303]	11/19/2015	04/14/2015	12	0	0
City Attorney's Office / City of Santa Fe					
<u>City Attorney's: Vehicle Forfeiture Conference</u> [3326]	09/02/2015	04/27/2015	130	0	0
Human Resources / City of Santa Fe					
<u>HR Benefits Advisory Meeting</u> [3328]	05/28/2015	04/28/2015	50	0	0
ITT / City of Santa Fe					
<u>ITT Governance Committee</u> [3312]	05/12/2015	04/15/2015	25	0	0
Mayor's Office / City of Santa Fe					
<u>City Council Meeting - JULY 3</u> [3309]	07/03/2015	04/14/2015	300	0	0
<u>City Council Meeting - JUNE 10</u> [3307]	06/10/2015	04/14/2015	200	0	0
<u>City Council Meeting - JUNE 24</u> [3308]	06/24/2015	04/14/2015	300	0	0
<u>City Council Meeting - MAY 13</u> [3305]	05/13/2015	04/14/2015	200	0	0
<u>City Council Meeting - MAY 27</u> [3306]	05/27/2015	04/14/2015	300	0	0
<u>Election Day</u> [3310]	03/01/2016	04/14/2015	300	0	0
Total for Manager			1,865	0	0
Rosalina Grace (17)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Celine Gonzales					
<u>Gonzales Reception</u> [3295]	03/27/2015	04/07/2015	350	0	8,750
Cherry Pie Social					
<u>Cherry Pie Social Workshop</u> [3315]	06/05/2015	04/16/2015	100	0	0
Department of Public Safety					

David A. Carr (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<u>NM State Police Banquet & Graduation [3304]</u>	12/03/2015	04/14/2015	500	0	0
Miriam Cano					
<u>Cano Quinceanera [3329]</u>	04/30/2016	04/29/2015	300	0	7,500
New Mexico Injury Provention Coalition					
<u>NM Injury Provention [3294]</u>	05/20/2015	04/07/2015	0	0	0
Presbyterian Healthcare Services					
<u>Annual Provider Education Conference [3299]</u>	08/25/2015	04/13/2015	50	0	0
Santa Fe Chamber of Commerce					
<u>Legislative Reception 2016 [3317]</u>	01/25/2016	04/17/2015	1,000	0	25,000
<u>Legislative Reception 2017 [3321]</u>	01/23/2017	04/23/2015	1,000	0	25,000
Santa Fe Fiesta, Inc					
<u>2016 Baile de Mayo [926]</u>	05/07/2016	04/23/2015	500	0	0
<u>2016 Fiesta Court Selection [2791]</u>	05/05/2016	04/22/2015	500	0	0
<u>Youth Mariache Workshops 2016 [941]</u>	03/28/2016	04/22/2015	400	0	0
Santa Fe Japanese Inter-Cultural Network					
<u>Japanese Cultural Festival 12th Annual Santa Fe JIN 2016 [3071]</u>	04/15/2016	04/22/2015	2,000	0	0
Santa Fe Public Schools					
<u>Capital High School Prom 2016 [3322]</u>	04/23/2016	04/23/2015	400	0	0
<u>Santa Fe & Capital High Awards Banquet 2015 [2905]</u>	05/12/2015	04/14/2015	500	0	32,500
Southwest Regional Education Center #10					
<u>SW Regional Education Workshop [3289]</u>	06/01/2015	04/02/2015	0	0	0
<u>SW Regional Education Workshop [3290]</u>	06/25/2015	04/02/2015	0	0	0
Valerie Sandoval					
<u>Sandoval Graduation [3319]</u>	06/05/2015	04/21/2015	300	0	7,500
Total for Manager			7,900	0	106,250
Grand Total(36)			11,805	2,865	1,123,500

TOURISM

SANTA FE

Prepared On: 05/20/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (2) 4					
Carnegie Learning					
Math Leadership Summit [3178]	03/18/2015	01/13/2015	85	0	0
Dow AgroSciences					
T&O Kickoff Meeting 2015 [3166]	07/20/2015	04/02/2015	50	180	58,500
Plumbing-Heating-Cooling Contractors Association					
Construction Contractors' Alliance Winter Meeting [3113]	02/24/2015	01/12/2015	40	60	19,500
Rug Hooking Organization					
Rug Hooking Workshop [3196]	04/24/2016	03/30/2015	70	175	56,875
Society of International Business Fellows					
SIBF Annual Summit [2555]	10/04/2015	09/26/2013	0	125	40,625
Total for Manager			245	540	175,500
David A. Carr (20) 15					
AECOM Technology Corporation					
AECOM - HPT Leadership Planning [3218]	03/10/2015	03/03/2015	40	124	40,300
Battle of the Books, New Mexico					
BOB, Battle of the Books [3256]	04/17/2015	03/31/2015	400	160	52,000
Center for Action and Contemplation					
CAC - The Next 25 [753]	10/28/2012	11/02/2011	0	0	0
Dual Language of New Mexico					
La Cosecha 2016 [2006]	11/08/2016	02/10/2015	2,600	2,800	910,000
Heartland Financial					
Heartland Retail Conference [3217]	04/20/2015	03/03/2015	0	75	24,375
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	04/28/2015	04/01/2015	50	100	32,500
Los Alamos National Laboratory (LANL)					
Compensation Managers Meeting [3156]	05/03/2015	01/30/2015	35	105	34,125
E1039/E906 Collaborative Meeting [3116]	02/10/2015	11/19/2014	0	90	29,250
Electronic Structure Approaches and Applications to Quantum Matter [3253]	05/17/2015	03/24/2015	70	175	56,875
INFO 2015 [3238]	07/12/2015	03/05/2015	40	150	48,750
Melissa G. Rael & Associates					
Boys at Risk: Indicators from Early Childhood [3185]	11/05/2015	01/30/2015	300	210	68,250
Migration 2015					
Migration Conference 2015 [1055]	09/12/2015	02/09/2014	0	0	0
National Math Association/Imagine Education					
2015 MidSchool Math National Conference-Stop The Drop [2728]	02/25/2015	10/31/2014	0	291	94,575
New Mexico Consortium					
20 Years of Quantum Dots at Los Alamos [2901]	04/12/2015	02/04/2015	170	430	139,750
New Mexico Hospitality Association					
2015 Governor's Conference on Tourism [2755]	04/27/2015	02/06/2015	-103	0	0
2015 Governor's Conference on Tourism [2755]	04/27/2015	02/06/2015	353	550	178,750
New Mexico School Board					
New Mexico School Board Association Annual Meeting [2973]	02/18/2015	02/04/2015	350	260	0
North American Society for the Sociology of Sport					
NASSS Conference 2015 [2087]	11/02/2015	03/28/2013	0	0	0
Sandia National Laboratory					
Sandia Labs Shale Science Conference Workshop [3213]	06/08/2015	04/16/2015	50	120	39,000
Southwest Airlines					
Claims Review Meeting [3228]	04/13/2015	03/19/2015	15	45	14,625

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (5)					
University of New Mexico UNM					
American Quaternary Association 2016 Biannual Meeting [3025]	06/23/2016	03/19/2015	250	225	73,125
Total for Manager			4,620	5,910	1,836,250

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Kim Harmon (10)					
90th Birthday Celebration _ Jennifer Prather					
90th Birthday Celebration [3145]	03/20/2015	01/08/2015	80	30	2,000
American Academy of Pediatrics					
American Academy of Pediatrics 2015 [561]	04/23/2015	11/19/2013	0	0	0
American Institute of Medical Education					
Creativity and Madness Winter 2016 [3131]	02/10/2016	01/24/2015	200	480	156,000
International Mountain Bicycling Association					
2012 IMBA World Summit [1569]	10/07/2012	11/01/2011	0	0	0
Large Urology Group Practice Association (LUGPA)					
LUGPA 2015 August Strategic Meeting [3148]	08/19/2015	01/12/2015	0	43	13,975
Motor Maids					
Motor Maids Conference 2016 [3190]	07/02/2016	01/27/2015	300	695	225,875
Rocky Mountain Mineral Law Foundation					
RMML Oil and Gas Agreements [3286]	05/10/2016	04/15/2015	200	384	124,800
Santa Fe Trail Association					
Santa Fe Trail Association 2015 Annual Meeting [1403]	09/17/2015	05/14/2013	0	330	107,250
Simplified Technology Company					
2015 GE 7EA Users Group Annual Conference [2995]	11/09/2015	03/25/2015	400	923	299,975
Wartsila Reciprocating Engine (WRE) Users Group Annual Conference 2015 [3330]	11/15/2015	04/29/2015	50	87	28,275
South West Transit Association					
SWTA Annual Conference & EXPO [2740]	03/01/2015	09/22/2014	0	0	0
The Wells Group of Durango, Inc.					
The Wells Group of Durango, Inc. Broker Retreat [3206]	10/23/2015	04/30/2015	80	80	26,000
Valdez Productions Inc. _ Santa Fe Comedy Festival					
Santa Fe Comedy Festival ~ Initial Inquiry [3164]	10/15/2015	04/29/2015	500	320	12,500
Women Writing the West					
Women Writing the West Conference 2016 [3288]	10/13/2016	04/13/2015	120	210	68,250
Total for Manager			1,930	3,562	1,064,900

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Melanie Moore (10) 39					
Arts Commission / City of Santa Fe					
Art In Public Places - May 2015 [3300]	05/21/2015	04/29/2015	12	0	0
Arts Commission - Grant Panel [3224]	04/29/2015	02/10/2015	30	0	0
Arts Commission Meeting [3261]	10/13/2015	03/16/2015	13	0	0
Arts Commission Strategic Organization Gathering [3244]	03/05/2015	02/20/2015	70	0	0
Arts Commission Strategic Organization Gathering [3244]	03/05/2015	02/20/2015	5	0	0
Arts Commission/ Workshop for RFQs [3177]	01/26/2015	01/06/2015	40	0	0
Mayor's Recognition For Excellence in The Arts 2015 [3002]	10/14/2015	03/11/2015	250	0	0
Ben Rountree					
7th Grader Film Project - Ben Rountree [3222]	02/13/2015	02/12/2015	7	0	70
Christus St Vincent Regional Medical Center					
Christus Holiday Party 2015 [3173]	12/17/2015	02/12/2015	1,200	0	78,000
City Attorney's Office / City of Santa Fe					
Arbitration Hearing [3195]	04/13/2015	02/02/2015	12	0	0
Attorney Meeting [3268]	03/18/2015	03/17/2015	12	0	0
City Attorney's: Vehicle Forfeiture Conference [3326]	09/02/2015	04/28/2015	130	0	0
Economic Development / City of Santa Fe					
Santa Fe Export Seminar - Workshop to Mexico [3225]	04/22/2015	03/09/2015	20	0	0
Fire Department / City of Santa Fe					
Christus / Fire Department Family Fun Festival 2015 [3135]	08/07/2015	02/12/2015	2,500	0	0
SFFD: Cadet Testing [3220]	03/05/2015	02/16/2015	12	0	0
SFFD: Cadet Testing [3220]	03/05/2015	02/16/2015	-20	0	0

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (5)					
SFFD: Cadet Testing [3220]	03/05/2015	02/16/2015	200	0	0
Human Resources / City of Santa Fe					
HR Benefits Advisory Meeting [3328]	05/13/2015	04/28/2015	50	0	0
RFP Interviews [3255]	03/12/2015	03/05/2015	20	0	0
Union Negotiations [3219]	02/04/2015	02/04/2015	8	0	0
Union Negotiations [3221]	02/11/2015	02/05/2015	8	0	0
ITT / City of Santa Fe					
ITT Governance Committee [3312]	05/12/2015	04/15/2015	25	0	0
ITT Process Improvement Training [3216]	02/09/2015	02/02/2015	15	0	0
ITT Strategy Workshop [3263]	03/23/2015	03/16/2015	20	0	0
Keep Santa Fe Beautiful					
Recycle Santa Fe Art Festival 2015 [2636]	11/20/2015	01/21/2015	4,000	0	0
Land Use Department / City of Santa Fe					
H Board Meeting - 5/26/2015 [3167]	05/26/2015	03/09/2015	30	0	0
Planning Commission Meeting [3262]	04/02/2015	03/16/2015	300	0	0
Mayor's Office / City of Santa Fe					
Mayor's Strategy Meeting with LANL [3254]	03/20/2015	03/05/2015	16	0	0
State Of The City Address 2015 [3143]	02/03/2015	01/05/2015	0	0	0
State Of The City Address 2015 [3143]	02/03/2015	01/05/2015	0	0	0
State Of The City Address 2015 [3143]	02/04/2015	01/05/2015	200	0	0
Police Department / City of Santa Fe					
SFPD Promotional Assessments [3231]	03/23/2015	02/18/2015	15	0	0
Public Utilities Department / City of Santa Fe					
Jemez Y Sangre Steering Committee Meeting [3280]	04/16/2015	04/01/2015	75	0	0
Public Works / City of Santa Fe					
ENN E. Alameda Improvements pt. 1 [3237]	03/09/2015	02/17/2015	50	0	0
ENN E. Alameda Improvements pt. 1.5 [3296]	04/30/2015	04/08/2015	100	0	0
Tourism Santa Fe CVB/City of Santa Fe					
X Celebrate Santa Fe Tourism - Expo 2015 [3020]	04/30/2015	08/22/2014	0	0	0
Marketing/Advertising RFP [3204]	02/05/2015	01/26/2015	12	0	0
OTAB Meeting (Special) [3269]	04/01/2015	03/17/2015	6	0	0
OTAB Meeting (Special) [3269]	04/01/2015	03/17/2015	18	0	0
OTAB Meetings [3258]	04/30/2015	03/09/2015	25	0	0
Randy's Meeting [3279]	04/07/2015	03/27/2015	30	0	0
SantaFe.org Training Part 1 [3226]	02/23/2015	02/10/2015	20	0	0
SantaFe.org Training Part 2 [3227]	03/09/2015	02/10/2015	-8	0	0
SantaFe.org Training Part 2 [3227]	03/09/2015	02/10/2015	20	0	0
Transportation / City of Santa Fe					
ADA Sensitivity & Passenger Suspension Policies [3013]	05/14/2015	03/09/2015	45	0	0
Transportation / Attorney Meeting [3324]	04/27/2015	04/24/2015	6	0	0
Whitehawk					
2017 Whitehawk Show [2476]	08/07/2017	04/07/2015	3,000	0	75,000
Total for Manager			12,599	0	153,070
	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Randy Randall (1)					
Great Race					
Great Race [3240]	06/23/2015	03/02/2015	400	0	26,000
Total for Manager			400	0	26,000
	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Rosalina Grace (42)					
Art Smart					
X ArtFeast [2986]	02/20/2015	09/08/2014	350	0	8,750
Association of Commerce and Industry					
Association of Commerce & Industry Breakfast 2015 [2895]	02/03/2015	01/09/2015	100	0	2,500
Big Brothers Big Sisters Mountain Region					
Big Brothers Big Sisters Staff Meeting [3266]	03/27/2015	03/27/2015	30	0	0
Little Gala for a Big Cause 2015 [3207]	10/08/2015	04/01/2015	500	0	0

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Handler (5)					
Carmela Aldeis					
Aldeis Retirement Reception [3205]	03/07/2015	02/13/2015	300	0	7,500
Aldeis Retirement Reception [3205]	03/07/2015	02/13/2015	0	0	0
Celine Gonzales					
Gonzales Reception [3295]	03/27/2015	04/07/2015	350	0	8,750
Department of Public Safety					
New Mexico State Police Graduation [3260]	05/08/2015	04/13/2015	500	0	0
Donna Ruddy					
Buddy & Franco Wedding Reception [3249]	10/03/2015	02/25/2015	300	0	7,500
Elida Varela					
X Quincinera Varela [2998]	07/03/2015	09/24/2014	400	0	10,000
Environmental New Mexico					
Environmental New Mexico [3150]	01/08/2015	04/23/2015	100	0	1,000
Florence Sena					
Sena Graduation [2894]	06/13/2015	03/18/2015	150	0	9,750
Georgia O'Keeffe Museum					
Lecture [3134]	05/08/2015	04/13/2015	250	0	2,500
Hotel Santa Fe					
Christus St. Vincent [3183]	01/15/2015	01/09/2015	150	0	3,750
Isaac Pino					
Pino Graduation Party [3138]	06/06/2015	01/21/2015	80	0	2,000
Pino Graduation Party [3138]	06/06/2015	01/21/2015	0	0	0
Jose Ortega					
X Ortega Quincinera [2878]	05/16/2015	08/12/2014	400	0	10,000
Karen Padilla					
Padilla Wedding Reception [3142]	09/05/2015	03/19/2015	300	0	19,500
La Sociedad Folklorica de Nuevo Mexico					
Baile de los Cascarones 2018 [3230]	04/27/2019	02/11/2015	400	0	0
Los Alamos Women In Science					
LAWIS/EYM 2015 [2872]	03/06/2015	01/26/2015	250	0	0
M & J Boutique					
Wedding Reception Tania & Jose Tania Tavaréz [3199]	09/04/2015	04/24/2015	350	0	22,750
Mario Salbidez					
X Salbidez Quincinera [2968]	04/18/2015	09/12/2014	350	0	8,750
X Mata Lazaro					
Lazaro Quincinera [3053]	05/02/2015	10/01/2014	450	0	29,250
Mayor's Office / City of Santa Fe					
Mayor's Senior Volunteer Recognition Celebration 2015 [2342]	05/05/2015	03/23/2015	400	0	26,000
Monte del Sol Charter School					
Monte del Sol Graduation 2015 [3059]	05/19/2015	04/17/2015	500	0	12,500
New Mexico Department of Indian Affairs					
X Indian Day at the Round House Banquet [2994]	02/05/2015	12/05/2014	500	0	32,500
X Indian Day at the Round House Banquet [2994]	02/05/2015	12/05/2014	0	0	0
X NM Department of Indian Affairs [2227]	01/31/2013	01/24/2013	250	0	16,250
New Mexico School for the Arts					
NM School for the Arts Graduation 2015 [2927]	06/01/2015	04/06/2015	600	0	15,000
Representative Brian Egoff					
Town Hall Meeting [3247]	02/21/2015	02/25/2015	100	0	1,000
Rivera Family Funerals & Cremations					
Charlie Maxwell Funeral Services [3243]	02/22/2015	02/19/2015	500	0	0
Santa Fe Community Orchestra					
SF Community Orchestra Concert & Dance Gala 2015 [425]	02/14/2015	01/13/2015	500	0	0
Santa Fe Fiesta, Inc					
X 2015 Baile de Mayo [925]	05/09/2015	09/14/2010	0	0	0
X 2015 Fiesta Court Selection [2788]	05/07/2015	03/26/2014	0	0	0
Santa Fe Neighborhood Law Center					
Law & Policy for Neighborhoods Conference 2015 [2862]	12/03/2015	04/24/2015	175	0	0
Santa Fe Public Schools					
Capital High School Prom 2015 [880]	05/01/2015	04/14/2015	400	0	0
Parent Academy Winter Class Banquet [3212]	02/03/2015	03/17/2015	300	0	0
Santa Fe High School Robing 2015 [525]	05/18/2015	04/15/2015	300	0	19,500
Santa Fe Public Schools Volunteer Banquet 2015 [3189]	04/17/2015	04/15/2015	500	0	32,500

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (5)					
St Michaels High School					
<u>St. Mikes High School Prom 2015</u> [3011]	04/18/2015	03/25/2015	200	0	5,000
State of New Mexico					
<u>Children Youth & Family Dept</u> [3210]	02/23/2015	02/10/2015	400	0	0
Stein & Brockmann					
<u>Deposition</u> [3250]	03/11/2015	03/12/2015	20	0	200
The Cancer Foundation For New Mexico					
X <u>10th Annual Sweetheart Auction</u> [833]	02/06/2015	04/24/2014	0	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>Tourism / TravelClick Meeting</u> [3188]	02/03/2015	01/14/2015	0	0	0
<u>Tourism / TravelClick Meeting</u> [3188]	02/03/2015	01/14/2015	25	0	0
Wendy Katzman Wedding					
<u>Wendy Katzman Wedding</u> [3078]	10/11/2015	02/18/2015	0	0	0
<u>Wendy Katzman Wedding</u> [3078]	10/11/2015	02/18/2015	100	0	6,500
Total for Manager			11,830	0	321,200
Grand Total(122)			31,624	10,032	3,576,920

TOURISM

SANTA FE

Prepared On: 05/20/2016

Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Blake Jackson (1)					
Travelzoo Inc.					
Travelzoo Destination Campaign [3277]	03/26/2015	03/26/2015	0	0	0
Total for Manager			0	0	0
Camilla Mandler (4)					
Association for Performing Arts & Entertainment Professionals					
Theatre Designers & Technicians Education Program [3191]	08/16/2015	01/15/2015	55	270	87,750
Carnegie Learning					
Math Leadership Summit [3178]	03/18/2015	01/07/2015	85	160	52,000
Rug Hooking Organization					
Rug Hooking Workshop [3196]	04/24/2016	01/21/2015	70	175	56,875
The International Council of Shopping Centers					
Law Conference 2017 [3182]	10/24/2017	01/09/2015	1,700	3,150	1,023,750
Total for Manager			1,910	3,755	1,220,375
David A. Carr (27)					
AECOM Technology Corporation					
AECOM - HPT Leadership Planning [3218]	03/10/2015	02/03/2015	0	90	29,250
AECOM - HPT Leadership Planning [3218]	03/10/2015	02/03/2015	40	34	11,050
Battle of the Books, New Mexico					
BOB, Battle of the Books [3256]	04/17/2015	03/05/2015	400	400	130,000
Economic Development / City of Santa Fe					
Model United Nations [3236]	11/02/2015	02/17/2015	500	500	162,500
Flow Science, Inc.					
2015 International Associates Meeting [3233]	10/12/2015	02/13/2015	50	45	14,625
Heartland Financial					
Heartland Retail Conference [3217]	04/20/2015	02/03/2015	0	75	24,375
HelmsBriscon - Central					
Siblings Reunion [3184]	08/06/2015	01/13/2015	22	46	1,430
Hope Lutheran Church					
Couple's Retreat [3208]	07/17/2015	01/26/2015	40	40	13,000
Institute of Electrical and Electronics Engineers					
IEEE LTSS 2016 [3239]	02/07/2016	02/17/2015	0	180	58,500
Krell Institute					
Board Meeting [3235]	03/02/2016	02/17/2015	0	32	10,400
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	04/28/2015	01/28/2015	50	100	32,500
Lanell Tweddle					
Turner Leguere Wedding [3225]	09/10/2015	04/27/2015	120	115	7,800
Los Alamos National Laboratory (LANL)					
Electronic Structure Approaches and Applications to Quantum Matter [3253]	05/17/2015	03/05/2015	70	175	56,875
Emergent Paradigms in Nonlinear Complexity [3274]	06/07/2015	03/24/2015	50	120	0
Grand Challenges in Geological Fluid Mechanics [3276]	09/01/2015	03/24/2015	85	200	65,000
INFO 2015 [3238]	07/12/2015	02/17/2015	40	150	48,750
International Free Electron Laser Conference [2999]	08/20/2017	07/27/2015	500	1,300	422,500
Lubbock Chamber of Commerce					
Board Retreat [3248]	07/30/2015	02/25/2015	0	-5	-1,625

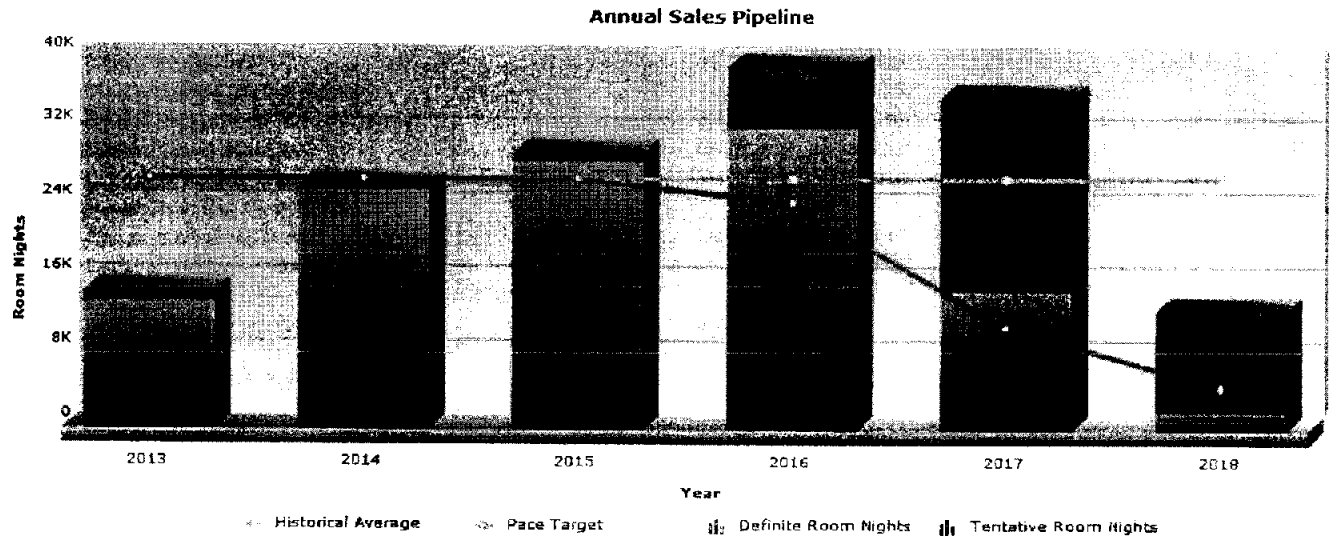
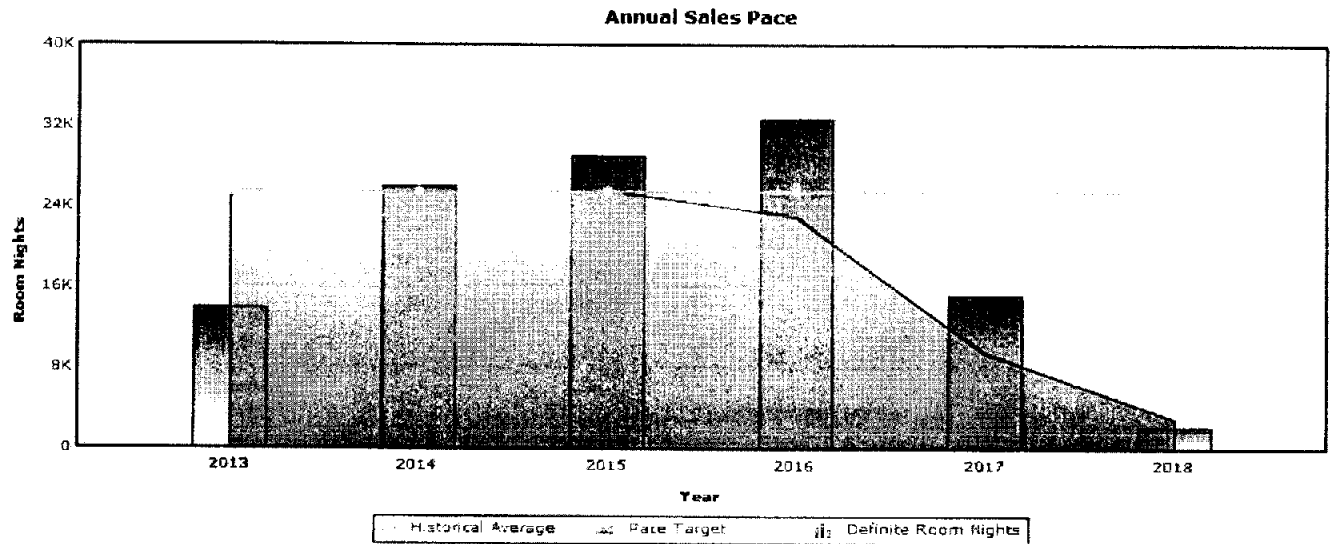
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Blake Jackson (1)					
Board Retreat [3248]	07/30/2015	02/25/2015	25	60	19,500
Melissa G. Rael & Associates					
Boys at Risk: Indicators from Early Childhood [3185]	11/05/2015	01/30/2015	0	0	0
Boys at Risk: Indicators from Early Childhood [3185]	11/05/2015	01/30/2015	300	210	68,250
New Mexico Association of Counties					
NMAC 2016 [2294]	01/18/2016	09/15/2014	0	0	0
NMAC 2017 [2837]	01/16/2017	05/12/2014	0	0	0
NMAC 2018 [2838]	01/15/2018	05/12/2014	0	0	0
New Mexico School Board					
New Mexico School Board Association Annual Meeting [2973]	02/18/2015	08/05/2014	0	-60	0
Retail Data Systems					
Sales Meeting 2016 [3313]	02/02/2016	04/15/2015	0	-60	-19,500
Sales Meeting 2016 [3313]	02/02/2016	04/15/2015	100	280	91,000
Sandia National Laboratory					
3D Printing and Digital Rocks Physics [3314]	08/03/2015	04/15/2015	50	25	8,125
Sandia Labs Shale Science Conference Workshop [3213]	06/08/2015	01/29/2015	0	0	0
Sandia Labs Shale Science Conference Workshop [3213]	05/12/2015	01/29/2015	50	45	14,625
Southwest Airlines					
Claims Review Meeting [3228]	04/13/2015	02/12/2015	15	45	14,625
Western Association of Veterans Education Specialists (WAVES)					
Western Association of Veterans Education Specialists Annual Conference [3229]	07/22/2016	02/10/2015	0	2,476	804,700
Total for Manager			2,507	6,618	2,088,255
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Joellyn Baca (2)					
Engineering Conferences International (ECI)					
ECI CO2 Summit (16AV) [3293]	04/10/2016	04/06/2015	90	265	86,125
ECI NSC (Non-Stoichiometric Compounds) [3292]	09/04/2016	04/06/2015	90	340	110,500
Total for Manager			180	605	196,625
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Kim Harmon (2) 20					
American Bar Association					
2017 RPTC Fall Leadership Meeting [3245]	10/04/2017	02/24/2015	200	573	186,225
ABA Journal's September Board of Editors Meeting [3186]	09/27/2015	01/13/2015	0	0	0
ABA Journal's September Board of Editors Meeting [3186]	09/24/2015	01/13/2015	25	60	19,500
American Massage Therapy Association (AMTA)					
AMTA June 2016 Board of Directors Meeting [3320]	06/08/2016	04/22/2015	50	150	48,750
American Society of Plant Biologists (ASPB)					
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	04/20/2015	200	247	80,275
American Society of Plastic Surgeons					
ASPS Symposium 2015 [2544]	08/25/2015	04/23/2015	400	775	251,875
Historical Novel Society (HNS)					
Historical Novel Society (HNS) Conference 2017 [3316]	06/29/2017	04/16/2015	600	1,275	414,375
IBM Corporation					
ASAP University 2016 [3179]	04/15/2016	01/06/2015	0	0	0
ASAP University 2016 [3179]	04/15/2016	01/06/2015	110	540	175,500
Interstate Technology & Regulatory Council (ITRC)					
ITRC Annual Kick Off Meeting 2016 [3242]	02/01/2016	02/19/2015	25	70	22,750
Motor Maids					
Motor Maids Conference 2016 [3190]	07/02/2016	01/15/2015	300	695	225,875
National Atmospheric Deposition Program					
NADP Fall Meeting and Symposium 2016 [3291]	10/23/2016	04/02/2015	150	465	151,125
National Audubon Society					
National Audubon Society Convention 2017 [3267]	07/12/2017	03/16/2015	500	1,055	342,875
Premier Rail Collection					
Pullman Rail Journeys - Santa Fe [3327]	10/02/2015	04/28/2015	20	20	3,980
Rocky Mountain Mineral Law Foundation					
RMML Oil and Gas Agreements [3286]	05/10/2016	03/30/2015	200	380	123,500
Simplified Technology Company					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Blake Jackson (1)					
2015 GE 7EA Users Group Annual Conference [2995]	11/09/2015	08/13/2014	0	98	31,850
Wartila Reciprocating Engine (WRE) Users Group Annual Conference 2015 [3330]	11/15/2015	04/29/2015	0	87	28,275
Star Americas Software Solutions LLC					
Spring Conference 2016 [3257]	02/21/2016	03/06/2015	50	100	32,500
Surveillance Systems Integration (SSI)					
SSI Tech Show [3215]	08/05/2015	01/30/2015	0	10	0
The Meteoritical Society					
Meteoritical Society Annual Conference 2017 [3079]	07/22/2017	02/19/2015	600	3,600	1,170,000
The Standard					
The Standard - Annual Service Conference [3323]	03/14/2016	04/23/2015	65	195	63,375
The Wells Group of Durango, Inc.					
The Wells Group of Durango, Inc. Broker Retreat [3206]	10/23/2015	01/26/2015	80	80	26,000
Women Writing the West					
Women Writing the West Conference 2016 [3288]	10/13/2016	03/31/2015	120	180	58,500
Total for Manager			3,695	10,655	3,457,105
Melanie Moore (22)					
Arts Commission / City of Santa Fe					
Arts Commission/ Workshop for REQs [3177]	01/29/2015	01/06/2015	40	0	0
City Attorney's Office / City of Santa Fe					
Attorney Meeting [3268]	03/18/2015	03/17/2015	12	0	0
Economic Development / City of Santa Fe					
Santa Fe Export Seminar - Workshop to Mexico [3225]	04/22/2015	03/02/2015	20	0	0
Human Resources / City of Santa Fe					
RFP Interviews [3255]	03/12/2015	03/05/2015	20	0	0
Land Use Department / City of Santa Fe					
H Board Meeting - 10/13/2015 [3170]	10/13/2015	03/02/2015	30	0	0
H Board Meeting - 11/10/2015 [3171]	11/10/2015	03/02/2015	30	0	0
H Board Meeting - 5/26/2015 [3167]	05/26/2015	03/02/2015	30	0	0
H Board Meeting - 9/22/2015 [3169]	09/22/2015	03/02/2015	30	0	0
H Board Meeting - 9/8/2015 [3168]	09/08/2015	03/02/2015	30	0	0
Mayor's Office / City of Santa Fe					
Mayor's Strategy Meeting with LANL [3254]	05/05/2015	03/05/2015	16	0	0
Public Works / City of Santa Fe					
ENN E. Alameda Improvements pt. 1.5 [3296]	04/30/2015	04/08/2015	100	0	0
Santa Fe Fashion Week					
Santa Fe Fashion Week 2015 [3144]	10/16/2015	03/02/2015	400	0	10,000
Southwest Association of Indian Arts					
SWAIA 94th Summer Indian Market Preview 2015 [794]	08/21/2015	03/02/2015	2,000	0	0
SWAIA 95th Summer Indian Market Preview 2016 [1559]	08/19/2016	03/02/2015	2,000	0	20,000
SWAIA Winter Indian Market 2015 [806]	11/25/2015	03/02/2015	2,000	0	130,000
SWAIA Winter Indian Market 2016 [1483]	11/23/2016	03/02/2015	2,000	0	130,000
The Cancer Foundation For New Mexico					
11th Annual Sweetheart Auction [3005]	02/26/2016	08/19/2014	0	0	0
Tourism Santa Fe CVB/City of Santa Fe					
OTAB Meeting (Special) [3269]	04/01/2015	03/17/2015	18	0	0
Randy's Meeting [3279]	04/07/2015	03/27/2015	30	0	0
Transportation / City of Santa Fe					
ADA Sensitivity & Passenger Suspension Policies [3013]	05/14/2015	03/02/2015	45	0	0
Transportation / Attorney Meeting [3324]	04/27/2015	04/24/2015	6	0	0
Whitehawk					
2017 Whitehawk Show [2476]	08/07/2017	03/02/2015	3,000	0	75,000
Total for Manager			11,857	0	365,000
Randy Randall (2)					
Great Race					
Great Race [3240]	06/23/2015	02/18/2015	400	0	26,000

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Blake Jackson (1)					
Great Race - Backup Plan [3251]	06/23/2015	03/04/2015	400	0	26,000
Total for Manager			800	0	52,000
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Rosalina Grace (63)					
Academy for the Love of Learning					
For the Love of Learning [3285]	10/17/2015	03/30/2015	0	0	0
Amanda Lopez					
X Lopez Graduation [2898]	07/25/2015	06/10/2014	0	0	0
Association of Commerce and Industry					
Association of Commerce & Industry Breakfast 2015 [2895]	02/03/2015	01/09/2015	100	0	2,500
Big Brothers Big Sisters Mountain Region					
Big Brothers Big Sisters Staff Meeting [3266]	03/27/2015	03/16/2015	30	0	0
Little Gala for a Big Cause [3193]	09/28/2016	01/20/2015	500	0	0
Little Gala for a Big Cause 2015 [3207]	10/08/2015	01/26/2015	500	0	0
Care Net Pregnancy Center of Santa Fe					
Care Net Annual Fundraiser Banquet [3270]	03/01/2016	03/23/2015	500	0	32,500
Carmela Aidelis					
Aidelis Retirement Reception [3205]	03/07/2015	01/26/2015	0	0	0
Celina Gonzales					
Gonzales Reception [3295]	03/27/2015	04/07/2015	350	0	8,750
CENTER					
Photographic Exposition [3272]	06/12/2015	03/19/2015	500	0	12,500
Cherry Pie Social					
Cherry Pie Social Workshop [3315]	06/05/2015	04/16/2015	100	0	0
Chris Rivera					
Rivera Graduation Party [3287]	05/23/2015	03/30/2015	0	0	0
Christus St Vincent Regional Medical Center					
Christus [3181]	01/15/2015	01/08/2015	1,200	0	78,000
Department of Public Safety					
New Mexico State Police Graduation [3260]	05/08/2015	03/10/2015	500	0	0
Donna Ruddy					
Buddy & Franco Wedding Reception [3249]	10/03/2015	02/25/2015	300	0	7,500
Doris Rivera					
Trujillo & Flores Wedding Reception [3278]	10/24/2015	03/26/2015	400	0	10,000
Florence Sena					
X Sena Graduation [2894]	06/13/2015	06/10/2014	150	0	9,750
Hilton of Santa Fe					
Hilton /Martinez Wedding Reception [3192]	10/17/2015	01/20/2015	0	0	0
Hilton /Martinez Wedding Reception [3192]	10/03/2015	01/20/2015	0	0	640
Hilton /Martinez Wedding Reception [3192]	10/03/2015	01/20/2015	16	0	400
Hotel Santa Fe					
Christus St. Vincent [3183]	01/15/2015	01/09/2015	150	0	3,750
John Rael					
Rael Wedding Reception [3202]	04/23/2016	01/23/2015	0	0	0
Rael Wedding Reception [3202]	06/11/2016	01/23/2015	0	0	0
Judicial Conference					
X Judicial conference Meet & Greet [2848]	05/18/2015	05/19/2014	200	0	5,000
Karen Padilla					
Padilla Wedding Reception [3142]	09/05/2015	03/19/2015	0	0	0
Kitchen Angels					
X Kitchen Angels Collectable Box Auction 2015 [2871]	10/02/2015	05/30/2014	350	0	8,750
X Kitchen Angels Collectable Box Auction 2015 [2871]	10/16/2015	05/30/2014	0	0	0
X Kitchen Angels Collectable Box Auction 2015 [2871]	11/14/2015	05/30/2014	0	0	0
La Sociedad Folklorica de Nuevo Mexico					
Baile de los Cascarones 2018 [3230]	04/27/2019	02/11/2015	400	0	0
M & J Boutique					
Wedding Reception Tania & Jose Tania Tavaréz [3199]	09/04/2015	01/23/2015	350	0	22,750
Mayor's Office / City of Santa Fe					
Mayor's Ball 2017 [3176]	10/22/2016	11/09/2015	400	0	26,000
Mayor's Ball 2017 [3180]	10/21/2017	01/06/2015	400	0	26,000

Report: Simple Pace

Years: 3

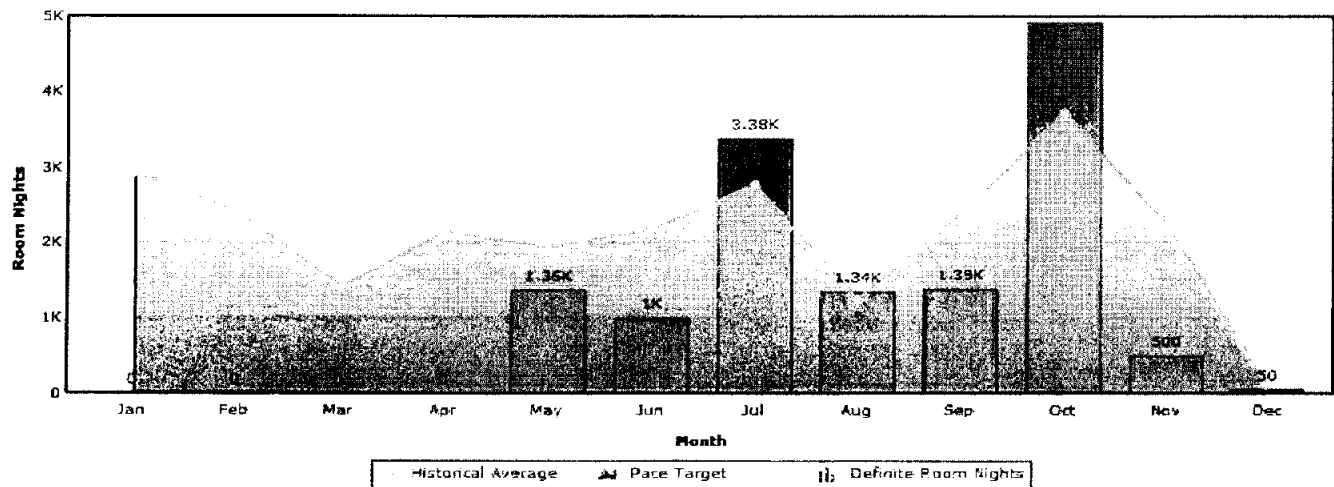


Annual Pace	2013	2014	2015	2016	2017	2018	Total
Consumption (Definite Room Nights)							
Definite Room Nights	13,939	25,954	29,072	32,689	15,185	2,104	118,943
Target	25,524	25,524	25,524	22,983	9,502	2,987	112,043
Variance	-11,585	430	3,548	9,706	5,683	-883	6,900
Historical Avg	25,524	25,524	25,524	25,524	25,524	25,524	153,144
Events	210	254	236	201	18	3	922
Pace Percentage	54.61%	101.68%	113.90%	142.23%	159.81%	70.45%	106%
Demand							
Total RNs	55,648	64,124	67,794	71,071	63,543	13,993	336,173
Target	68,827	68,827	68,827	47,199	21,628	4,610	279,917
Variance	-13,179	-4,703	-1,033	23,872	41,915	9,383	56,256
Historical Avg	68,827	68,827	68,827	68,827	68,827	68,827	412,962
Conversion Percentage	25.48%	40.67%	43.37%	50.59%	35.39%	63.68%	40%
Historical Avg	38	38	38	38	38	38	38

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													

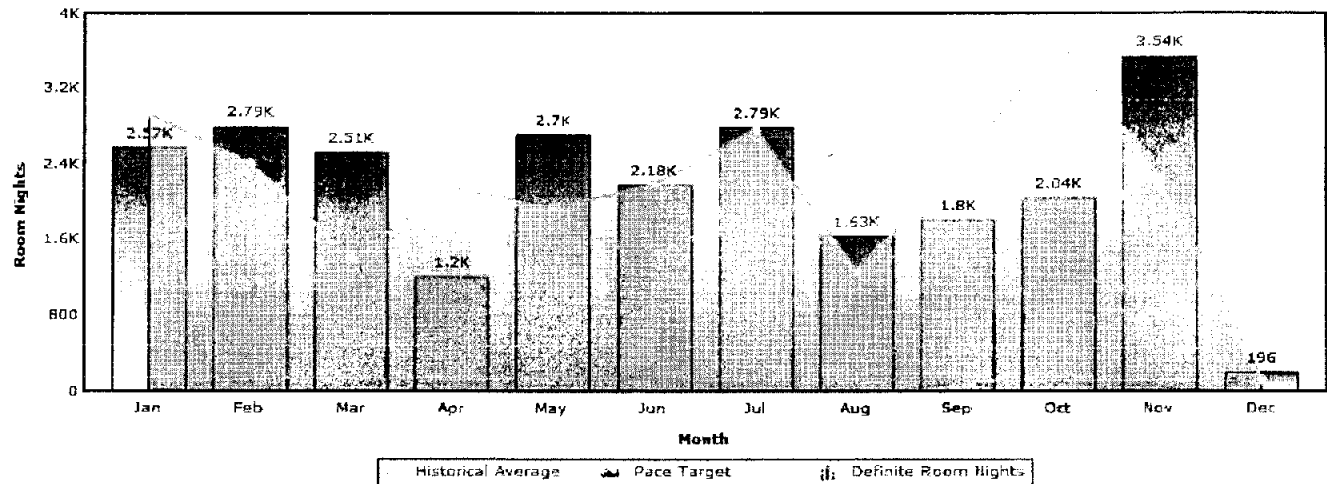
2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Definite Room Nights	0	0	0	0	1,362	1,002	3,381	1,344	1,387	4,913	500	50	13,939
Target	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Variance	-2,929	-2,402	-1,420	-2,148	-576	-1,184	617	79	-1,008	1,204	-1,754	-64	-11,585
Historical Monthly Avg	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Pace Percentage	0.00%	0.00%	0.00%	0.00%	70.28%	45.84%	122.32%	106.25%	57.91%	132.46%	22.18%	43.86%	55%
Demand													
Total RNs	0	0	0	0	3,444	11,376	8,806	2,864	10,865	11,507	6,736	50	55,648
Target	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Variance	-5,427	-3,072	-4,333	-5,127	-1,066	4,017	1,649	-4,877	2,383	2,639	114	-79	-13,179
Historical Avg	5,427	3,072	4,333	5,127	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,827
Conversion													
Tentative Room Nights	0	0	0	0	0	0	300	0	0	210	440	0	950
Lost Room Nights	0	0	0	0	2,082	10,374	5,125	1,520	9,478	6,384	5,796	0	40,759
Conversion Percentage	0.00%	0.00%	0.00%	0.00%	39.50%	8.80%	39.70%	46.90%	12.80%	43.50%	7.90%	100.00%	25%

Monthly Sales Pace
2013



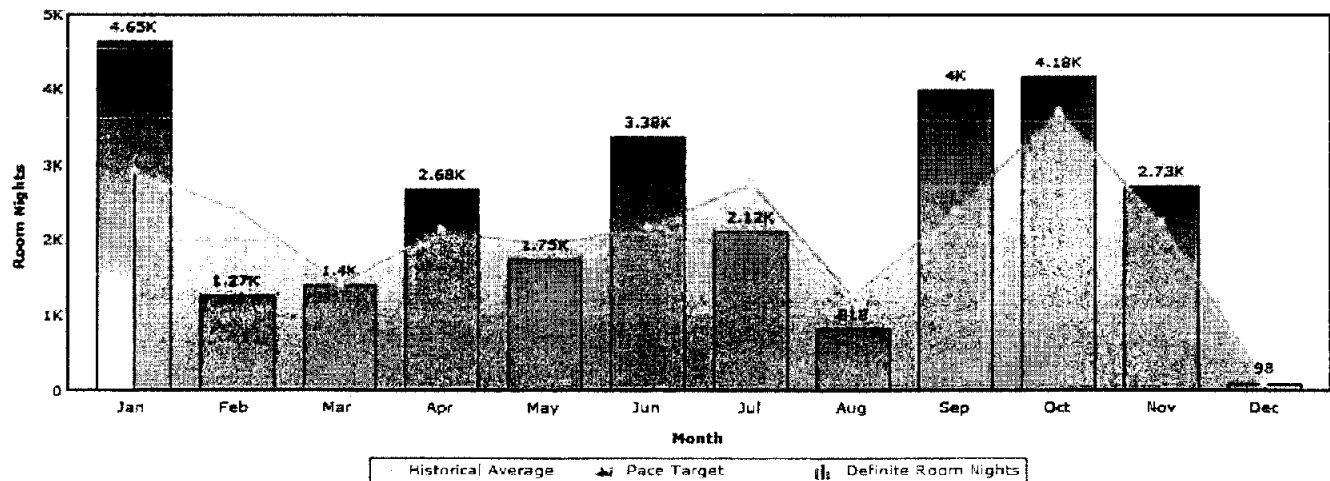
2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	2,570	2,792	2,514	1,202	2,702	2,178	2,790	1,633	1,803	2,039	3,535	196	25,954
Target	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Variance	-359	390	1,094	-946	764	-8	26	368	-592	-1,670	1,281	82	430
Historical Monthly Avg	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Pace Percentage	87.74%	116.24%	177.04%	55.96%	139.42%	99.63%	100.94%	129.09%	75.28%	54.97%	156.83%	171.93%	102%
Demand													
Total RNs	5,416	3,032	4,700	3,917	6,750	3,178	7,224	9,288	8,416	8,472	3,535	196	64,124
Target	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Variance	-11	-40	367	-1,210	2,240	-4,181	67	1,547	-66	-396	-3,087	67	-4,703
Historical Avg	5,427	3,072	4,333	5,127	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,827
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%	38.60%	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	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Variance	1,720	-1,130	-21	536	-187	1,193	-642	-447	1,601	468	473	-16	3,548
Historical Monthly Avg	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Pace Percentage	158.72%	52.96%	98.52%	124.95%	90.35%	154.57%	76.77%	64.66%	166.85%	112.62%	120.98%	85.96%	114%
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	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Variance	1,540	-1,400	955	-1,163	-1,174	165	-1,716	3,330	-2,316	-2,242	2,974	14	-1,033
Historical Avg	5,427	3,072	4,333	5,127	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,827
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%

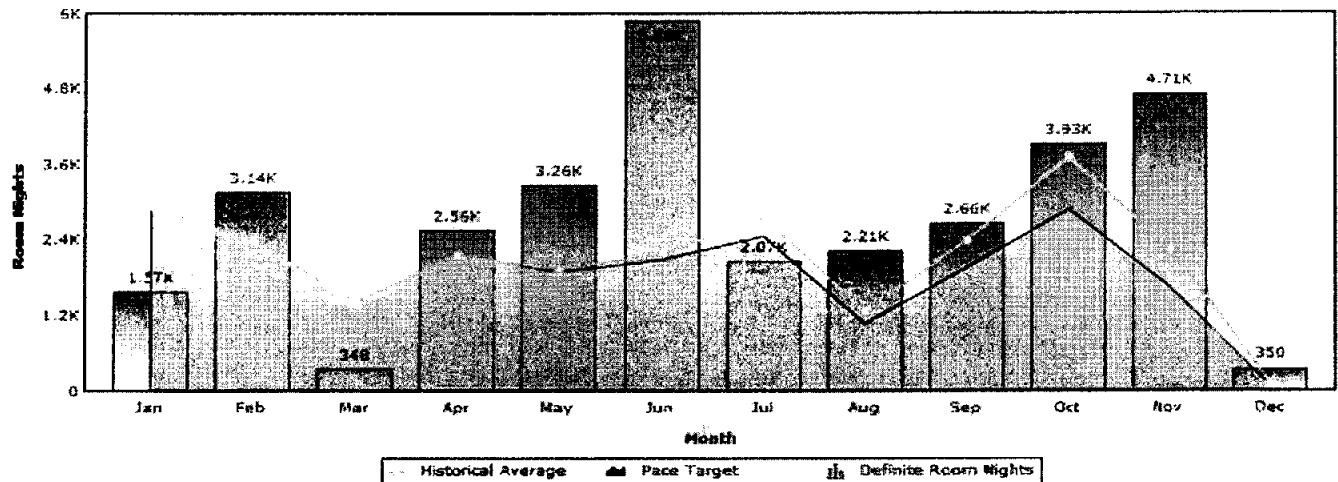
Monthly Sales Pace 2015



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	2,069	2,214	2,664	3,925	4,710	350	32,689
Target	2,929	2,402	1,420	2,148	1,894	2,087	2,467	1,069	1,957	2,881	1,651	78	22,983
Variance	-1,359	742	-1,072	410	1,367	3,789	-398	1,145	707	1,044	3,059	272	9,706
Historical Monthly Avg	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Pace Percentage	53.60%	130.89%	24.51%	119.09%	172.20%	281.58%	83.87%	207.19%	136.10%	136.23%	285.33%	447.59%	142%
Demand													

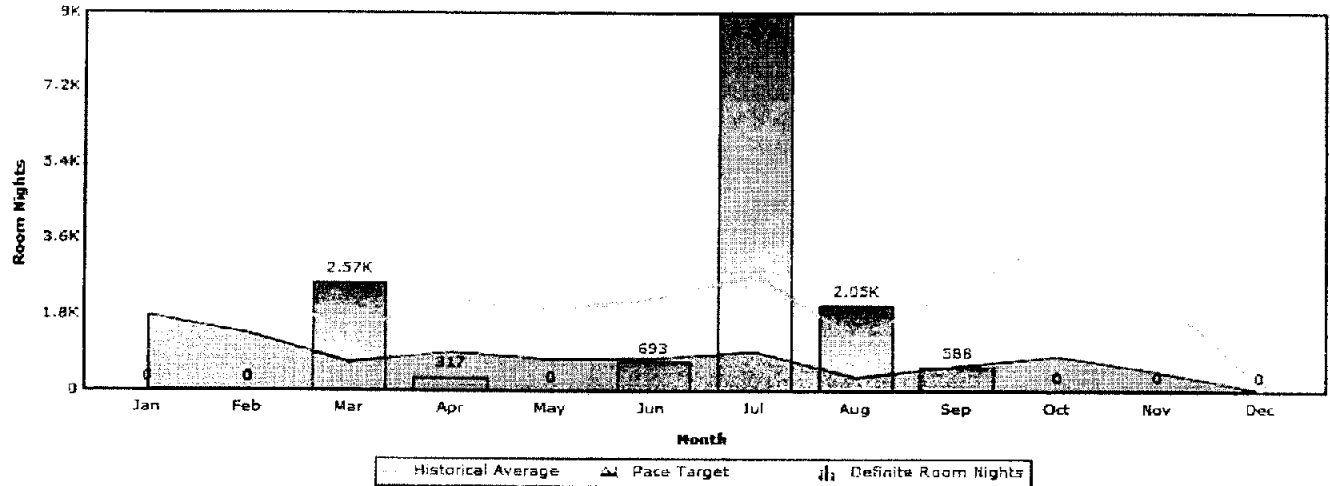
2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total RNs	3,898	4,512	3,013	7,715	4,094	8,672	10,343	4,369	7,403	9,449	6,242	1,361	71,071
Target	2,929	2,402	1,420	2,148	1,894	2,087	2,467	1,069	1,957	2,881	1,651	78	22,983
Variance	-1,529	1,440	-1,320	2,588	1,347	4,236	6,077	-149	2,618	4,584	2,686	1,294	23,872
Historical Avg	5,427	3,072	4,333	5,127	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,827
Conversion													
Tentative Room Nights	60	0	132	668	288	285	2,053	600	795	510	175	891	6,457
Lost Room Nights	2,268	1,368	2,533	4,489	545	2,511	6,221	1,555	3,944	5,014	1,357	120	31,925
Conversion Percentage	40.90%	69.70%	12.10%	36.30%	85.70%	70.10%	25.00%	58.70%	40.30%	43.90%	77.60%	74.50%	51%

Monthly Sales Pace
2016



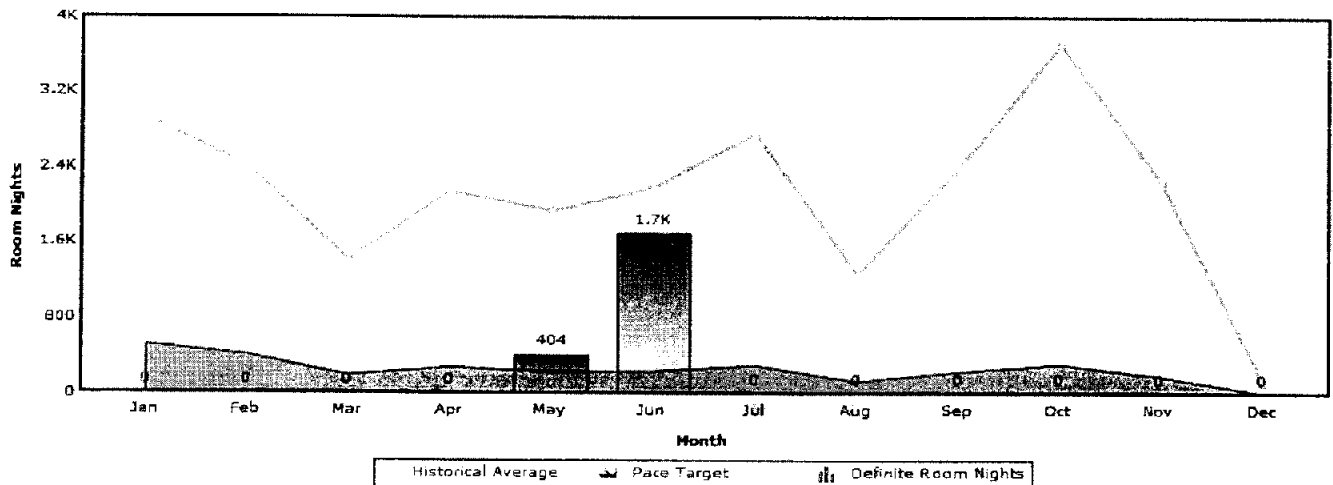
2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	2,568	317	0	693	8,969	2,050	588	0	0	0	15,185
Target	1,790	1,363	680	922	753	775	945	342	608	836	467	20	9,502
Variance	-1,790	-1,363	1,888	-605	-753	-82	8,024	1,708	-20	-836	-467	-20	5,683
Historical Monthly Avg	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Pace Percentage	0.00%	0.00%	377.60%	34.39%	0.00%	89.43%	948.67%	599.04%	96.68%	0.00%	0.00%	0.00%	160%
Demand													
Total RNs	1,882	2,925	8,095	5,200	255	7,236	14,596	2,756	2,650	16,747	1,201	0	63,543
Target	1,790	1,363	680	922	753	775	945	342	608	836	467	20	9,502
Variance	-823	1,425	6,142	3,042	-1,511	4,594	12,400	873	717	15,019	57	-20	41,915
Historical Avg	5,427	3,072	4,333	5,127	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,827
Conversion													
Tentative Room Nights	1,332	2,925	2,470	4,423	0	2,428	1,075	706	1,912	2,518	848	0	20,637
Lost Room Nights	550	0	3,057	460	255	4,115	4,552	0	150	14,229	353	0	27,721
Conversion Percentage	0.00%	0.00%	45.70%	40.80%	0.00%	14.40%	66.30%	100.00%	79.70%	0.00%	0.00%	0.00%	35%

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	1,700	0	0	0	0	0	0	2,104
Target	517	404	188	274	221	233	294	128	228	312	180	7	2,987
Variance	-517	-404	-188	-274	183	1,467	-294	-128	-228	-312	-180	-7	-883
Historical Monthly Avg	2,929	2,402	1,420	2,148	1,938	2,186	2,764	1,265	2,395	3,709	2,254	114	25,524
Pace Percentage	0.00%	0.00%	0.00%	0.00%	182.73%	730.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	70%
Demand													
Total RNs	2,360	0	0	551	3,393	2,393	760	520	1,955	805	1,256	0	13,993
Target	517	404	188	274	221	233	294	128	228	312	180	7	2,987
Variance	1,569	-421	-527	22	3,005	1,930	391	180	1,675	520	1,043	-4	9,383
Historical Avg	5,427	3,072	4,333	5,127	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,827
Conversion													
Tentative Room Nights	2,360	0	0	551	2,549	693	0	520	1,955	805	1,256	0	10,689
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%	64%

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

Occupancy Tax Advisory Board
May 24, 2016

EXHIBIT 7

TOURISM

SANTA FE

OTAB Marketing Report March 2016 Reported April 21, 2016

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
- CJ Kaplan, Creative Director
- Kelea Denmark, 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

2016 Q1 Marketing Metric Results Summary

- Occupancy & Room Rates [Y/Y change]
 - Occupancy Rate: 53.6% [DOWN 0.9]
 - Average Daily Rate: \$105.48 [UP 3.6%]
 - Revenue per Available Room: \$56.79 [UP 2.2%]
- Website [Y/Y change]
 - Visits: 347,992 [UP 32%]
 - Unique Visits: 283,874 [UP 33%]

- Pages per Session: 2.40 [DOWN 12%]
 - Average Time on Site: 2:32 [DOWN 17%]
 - Conversion Rate: 13.6% [DOWN 5.6]
- Blog [Y/Y change]
 - Page Views: 14,954 [UP 167%]
 - Average Time on Blog: 2:15 [UP 3%]
 - Website Referrals: 7.9% [UP 0.2]
- Email Newsletters (Averages) [Y/Y change]
 - Consumer: Happenings
 - Email List: 144,607 [UP 15%]
 - Happenings Open Rate: 17.8% [UP 0.1]
 - Consumer: Stay Another Day
 - Email List: 75,190 [UP 52%]
 - Open Rate: 20.1% [UP 0.9]
 - Industry: Marketing Report
 - Email List: 3,294 [UP 19%]
 - Open Rate: 31.6% [DOWN 1.9]
 - Industry: Sales Report
 - Email List: 3,304 [UP 19%]
 - Open Rate: 31.8% [DOWN 3.7]
- Public Relations [Y/Y growth]
 - Pitches: 71*
 - Press Releases: 9 [DOWN 87%]
 - Media Visits: 24 [DOWN 8%]
 - Media Contacts: 430 [UP 13%]
 - Earned Media: \$9,445,405 [UP 103%]
- Social Media [Y/Y change]
 - Facebook likes: 48,678 [UP 32%]
 - Facebook engagement: 197,205 [UP 162%]
 - Twitter followers: 10,372 [UP 23%]
 - Instagram followers: 7,880 [UP 370%]
 - Pinterest follower: 2,056 [UP 21%]
 - YouTube subscribers: 214 [UP 48%]
 - YouTube views: 9,259 [UP 228%]
 - Trip Advisor page views: 36,302 [DOWN 37%]
- Santa Fe Guide [Y/Y change]
 - Distributed guides: 101,743 [DOWN 7.1%]
- Visitors [Y/Y change]
 - Visitor center visits: 23,606 [UP 53%]**

Please see Q1 2016 Quarterly Report for more details.

*TOURISM Santa Fe began separating pitches from press releases in Q3 of 2015.

Note that Y/Y figures will normalize after 1 year.

**Includes numbers from new Plaza visitor center, resulting in large Y/Y change.

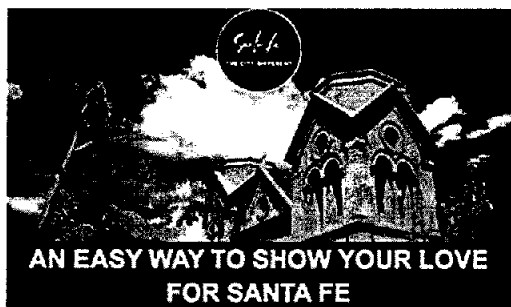
Santa Fe Visitor Survey

TOURISM Santa Fe has kicked off a Visitor Survey and Analysis project with DestiMetrics. It has been several years since we have completed a visitor survey. TOURISM Santa Fe and our business partners need updated visitor information to fine tune our marketing plans. To be successful in this effort we need our business partners to help get the Visitor online survey out to as many Santa Fe visitors as possible.

We have asked tourism business partners to send out the Visitor Survey to their databases. This effort does not require the business partner to provide us any of their database addresses.

We have provided a survey request and link to business partners to send out. TOURISM Santa Fe will be putting together a Santa Fe 2 night getaway sweepstake drawing prize to be used to entice visitors to complete the survey.

Vote and Show your Love for Santa Fe



The elite **Conde Nast Traveler Readers' Choice** is now live at www.cntraveler.com/rca/2016. Please take a moment to create an account to vote. You can vote once per email registration. Santa Fe is listed in the **Cities** section. Santa Fe scored #6 "Best City In The World" last year among *Conde Nast Traveler* readers, surpassing Paris, Rome and others. We need **your** help to reach achieve this again in 2016! There are 15 Santa Fe properties in **Hotels & Resorts** and Ski Santa Fe is in **Ski Resorts**. By voting in each category you get extra chances to win a "trip of a lifetime" to Europe.

As always, we're using email, social media and all communications channels to spread the word and we encourage you to do the same. Be sure to promote these voting opportunities to your colleagues, friends and family.

Instagram to Business Listings

Business partners now have the option to add their Instagram account to their business listings. They can login to your account on santafe.org; click on the **EDIT LISTING** button from the dashboard; add the Instagram URL in the appropriate section.

Santa Fe Margarita Trail on santafe.org



The official launch of the Santa Fe Margarita Trail is just around the corner. Beginning on May 5 Cinco de Mayo, trail adventurers will have the opportunity to discover Santa Fe's unique culture and culinary creativity by enjoying 31 specialty-crafted margaritas made famous by Santa Fe's most beloved restaurants and bars. This program is sure to become another signature Santa Fe adventure. Learn more at www.santafe.org/MargaritaTrail.

Who has the Best Green Chile Cheeseburger in New Mexico?

News alert! Santa Fe is represented in the nominee list for a **USA TODAY 10Best Readers' Choice** contest category which has just launched. The nominees for Best Green Chile Cheeseburger in New Mexico were announced on Monday, April 11, 2016, and Santa Fe represents 6 of the finalists competing for a spot in the winners list. I'm sure our Santa Fe nominees would appreciate the support of all of us during their campaign to win.

The Santa Fe nominees for Best Green Chile Cheeseburger in New Mexico are:

- Bang Bite Filling Station
- Blake's Lotaburger
- Del Charro Saloon
- Mine Shaft Tavern
- Santa Fe Bite
- Shake Foundation

Voting is open now, runs for four weeks only and **ENDS ON Monday, May 9th, 2016 at 11:59am EDT**. You can rock the vote at www.10best.com/awards/travel/ and of course we encourage you to share the contest URL with your social network. The public can vote once per day, per category. To follow live voting action (and discover the most active campaigns for award categories), search #10BestChoice on Twitter (we are @10Best).

Vote Santa Fe Best Small College Town

Santa Fe was recently named the #8 Best Small College Town in 10Best Readers' Choice travel award contest by USA TODAY. Winners are promoted in USA Today and on usatoday.com. The nominations were carefully made by an Expert panel and the public voted for this honor!

Spring Break 2016 Kids Free Wrap Up Meeting

TOURISM Santa Fe's Spring Break Kids Free Promotion came to an end on April 15th. We wanted to bring together the promotion participants and any other interested business partners to review the promotion results (advertising, social media, website and public relations). On Thursday, April 21st, 2016 at 3:30pm at the Santa Fe Community Convention Center in the DeVargas room we hosted a wrap up meeting. We reviewed the results with the participants and received feedback about the program.

MARKETING INFORMATION ITEMS

TSF Business Partner Meetings

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

- La Fonda
- Georgia O'Keeffe, Tate Modern FAM
- Liveability, Jarek Swecosky
- Spy Tour-Los Alamos
- Eloisa, Social Media Event
- Landt-Speakers Bureau 986
- Robbi Firestone
- Santa Fe Century (volunteer appreciation)
- Lodger's Luncheon
- Anasazi Restaurant (meet and greet with Chef Edgar Beas)
- Meow Wolf
- Eric Martinez, Los Foodies
- The Fence NM
- Shelley Thompson, DCA
- Fiesta Status Meeting

TSF San Diego and Los Angeles Press Desk Sides

TOURISM Santa Fe met with a combination of writers during the Tate Modern & Georgia O'Keeffe Press Tour Luncheon:

- Bell Pollen, Vogue
- Alistair Sooke, Daily Telegraph
- Holly Williams, The Independent
- Michael Prodger, The New Statesman

TOURISM Santa Fe met with a combination of 15 travel writers and publications in San Diego and Los Angeles on March 10-15.

James Hill, Man Tripping Blog

Kristen Castillo, Freelance Travel Writer

Cynthia Dial, Freelance Travel Writer

Jen Leo, Freelance Travel and Family Writer

Steve Rohrlack, Editor Gay Travel

Archana Ram, Editor San Diego Magazine
Elizabeth Harryman, Editor Westways
Paul Lasley, Host of American Forces Radio Network (travel Podcast)
Anne Harnagel , Travel Editor LA Times
Emma Weissmann , Associate Editor TravelAge West
Jennifer Lee , Senior Associate Editor Association News
Elyse Glickman , Los Angeles Business Journal
Alain Gayot , Editor Gayot Publications
Sheila Marikar, Freelance Lifestyle Writer
Samantha Brooks, Editor in Chief Luxury Magazine

MONTHLY METRICS

Website & Newsletters

March 2016 Performance Metrics

Visits

- 167,251 Total Sessions (60.6% increase Y/Y)
- 75.5% New Sessions (3.1% increase Y/Y)
- 2.17 Pages per Session (21.3% decrease Y/Y)
- 2:11 Average Time on Site (30% decrease Y/Y)
- 357,254 Total Page Views (25.3% increase Y/Y)

Visitor Gender

- 54.3% Female
- 45.7% Male

Visitor Age

- 15.51% 18 - 24
- 19.04% 25 - 34
- 16.74% 35 - 44
- 14.81% 45 - 54
- 19.31% 55 - 64
- 14.60% 65+

Newsletters

Santa Fe Happenings

- Sent: March 4, 2016
- Number sent: 47,957
- Number opened: 8,802
- Open rate: 18.4%

Meet Different In Santa Fe

- Sent: March 4, 2016
- Number sent: 9,938

- Number opened: 1,380
- Open rate: 17.14%

TOURISM Santa Fe Marketing Report

- Sent: March 9, 2016
- Number sent: 1,105
- Number opened: 344
- Open rate: 32.27%

Santa Fe Deals and Specials

- Sent: March 18, 2016
- Number sent: 24,999
- Number opened: 4,857
- Open rate: 19.46%

Seasonal: Spring in the City Different

- Sent: March 21, 2016
- Number sent: 25,609
- Number opened: 5,064
- Open rate: 19.97%

TOURISM Santa Fe Sales Report

- Sent: March 23, 2016
- Number sent: 1,115
- Number opened: 378
- Open rate: 34.15%

*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

Social Media Spotlight: Kira Randolph, Digital Media Specialist, Georgia O'Keeffe Museum

Georgia O'Keeffe's global fan base and exquisite artworks offer enormous benefit to Kira in her new role as Digital Media Specialist. Regular engagement and posts on the museum's social media platforms - Facebook, Instagram, Twitter and Pinterest - gives her the opportunity to see the ways in which the Georgia O'Keeffe namesake inspires people around the world.

Similarly, working in collaboration with TOURISM Santa Fe, allows her to leverage our city as a destination with abundant experiences beyond the Georgia O'Keeffe museum walls.

As always, we encourage all of our business partners to follow, share, and interact with us on social media!

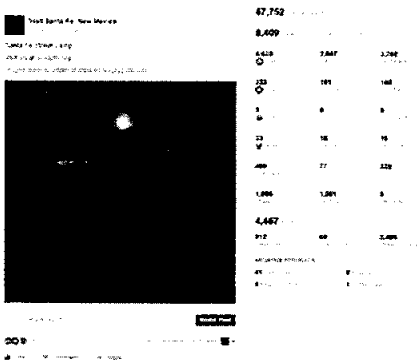
Facebook

March 2016 Performance Metrics

- Total Page Likes: 48,678 (2.1% increase M/M)
- People Talking About This: 16,738
- Engagement: 66,705

Top Ranking Post, Santa Fe Street Lamp - March 29, 2016 at 3:37 PM

- Likes: 6,639
- Shares: 3,782
- Comments: 409
- Reach: 67,752



Twitter

March 2016 Performance Metrics

- Followers: 10,372 (1.4% increase M/M)
- Monthly Impressions: 147.7K
- Engagement: 1,927

Top Performing Post, March: Allyn Perez and Gary Matthewman in Recital - March 10th at 8:16 AM

- Impressions: 2,208
- Favorites: 13
- Retweets: 7
- Total Engagements: 71



- Posted March 22, 2016
- Views: 216

Time To Plan a Mother's Day Santa Fe Getaway!

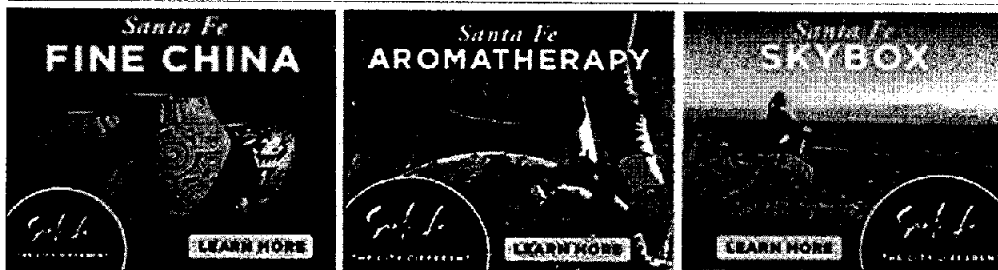
- Posted March 29, 2016
- Views: 227

March 2016 Performance Metrics

Total Blog Views: 6,201 (48.3% increase M/M)
Average Time on March Blog Posts: 1:30 minute

PAID MEDIA PLACEMENTS

Digital



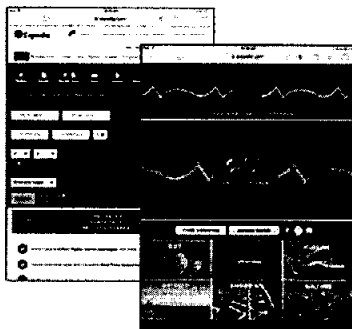
DISPLAY

Target Market: Drive and Fly

Flight Dates: Mar 1 - Mar 31, 2016

20,579 clicks/4,406,020 impressions = .47% CTR

11,879 visits = 58%VR



PRE-ROLL Video and Mobile

Target Market: Drive and Fly

Flight Dates: Mar 1 - Mar 31, 2016

Adara

- 1,169 clicks/566,964 impressions = .21% CTR

- 1,230 visits = 105% VR

AdTheorent

- 118,782/5,416,001 impressions = 2.19% CTR
- 55,689 visits = 47% VR

SpotXchange:

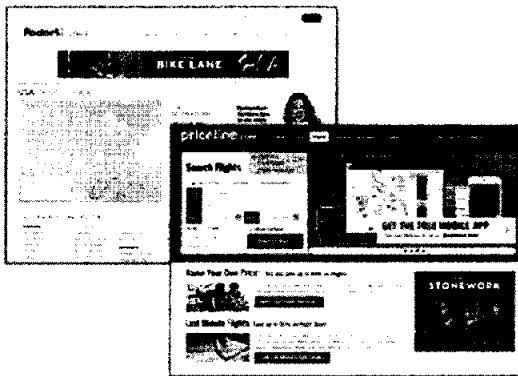
- 73 clicks/189,541 impressions = .04% CTR
- 101 visits = 70% VR

Tremor:

- 2,064 clicks/875,171 impressions = .24% CTR
- 2,001 visits = 97% VR

Quantcast:

- 1,079 clicks/875,171 impressions = .24% CTR
- 2,001 visits = 97% VR



3RD PARTY TRAVEL SITES

Target: National

Flight Dates: Mar 1 - Mar 31, 2016

TripAdvisor:

- 502 clicks/212,414 impressions = .24% CTR
- 400 visits = 80% VR

SEM

Target: National

Flight Dates: Mar 1 - Mar 31, 2016

- 4,614 clicks/529,227 impressions = .87% CTR
- Avg position = 2.6 and Avg CPC = \$1.57



MICE

Target: National

Flight Dates: Mar 1 - Mar 31, 2016

Smart Meetings (HP4C): 81,000 circ

Successful Meetings (HP4C): 37,859 circ

Print



PRINT

Target Market: Drive

Denver, Colorado Springs, Phoenix & N/W Texas

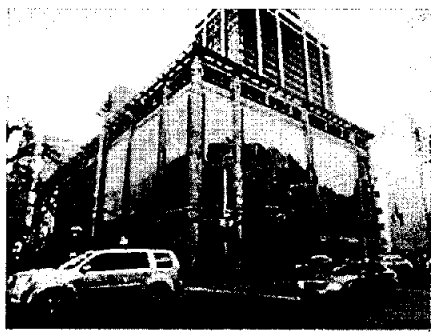
Flight Dates: Feb 1 - Mar 31, 2016

Circulation - 344,000

Publications:

Architectural Digest, Bon Appetit, Conde Nast Traveler, The New Yorker, Vanity Fair

Out of Home



OUT OF HOME (Denver, CO)

Target Market: Drive

Flight Dates: Feb 1 - Mar 31, 2016

3,699,108 impressions

PUBLIC RELATIONS

Summary

We had an exceptional March with \$ 4,836,043 in earned media on over a third of a billion impressions - our best month ever, surpassing even last February when we had over \$ 2M in earned media from coverage of The Bachelor alone. This is a 3,269% increase over March 2015.

The two big stories of The House Of Eternal Return by Meow Wolf and the new Santa Fe Margarita Trail were very big drivers, but we enjoyed a slew of coverage in all mediums across all key travel categories. Earned media is one general measurement, but the right story in the right outlet, regardless of value, can make a big difference.

We said yes to press and the both the quantitative and the qualitative results validate that ethic.

Check out the coverage highlights below and send the ones you like out via social media, email newsletters and web sites. We must leverage our coverage and accolades and make sure our own audiences—the people we know to be most interested in Santa Fe—see and read them. People respond to stories and you don't want to underestimate the power of the right story to inspire the right action.

We encourage business partners to review December's New Year's Resolutions document and support us proactively with high resolution images and videos, voting and getting out the vote in the critical **Conde Nast** and **Travel + Leisure** surveys, responding to PR Hot Tops and Saying Yes To Press.

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

Thrillist named Santa Fe one of ten "**American Cities With The Coolest Architecture.**"

InfoGroup named Santa Fe a "**Top Foodie City in the U.S.**"

Spoon University named the Lavender Shake from Shake Foundation as the "**Best milkshake in New Mexico.**"

Visiting Press

Melanie Kaminski visited Santa Fe from March 2-5 to research for coverage in *LA Explorer*.

Freelancer **Jerry Dunn** visited Santa Fe from March 8-24.

Sarah Kuo from *Trekaroo* visited Santa Fe from March 16-19.

Anshula Varma visited Santa Fe in March to research for coverage on *Passport to Eden*.

Ray Rinaldi from the *Denver Post* visited Santa Fe from March 18-20 to research coverage on Meow Wolf.

Toni Dash from *Boulder Locavore* visited Santa Fe from March 22-26 to research for destination and Margarita Trail coverage.

Michael McMaster from *MnM Adventures* visited Santa Fe from March 23-26 to research for destination coverage.

Caramie Petrowsky from *Vail Daily* visited Santa Fe in March.

Holly Williams from *UK Independent* visited Santa Fe in March.

Andrew Collins from *New Mexico Magazine* visited Santa Fe on March 29.

Print & Online Articles

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

NEWSPAPER

As a result of TOURISM Santa Fe hosting Jill Fergus in the destination in early 2015, *AAA Northeast* published dedicated coverage in an article titled, "Where culture, raw beauty collide."

The Austin Chronicle included the Santa Fe Margarita Trail in an article titled, "**Day Trips & Beyond.**"

The Washington Post highlighted the Santa Fe Spring Break promotion in an article titled, "**The week's best travel deals from around the globe.**" Coverage ran in print and online.

Coverage was syndicated to the following outlets: Palm Beach Post, Atlanta Journal Constitution, Dayton Daily News, Austin American-Statesman, Napa Valley Register, Fresno Bee

El Paso Times posted a dedicated feature titled, "**Santa Fe tourism officials urge visit.**"

Dallas Morning News provided dedicated coverage of **Meow Wolf in Santa Fe.**

Chicago Tribune included the Hotel Santa Fe The Hacienda & Spa in a **round-up of travel news and deals.**

Orange County Register provided coverage of **the Santa Fe Spring Break promotion.**

Las Cruces Sun-News provided dedicated coverage of Meow Wolf in Santa Fe in an article titled, "**Staycations and must-see stops in New Mexico.**"

USA Today provided a **dedicated photo gallery of Meow Wolf.**

WEBSITES

U.S. News & World Report published an updated Santa Fe travel guide:

- travel.usnews.com/Santa_Fe_NM/Travel_Tips/
- travel.usnews.com/Santa_Fe_NM/Things_To_Do/
- travel.usnews.com/Santa_Fe_NM/When_To_Visit/
- travel.usnews.com/Santa_Fe_NM/Getting_Around/
- travel.usnews.com/Santa_Fe_NM/Neighborhoods/
- travel.usnews.com/Santa_Fe_NM/Pictures/

Food & Wine FWx posted a series of posts dedicated to Santa Fe. The articles were written by Kate Donnelly, who visited the destination in 2015. The series included:

- "The Best Hotels in Santa Fe, N.M."
- "The Best Places to Drink Outdoors in Santa Fe.]"
- "The Most Romantic Restaurants in Santa Fe, NM."
- "The Best Local Food in Santa Fe."
- "The Best Breakfasts in Santa Fe, NM."

Luxury Travel Magazine provided dedicated coverage of **Santa Fe's new museum exhibits.**

As a result of hosting Jill Fergus on the March 2015 press trip, AAA published dedicated coverage of the destination in an article titled, "**Visiting Santa Fe, New Mexico.**"

As a result of hosting Berit Baugher in Santa Fe in April 2015, *Fathom* posted dedicated coverage of Hotel St. Francis in a piece titled, "**Live Like a Saint at This Historic Santa Fe Hotel.**"

MAGAZINES

Travel + Leisure included Santa Fe in an article titled, "**Wonderful Regional Christmas Traditions From Around the U.S.**"

VIA Magazine provided dedicated coverage of the Santa Fe Botanical Garden at Museum Hill in an article titled, "**Santa Fe's Botanical Beauty.**"

Smart Meetings provided coverage of the destination in an article titled, "**Land of Artistic Enchantment in Albuquerque and Santa Fe.**" Coverage ran in print and online.

Prevue provided coverage of Santa Fe in an article titled, "**Made for Dreaming.**" Coverage ran in print and online.

Lonely Planet published coverage of Santa Fe in an article titled, "Drive the High and Low Roads" in the Spring 2016 print issue.

Conde Nast Traveler provided a dedicated feature on **the opening of Meow Wolf in Santa Fe.**

Men's Journal included New York Deli in Santa Fe in a round-up of, "**Best Coffee Shops to Unplug.**"

As a result of Carri Wilbanks visiting the destination, *Better Homes & Gardens* included the Santa Fe Farmer's Market in an article titled, "**Farmer's Markets to Visit Before You Die.**"

T: The New York Times Style Magazine provided dedicated coverage of Santa Fe's Meow Wolf in an article titled, "**The House That Art, Fantasy and Mystery Built.**"

As a result of hosting Matt Gurry on the October press trip, *Metrosource* provided dedicated coverage of the destination in a piece titled, "**Santa Fe.**"

BROADCAST

I Am Cait featured Mayor Gonzales on the **March 13 episode.**

TOURISM

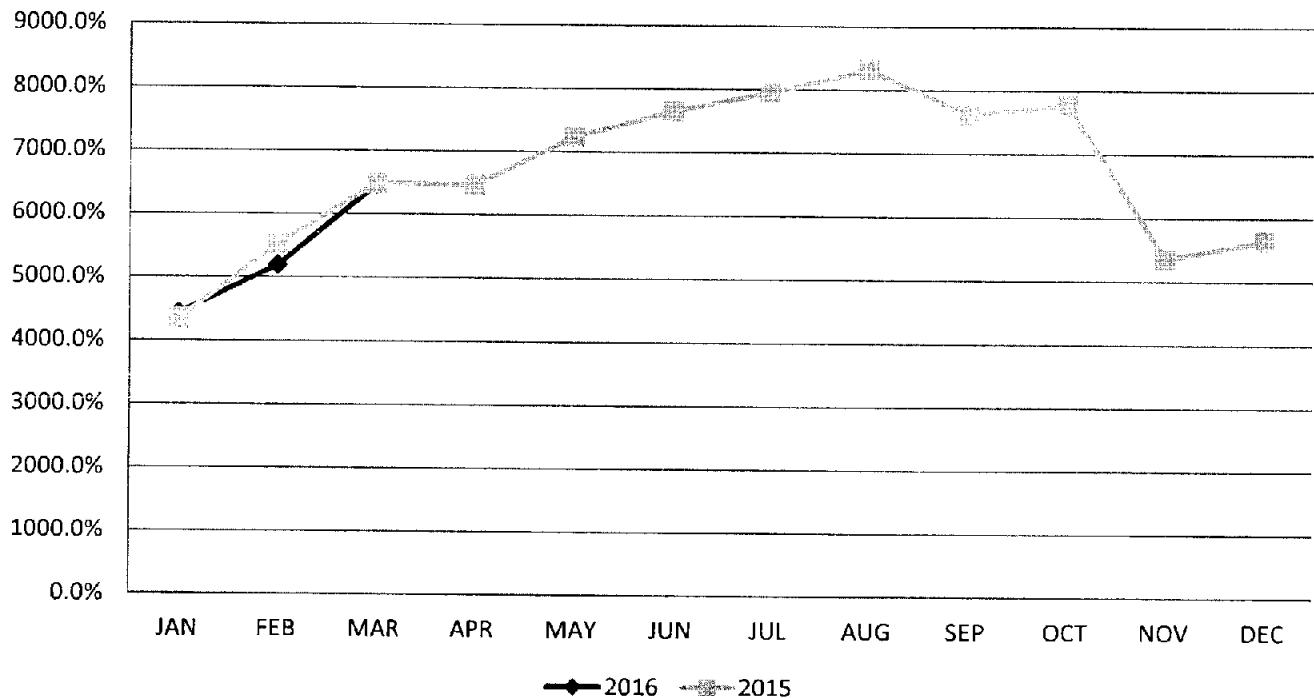
SANTA FE

Quarterly Marketing Report

2016 Q1 | January - March

Occupancy & Room Rates

Occupancy Rate



Occupancy Rate Percentage

	Q1	Q2	Q3	Q4	YTD
2016	53.6				53.6
2015	54.5	71.1	79.6	62.6	54.5
(Y/Y)	-0.9				-0.9

Average Daily Rate

	Q1	Q2	Q3	Q4	YTD
2016	\$105.48				\$105.48
2015	\$101.80	\$116.99	\$145.27	\$124.84	\$101.80
(Y/Y)	3.6%				3.6%

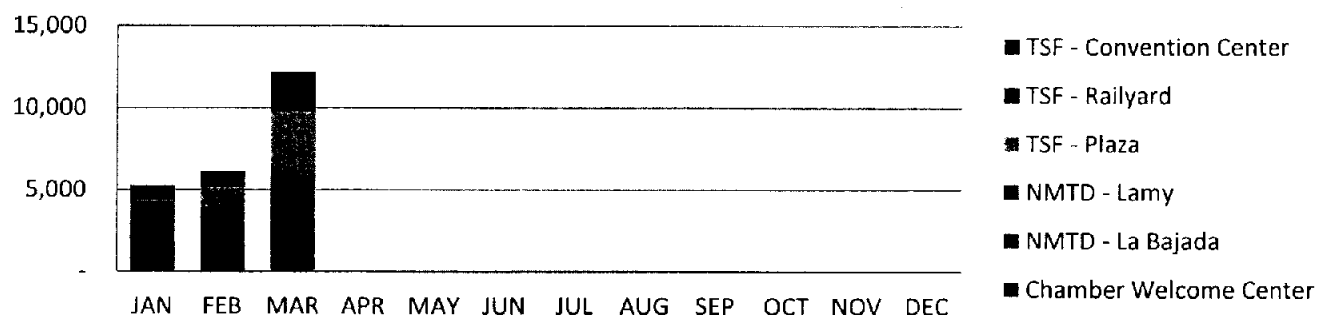
Revenue Per Available Room

	Q1	Q2	Q3	Q4	YTD
2016	\$56.79				\$56.79
2015	\$55.56	\$83.63	\$115.94	\$79.15	\$55.56
(Y/Y)	2.2%				2.2%

Source: Rocky Mountain Lodging Report

Tourism Information Centers

Visits by Location



Visitor Information Centers					
	Q1	Q2	Q3	Q4	YTD
TSF - Convention Center					
2016	1,807				1,807
2015	868	3,065	3,948	5,191	868
(Y/Y)	108%				108%
TSF - Railyard					
2016	2,493				2,493
2015	1,345	3,021	6,901	8,505	1,345
(Y/Y)	85%				85%
TSF - Plaza					
2016	6,859				6,859
2015		4,799	15,178	13,029	
(Y/Y)					
NMTD - La Bajada					
2016	4,302				4,302
2015	4,333	6,701	7,891	5,751	4,333
(Y/Y)	-1%				-1%
NMTD - Lamy					
2016	6,453				6,453
2015	7,080	14,080	13,019	8,707	7,080
(Y/Y)	-9%				-9%
Chamber Welcome Center					
2016	1,692				1,692
2015	1,843	2,095	2,801	1,565	1,843
(Y/Y)	-8%				-8%
TOTAL Visitors					
2016	23,606				23,606
2015	15,469	33,761	49,738	42,748	15,469
(Y/Y)	53%				53%

Website

Summary:

Advertising and marketing are key to the increased traffic seen during first quarter 2016. Demographics continue to trend younger with about 3% more male visitors than last year. Facebook and Twitter traffic has also increased. Blog referrals are up 150%. However, pages/session and session duration are down from last year, most likely due to the nature of advertising-driven traffic vs. organic traffic.

Key Insights:

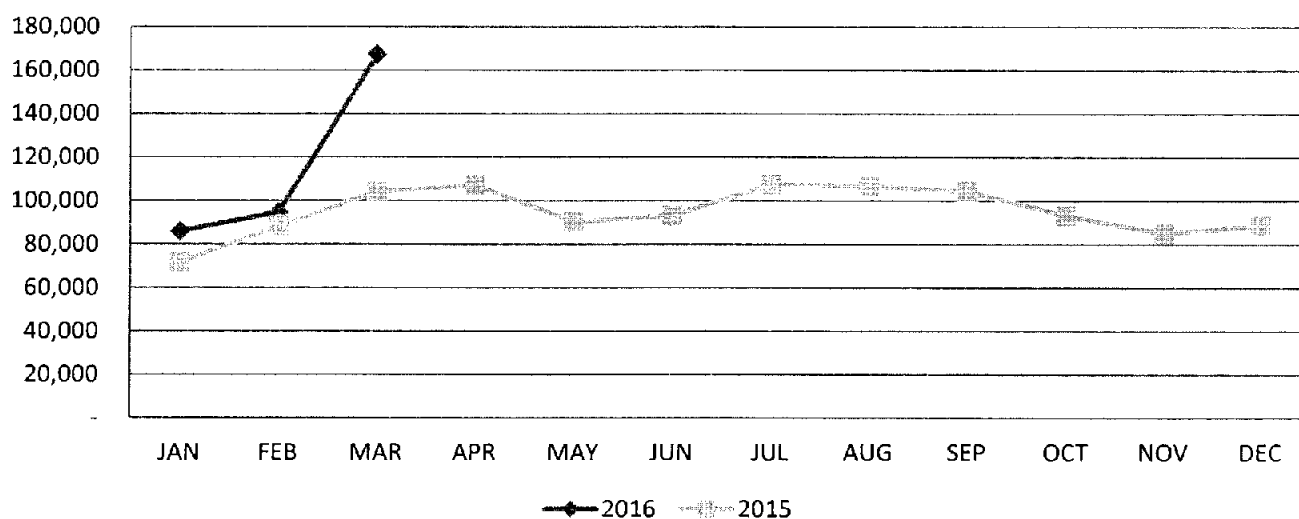
- The City Different page is #2 for the quarter, clearly demonstrating the power of marketing.
- The Spring Break page ended up at #6 for the quarter; much of the traffic was organic although marketing did drive a lot of traffic (just not as much as to the City Different).
- Of the top pages, traffic dropped slightly to the home page, the Calendar, and Hotels and Motels. It also dropped by about 10% for the Shopping page under Visiting Santa Fe. However, traffic to the Shopping pillar page was up 60% which is about the same amount of traffic.
- Facebook is clearly the most effective social media platform for driving traffic to the site. Twitter traffic went up a lot, but the total number is still a small percentage compared to Facebook traffic. Trip Advisor drove a good amount of traffic last year, but without payment, its effectiveness has more than halved.
- Conversions are down about 10% across the board. There was a big spike in Visitor Guide completions after the VG newsletter was sent out, but they are still down from last year.
- Page load speed improved by 2%. The slowest pages (which are also slower year-over-year) are Calendar, Dine, and Deals and Specials, which all have dynamically-loading content.

Action Items:

- ☐ Continue to refine blog analytics and reporting
- ☐ Continue annotating potential traffic-generating events in GA
- ☐ Investigate speed of dynamically loaded content on pages like Calendar and Deals and Specials
- ☐ Investigate falling conversion rates

Website: SantaFe.org

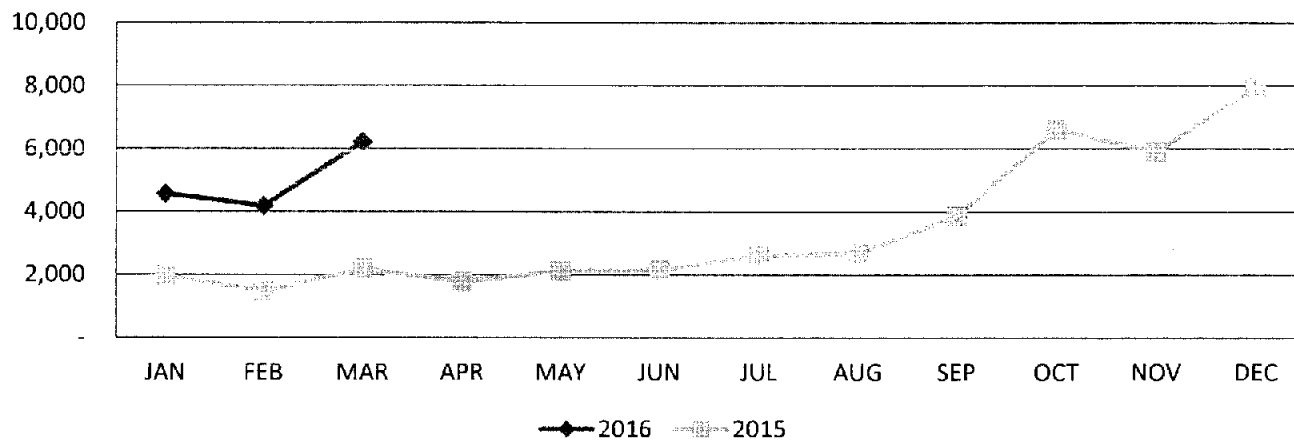
Total Visits



Website					
	Q1	Q2	Q3	Q4	YTD
Total Visits					
2016	347,992				347,992
2015	264,121	290,688	318,721	267,186	264,121
(Y/Y)	32%				32%
Unique Visits					
2016	283,874				283,874
2015	213,548	233,326	254,039	216,892	213,548
(Y/Y)	33%				33%
Average Pages Per Session					
2016	2.40				2.40
2015	2.72	2.73	2.64	1.64	2.72
(Y/Y)	-12%				-12%
Average Time on Site					
2016	2:32				2:32
2015	3:03	3:05	2:59	2:32	3:03
(Y/Y)	-17%				-17%
Conversion Rate Percentage					
2016	13.6				13.6
2015	19.2	15.8	14.1	10.4	19.2
(Y/Y)	-5.6				-5.6

Website: Blog

Blog Page views



Blog					
	Q1	Q2	Q3	Q4	YTD
Page Views					
2016	14,954				14,954
2015	5,596	6,027	9,148	20,465	5,596
(Y/Y)	167%				167%
Average Time on Blog					
2016	2:15				2:15
2015	2:12	3:10	2:42	2:56	2:12
(Y/Y)	3%				3%
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2016	7.9				7.9
2015	7.7	11.6	9.2	6.7	7.7
(Y/Y)	0.1				0.1

Newsletters

Summary:

CONSUMER – Open rates are improved slightly from last year, with the Deals and Specials showing a bigger improvement than the Happenings. While seasonal newsletters generally have a slightly higher open rate than the regular consumer-facing newsletters, spring had a 20% open rate (similar to Deals and Specials), and winter was the second highest of all Q1 consumer newsletters at 21.3%. The highest was the 2016 Visitor's Guide, with a 24% open rate. The one industry-specific consumer newsletter sent in Q1 had a slightly worse open rate - Meet Different (targeting meeting planners) at 17%.

INDUSTRY – Open rates are still dropping year over year, with about 5-7% less opens than last Q1 2015. While the reach is larger (given growth of the subscriber base), a smaller percentage of industry partners are reading the emails.

Consumer Key Insights:

- Click-through from newsletters has improved both from last quarter and year over year
- Open rates are up slightly

Consumer Action Items:

- ☐ Improve speed of newsletter build process to decrease turnaround time
- ☐ Create template library for re-using custom-designed newsletters

Industry Key Insights:

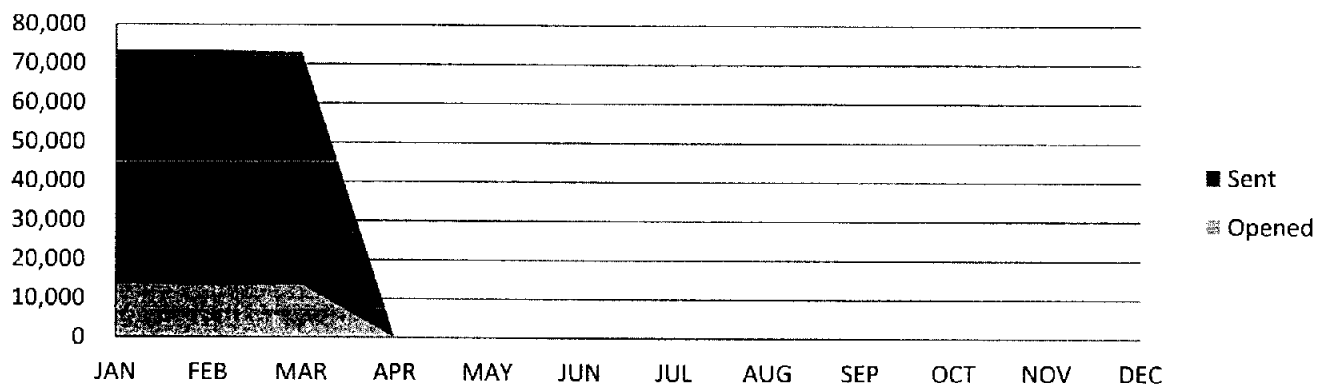
- Subscribers are up, but open rates are down

Industry Action Items:

- ☐ Investigate falling open rate of Industry-facing newsletters
- ☐ Continue promoting business listings to increase subscriber rate

Newsletters: Consumer

Total Consumer Emails: Sent vs Opened



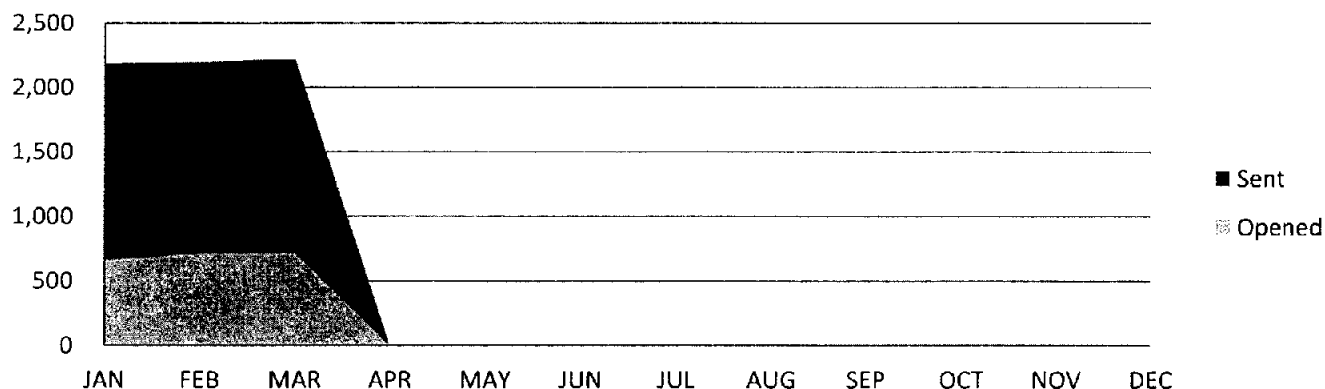
Email Consumer

	Q1	Q2	Q3	Q4	YTD
Sent: Happenings					
2016	144,607				144,607
2015	126,184	124,387	149,021	146,528	126,184
(Y/Y)	15%				15%
Opened: Happenings					
2016	25,717				25,717
2015	22,264	21,261	27,482	25,772	22,264
(Y/Y)	16%				16%
Open Rate: Happenings (Quarterly Average Percentage)					
2016	17.8				17.8
2015	17.6	17.1	18.4	17.6	17.7
(Y/Y)	0.2				0.1

Sent: Stay Another Day					
2016	75,190				75,190
2015	49,559	49,117	77,034	75,816	49,559
(Y/Y)	52%				52%
Opened: Stay Another Day					
2016	15,144				15,144
2015	9,511	8,921	16,153	14,939	9,511
(Y/Y)	59%				59%
Open Rate: Stay Another Day (Quarterly Average Percentage)					
2016	0.2				0.2
2015	19.2	18.2	21.0	19.7	19.5
(Y/Y)	-19.0				-19.0

Newsletters: Industry

Total Industry Emails: Sent vs Opened



Email Industry

	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2016	3,294				3,294
2015	2,777	3,181	3,334	3,256	2,777
(Y/Y)	19%				19%
Opened: Marketing Report					
2016	1,041				1,041
2015	1,015	1,032	1,072	1,062	1,015
(Y/Y)	3%				3%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2016	31.6				31.6
2015	36.6	32.4	32.2	32.6	33.5
(Y/Y)	-5.0				-1.9

Sent: Sales Report					
2016	3,304				3,304
2015	2,766	3,190	3,355	3,281	2,766
(Y/Y)	19%				19%
Opened: Sales Report					
2016	1,051				1,051
2015	1,025	1,139	1,212	1,081	1,025
(Y/Y)	3%				3%
Open Rate: Sales Report (Quarterly Average Percentage)					
2016	31.8				31.8
2015	37.1	35.7	36.1	32.9	35.5
(Y/Y)	-5.3				-3.7

Public Relations

Summary:

Insights and action items related to public relations are below. Overall numbers continue to grow over 2015, with the greatest area of increase in earned media (103%) which can be accredited to a dedicated effort on targeted pitches, press releases and establishing media contacts. TOURISM Santa Fe, in conjunction with Ski Santa Fe, hosted a group press trip in February 2016 leading to a rise in media to the destination during this time period.

Key Insights:

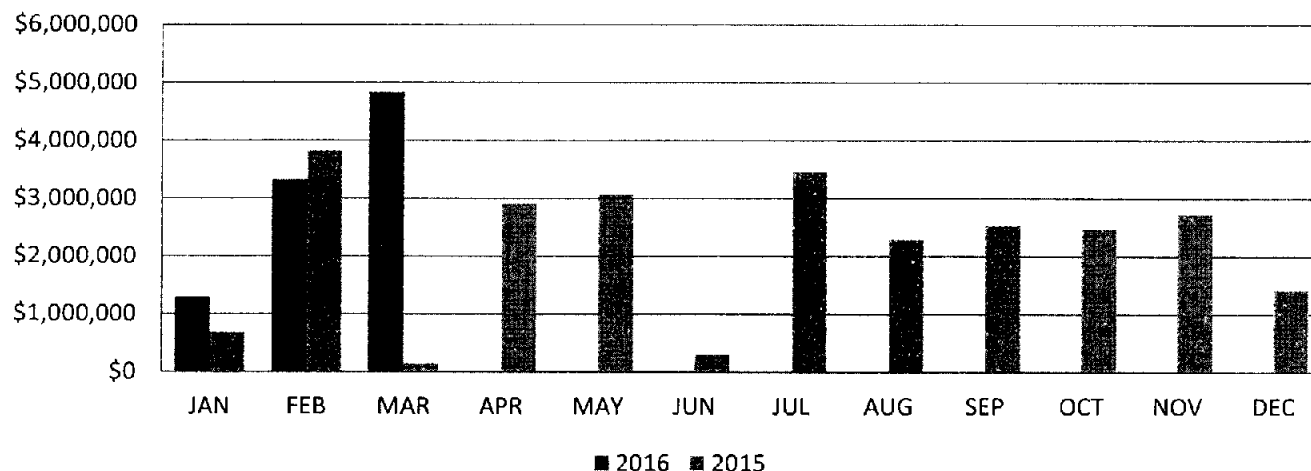
- An increased media value (103%) came as a result of securing placements in top national publications including the *New York Times*, *Examiner*, *USA Today* and *AAA Westways*.
- The number of written materials increased due to the increased emphasis on HARO and targeted pitches to supplement press releases
- The number of media visits remained on par with Q1 2015 due to hosting a group press trip in February 2016. A group trip was also hosted in Q1 2015.
- The group press trip focused on skiing and winter activities and as a result, the coverage is not expected to place until Q3 or Q4 in anticipation of the 2016-2017 ski season.
- Media contacts continue to grow as TSF/LH&A research and meet with more regional publications and editors in key markets such as El Paso, San Diego and Los Angeles.
- A heavier emphasis has been placed on one-on-one media pitching rather than mass releases.

Action Items:

- ☐ Continue to reach out to journalists that covered Santa Fe without assistance from TSF/LH&A to make introduction and grow number of media contacts.
- ☐ Increase outreach and interaction with diverse outlets with targeted audiences to allow for new opportunities to showcase Santa Fe.
- ☐ Continue to pitch destination and its partners when possible in relevant HARO leads.
- ☐ Continue to co-brand local releases and utilize LH&A to distribute releases nationally.

Public Relations

Earned Media Value



Public Relations					
	Q1	Q2	Q3	Q4	YTD
Pitches					
2016	71				71
2015			120	177	
(Y/Y)					
Press Releases					
2016	9				9
2015	67	68	14	13	67
(Y/Y)	-87%				-87%
Media Visits					
2016	24				24
2015	26	16	37	33	26
(Y/Y)	-8%				-8%
Media Contacts					
2016	430				430
2015	380	419	705	432	380
(Y/Y)	13%				13%
Earned Media					
2016	\$9,445,405				\$9,445,405
2015	\$4,657,162	\$6,283,711	\$8,296,881	\$6,635,488	\$4,657,162
(Y/Y)	103%				103%

TOURISM Santa Fe began separating pitches from press releases in Q3 of 2015.

Note that Y/Y figures will normalize after 1 year.

Social Media

Summary:

In the first quarter of 2016, we are seeing a steady increase across all social media channels. The metrics for this quarter are solely based on organic posts, as there was no paid social advertising during this period. The 2016 social media calendar has been finalized. We are continually updating it as event dates and special promotions are confirmed throughout the year. The 2017 social media calendar is already in the works and we've started the process of inputting events through June of 2017. Utilizing our calendar has allowed us to better plan across all social media platforms—ensuring that the same message is being conveyed. Using the calendar has rendered us consistent and having a plan of action for the year.

As always, we use hashtags but are now being more consistent and relevant in our hashtag use. Ex. #MargaritaTrail #SantaFeNM #TheCityDifferent.

Hootsuite has also allowed us to schedule posts on Twitter, Instagram, and Google+. This activity has been a tremendous help in posting calendar events for the upcoming months and has increased efficiency

Key Insights:

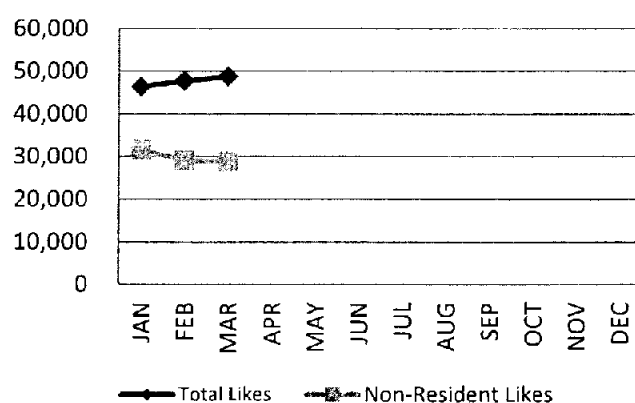
- Instagram is performing very well and saw the biggest increase in 2016. The number of followers grew at an average rate of 10% month over month in the first quarter
- Facebook followers grew at an average rate of 2.5% month over month in the first quarter.
- Twitter saw a 1.3% average increase in followers month over month for the first quarter of 2016.
- Pinterest followers increased at an average rate of 1.5% month over month in the first quarter of 2016.
- YouTube subscribers grew at an average rate of 5% month over month for the first quarter of 2016.
- Google+ remains flat with a very minor increase in followers.

Action Items:

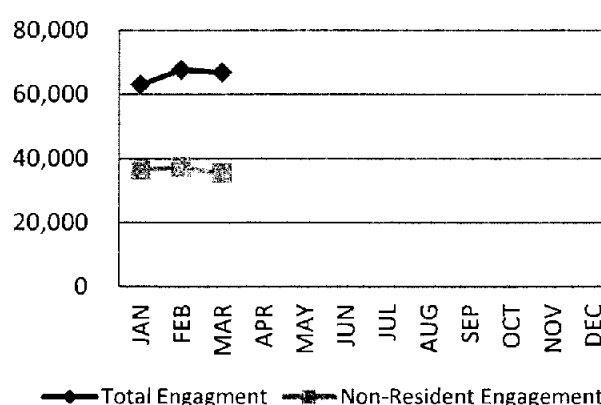
- ☐ Continue to post 8 to 10 tweets per day. (6 organic and 4 retweets)
 - ☐ Continue to post 2-4 Instagram posts per day.
 - ☐ Continue to post 1-2 Google+ posts per day.
 - ☐ Continue to post 4 Pinterest posts per day.
 - ☐ Continue to post 1-2 Facebook posts per day.
 - ☐ Explore the use of boosting popular posts on Facebook.
 - ☐ Engage and respond with our social media followers more often.
 - ☐ Continue to cross promote (follow us) social media accounts on all social media platforms.
 - ☐ Utilize more videos (organic and shared) on all platforms.
 - ☐ Look into an Instagram photographer takeover to foster our Instagram community and expand our content reach.
 - ☐ Engage and post more content, more often on Pinterest and Google+.
-

Social Media: Facebook

Page Likes



Engagement



Facebook

	Q1	Q2	Q3	Q4	YTD
Page Likes					
2016	48,678				48,678
2015	36,860	37,670	38,913	45,322	45,322
(Y/Y)	32%				7.4%
Non-Resident Page Likes **					
2016	28,720				28,720
2015			21,791	28,552	
(Y/Y)					
People Talking About This					
2016	56,198				56,198
2015	16,874	15,970	22,293	86,546	16,874
(Y/Y)	233%				233.0%
Engagement*					
2016	197,205				197,205
2015	75,155	72,529	77,843	264,060	75,155
(Y/Y)	162%				162.4%
Non-Resident Engagement **					
2016	109,016				109,016
2015			49,041	145,334	
(Y/Y)					
Website Referrals					
2016	5,692				5,692
2015	3,165	2,151	15,149	11,448	3,165
(Y/Y)	80%				79.8%

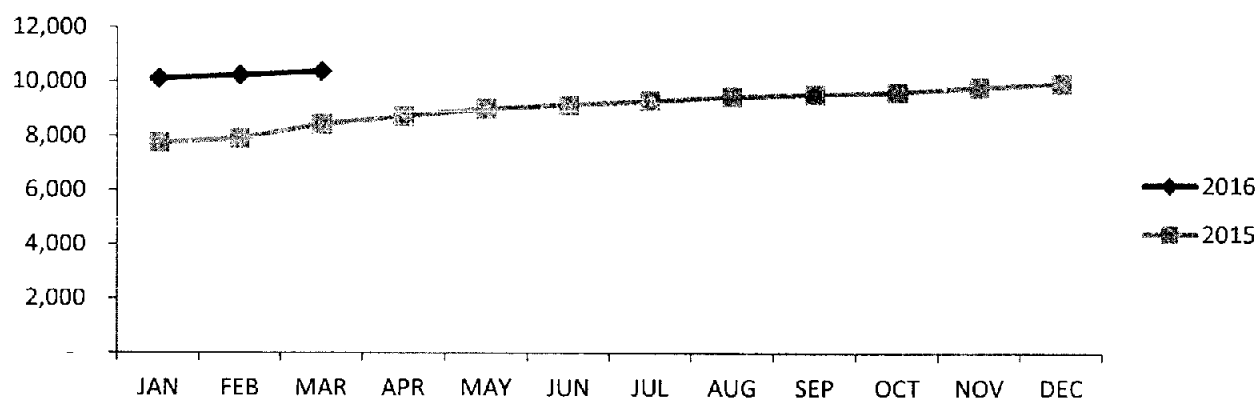
*TSF began reporting Engagement in Q3 of 2015, Y/Y will normalize after 1 year.

Engagement includes total number of Facebook actions: likes, shares, clicks, or comments.

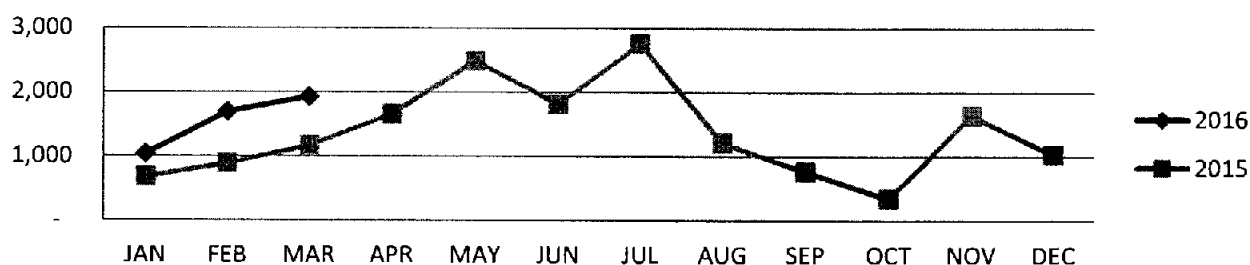
**Non-Residents are defined as Facebook users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

Followers



Engagement



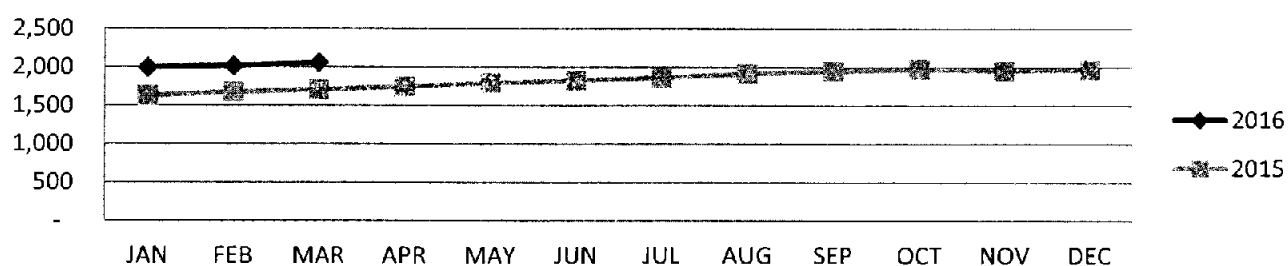
Twitter

	Q1	Q2	Q3	Q4	YTD
Followers					
2016	10,372	-	-	-	10,372
2015	8,433	9,144	9,542	9,952	8,433
(Y/Y)	23%				23.0%
Engagement*					
2016	4,652	-	-	-	4,652
2015	2,724	5,948	4,716	3,008	2,724
(Y/Y)	71%				70.8%
Impressions					
2016	354,800	-	-	-	354,800
2015	223,000	525,000	359,100	430,000	223,000
(Y/Y)	59%				59.1%
Website Referrals					
2016	228	-	-	-	228
2015	99	159	136	163	99
(Y/Y)	130%				130.3%

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

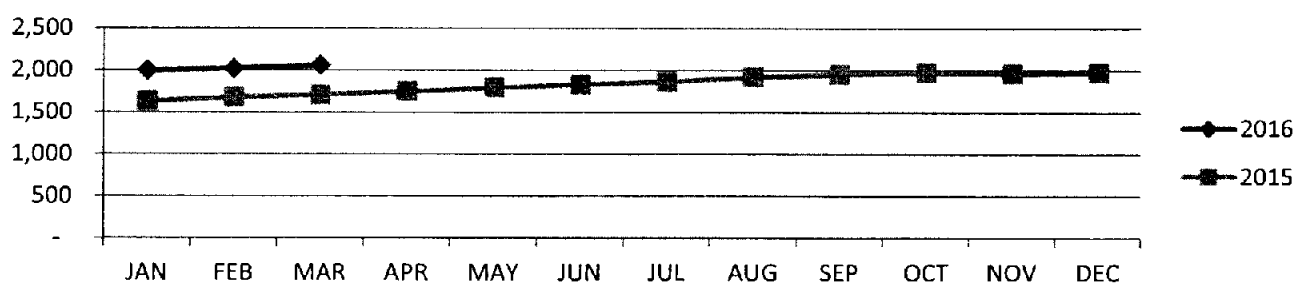
Social Media: Instagram & Pinterest

Instagram Followers



Instagram					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2016	7,880	-	-	-	7,880
2015	1,675	2,856	4,142	5,866	1,675
(Y/Y)	370%				370.4%

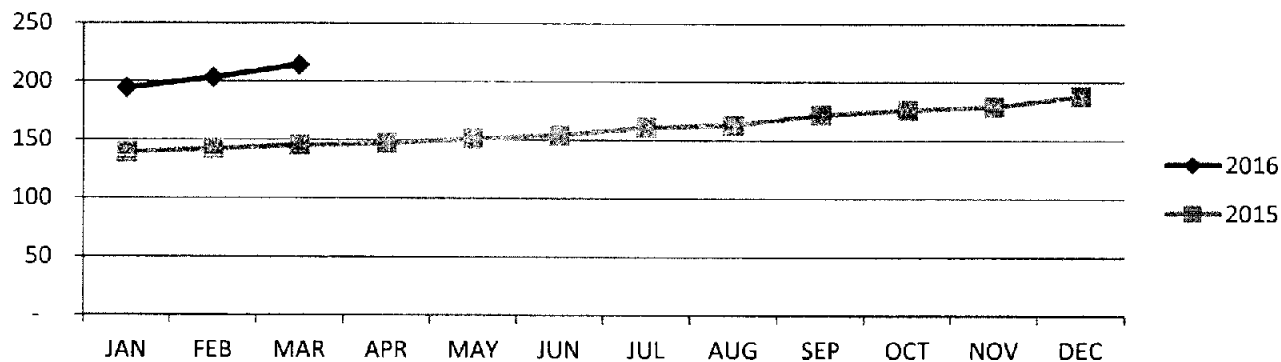
Pinterest Followers



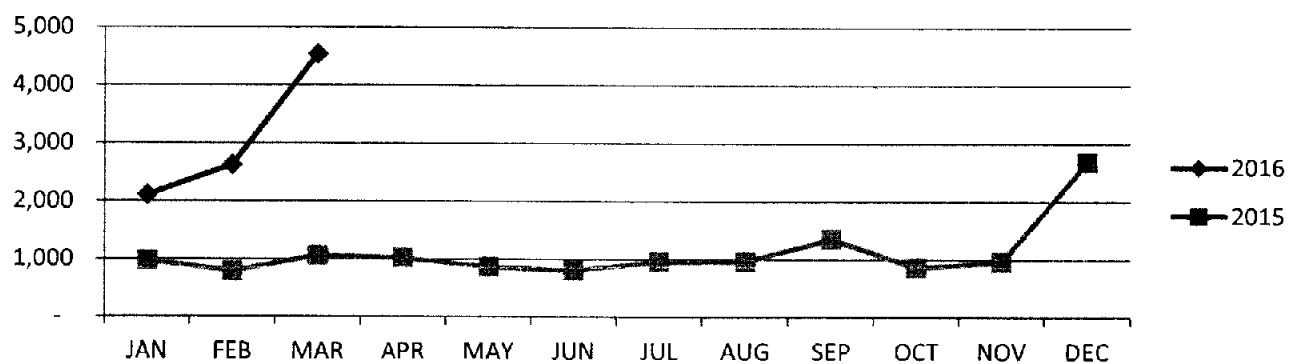
Pinterest					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2016	2,056	-	-	-	2,056
2015	1,704	1,825	1,950	1,968	1,704
(Y/Y)	21%				20.7%
<i>Website Referrals</i>					
2016	143	-	-	-	143
2015	116	116	140	109	116
(Y/Y)	23%				23.3%

Social Media: YouTube

YouTube Subscribers



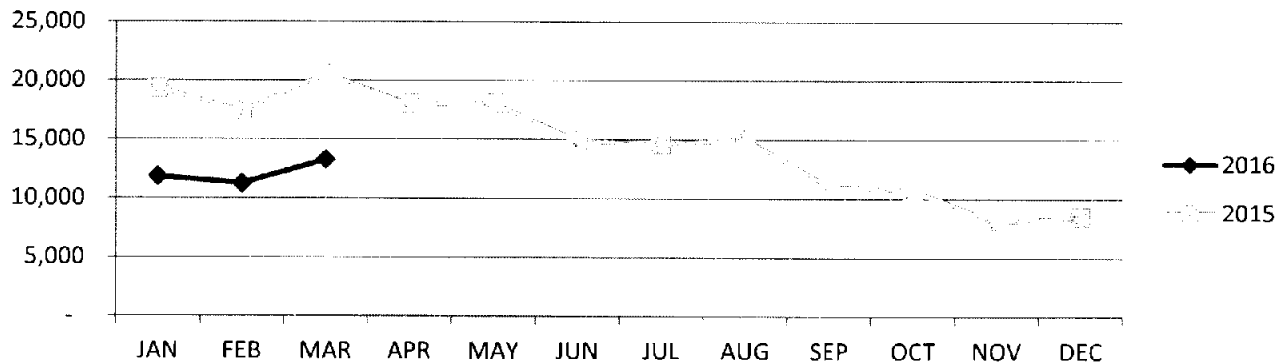
YouTube Views



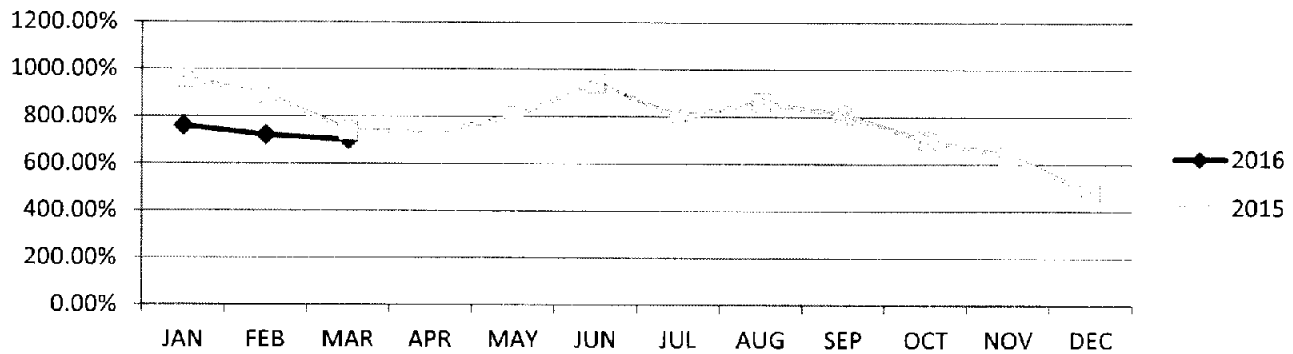
YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2016	214	-	-	-	214
2015	145	154	172	188	145
(Y/Y)	48%				47.6%
Views					
2016	9,259	-	-	-	9,259
2015	2,819	2,685	3,276	4,499	2,819
(Y/Y)	228%				228.4%

Trip Advisor DMO Page

TripAdvisor Page views



TripAdvisor Interaction Rate



Trip Advisor

	Q1	Q2	Q3	Q4	YTD
Pageviews					
2016	36,302	-	-	-	36,302
2015	57,215	50,932	40,608	27,268	57,215
Y/Y	-37%				-36.6%
Interaction Rate Percentage					
2016	7.3				7.3
2015	8.6	8.2	8.2	6.1	8.6
Y/Y	-1.4				-1.4
Website Referrals					
2016	1,439	-	-	-	1,439
2015	2,115	2,705	2,246	1,295	2,115
Y/Y	-32%				-32.0%

TOURISM

SANTA FE

OTAB Marketing Report April 2016 Reported May 19, 2016

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
- CJ Kaplan, Creative Director
- Kelea Denmark, 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

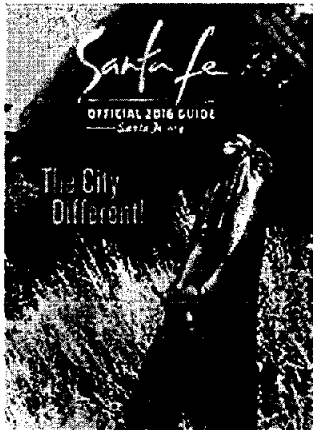
- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

HIGHLIGHTS & ACTION ITEMS

Visitor Information Study

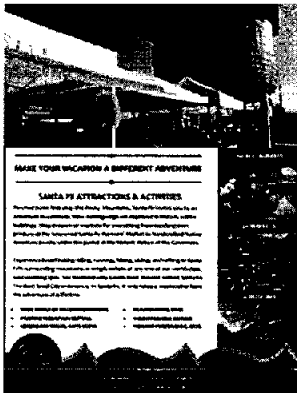
TOURISM Santa Fe is conducting a Visitor Information Study in order to improve our marketing efforts. To date we've had close to 4,100 responses. With better data our campaigns and promotions will be more effective and we will increase visitation to Santa Fe. In order to communicate effectively with past guests and potential new customers, we must first understand why they visit Santa Fe and their travel behaviors.

Order 2016 Santa Fe Visitor Guides and Get Ready for Summer



The 2016 Santa Fe Visitor Guide is a great resource for visitors and staff. Be sure you have guides available for the summer travel season. Order your copies today.

Santa Fe Profile Sheets



Santa Fe Profile sheets are great marketing tools that are available for businesses' use. Partners can include them in press kits and proposals. There are three versions for the following markets—**Tours**, **Meetings** and **Leisure**. Each profile sheet contains event and attraction highlights in an easy to use PDF format.

Vote for Santa Fe in the Conde Nast Traveler Awards

Voting is still open for the elite **Conde Nast Traveler Readers' Choice** at www.cntraveler.com/rca/2016. Please take a moment to create an account to vote. You can vote once per email registration. If you have already voted—thank you! Santa Fe is listed in the **Cities** section. There are 15 Santa Fe properties in **Hotels & Resorts** and Ski Santa Fe is in **Ski Resorts**. By voting in each category you get extra chances to win a "trip of a lifetime" to Europe. Deadline is June 1, 2016.

Newly-launched Santa Fe Margarita Trail



The newly launched Santa Fe Margarita Trail is off to a great start! TOURISM Santa Fe has asked businesses to be prepared to answer questions about the program. The Trail features 31 amazing margaritas around Santa Fe. A Social Media crawl was scheduled for May 1st, highlighting Cinco De Mayo. Learn more at santafe.org/MargaritaTrail. We have sold over 200 passports out the three Tourism Santa Fe Visitor Centers and 57 t-shirts have been redeemed by Passport holders.

Update Business Listings on santafe.org

TOURISM Santa Fe has implemented a new system on santafe.org allowing us to remind our business partners to update their listings if the account has been inactive for more than 6 months. We will send partners bi-annual reminders. We've encouraged them to login to add upcoming specials, events, update photos, and freshen up their descriptions in order to be ready for visitors planning their upcoming Santa Fe adventures.

MARKETING INFORMATION ITEMS

TSF Business Partner Meetings

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

- KSFR, Clines Corner Radio Show
- Katie Mustard & Brent Morris (film producer)
- Santa Fe Chamber of Commerce, Downtown Merchants
- Tricia Ware, Santa Fe Gallery Association
- Meow Wolf-Hospitality Breakfast
- International Folk Art Alliance
- Lodger's Luncheon
- PhotoSummer and The Fence
- Drury Marketing Session
- Cowgirl BBQ
- Los Alamos Tourism Presentation
- Anasazi Restaurant
- Woorster Polytech Institute Intern Program
- Stranger's Collective
- Hotel Chimayo, Low 'n Slow

- Las Golindrin
- La Fonda Hotel
- Santa Fe Dining
- Hutton Broadcasting, Cheryl Alters Jamison Radio Show (Margarita Trail)
- Georgia O'Keeffe Museum
- Santa Fe Spirits

Western Chapter of the Society of American Travel Writers

TOURISM Santa Fe with several hotels, restaurants and other key partners hosted the 2016 annual meeting of the Western Chapter of the Society of American Travel Writers from Sunday April 24 to Wednesday April 27. A large number of familiarization activities were scheduled for the week as well as pre and post activities. There were 46 guests representing media from all over the west.

MONTHLY METRICS

Website & Newsletters

April 2016 Performance Metrics

Visits

- 94,030 Total Sessions (12.3% decrease Y/Y)
- 72.3% New Sessions (5.3% decrease Y/Y)
- 2.64 Pages per Session (5.4% increase Y/Y)
- 2:53 Average Time on Site (5.7% increase Y/Y)
- 248,254 Total Page Views (7.5% decrease Y/Y)

Visitor Gender

- 61.4% Female
- 38.6% Male

Visitor Age

- 6.66% 18 - 24
- 16.70% 25 - 34
- 15.85% 35 - 44
- 16.41% 45 - 54
- 24.95% 55 - 64
- 19.43% 65+

Newsletters

- Santa Fe Happenings
 - Sent: April 5, 2016
 - Number sent: 48,190

- Number opened: 8,668
 - Open rate: 18.06%
- Show Your Love for Santa Fe
 - Sent: April 12, 2016
 - Number sent: 65,242
 - Number opened: 12,998
 - Open rate: 19.92%
- TOURISM Santa Fe Marketing Report
 - Sent: April 13, 2016
 - Number sent: 1,118
 - Number opened: 375
 - Open rate: 34.69%
- Santa Fe Deals and Specials
 - Sent: April 21, 2016
 - Number sent: 25,297
 - Number opened: 4,959
 - Open rate: 19.66%
- TOURISM Santa Fe Sales Report
 - Sent: April 27, 2016
 - Number sent: 1,120
 - Number opened: 378
 - Open rate: 34.24%

*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

April was another great month for social media and we once again continue to see an increase in followers across our channels. The Visit Santa Fe Facebook fan base grew by 1,028 followers and Instagram gained 827 followers!

Our largest reach in April was a Facebook post of John Wayne Haynes, his horse Misty and dogs—reaching 151,786 Facebook users. This is our top performing post of all time.

As always, we encourage all of our business partners to follow, share, and interact with us on social media! Don't forget to add #SantaFeNM or #TheCityDifferent to your posts!

Facebook

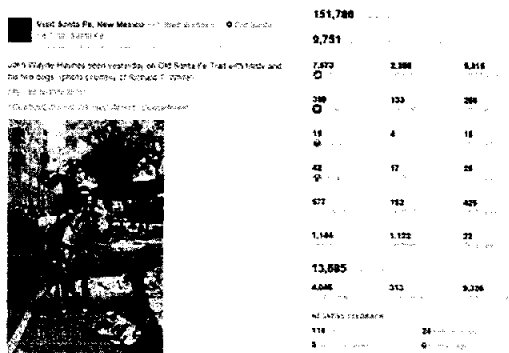
April 2016 Performance Metrics

- Total Page Likes: 49,706 (2.1% increase M/M)
- People Talking About This: 18,574
- Engagement: 66,582

Top Ranking Post: John Wayne Haynes, Horse & Dogs - April 26, 2016 at 3:04 PM

- Likes: 7,573

- Shares: 1,144
- Comments: 577
- Reach: 151,786



Twitter

April 2016 Performance Metrics

- Followers: 10,507 (1.3% increase M/M)
- Monthly Impressions: 125,200
- Engagement: 1,676

Top Performing Post: Here's A Sneak Peek of the NM Magazine July Issue! - April 4, 2016 at 2:03 PM

- Impressions: 2,275
- Favorites: 9
- Retweets: 3
- Total Engagements: 28



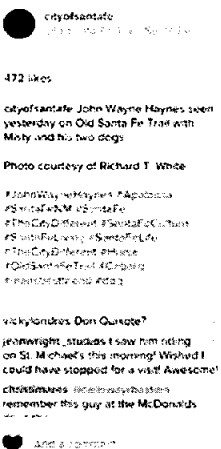
Instagram

April 2016 Performance Metrics

- Followers: 8,707 (10.5% increase M/M)

Top Performing Post, April: Palace Avenue

- 472 Likes



April 2016 Performance Metrics

- ## April 2016 Performance Metrics

Total Blog Views: 3,498 (43.6% decrease M/M)
Average Time on April Blog Posts: 2:26 minutes

PAID MEDIA PLACEMENTS

Digital

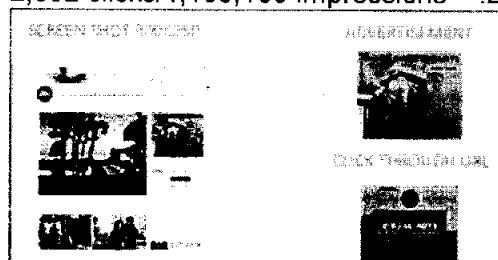
DISPLAY

Target: Drive and Fly

Flight Dates: April 1 - April 30, 2016

Magnetic:

2,602 clicks/1,168,105 impressions = .22% CTR; 1,509 visits = 58% VR



PRE-ROLL VIDEO and MOBILE

Target: Drive and Fly

Flight Dates: April 1 - April 30, 2016

Adara

969 clicks/257,167 impressions = .38% CTR; 918 visits = 95% VR

SpotXchange:

62 clicks/284,897 impressions = .02% CTR; 51 visits = 82% VR

Tremor:

721 clicks/781,280 impressions = .09% CTR; 486 visits = 65% VR

Quantcast:

1,545 clicks/1,919,294 impressions = .08% CTR; 1,445 visits = 94% VR

3RD PARTY TRAVEL SITES

Target: National

Flight Dates: April 1 - April 30, 2016

Expedia/Travelocity:

287 clicks/211,387 impressions = .14% CTR

(3rd party landing page; visit rate not calculated)

TripAdvisor:

426 clicks / 183,712 imp = .23% CTR; 334 visits = 78% VR

SEM (CONSUMER)

Target: National

Flight Dates: April 1 - April 30, 2016

4,147 clicks/ 423,863 impressions = .98% CTR

Avg position = 2.4

Avg CPC = \$ 1.44

MICE

Target: National

Audience: Meeting and Incentive Trip Planners

Flight Dates: April 1 - April 30, 2016

SEM: 372 clicks/ 78,054 impressions = .48% CTR

Avg position = 1.8

Avg CPC = \$6.11

PUBLIC RELATIONS

Summary

April earned media numbers were \$527,359. We enjoyed nice coverage in great outlets, but lacked that home run ball that drives the numbers higher. By May 6 we've already passed the entire total for April. While media is at least as much a quality game as it is quantity, and we need to make new pushes and pitches every day.

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 10 Best named Santa Fe "**#8 Best College Small Town.**"

Conde Nast Traveler named Santa Fe one of "**15 Best U.S. Cities for Vegetarians**" in the Readers' Choice Awards.

AARP named Santa Fe "**#1 Top Cities For Art Lovers.**"

Visiting Press

Melissa McGibbon from *Outdoor Sports Guide Magazine* visited Santa Fe from April 14-17.

Graeme Croser visited Santa Fe from April 21-23 to research for coverage for the *Scottish Mail* on Sunday.

James Hills visited Santa Fe from April 25-27 to research for coverage on *Man Tripping*.

Kristen Dobroth from *Elevation Outdoors* visited the destination from April 26-27.

Print, Online & Broadcast Articles

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

NEWSPAPER

As a result of Ray Rinaldi visiting the destination in March, *Denver Post* provided dedicated coverage in an article titled, "**15 new things to do, see and eat in Santa Fe.**"

Rinaldi also produced a dedicated feature titled, "**In Meow Wolf's house, the future of art is already on the table.**"

As a result of TOURISM Santa Fe hosting Toni Dash in the destination, *Boulder Locavore* provided dedicated coverage in an article titled, "**Discovering Santa Fe's Margarita Trail.**"

Santa Fe New Mexican posted a dedicated feature titled, "**The Margarita Trail map is real, and it is spectacular.**"

Albuquerque Journal featured dedicated coverage of the Santa Fe Margarita Trail in an article entitled, "**Celebrating tequila, sunshine on margarita trail.**"

As a result of TOURISM Santa Fe hosting Caramie Petrowsky in the destination in March, *Vail Daily* provided dedicated coverage in an article titled, "**Road Trip to Santa Fe.**"

Dallas Morning News posted an article titled, "**Where Texpats hang out in Santa Fe.**"

WEBSITES

As a result of Christopher Hall visiting the destination, *AARP Travel Blog* ranked Santa Fe first in a round-up entitled, "**10 Top U.S. Cities for Art Lovers.**"

As a result of TOURISM Santa Fe hosting Christine Wei in April 2015, *Shermans Travel* included Santa Fe in an article titled, "**How to Experience Albuquerque & Santa Fe in One Trip (Part II).**"

Gogobot featured a **Q&A with Randy Randall**.

As a result of Janice Nieder visiting the destination, *Examiner* provided dedicated coverage in a piece titled, "**7 hot tips for exploring Santa Fe in style.**"

As a result of TOURISM Santa Fe hosting Anshula Varna in the destination, *Passport to Eden* posted three dedicated articles covering Santa Fe and its partners.

- Outlet posted an article titled, "**Under The Painted Sky - Guide to Canyon Road.**"
- Outlet provided dedicated **coverage on the Loretto Chapel.**
- Outlet posted an article titled, "**All the Yesterdays - Day Trip From Santa Fe,**" highlighting Bandelier National Monument.

MAGAZINES

As a result of TOURISM Santa Fe hosting Arlene Stacey during the March 2015 press trip, *Zoomer Magazine* provided dedicated coverage of Santa Fe in an article titled, "**Country & Western.**" Coverage ran in print and online.

Sunset Magazine included the Santa Fe Opera in an article titled, "Best Summer Ever." TOURISM Santa Fe assisted with outreach.

As a result of TOURISM Santa Fe hosting Greg Garry on the February 2016 press trip, *Out Traveler* published dedicated coverage of Santa Fe in the May 2016 issue.

As a result of TOURISM Santa Fe hosting Jessica Fender on the March 2015 press trip, *New Mexico Journey* provided coverage of Santa Fe in two articles in the May/June issue.

Successful Meetings posted an article titled, "**5 Questions for Tourism Santa Fe's Randy Randall.**"

The Week included the opening of Meow Wolf in a travel round-up in the April 11th issue.

National Geographic posted a Q&A titled, "**George R.R. Martin Talks Santa Fe, Interactive Art and Game of Thrones.**"

Vogue included chef John Sedlar and ELOISA in an article titled, "**8 Easy Spring Recipes From Our Favorite Top Chefs.**"

Money Magazine included Santa Fe in an article titled, "**7 Best Domestic Destinations.**"

BROADCAST

KSFR Cline's Corner conducted an **interview with TOURISM Santa Fe's John Feins** on Santa Fe and what's new including Meow Wolf's House Of Eternal Return and the Santa Fe Margarita Trail.

KVSF 101.5 conducted an **interview with TOURISM Santa Fe's Cynthia Delgado** about the new Margarita Trail and summer events.

Occupancy Tax Advisory Board
May 24, 2016

EXHIBIT 8

OTAB Funding Breakdown 2009-Present

2009/2010		2010/2011		2011/2012	
Artfeast	\$3,500.00	Fiesta	\$15,000.00	Outside-in	\$7,500.00
Georgia O'keeffe	\$5,000.00	Artfeast	\$3,500.00	Fiesta	\$15,000.00
SF Film Festival	\$10,000.00	Folk Art	\$6,000.00	Film Festival	\$7,500.00
SW Planning/Marketing	\$3,500.00	SW Roots	\$10,000.00	SW Roots	\$7,500.00
Int'l Folk Art	\$8,000.00	Museum NM	\$7,000.00	Artfeast	\$5,000.00
Dual Language	\$6,100.00	NM Dance Coalition	\$3,000.00	Meow Cow	\$4,000.00
Spanish Colonial	\$7,500.00	Glass Alliance	\$5,000.00	Canyon Rd Merchants	\$7,500.00
NM Dance Coalition	\$5,000.00	Global Running	\$5,000.00	LA Locations	\$7,500.00
Outside-in	\$7,500.00	Canyon Rd Merchants	\$7,750.00	Marimba	\$1,500.00
Railrunner Survey	\$3,400.00	Chamber Music	\$5,000.00	Global Runnin	\$3,500.00
		Shot Here	\$2,750.00	SWAIA	\$3,500.00
Total Funding	\$59,500.00	Total Funding	\$70,000.00	Total Funding	\$70,000.00
2012/2013		2013/2014		2014/2015	
Dual Language	\$5,000.00	Global Running	\$25,000.00	No Funding	\$0.00
Museum of NM	\$2,500.00	Film Festival	\$25,000.00		
Parrell Studios	\$1,000.00	Parallel	\$15,000.00		
Canyon Rd Merchants	\$15,000.00				
Global Running	\$25,000.00				
St Vincent	\$3,500.00				
Paralell Studios	\$9,000.00				
Total Funding	\$61,000.00	Total Funding	\$65,000.00	Total Funding	\$0.00
2015/2016		2016/2017			
Global Running Culture	\$15,000.00	Cinefesta Italia	\$15,000.00		
Santa Fe Independent Film	\$6,250.00	Spanish Danzart Society	\$7,500.00		
Santa Fe Film Festival	\$5,000.00	SWAIA	\$2,500.00		
Parallel Studios	\$7,500.00	CENTER	\$7,000.00		
Bike & Brew	\$22,500.00	Santa Fe Art Project	\$10,000.00		
		Santa Fe Film Festival	\$5,000.00		
		HIPICO	\$30,000.00		
		Santa Fe Green Chamber	\$5,700.00		
Total Funding	\$56,250.00	Total Funding	\$82,700.00		