



Agenda

DATE 9/3/13 TIME 4:48pm

PREPARED BY Fabian Trujillo

RECEIVED BY [Signature]

CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, September 10, 2013
11:00 a.m. – 1:00 p.m.

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – July 09, 2013
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
 - A. Overview of Tourism in Santa Fe (Jim Lutjohann, CVB Executive Director)
 - B. Community Proposal Process (Kate Noble)
- III. CONSENT AGENDA (Information Items Only)
 - A. Homewise Artisan Products Sponsorship (Kate Noble)
 - B. Leadership Santa Fe Sponsorship (Kate Noble)
 - C. Design Santa Fe Sponsorship (Kate Noble)
 - D. Local Gift Market Impact Analysis (Kate Noble)
 - E. Shoot Santa Fe Update (Kate Noble)
- IV. UNFINISHED BUSINESS (None)
- V. ACTION ITEMS
 - A. Request for Approval of Amendment No 2 to Professional Services Agreement – Business Development Services on behalf of Economic Development; SCORE – (Fabian Trujillo)
 - B. Request for Approval of Amendment No 1 to Professional Services Agreement – Business Development Services on behalf of Economic Development; Santa Fe Business Incubator (RFP 12/23/P) – (Kate Noble)
- VI. ITEMS FROM THE PUBLIC
- IX. ITEMS FROM STAFF
 - A. Business Registration Form Update (Fabian Trujillo)
- VII. ITEMS FROM THE COMMITTEE
 - A. SF Global Trade Initiative Work Group Update (Alan Austin/Kathy Keith)
 - B. Single Use Carry Out Bag Ordinance Final Update (Fabian Trujillo)
 - C. Other
- VIII. ITEMS FROM THE CHAIR
- X. NEXT MEETING DATE – **October 8, 2013**

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955-6520 five (5) working days prior to meeting date

**CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE
City Council Chambers**

SEPTEMBER 10, 2013

I. PROCEDURES

CALL TO ORDER

A regular meeting of the City of Santa Fe Business and Quality of Life Committee was called to order by Councilor Rebecca Wurzburger, Chair on the above date at approximately 11:00 a.m. in the City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

A. Roll Call

Roll call indicated a quorum as follows:

Members Present:

Councilor Rebecca Wurzburger, Chair
Councilor Christopher Rivera
Dena Aquilina
Fred Cisneros
Miles Dylan Conway
Kathy Keith
Kim Kelly
Michael Roach
Frederick Warhanek

Members Absent:

Alan Austin (excused)
Piper Kapin (excused)
Diane Karp (excused)

Staff Present

Kate Noble
Fabian Trujillo

Others Present

Jim Luttjohann, Director, Convention & Visitors Bureau
Cynthia Delgado, Director of Marketing, Convention Center
Simon Brackley, Santa Fe Chamber of Commerce
Charmaine Clair, Stenographer

B. Approval of Minutes- July 9, 2013

Mr. Cisneros moved to approve the Minutes of July 9, 2013 as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

C. Approval of the Agenda

The report for Marketing was changed to be heard under Items from the Committee.

Mr. Warhanek moved to approve the agenda as amended. Ms. Aquilina seconded the motion and it passed by unanimous voice vote.

D. Approval of the Consent Agenda

Ms. Aquilina moved to approve the Consent Agenda items A through E as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS

A. Overview of Tourism in Santa Fe-Jim Luttjohann

Mr. Luttjohann, the Executive Director of the Santa Fe Convention and Visitor's Bureau (CVB) said he is joined by Cynthia Delgado, Director of Marketing. He said the handout (Exhibit 1) referenced the CVB, the Community Convention Center (CCC), the Arts Commission and the Film Liaison contract.

He noted the updated version of the mission statement and the vision statements for the CVB and the CCC. He said changes were made from a variety of focus groups held during the year as part of the strategic plan and to improve the overall operations.

Mr. Luttjohann introduced Ms. Delgado to talk about marketing Santa Fe.

Ms. Delgado said she is the first Marketing Director at the CVB and has been there 18 months. She would talk about how Santa Fe is being marketed as a world class destination and the national travel trends.

She said travelers are looking for an experience and want to understand and feel a part of the destination they travel to and experience what is special about the destination. She said the good news is that Santa Fe can deliver that in an authentic way and CVB ensures they are delivering that, and is sharing that with their tourism partners.

Ms. Delgado said for US travelers the fuel cost and the cost of living is on their minds and the CVB wants to be sure people who come to Santa Fe think the experience is valuable. She said whether a person spends \$5,000 or \$2,000, they want to feel they got their money's worth and can go home and talk about and share the experience.

She said domestic leisure travel estimates a 1.3 % increase versus business travel, which is separate. Larger numbers relate to business travelers, which Santa Fe does not have. A business traveler is defined as those traveling to a meeting or traveling to do business at a destination.

Ms. Delgado said Santa Fe can deliver on *mind, body and soul* travel. She said people are looking for quirky off the beaten path destinations. The top five are: the beach, cultural experiences, road trips, and city and girl friend getaways, of which Santa Fe can deliver on four; all except the beach.

Ms. Delgado said the focus is also on people born from 1965 and 1980 that make up 31% of all leisure travel. Gen X (generation) travel averages 3.5 trips per year and 76% of travelers plan their trips on-line.

Santa Fe owns their destination marketing page for Trip Advisor to control the information about Santa Fe and many of their advertising choices are tied to large digital travel sites.

Ms. Delgado said the CVB is helping their business partners understand the online experience. She said on Trip Advisor; if a location is a top attraction in Santa Fe the CVB has to be sure the guests and clients talk about their experience on Trip Advisor in a positive way. The CVB is also working with Santa Fe restaurants on their profiles on Urbanspoon and Yelp.com.

Ms. Delgado said 57% of people now travel, plan and book their trips with mobile devices and Santa Fe now has a mobile website. She said social media is an inexpensive way to get the word out and continues to be the number one way. The majority of advertising for the Green Chile Cheese Smack Down was on social media. She said with the City's advertising budget, social media has to play an important role.

Ms. Delgado said the good news is that when people come to Santa Fe, the probability of their return is very high; the bad news is that New Mexico ranks 38 in "*most visited states*." She said there are a lot of people who don't know New Mexico or Santa Fe and there is a lot of work to do to increase awareness.

She said the average visitor's age in 2007 was 54; 2010 was 57 and 2011 was 57.4 years of age. A significant research study is planned next year to understand who the current visitors are.

Ms. Delgado said CVB wants to create a platform where Santa Fe understands their strengths and what they deliver and how to position that. She said in addition third party people are saying Santa Fe is the best in the seven pillars: 1) legendary history and 2) culture and 3) world renown cuisine 4) the arts (broken into both visual and performing) 5) pristine nature (of which Santa Fe is # 1 or 2 in the country for clean air and some of the most incredible hiking/biking trails, skiing, snowboarding and fishing.) 6) Rejuvenation and relaxation; mind body and soul. Santa Fe has world class resorts and spas, a Japanese spa and a road trip to a mineral spring spa; over 20 yoga facilities and one of the top meditation centers.

She said last, 7) Santa Fe is talked about as a legendary trading center and was on the Santa Fe Trail and the Camino Real. She said shopping has always been part of what Santa Fe does and Santa Fe has vibrant markets from around the world; Native American and historical Spanish markets and over 150 independent boutiques. She said the CVB wants to tie that into an overall experience.

Ms. Delgado said they have an 80 page plan and have shared their Second Quarter Report with the Committee. The CVB is looking at data to determine if what is being done is making an impact and if more people are driven to explore Santa Fe. Santa Fe.org website was reorganized so people can now get to the data in a more time-efficient way.

She said Facebook was up from 3,000 fans at the first of the year, to 10,000 fans when the report was done and currently has over 15,000 fans. CVB engages people to share what they like about Santa Fe and the uniqueness.

Ms. Delgado said a significant amount of the advertising budget is utilized three different ways; sending press releases, which is a passive way to engage people; visiting the travel markets to talk to publications about what is new in Santa Fe and to develop relationships; and inviting writers to Santa Fe for the full experience of the restaurants, spas, museums, art galleries etc.

Ms. Delgado said the next press event would be in October called *Only in Santa Fe* and would be experiences only found in Santa Fe. She noted the June "earned media" (either a print or digital publication) was over \$3 million and the goal is to get over \$5 million by year end.

Mr. Luttjohann noted the slides on sales and the staff devoted to sales of future hotel room nights and/or the use of the CCC. He said about 40,000 room nights have been sold for the future; in 2014 the CCC has only about 6 weekends available, although weekdays are still open.

He pointed out highlights in the strategic planning. He said focus groups are testing advertising and messaging and roundtable discussions are primarily focused on the visitor experience, group sales, destination marketing and the CCC.

Mr. Luttjohann said one area with room to market Santa Fe is in the sports tourism realm and could bring large groups to Santa Fe. Last year the IMBA (International Mountain Biking Association) World Summit in Santa Fe was highly successful in regards to the number of hotel rooms filled, and brought a different demographic and international attendees who left with the storytelling experience.

Mr. Luttjohann said an evolving conversation now is the GLBT (lesbian, gay, bisexual, and transgender) travel and an uptake in interest in GLBT wedding availability. The CVB is doing their best to respond in their limited budget environment.

Mr. Luttjohann said international tourism is another area where the CVB is trying to find the most leverage. Canada and Mexico appear to be primary areas for future focus to be proactive where there is the largest existing and potential volumes of visitors. The CVB continues to focus on Taiwan, China and Japan.

He said on the Community Convention Center side, a focus group wants a "seamlessness" of process; the timeline to book the CCC; the requirements for deposits and permits and how parking is negotiated. He said in many cases the CVB is dependent on working with a third party and involves state and county licenses and sometimes city. Everything would be done to make the sales and convention services staff resources to answer questions and deliver information as seamlessly as possible.

Mr. Luttjohann said the Convention Center received negative comments about cleanliness of restrooms and the facilities and the maintenance. Changes were made and more people were hired, additional training was given and better systems were created and the contractual language with providers such as caterers, redefined the expectations.

Mr. Luttjohann said staff is required to report to OTAB (Occupancy Tax Advisory Board) about 10 or so times a year. The OTAB is tasked with administering a grant program averaging about \$70,000 a year to draw events to the community and drive visitor overnights. The second round of grant applications would soon be analyzed for about \$40,000 that is currently available.

He said City Council passed a resolution for OTAB to reinvent the grant process and focus on two things: to draw more business to even out the "shoulder season," (when occupancy is generally low.) The other is to draw a younger demographic. There is a trend of aging and the boomers are phasing out and CVB wants to engage Gen X visitors to become repeat visitors to help drive the future economy.

Mr. Luttjohann said on the film front; Santa Fe just enjoyed one of the most incredible seasons with five pictures being shot simultaneously and home to the series *Longmire*. The series has been picked up for another season and fills about 60 hotel rooms in Santa Fe most of the year.

Mr. Luttjohann said last year the filming of the Lone Ranger filled a lot of hotel rooms. Often additional rooms are purchased outside of Santa Fe when filming in other locations in addition to keeping the rooms in Santa Fe. The CVB continues to work with the Shoot Santa Fe group and Lisa Van Allen, the film liaison. He said Santa Fe should be looked at as the hub; it is less about the built environment.

Mr. Luttjohann said the Arts Commission recently changed leadership and Debra Garcia y Griego was awarded the top position. The replacement for her previous planner position is being sought. The Arts Commission affects tourism through the Creative Tourism Program and the Community Gallery. Changes in cooperative marketing through the CVB and their website and e-newsletters align the branding between the Creative Tourism programs.

He explained that the Creative Tourism Program is a contract of the Arts Commission where local artists create classes across disciplines, such as dance, cooking, photography, etc. that visitors could engage in. A trend in travel is to go to a destination, eat, shop, and experience and the deeper the experience offered by Santa Fe, the more enriching and longer a person would stay.

Mr. Luttjohann said changes to the hours and content of what is shown in the Community Gallery were made and the gallery was used as a reception area for conferences at the CVB. He said Ms. Garcia y Griego is doing a good job engaging with the gallery community through the Gallery Association and the cooperative promotion and advertising. The Community Gallery now is not just the City's gallery, but a part of the gallery scene.

He said related areas in the Arts Commission, such as the public art and the International Sister Cities, are great ways to enhance what Santa Fe offers and draw visitors.

Chair Wurzbarger said since Mr. Luttjohann and Ms. Delgado's arrival, major changes were made that has moved the CVB forward.

Ms. Aquilina said a North Carolina company surveyed visitors and the thing people wanted most was an interpretive center on local Indian culture. She thought an opportunity was dropped and that people would pay to have that. She said more ambitious would be a partnership with the local pueblos and that could include creative tourism elements.

Mr. Roach asked for more information on the seven pillars.

Ms. Delgado said each pillar has a different rating. She said people travel because of history and culture; food, shopping and the arts. She said when looking at that and with Santa Fe history and culture as a motivator for travel and girlfriend getaways/romantic getaways; Santa Fe could deliver some unique experiences across the seven pillars.

She said in addition, reader and editorial surveys have rated Santa Fe worldwide. She pointed out that Canyon Road is currently in a survey contest in *USA Today* as one of the "most unique streets in the

United States”, competing against Wall Street, Manhattan and the Las Vegas strip. They have 30 days to get the community to vote and then to respond. Ms. Delgado said even though Santa Fe doesn't advertise in *USA Today*, they could still be in *USA Today* with the other types of marketing strategies.

Chair Wurzbarger asked that Ms. Delgado add all of the accolades on one list for the Committee. Ms. Delgado replied she has that and would be happy to send it.

Ms. Kelly addressed marketing to Gen X. She said the focus of the marketing on the traditional is wonderful for the community. She said many times groups that look for a hybrid experience, such as old buildings or trendy and urban; don't recognize a lot of that in Santa Fe.

She said many of the galleries, especially the contemporary, feel lumped into the same category as Indian jewelry, but are two separate worlds. She noted that even the slide show on the website has Southwest pictures, but not one picture of the Rail Yard or a contemporary gallery. She said a person of that generation who is scanning the website should see there are trendy things in Santa Fe.

Ms. Kelly said secondly, the occupancy rate for the CVB is lowest Monday through Thursday and the category to fill that space would be for business. She thought since the CVB is Gold Leed Certified and Trip Advisor has a section on green eco travel; Santa Fe could maximize their assets through package deals if the CVB combined packages with travel, dining, lodging, etc.

Mr. Luttjohann said a significant piece of green lodging focused business is potentially coming.

Mr. Warhanek asked about the substantial drop in the Rail Yard Visitors Center.

Ms. Delgado said the CVB has two visitors centers; one in the CCC and the other in the Rail Yard. The beginning analysis showed Monday closed in order to stay open on Saturday and parking at that location is a struggle. The Rail Yard Visitors Center sits in Tomasitas' parking lot, which is very busy and managed tightly. She said until more traffic to the Rail Yard is built, the area struggles with the traffic pattern and the train schedule drives the traffic.

Chair Wurzbarger said she hates that the Chamber of Commerce left the area. She asked if staff assessed where the “drive” visitors go now. Mr. Brackley replied that the Chamber had been funded years ago to provide visitor services but their mission does not now include providing visitor information; although they do.

Mr. Luttjohann said CVB would look at all of the visitors' services as part of the visitor experience conversation. He asked the Committee to keep in mind the reference to mobile, which is taking the place of a lot of face-to-face interaction and people are making dinner reservations and planning, etc.

Mr. Brackley announced that on September 19th the Chamber Tourism Committee would discuss the Santa Fe Airport and how to work with the City to improve the customer experience and making visitors and locals aware of the service. They would begin conversation about a 10 year plan to improve the airport facilities.

Chair Wurzbarger said at the Public Works meeting, the CIP (Capital Improvement Project) priorities were reviewed. The Public Works Committee has a strategic plan for a larger space for visitor comfort that would be submitted to City Council to go to the legislature.

Chair Wurzbarger thanked Mr. Luttjohann and Ms. Delgado for their presentation.

III. CONSENT AGENDA – Previously Approved

- A. Homewise Artisan Products Sponsorship- Kate Noble
- B. Leadership Santa Fe Sponsorship- Kate Noble
- C. Design Santa Fe Sponsorship- Kate Noble
- D. Local Gift Market Impact Analysis- Kate Noble
- E. Shoot Santa Fe Update- Kate Noble

IV. UNFINISHED BUSINESS- There was none.

Chair Wurzbarger asked to revise the agenda to hear Action Items next.

Ms. Keith moved to amend the agenda to hear Action Items at this time. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

V. ACTION ITEMS (Revised Agenda Order)

- A. Request for Approval of Amendment # 2 to Professional Services Agreement – Business Development Services on behalf of Economic Development; SCORE- Fabian Trujillo

Mr. Trujillo introduced Michael Maremont from SCORE. The request is to approve SCORE's contract of \$40,000 (\$20,000 in 2013.) The mission of SCORE is to provide guidance and education to Santa Fe's small and emerging businesses. SCORE partnered with the City to provide an education series and last year was very successful; workshops to the education series were capped at 15, but more in-depth and the City and SCORE partnered on public relations on City Hall Live and newspaper articles. The City conducted seminars on incentives and financing.

Mr. Trujillo said there were a total of 409 participants; 143 in workshops and 266 in seminars. He said changes would be made based on feedback: fewer seminars would be held and workshops and seminars would be more in-depth and increased by 30 minutes; two workshops would be held in the Santa Fe Public School District computer labs; the City would do two seminars on financing and workbooks and handouts would be improved and the City would assist in the design and printing.

Mr. Maremont said he was happy to be present. He said a couple of exciting things are happening this year and one, through Mr. Trujillo's efforts, is that LANL (Los Alamos National Labs) would be talking with mentors about how they could help with start up businesses.

Mr. Cisneros moved to approve Amendment # 2 to Professional Services Agreement – Business Development Services on behalf of Economic Development; SCORE, as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

Chair Wurzbarger asked if Mr. Trujillo had qualitative data. Mr. Trujillo replied that both qualitative and quantitative data is collected on the contracts and a summary review was given to the EDRC and included in the packet. He added he also had the data in more depth and would be happy to share that.

B. Request for Approval of Amendment # 1 to Professional Services Agreement – Business Development Services on behalf of Economic Development; Santa Fe Business Incubator (RFP 12/23/P)- Kate Noble

Ms. Noble said the renewal of the Incubator contract is required every four years and each year an amendment is done for service. The Santa Fe Business Incubator is a cornerstone of business development services in Santa Fe and Marie Longserre is the President and CEO. Their work has been important in economic and business development for the last 15 years.

Ms. Noble said the memo in the Committee packet details the contract that ended June 30, 2013 that included the creation of 58 full-time and 35 part-time jobs.

Ms. Noble said staff works closely with the Incubator staff to ensure they measure not just what the businesses produce, but also the effectiveness of the program itself. Staff is looking at Incu-Track as a tracking tool to increase measures and their understanding of the program and how it works and to adjust to changing needs.

Ms. Noble said the packet includes sample quarterly reports from the Incubator, as well as what would be received in the annual report. She introduced Ms. Longserre.

Ms. Longserre said an independent study was funded by the State of New Mexico Economic Development Department of the metrics on business incubators in 2011 in the state. (Exhibit 2)

She said information for Santa Fe was extrapolated. She reviewed highlights from the study: in 2011 there was \$27 million of direct revenue to clients and graduates; 265 jobs with annual payrolls of \$14 million and \$22 million added to the property tax rolls. Santa Fe for every one dollar put in, gets three dollars back and out of the \$3.2 million given to the state, \$1.4 million went to local communities and tax districts.

Ms. Longserre said the five-year strategic plan tells the story about the companies in the Incubator. There are two vehicles to do that; the *Insider*, a newsletter and *Flash Focus* about special happenings. (Exhibit 3) The next Flash Focus feature is about the Incubator being named by Entrepreneur Magazine as one of the top four “under the radar” business incubators in the country. A quote would be included from the Secretary of Economic Development from the State of New Mexico.

Chair Wurzbarger asked that a quote from the City of Santa Fe be included above the Secretary’s.

Ms. Longserre said she would be delighted to do that.

Ms. Longserre said each Insider contains client news and awards, milestones, expansions, special events, international visitors and partner news. There is a section on new faces; new companies, new employees and team news and news on their summer interns that are MBA students in the community. The next Insider would focus on four new companies and a graduate client who increased their revenue

300% in the last two years and is moving to a space on St. Michaels. A sample of the Flash Focus is about a company in the Incubator that received a grant from LANL and is now looking for a space for 10 employees.

Ms. Longserre said Longmire visited three times and spent about eight days with the Incubator and the Incubator appeared in three episodes.

Chair Wurzbarger said when members receive an invitation, especially new members; they should go to hear the stories. She asked Ms. Longserre to let the Committee know when there are events.

Mr. Cisneros moved to approve Amendment # 1 to Professional Services Agreement – Business Development Services on behalf of Economic Development- the Santa Fe Business Incubator, as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS (continued)

B. Community Proposal Process- Kate Noble

Ms. Noble said the Economic Development Review Board conducted a community proposal process for the \$160,000 available and more than 30 applications were received. The EDRC reviewed the proposals and decided the City's economic development money would be used to diversify the economy and on job creation and not as a Band-Aid. The EDRC (Economic Development Review Committee (Kathy Keith, Simon Brackley, Stephanie Spong, Alan Austin and Fidel Gutierrez) recommended allocation of \$40,000 for two projects.

A Community Proposal Process draft was developed and money was allocated for this year. The EDRC recommendations outlined in the memo are: to allocate the full 100 thousand dollars to a growing business or businesses; to provide follow-up recommendations/support to all proposals received through the Business Ombudsman's Office; to include more detailed criteria in the call for proposals/announcements. She said that includes asking for leveraging of funds and the potential for economic based job creation and requiring the target industries in the strategy for implementation be a criteria for selection. The recommendation is that businesses are for profit. The annual allocations of funds break down is about 70% business development; 25-30% workforce development and 5 % others.

Ms. Noble said a question raised was if this is the best use of the money. She said this doesn't have to be done. A process could be done to complement LANL and a meeting would be held to discuss local funding through that source.

Ms. Noble said staff recommended payback mechanisms if a successful business is sold or leaves the state. She said these are grants and the Committee is not creating a revolving loan fund.

Mr. Roach asked, how about creating a revolving loan fund; given BizMIX and the Velocity Project and the Incubator. He said a lot of businesses are having trouble getting funding.

Ms. Noble said the EDRC could look at that again. She said there had been a revolving loan fund, but hadn't made sense. She added that a loan fund would take more than \$100,000 and is not budgeted this

fiscal year. She agreed there is a funding gap, particularly for businesses just starting. She said a revolving loan fund becomes more complicated and would probably have to be contracted to a lender with underwriting experience and expertise.

Ms. Longserre said there are number of fine micro lenders and loan funds throughout the state and region that do not lend at full capacity. She said more money is available for those funds than takers. She agreed if the City set up their own fund they would have to partner with a business already available.

Chair Wurzburger asked staff to look at doing an analysis of what is available and how to link that to current programs in place; and to look at the BizMIX and Velocity programs to see how they could be enhanced. She said an overview would help the Committee better understand what is available.

Mr. Roach asked that the analysis include if possible, the requirements to get the money. He said often growing businesses do not have the assets to meet requirements to get the available money.

Chair Wurzburger said with respect to the City financing, her concern is to focus on the money they have. She said consider staff working on what the best use is with the Committee, EDRC and key people being funded, rather than a broad RFP with target industries. She said she heard a clear request from the community college for the need for training in project management and would suggest that be part of the discussion.

Ms. Noble asked clarification. She said they have spent a lot of time on the analysis requested and how to finance to the "missing middle," which is early stage, small chunks of money. She said at least six businesses are at the place where an injection of capital would help them get to the next level.

She talked about the winner of the BizMIX business plan competition last year who now has a deal with one of the top five retailers. She said that small amount of money got them to the trade show that got them a big piece of business.

Mr. Roach said the downside is that the initial manufacturing would happen elsewhere and not in New Mexico or Santa Fe. He said they plant the seed and the business may be funded in Santa Fe and then be gone and is why he is pushing for an intermediate funding level.

A working group consisting of Michael Roach, Alan Austin and Simon Brackley was formed to work with staff to develop ideas that would be brought to the full Committee for further deliberation.

VI. ITEMS FROM THE PUBLIC: None

IX. ITEMS FROM THE STAFF (Revised Number Order)

A. Business Registration Form Update- Fabian Trujillo

Mr. Trujillo said the group is developing a new form that would be an interactive PDF and combines two forms (the Commercial Business Registration and the Certificate of Occupancy.) Mr. Trujillo noted significant changes; the addition of e-mail addresses and a revision to the business information to collect data and make the form interactive and could be filled out on-line, printed and turned in.

Ms. Noble said the entire process would be looked at and much of the process is ingrained in IT management. She said staff is asking the blessing of the Committee to take the improved form to the City Manager and continue to work on the database and the best process.

Chair Wurzburger thanked staff for their work. She asked that staff provide the Committee with a model of a US city that does the process electronically.

VII. ITEMS FROM THE COMMITTEE

A. SF Global Trade Initiative Work Group Update- Alan Austin/Kathy Keith

Chair Wurzburger said the workgroup would give a 15 minute presentation to City Council with the objective to underscore the importance and possibilities of international trade and tourism and provide specifics on what the workgroup is doing and their possible next steps.

She added that a foreign language workshop was discussed because of the work with Taiwan with the idea for a way people could have a web connection. She said a member of the Committee has worked a lot in China and offered to work with the workgroup on how to build the connectivity.

Chair Wurzburger said the discussion on International Tourism focuses on three different countries and the continued development of a strong relationship with Mexico. The Mexican Consul Labara visited Santa Fe with his family for Zozobra and the hope is to have the Minister for Mexico Tourism visit in January. In the interim, the regional director from Houston would come to talk about possibilities. She said the idea is to get exposure in January with the representatives from Mexico and their media, around skiing.

B. Single Use Carry Out Bag Ordinance Final Update- Fabian Trujillo

Chair Wurzburger said the Carry-Out Bag Ordinance passed and received good press.

Ms. Aquilina said Mr. Cisneros mentioned that the Committee should make this a fun campaign and had offered to help. She suggested the Committee engage in that piece.

Chair Wurzburger asked Mr. Cisneros to work on that idea with Mr. Trujillo and someone from Solid Waste first. Ms. Kelly and Mr. Warhanek volunteered.

C. Other

Ms. Keith said a working group of she, Fred Cisneros and Diane Karp was appointed at the last Committee meeting to look at the marketing materials the City currently uses. The group and staff met and have recommendations for the Committee and would like to be on the next agenda. Mr. Cisneros added after he did some initial formatting, the number of pages was cut in half.

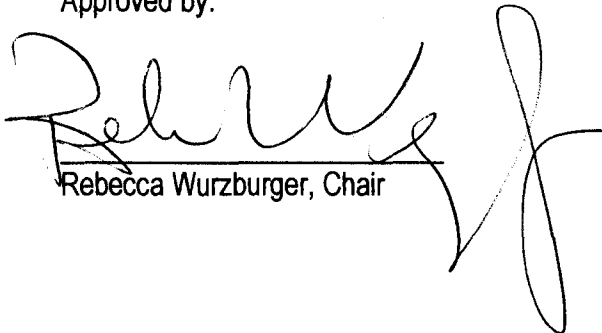
VIII. ITEMS FROM THE CHAIR- There were no Items from the Chair

X. NEXT MEETING DATE- October 08, 2013 at 11:00 a.m.

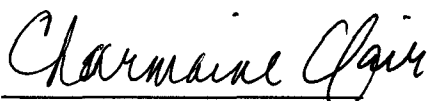
XI. ADJOURN

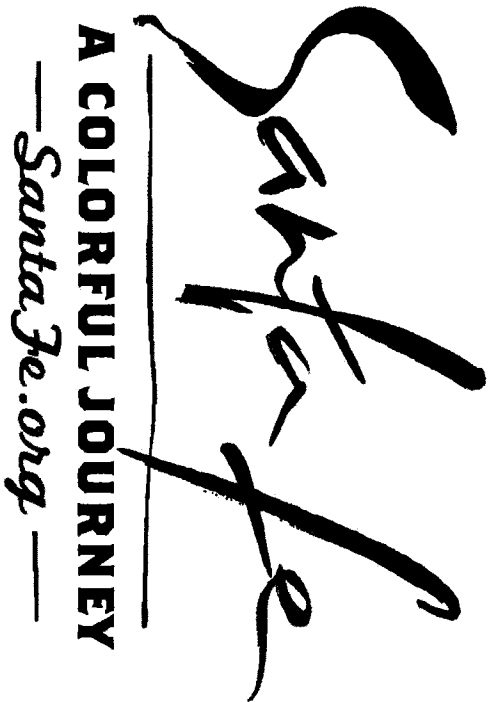
Having no further business to discuss the meeting adjourned at 12:50 p.m.

Approved by:


Rebecca Wurzbürger, Chair

Submitted by:


Charmaine Clair, Stenographer



Quarterly Marketing Report

Q2 2013

April-June 2013

Website Interaction

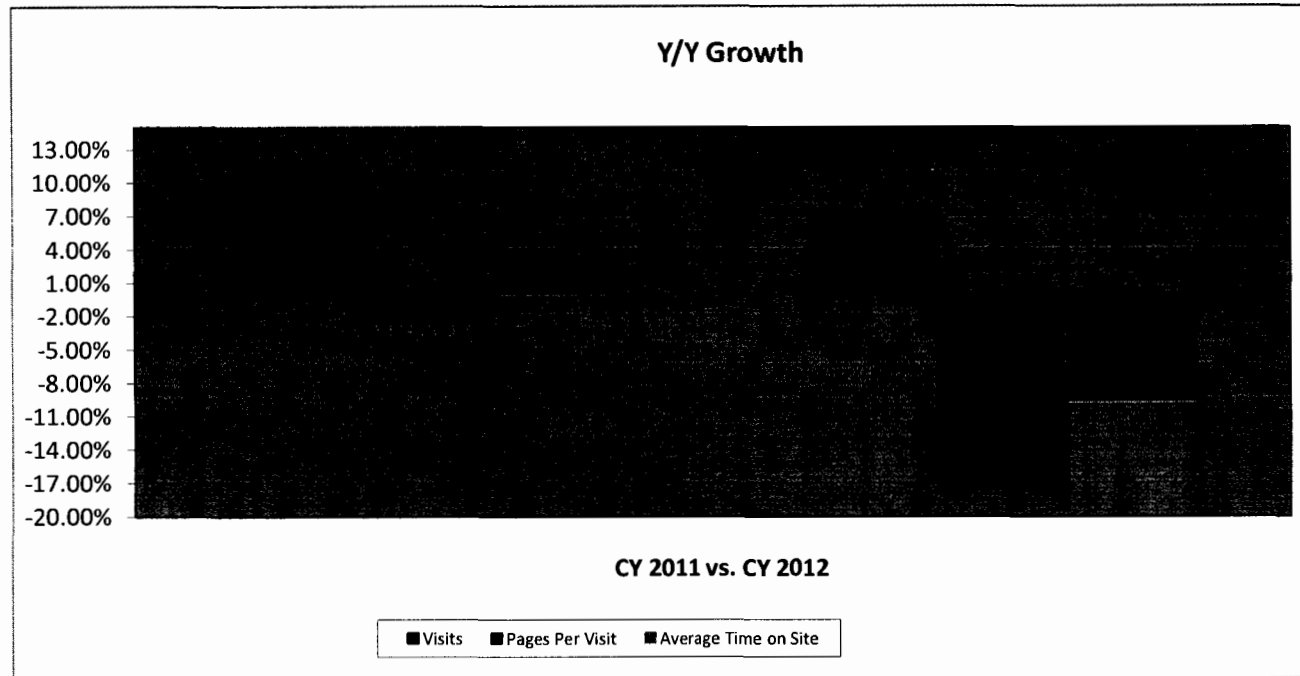
Pageviews, Pages per Visit, Average Visit Duration and Bounce Rate:

Location of google analytic code on site moved from bottom to top of page on May 28. This means a 'hit' is counted before the page fully loads. The code is now counting hits that navigate away from the page before the page loads. This negatively affects the overall numbers for pages for visit, time on site, pageviews and bounce rate. However, this allows a more accurate reporting of clicks from ad campaigns.

Bounce rates have increased over 10% on lodging and accommodations pages. This likely means they have clicked on a hotel site for more information since conversion rates are up. A conversion occurs when a user signs up for a Travel Planner, enters a sweepstakes, or clicks on a lodging page on

Bounce rates have increased almost 20% since changing the name of Annual Events to 'Must See Events' meaning users are most likely clicking on event links to get even more information about the event since conversion rates are up.

Visitors to SantaFe.org Website - Data & Statistics						
	2013 Q1	2013 Q2	2013 Q3	2013 Q4	YTD 2012	YTD 2013
Visits	207,197	207,650			787,404	819,844
Y/Y Growth	4.16%	10.45%			11.47%	7.55%
Unique Visits	170,629	211,838			682,811	781,905
Y/Y Growth	6.42%	12.20%			10.25%	9.95%
Pages Per Visit	2.23	2.77			2.28	2.29
Y/Y Growth	-16.32%	18.42%			-2.71%	-17.52%
Average Time on Site	0:00:33	0:00:33			0:00:00	0:00:22
Y/Y Growth	-7.10%	11.74%			2.77%	-9.68%
New Visits	70,422	70,490			68,745	70,490
Y/Y Growth	2.34%	2.61%			-1.05%	2.49%
Bounce Rate	46.62%	51.00%			43.56%	48.96%
Y/Y Growth	10.06%	13.99%			5.24%	12.39%



Source: Google Analytics

Interval of Measurement: Quarterly by Calendar Year

Social Media Presence

Facebook

- 29.29% increase in fans/likes in Q2 2013. (Santa Fe Facebook has 12,040 fans as of 7/8/13)

Factors: Attractive Santa Fe images and posts with calls to action increased fan engagement. PTAT (People Talking About This) grew 153% from Q1 to Q2.

Insight: *Calls to action increase user interaction and allow more people to see Santa Fe Facebook page.*

- Average monthly total reach increased 318% from Q1 to Q2.

Factor: 2,714 more fans from Q1 to Q2 generated a higher reach.

Insight: *The more our fan base grows, the more people we will reach, which leads to increased*

- Facebook referral ranking is #4 for SantaFe.org, and Facebook Mobile is #3.

Factors: Consistent posting schedule (Creative Caption Monday, Weekly Wednesday Deals, Throwback Thursday, Friday Flavors, Friday Blog), call to action with every post, and captivating images contributed to our referral ranking.

Note: Average reach per post doubled in Q2 from 1,525 people per post in Q1 2013, to 3,250 people per post in Q2 2013.

Insight: *Using a call to action with posts allows users to engage with something they find familiar (i.e. "Like" if you know where this photo was taken), which expands reach for each post.*

Pinterest

- 62.39% follower increase from Q1 to Q2.

Factors: Weekly promotions of Pinterest page on Facebook, and Pin-It-To-Win-It Pinterest contest.

Insight: *Pinterest contests and promotions lead to an increase in followers and Pinterest interaction.*

YouTube

- The number of YouTube subscribers has increased 17.24%
- Video views have increased 10.76% from Q1 to Q2

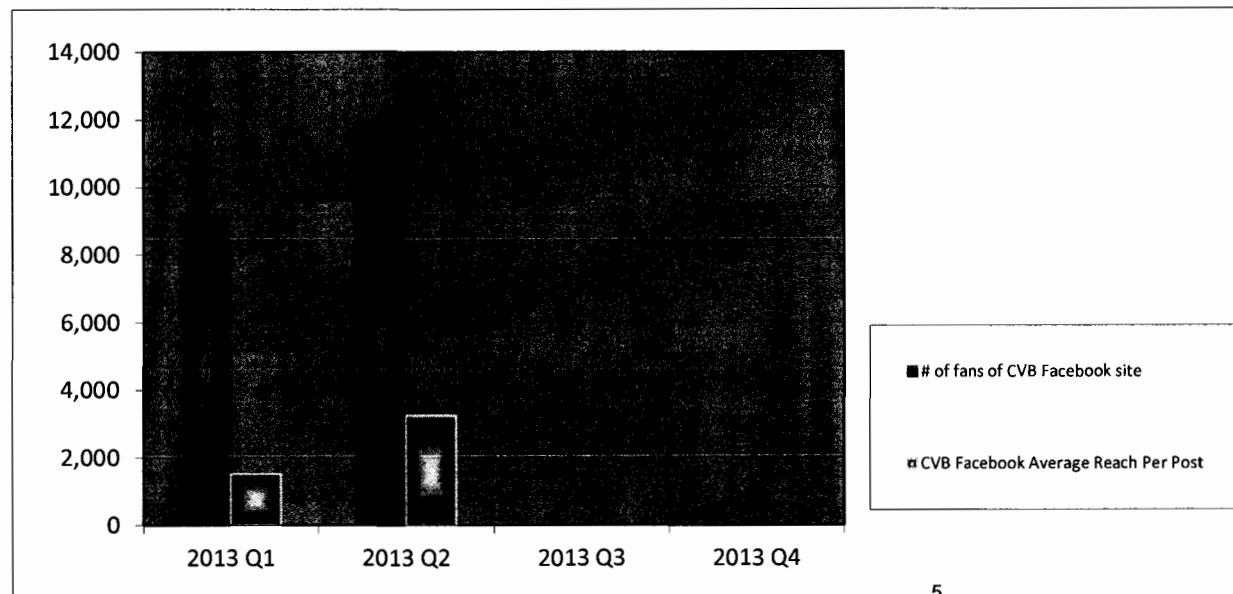
Factors: Weekly promotion of YouTube page on Facebook, and a YouTube channel screen shot added to Pinterest.

Santa Fe CVB Facebook Statistics				
	2013 Q1	2013 Q2	2013 Q3	2013 Q4
# of fans of CVB Facebook site	9,265	11,979		
CVB Facebook Average Reach Per Post	1,525	3,250		
CVB Facebook Average Weekly PTAT	3,195	8,089		

*Note: Due the ongoing growth and the organic nature of social media, as well as the non-seasonal, year round consistency in activity, social media performance is measured in a Q/Q basis vs. Y/Y. We believe this provides more accurate insights into the city's social media performance .

Source: Facebook Insights

Interval of Measurement: Quarterly by Calendar Year



E-newsletter Performance

♦ Consumer e-newsletters

Sending each newsletter the same day of each month/week to improve consistency.

Removed invalid email addresses to improve quality of subscribers which increases open rate.

Monthly Happenings and Packages and Specials are sent once per month

Calendar is sent weekly

Seasonal Newsletter is sent Quarterly

Visitors Guide Announcement is sent in January only

Sales and Meetings eblasts are sent as needed and are in consumer

May 2012 includes second Mailing to Monthly Happenings List for best of the Road

March 2012 includes second Mailing to Monthly Happening for Shoot Santa Fe promotion

February 2013 includes 3 additional Meeting Planner Special offer emails to aprox 10,000 additional addresses

♦ Industry Partner e-newsletters

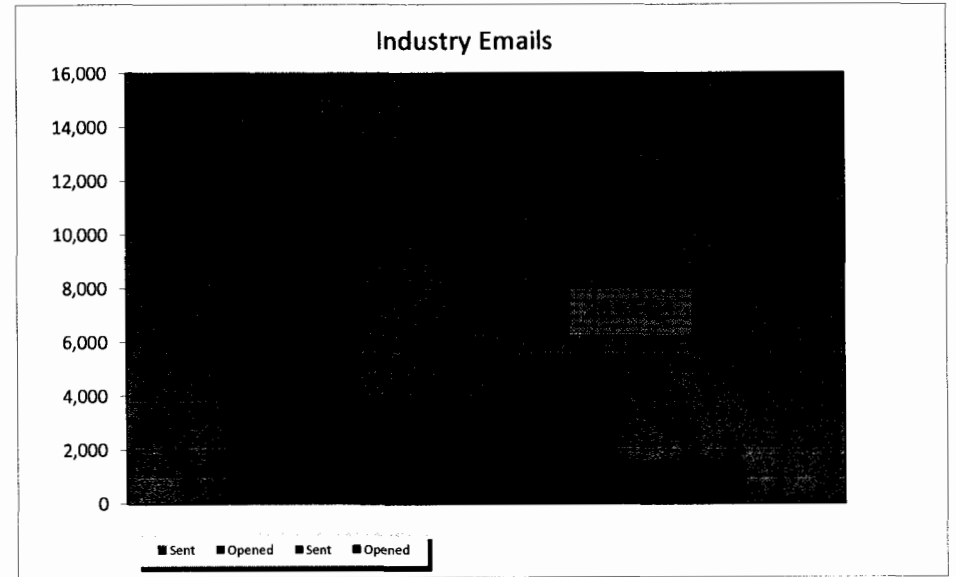
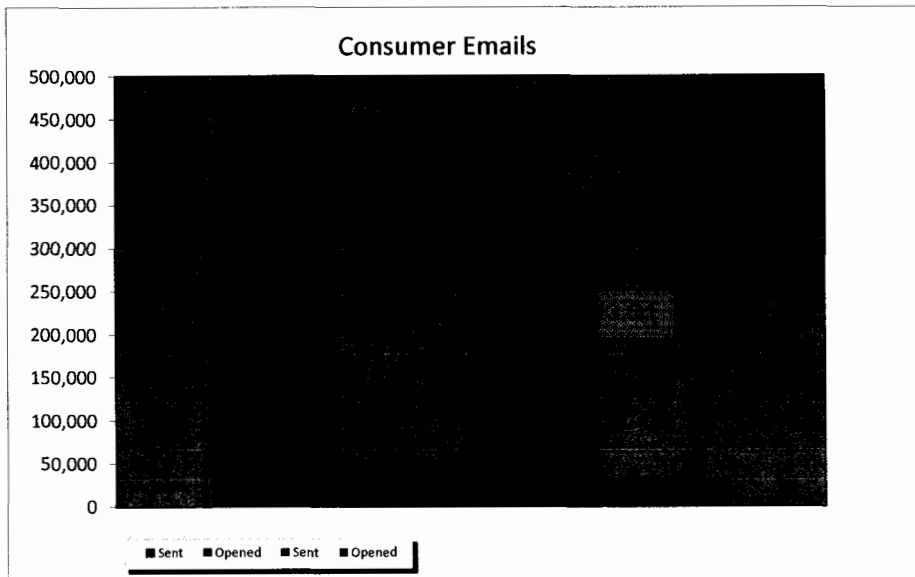
Sending each newsletter the same day of each month/week to improve consistency.

Removed invalid email addresses to improve quality of subscribers which increases open rate.

January(1), February(1), March(2),April(3) - 2012 Business Partners extra mailings for Friends and Family at aprox, 1100 per mailing

Jan - Mar 2012 also includes weekly Business partner mailings. In April 2012, that mailing is now bi-weekly.

Consumer Emails											
2012	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	140,547	130,198	162,764	433,509	125,411	161,241	139,000	425,652			
Opened	17,608	15,275	20,812	53,695	15,621	24,414	18,048	58,133			
Open Rate	12.68%	11.74%	12.85%	12.46%	10.86%	15.14%	13.02%	13.19%	859,161	110,128	12.83%
2013	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	124,088	97,575	114,007	335,670	113,192	93,156	128,077	334,425			
Opened	19,680	9,259	14,331	33,270	12,709	8,920	16,809	39,729			
Open Rate	16.28%	16.55%	25.18%	19.34%	18.06%	19.83%	25.32%	11.73%	670,095	72,470	15.53%
Industry Partner Emails											
2012	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	4,079	4,916	5,003	13,998	5,687	1,590	1,613	8,890			
Opened	1,111	1,403	1,395	3,909	1,630	2,463	480	2,979			
Open Rate	27.24%	28.54%	27.88%	27.93%	28.66%	29.12%	29.76%	28.94%	22,888	6,482	28.44%
2013	January	February	March	QTR 1	April	May	June	QTR 2	Total	Opened	Open Rate
Sent	1,834	1,861	1,796	5,491	1,742	2,601	1,722	6,065			
Opened	541	484	546	1,569	500	721	408	1,679			
Open Rate	29.50%	26.01%	30.40%	28.61%	28.70%	27.72%	23.40%	26.78%	11,556	3,195	27.70%

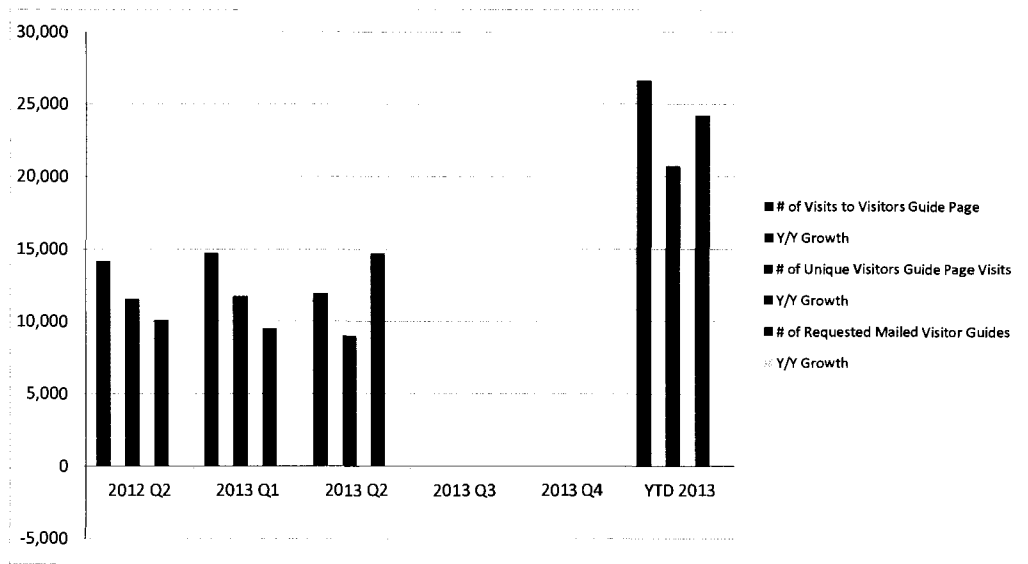


Source: santafe.org database
Interval of Measurement: Quarterly by Calendar Year

Travel Planner

Although overall Travel Planner requests are down, the CVB is proactively mailing out guides to a database of over 64,000 physicians. To date, 6,500 addresses have been processed.

Online & Mailed Visitors Guides						
	2012 Q2	2013 Q1	2013 Q2	2013 Q3	2013 Q4	YTD 2013
# of Visits to Visitors Guide Page	14,177	14,719	11,949			26,668
# of Unique Visitors Guide Page Visits	11,546	11,750	9,012			20,762
# of Online Visitors Guide Click Thrus*	N/A	1,012	512			1,524
# of Requested Mailed Visitor Guides	10,123	9,515	14,717			24,232



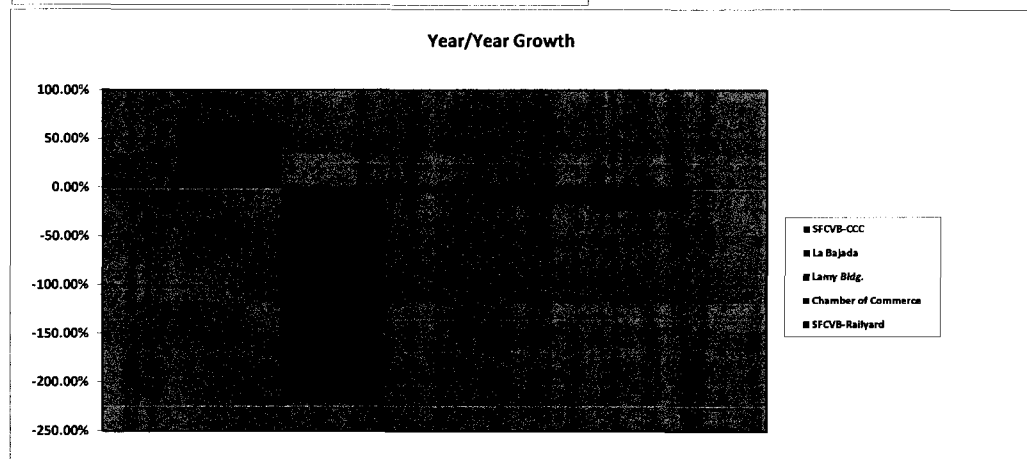
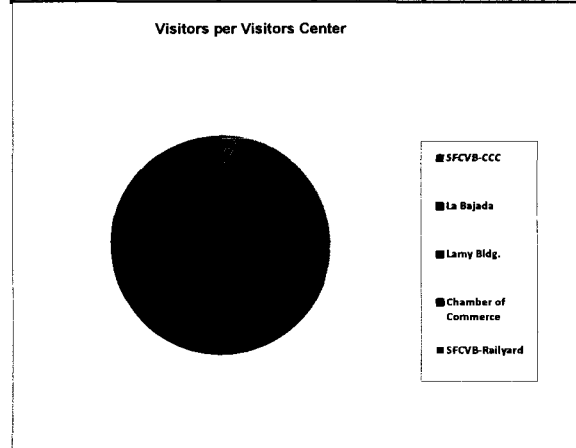
Source: CVB tracking, santafe.org tracking,
Interval of Measurement: Quarterly by Calendar Year

* Data not available; Online Visitors Guide Click Thrus Tracking began 2nd Quarter 2012

Visitor Information Center Visits

Information Center visits are up at the CVB's Convention Center Visitors Center, but down at all other centers.

Total Visits to Santa Fe's 5 Visitor Information Centers							
	2012 Q2	2013 Q1	2013 Q2	2013 Q3	2013 Q4	YTD 2012	YTD 2013
SFCVB-CCC	7766	14269	12750			12247	27019
SFCVB-Railyard	6,619	3,684	5,422			10,332	9,106
La Bajada	20472	3448	6405			31265	9853
Lamy Bldg.	14058	6848	13427			21555	20275
Chamber of Commerce	4126	3204	3530			6552	6734
Total Visits	53,041	31453	36112	0	0	117,241	63881



* The Railyard Visitors Center opened end of May 2011. CVB VIC numbers are aggregated.

Source: SFCVB Information Specialist Data, NMTD Monthly Reports and SF Chamber of Commerce

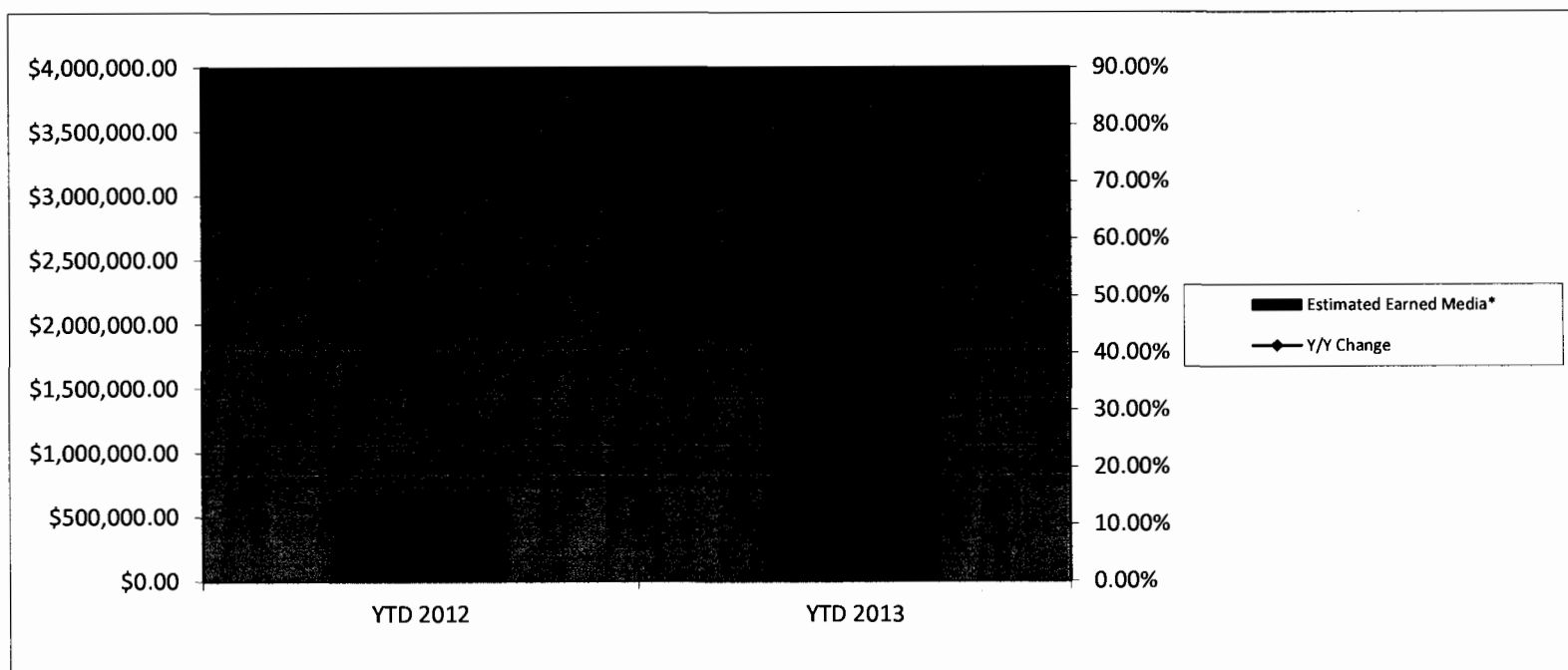
Interval of Measurement: Quarterly by Calendar Year

Public Relations

Written materials continue on track at just slightly ahead of the 4 per month goal while press visits is exceeding pace in the second quarter with the help of the 8-person, May group press trip. Media pages access on the web is slightly down and needs analyzing, although image library views are up for the quarter. Earned media continues to far exceed expectations due both to increased volume of stories and quality of placements. This can be attributed to more aggressive media outreach, including follow up and desk side appointments, as well as more engaging content and targeted pitching. Highly valued stories for the quarter include an Associated Press story about O'Keeffe travel valued at \$971,563 in April, a USA Today story about Mom-cations valued at \$379,798 and another USA Today story in June about destinations where the family can bond, valued at \$379,798.

Public Relations Measurements						
	2013 Q1	2013 Q2	2013 Q3	2013 Q4	YTD 2012	YTD 2013
News Releases & Written Copy	17	17			23	34
Journalist's Visits to Santa Fe	22	35			47	57
Media Contacts	271	307			191	578
Website Press Release Views	884	1533			3,044	2,417
Image Library Views	980	1758			1,790	2,738
Y/Y Change	124.93%	71.25%			5.88%	77.0%

* Santa Fe Community PR Earned Media

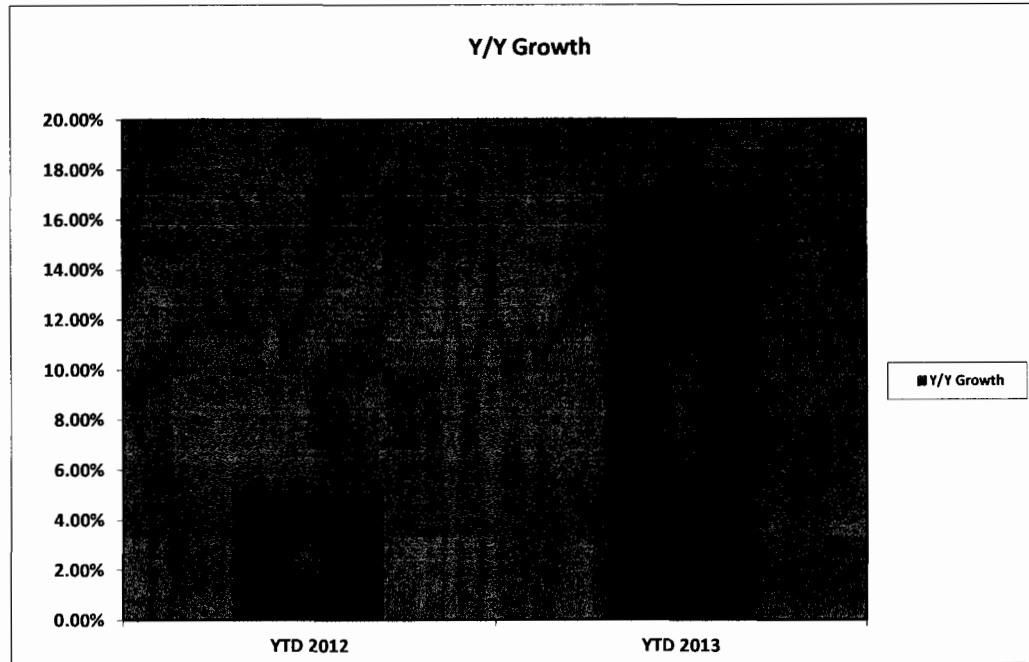


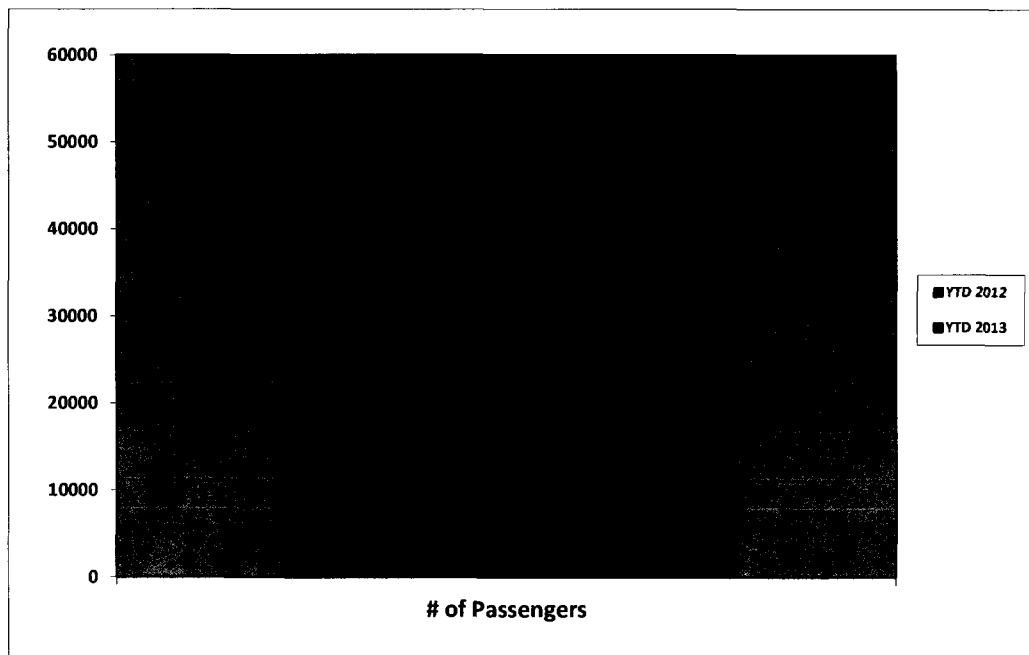
Source: LOCAS & Studio X

Interval of Measurement: Quarterly by Calendar Year

Airport Passenger Data--Santa Fe Municipal Airport

Santa Fe Municipal Airport Total Enplaned and Deplaned						
	2013 Q1	2013 Q2	2013 Q3	2013 Q4	YTD 2012	YTD 2013
SAF Rider Count	20970	30324			42487	51294





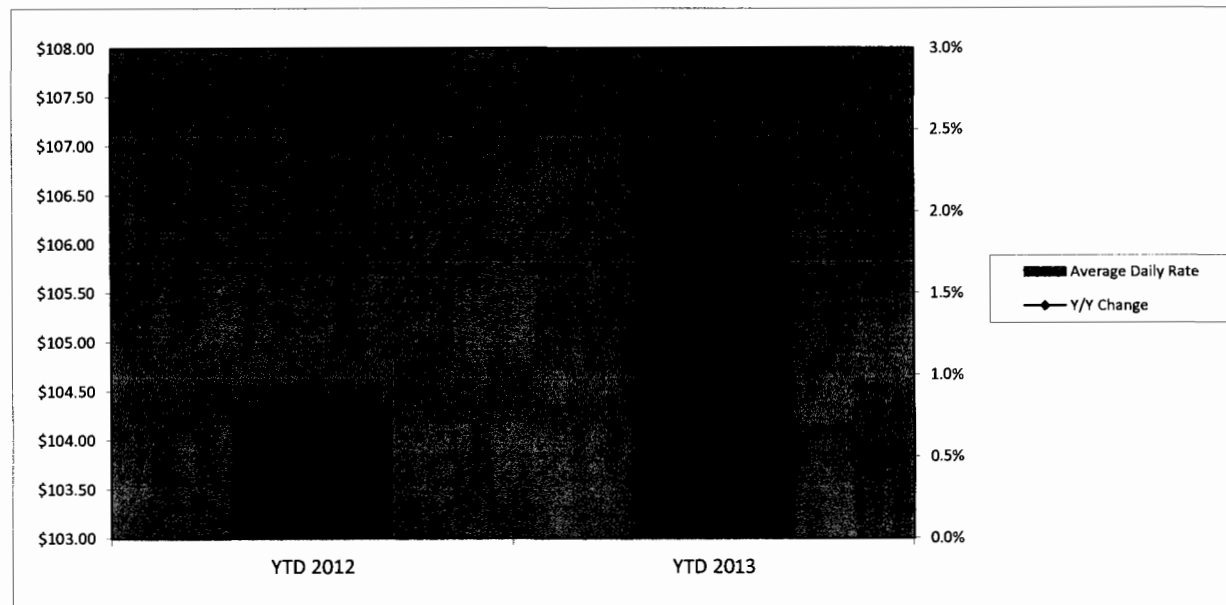
*Note: Increase in number of flights

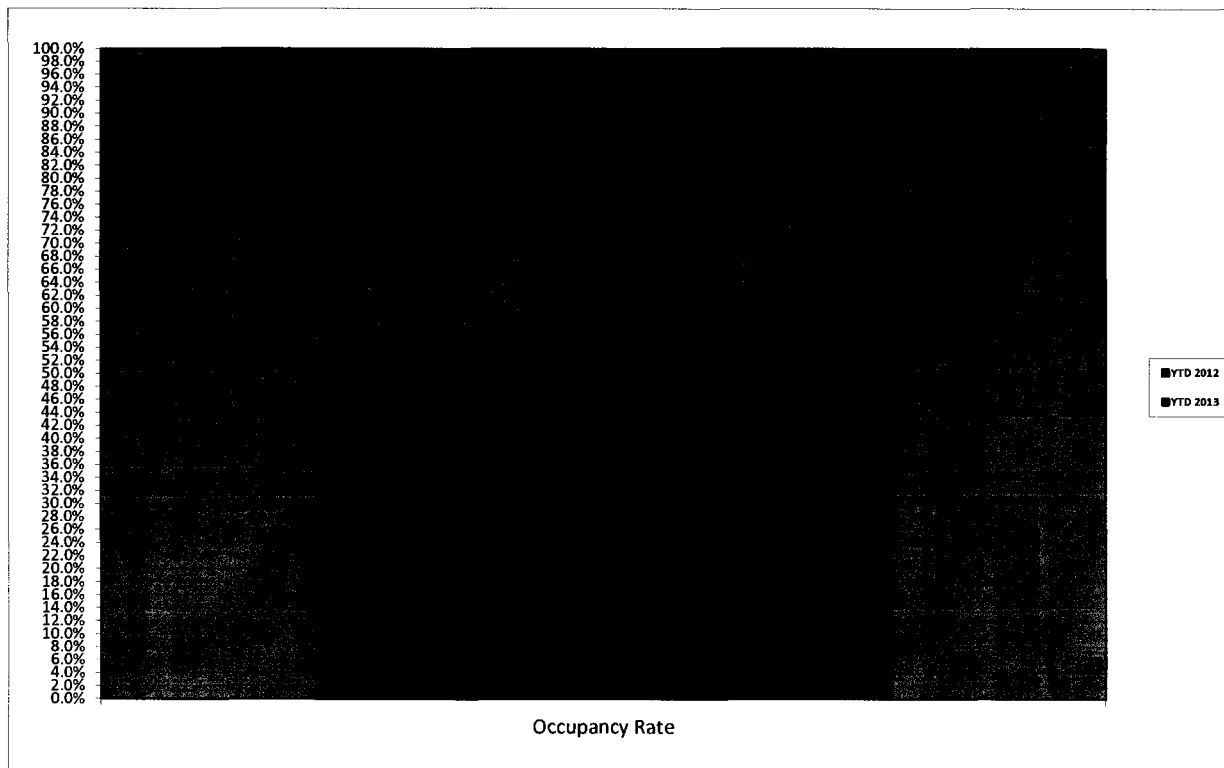
Source: Santa Fe Municipal Airport

Interval of Measurement: Quarterly by Calendar Year

Santa Fe Hotel & Motel Occupancy

Occupancy Rate & Room Rate Growth						
	2013 Q1	2013 Q2	2013 Q3	2013 Q4	YTD 2012	YTD 2013
Occupancy Rate	51.9%	70.3%			54.0%	61.2%
Average Daily Rate	\$97.36	\$114.13			\$104.84	\$107.68





Source: Rocky Mountain Lodging Report
Interval of Measurement: Quarterly by Calendar Year

Economic Impact During 2011 of Tenants and Graduates of the Incubator

Some of the estimated economic impacts that the incubator generated for New Mexico during 2011 are shown below.

Economic Impact During 2011 of Tenants and Graduates of the Incubator			
	Tenants	Graduates	Total
Number of direct businesses operating during the year as a result of Incubator activities	16	37	53
Annual revenues generated by businesses (increase in gross state product):			
Direct	\$6,336,000	\$20,500,000	\$26,836,000
Indirect and induced	\$3,390,398	\$10,000,000	\$13,390,398
Total	\$9,726,398	\$30,500,000	\$40,226,398
Jobs created and supported by businesses:			
Direct	80	151	231
Indirect and induced	51	100	151
Total	131	251	382
Annual salaries paid to workers:			
Direct	\$2,960,000	\$1,000,000	\$3,960,000
Indirect and induced	\$1,442,000	\$500,000	\$1,942,000
Total	\$4,402,000	\$1,500,000	\$5,902,000
Property added to tax rolls	\$6,800,000	\$0	\$6,800,000
Annual taxable gross receipts generated on:			
Revenues of direct, indirect and induced businesses	\$7,294,798	\$20,500,000	\$27,794,798
Taxable spending by direct, indirect and induced workers	\$1,761,000	\$0	\$1,761,000
Taxable spending by businesses	\$800,000	\$0	\$800,000
Total gross receipts	\$9,855,998	\$20,500,000	\$30,355,998

Revenues Generated During 2011 for the State and Local Taxing Districts by Tenants and Graduates of the Incubator

Economic impacts generated by incubator tenants and graduates translate into revenues for the State and local taxing districts. These estimated revenues for 2011 are shown on the following page.

Estimated Revenues Generated during 2011 for the State and Local Taxing Districts by the Incubator Tenants and Graduates				
	State	Local Taxing Districts	Total	
Gross receipts taxes	\$1,209,790	\$1,113,648	\$2,323,438	\$0
Property taxes	\$10,124	\$329,204	\$339,328	\$0
State income taxes:				
Corporate	\$131,090		\$131,090	#REF!
Personal	\$494,099		\$494,099	\$0
Total	\$1,845,104	\$1,442,852	\$3,287,956	

Best Under the Radar Business Incubators

August 26, 2013

URL: <http://www.entrepreneur.com/article/227821>

Just because you don't live in Utah -- our pick for best state for small business -- doesn't mean you can't thrive. In fact, thanks to Joe Mancuso's idea from 1956, it's possible to build profitable companies inside of one building. A former hardware store manager, Mancuso bought a vacant 850,000 square foot building in Batavia, N.Y, divided the space up, and filled it with an eclectic mix of tenants including a winery, a charitable group and a chicken company. With shared office resources, capital assistance, and plenty of advice, the little chicks of the Batavia Industrial Center hatched, both literally and figuratively, inspiring universities, government groups, and investors to copy Mancuso's incubator model.

#insert related here#

Today, there are more than 1,250 incubators in the U.S. and with help from the National Business Incubation Association, we picked four for their ability to stand out in states that aren't always regarded as small business friendly.

High Tech Rochester West Henrietta, N.Y.

High Tech Rochester has targeted technology-based small businesses since 1987 --particularly those in life sciences, biotech and clean energy (though

it also accommodates manufacturers). Their incubation process runs companies through three stages -- innovate, incubate, and grow -- advising participants from market assessment all the way through lean management counseling.



Image credit: High Tech Rochester on Facebook

Its Rochester BioVenture Center nurtures companies such as Diffinity Genomics (maker of nucleic acid purification products), Konig Corporation (breast cancer detection device) and Adarza Biosystems (medical diagnostic sensor). But its entrepreneur-in-residence program is garnering the most laurels, creating more than 80 jobs at 50 companies and spurring at least \$16 million in economic activity over the last two years alone.



UCF's Tom O'Neal speaks at the opening of the Volusia County incubator in 2011.
Image credit: today.ucf.edu

University of Central Florida Business Incubation Program Orlando, Fla.

While Disney's Epcot Theme Park may be an experimental prototype for future technology, University of Central

Florida's network of nine incubators spread around Orlando is the real deal. The program hosts more than 120 startups in mixed-use facilities that cater to a wide variety of new businesses that helped, in a small way, carry central Florida through the recession -- the program created 1,500 new jobs and generated revenues in excess of \$60 million between 2009 and 2011.

The incubator program is also a key contributor to the 23-county Florida High Tech Corridor, which focuses on sectors including agri-tech, aerospace, and sustainable energy. Since its 1999 founding, the program has graduated 85 companies, created more than 3,000 jobs, and had a \$360 million annual impact on metro Orlando.



Northeast Indiana Innovation Center // Regional Incubator
Image credit: Northeast Indiana Regional Partnership

Northeast Indiana Innovation Center
Fort Wayne, Ind.

The Innovation Center's complex of labs and high tech manufacturing facilities has served as a launching pad for more than 30 early stage companies that specialize in biomedical science, information technology, advanced security and manufacturing. Its new Emerging Growth Center caters specifically to second stage ventures on their way to long-term sustainability.

Its biomedical facility features resources such as wet labs, a reverse osmosis water system, and a sterilization area, key assets for companies like BioDuct, which is developing avascular tissue-repair technology. And its multi-disciplinary technology center takes advantage of the proximity to Fort Wayne's automotive industry to house the likes of Engine Research Associates and American Axle.



Start-up Weekend 2013.
Image credit: Santa Fe Business Incubator

Santa Fe Business Incubator
Santa Fe, N.M.

What began in 1995 as three acres of weeds is now the Santa Fe Business Incubator (SFBI), a sprawling facility that has generated revenues in excess of \$100 million, more than 75 businesses and over 800 new jobs. Catering to a variety of startups, such as Adora Fibers (which produces knitting kits for beginning and intermediate knitters), Bluenergy Solarwind (makers of hybrid photovoltaic and wind power turbines), and Santa Fe Spirits (an artisan distillery that crafts whisky and brandy), the SFBI recently launched a \$1.25 million bio-science initiative.

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From: Mary Ellen Merrigan <maryellen@merrigangroup.com>
Sent: Monday, September 09, 2013 5:41 PM
To: SFBI Office
Subject: FW: Insider - May 2013-b6 sigma patents

From: Santa Fe Business Incubator [mailto:info=sfbi.net@mail120.us2.mcsv.net] **On Behalf Of** Santa Fe Business Incubator
Sent: Tuesday, May 14, 2013 1:48 PM
To: =?utf-8?Q??=
Subject: Insider - May 2013

The Santa Fe Business Incubator helps local entrepreneurs grow successful businesses. These emerging companies create new jobs, increase the tax base and diversify our economy, enhancing the quality of life for all in our community.

[View this email in your browser](#)



Client News

Congratulations to **B-6 Sigma** who landed 2 munitions patents for advanced materials! They plan to license the technologies and have a contract with the Federal Government for energy and strategic development technologies.

Santa Fe Business Incubator
3900 Paseo del Sol
Santa Fe, NM 87507
505-424-1140
<http://www.sfbi.net>

To submit news, please email
office@sfbi.net

This 'n That

- SFBI recently hosted **Start Up Weekend** which was a big success. Over 60 people participated and the March event generated local and national publicity. Thank you to Eric Reinz-Whitemore of NM Tech Council for putting together

SFBI at a glance

10,000 sq. ft. facility launched
in 1997

20,000 sq. ft. expansion 2002
to 30,000 sq. ft. total

Marie Longserre, President
and CEO since inception

Home to more than 120
companies over the past 15-
years

More than 1,000 new jobs
created by client companies

Currently home to 19 client
firms and 3 co-located partner
organizations

an outstanding event.

- The **Green Chamber** recognized SFBI for participation in the Green Recycling Program. Thanks to all of you who participate on an on-going basis in our efforts!
- We now have **three notaries in the house**: Jamey Shelton with Acoustic Biosystems, (C12), Roseanna Perea with WESST (A361) and Fran Ulibarri with NCNMEDD (A350) can now assist you with your notary needs.
- The **City of Santa Fe Public Access TV News Program** featured SFBI "stars" including clients Nick Generous from Integrative Enzymatics, John Elling of Acoustic Biosystems and Marie Longserre, CEO of the Santa Fe Business Incubator. John Elling did a live interview with Kate Noble, Special Projects Administrator for the City Economic Development Division.

New Faces Around the Incubator

**Please welcome to the Incubator's Co-Working
Space:**



Website



The Retail Planet: TRP provides intelligence (data & analytics) retail site selection and tenant recruitment. Richard Fenker and his staff Tom Pratt, Janiece Jonsin & Allan Kolod.



Go Green NM, LLC: GGNM, a start-up company working with energy efficiency for new and existing homes. Performance related testing for local and state building codes. Founder Isaac Brazil hails from LANL.

To our affiliate program:

Team News

Bon Voyage to **Emma Fountain** and her husband Jay who recently departed for a year- long journey to travel thru Asia.



Stop in and say "Hello" to **DeAnna Adams** who joins us from Denver, via the Wyoming Incubator to help in the interim. DeAnna's background in Incubator management is a huge plus for all client support as well as oversight during the final stages of Lab completion. Please don't hesitate to drop by her office B06 if you need any assistance.

Special Credits

Thanks to all our clients for your patience during construction of the new shared Bio Science lab. "The Laboratory" is shaping up to be an incredible space with the addition of all the new equipment. Walner Linares, Project Manager for Brycon Construction, has done a wonderful job of keeping everything moving, on track with minimal impact on all of us working in the building.

You asked for it... joke or quote...here it is:

"A good head and a good heart are a formidable combination." Nelson Mandela

In the News

Start-up weekend (March 1-3) garnered additional visibility for SFBI and nearly 60 participants who had new company ideas.

Congratulations to SportXast, a broadcast platform for amateur sporting events, judged project winner. Runner up ZymoStat intends to revolutionize the home brewing industry.

PR Newswire carried a picture and story as did the Santa Fe New Mexican.

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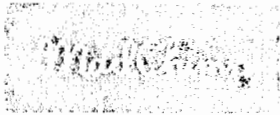
As friends of SFBI we would like to keep you updated with our news!

Our mailing address is:

Santa Fe Business Incubator
3900 Paseo del Sol
Santa fe, NM 87507

Add us to your address book

[unsubscribe from this list](#) [update subscription preferences](#)



From: Mary Ellen Merrigan <maryellen@merrigangroup.com>
Sent: Monday, September 09, 2013 5:39 PM
To: SFBI Office
Subject: FW: Flash Focus - June 2013 - SportXast

From: Santa Fe Business Incubator [mailto:info=sfbi.net@mail184.wdc02.mcdlv.net] **On Behalf Of** Santa Fe Business Incubator
Sent: Thursday, June 27, 2013 10:12 AM
To: =?utf-8?Q??=
Subject: Flash Focus - June 2013 - SportXast

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Santa Fe Business
incubator *Where BUSINESSES Prosper*
FLASH FOCUS

SportXast signs as newest client of Santa Fe Business Incubator



SportXast *brings real time photo and video highlights to local sporting events, making it easy for fans, parents, athletes and coaches to share.*



Brett Kokinadis COO and Molly Cernicek, Founder & CEO, settle into their SFBI offices.



The Santa Fe Business Incubator helps local entrepreneurs grow successful businesses. These emerging companies create new jobs, increase the tax base and diversify our economy, enhancing the quality of life for all in our community.

To collaborate, volunteer, or learn more about the Bio Lab email office@sfbi.net.

The company won affiliate membership at SFBI as part of New Mexico's first ever [Startup Weekend](#), hosted by SFBI and put on by Tech Council.

From winning Startup Weekend forward, COO Brett Kokinadis, says everything speeded up: funding, resources, events and of course, app development.

He calls the last four months an "epic ride!"

"This opportunity opened resources we might not have otherwise had," Brett said. "We're building our core team, getting funding in place and continuing to refine the app we're designing."

Founder Molly Cemicek, discussed SportXast on Larry Ahren's *Morning Brew* TV show. Click to view the 4:35 video:

https://www.youtube.com/watch?v=features=ola_vr_+nppead&v=3h7PcQ-H3Q&g

SportXast offers this advice to would-be entrepreneurs:

"Take advantage of the resources offered by SFBI and others. Start up Weekend, for example, is like 'honey for bees' It brings together a community of like-minded people."

Congrats, Molly, Brett and SportXast. We're proud your affiliate membership transformed to your new home. Welcome to the Incubator! Here's to your continued success!



Get the beta version of the SportXast app soon on iTunes.

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As friends of SFBI we would like to keep you updated with our news!

Our mailing address is:
Santa Fe Business Incubator
3900 Paseo del Sol
Santa fe, NM 87507

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SFBI is a not-for-profit economic development organization and entrepreneurial leader in the community. Since 1997, home to 100+ new businesses and 1,000+ new jobs. Launching more every day.

Santa Fe Business Incubator
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Santa Fe, NM 87507
505-424-1140
www.sfbusinessincubator.com

From: Marie Longserre
Sent: Wednesday, July 03, 2013 1:43 PM
To: SFBI Office
Subject: FW: Flash Focus - July 2013

From: Santa Fe Business Incubator [mailto:info=sfbi.net@mail68.atl11.rsgsv.net] **On Behalf Of** Santa Fe Business Incubator
Sent: Wednesday, July 03, 2013 1:27 PM
To: Marie Longserre
Subject: Flash Focus - July 2013

[View this email in your browser](#)

Santa Fe Business
incubator *Where Businesses Prosper*
FLASH FOCUS

Flash Focus July - Interns



Business school interns (left) Dakota Day and (right) Josh Lochner research 15 years of SFBI client data.

Santa Fe Business Incubator (SFBI) President and CEO Marie Longserre says the Incubator is delighted to sponsor summer internships for university students interested in entrepreneurship.

As Dakota and Josh talk with Incubator graduates and clients, they're uncovering new stories, sharing fresh perspectives and personalizing 15 years of SFBI history.



The Santa Fe Business Incubator helps local entrepreneurs grow successful businesses. These emerging companies create new jobs, increase the tax base and diversify our economy, enhancing the quality of life for all in our community.

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SFBI is a not-for-profit economic development organization and

At a recent presentation to the Incubator Board of Directors, Josh said, "One thing that has surprised me is how many local businesses I've grown up knowing about that were started at the Incubator."

Dakota expressed surprise at the wide diversity of businesses with whom he's talked. "I wasn't expecting to find high tech, as well as art appraisal, distilled spirits and more."

entrepreneurial leader in the community. Since 1997, home to 100+ new businesses and 1,000+ new jobs. Launching more every day.

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Dakota Day, is currently pursuing an MBA at Willamette University in Salem, Oregon, with a concentration on entrepreneurship. His parents, Jimmy and Jennifer Day, live in Santa Fe.



"Because I plan to go into business for myself one day, SFBI's focus on helping startup entrepreneurs is one of the main things that drew my interest to this internship," he said. "I look forward to learning more about startups and incubation this summer."



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Josh Lochner, a senior at the Olin Business School, Washington University in St. Louis, is majoring in Economics and Strategy as well as Entrepreneurship. He grew up in Santa Fe. His grandfather, Mort Lipton, served on the Incubator Board of Directors 1998-2001. Parents Rob and Bonny Lochner live in Santa Fe.



"I'm interested in commercial start-ups as well as social entrepreneurship," he stated. "I plan to complete my senior year and hope to join the Peace

Corp before I start my own business."



Interns Josh Lochner and Dakota Day talk with serial entrepreneur John Elling of Acoustic Biosystems.

If you see Josh or Dakota in the hallways, give them a special high five. We're appreciative of their energy, their enthusiasm and their future contributions to entrepreneurship.

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From: Mary Ellen Merrigan <maryellen@merrigangroup.com>
Sent: Monday, September 09, 2013 5:38 PM
To: SFBI Office
Subject: FW: Insider - July 2013-IE Mass Challenge

From: Santa Fe Business Incubator [mailto:office=sfbi.net@mail120.us2.mcsv.net] **On Behalf Of** Santa Fe Business Incubator
Sent: Wednesday, July 24, 2013 7:29 AM
To: =?utf-8?Q??=
Subject: Insider - July 2013

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Client News

Nothing makes us prouder than watching clients succeed.



Congratulations to SFBI client **Integrative Enzymatics**, one of 128 start up companies chosen as a finalist in the [MassChallenge!](#)

The 2013 MassChallenge accelerator program received over 1200 applications.

Integrative Enzymatics participates June

through October in this, the largest-ever, no-strings attached program connecting entrepreneurs with the resources they need for high-impact immediate launch. In the words of founder Nicholas Generous, "This success would not have been possible without the support and guidance that you and the incubator community have provided to us over the past two years." I.E. proudly headquarters



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in New Mexico.



This month, we're also doing the happy dance for SFBI Affiliate **Santa Fe Spirits**. In case you missed it, CEO Colin Keegan got front page placement in the *Albuquerque Journal* Saturday

July 6. His company is also featured in the current issue of *Green Fire Times*. And, Santa Fe Spirits received the Century Bank Business Excellence Award for 5-20 employees at the Santa Fe Chamber of Commerce's Red Carpet Awards and was voted best distillery in New Mexico according to the *Santa Fe Reporter*. A Santa Fe Spirits tasting room opened this week (Open 1:30pm - 8:30pm Monday - Saturday) at 308 Read Street in downtown Santa Fe. Hip, Hip Hooray!

SFBI at a glance

10,000 sq. ft. facility launched in 1997

20,000 sq. ft. expansion 2002 to 30,000 sq. ft. total

Home to more than 120 companies over the past 15-years

More than 1,000 new jobs created by client companies

Currently home to 19 client firms and 3 co-located partner organizations

Marie Longserre, President and CEO since inception

New Faces Around the Incubator



(L to R back) Santa Fe Spirits CEO Colin Keegan, Intern Josh Lochner, (L to R front) Intern Dakota Day, Dr. John Elling of Acoustic BioSystems

Summer business school interns Dakota Day and Josh Lochner work on a project to document 15 years of SFBI client history. Dakota and Josh will be at the Incubator through July. In August,



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Dakota returns to complete his MBA at Willamette University in Salem, OR and Josh heads off to his senior year at Washington University in St. Louis, MO. We wish them continued success.

Team News

The SFBI Board of Directors logs countless hours on behalf of the organization. Our thanks to Candice Lee Owens who completed her second term with the board in June. Welcome to James Hernandez, Community Bank President for U.S. Bank who joins the Board for a three year term.

Newly elected 2013-2014 SFBI Board of Directors officers are Vice Chair Alan Austin and Secretary Pat Rudy-Baese. They join re-elected Chair Bruce Miller and Treasurer Donna M. Smith.

Honestly, folks, we couldn't do it without you.

Maggie Ohnesorgen



We found Maggie Ohnesorgen brightening up the courtyard with summer flower the other day! A big thank you, Maggie. It's only one of many duties you manage with grace and ease.

"Psssst!" A quiet word just in on how lucky we are to have DeAnna Adams on temporary assignment for SFBI. DeAnna was just re-

elected to a second term on the prestigious National Business Incubation Board (NBIA). Congrats, DeAnna!

This 'n That

Multi-national visitors.... women leaders hailing from Tanzania, Slavic Republic, Sierra Leone, Myanmar, Israel and more toured SFBI as part of a US State Department sponsored "Women and Entrepreneurship" multi-regional project. The group met with the WESST Team and Incubator staff filled them in on Business Incubation as they toured the facility. The international leaders program is sponsored by the Office of International Visitors, Bureau of Educational and Cultural Affairs, U.S. Department of State.



The SFBI hallways and parking area crackled with energy when the A & E hit TV series Longmire rolled in to film an episode of season two. SFBI is proud to support the New Mexico Film Industry and a project that employs 90% local talent. Stay tuned for more details. We'll let you know when to look for us on air.



**Attention Clients, Affiliates,
Graduates...**we welcome your special
news and announcements. Remember, if

you have a news tidbit send it our way with an email to
office@sfb.net.

Insider readers, please be sure to "like" us on Facebook for even
more news and Insider information.

Quote

Laugh at yourself, but don't ever aim your doubt at yourself. Be bold. When you embark for strange places, don't leave any of yourself safely on shore. Have the nerve to go into unexplored territory.

- Alan Alda

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Sent: Thursday, August 15, 2013 7:29 AM
To: SFBI Office
Subject: Flash Focus - August 2013

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FLASH FOCUS

Flash Focus - SFBI Live TV



Three episodes of Longmire, A & E's popular Western detective series were filmed at the Incubator. In this Flash Focus the Incubator extends extends a big *thank you* to clients and staff who may have experienced disruptions as we hosted Longmire's cast and crew.



We loved the chance to support the New Mexico film



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industry and see this Western series up close and personal.

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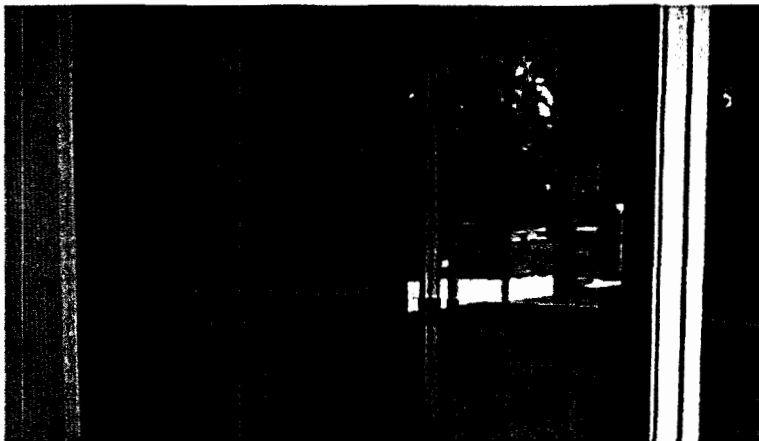


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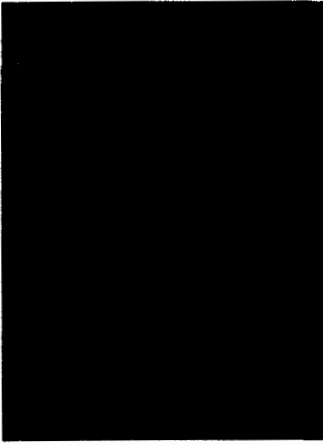
Longmire, filmed entirely in New Mexico, boasts a 90% local employment statistic.



The next series episode, scheduled for Monday August 19th shows SFBI as Durant Regional Hospital.



We don't want to give anything away, so check us out in real time: Longmire "A Good Death is Hard to Find," airs Monday August 19 on A & E TV .



SFBI will keep a special place in its heart for Robert Taylor who plays Sheriff Longmire...and, of course, Maggie and Deanna!



P.S. You'll have to see Maggie and Deanna at the Incubator. They didn't make the online cut!

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