



Agenda

CITY CLERK'S OFFICE

DATE 11-7-12 TIME 1:10 pm

SERVED BY Jim Luttjohann

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OCCUPANCY TAX ADVISORY BOARD
NOVEMBER 15, 2012
CITY COUNCIL CHAMBERS

8:30 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: October 25, 2012

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

III. CVB Activity Reports:

- a. Jim Luttjohann – SFCVB Executive Director
- b. Christine Madden – SFCVB Sales
- c. Cynthia Delgado - SFCVB Marketing

IV. Request for Funding:

- a. Hutton Broadcasting – Jamie Lenfesty, Director
- b. Museum of NM Foundation (Native Treasurers) – Karen Freeman

V. Meeting Schedule:

The next regularly scheduled meeting will be held on January 31, 2013 at 8:30 a.m. in the City Hall Council Chambers.

VI. Adjournment

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

**CITY OF SANTA FE
OCCUPANCY TAX ADVISORY BOARD MEETING
November 15, 2012**

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b. Museum of NM Foundation (Native Treasures)-Karen Freeman	Approved [funded @ \$2,500]	8-9
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**MINUTES OF THE
CITY OF SANTA FE
OCCUPANCY TAX ADVISORY BOARD
November 15, 2012**

I. PROCEDURES

a) CALL TO ORDER AND ROLL CALL

A regular meeting of the Occupancy Tax Advisory Board was called to order on November 15, 2012, at approximately 8:30 a.m. by Miguel Castillo, Chair at the City Council Chambers, City Hall, Santa Fe, New Mexico.

Roll indicated the presence of a quorum for conducting official business as follows:

MEMBERS PRESENT:

Miguel Castillo, Chair
Mary Bonney
Jon Hendry
Paul Margetson
Terrell White

MEMBERS ABSENT:

None

STAFF PRESENT:

Jim Luttjohann, Executive Director, CVB
Cynthia Catanach, Administrative Assistant
David Tapia, Finance Division
Cynthia Delgado, CVB Marketing Director

OTHERS PRESENT:

Karen Freeman, Museum of NM Foundation (Native Treasures)
Jamie Lenfesty, Director, Hutton Broadcasting
Jo Ann G. Valdez, Stenographer

NOTE: All items in the Committee packets for all agenda items are incorporated herewith by reference. The original Committee packet is on file at the City Clerk's Office.

DRAFT: SUBJECT TO APPROVAL

b) APPROVAL OF AGENDA

Ms. Bonney moved to approve the agenda. Mr. White seconded the motion. The motion passed unanimously by voice vote.

c) APPROVAL OF MINUTES – October 25, 2012

Ms. Bonney moved to approve the Minutes of the October 25, 2012 meeting as submitted. Mr. White seconded the motion. The motion passed unanimously by voice vote.

II. LODGERS' TAX UPDATE (DAVID TAPIA)

(A copy of the "*Lodgers Tax Report*" was distributed in the members' packets. A copy is incorporated herewith to these Minutes as Exhibit "A".)

Mr. Tapia reviewed the information in Exhibit "A". Please see Exhibit "A" for the specifics of this presentation.

Mr. Tapia said he would be reporting on October's cash for September's occupancy. As expected, the City started to "flat-line" after the delinquent properties paid and the City has seen a slight decrease, when compared to this time of the prior year.

Mr. Margetson asked Mr. Tapia if there were any more delinquent properties.

Mr. Tapia said no, all properties are caught up.

III. CVB ACTIVITY REPORTS:

a. Jim Luttjohann- SFCVB Executive Director

[Copies of the written report were distributed. A copy is hereby incorporated to these Minutes as Exhibit "B".]

Mr. Luttjohann reviewed the information in *Exhibit "B"*. Please see *Exhibit "B"* for the specifics of this presentation.

Mr. Luttjohann reported that staff conducted site tours, which included the Inn of the Five Graces and Hotel Santa Fe. CVB staff will continue to tour the hotels, inns and B & Bs. The CVB has been invited to tour Buffalo Thunder as well, and the CVB Management Team will do so.

Mr. Luttjohann noted that he recently attended meetings with civic leaders and representatives from the NMTD (Regional Boards). He is now a member of Region V NMTD Regional Board.

Mr. Luttjohann also attended a meeting with City Councilor Chris Calvert and Mayor Pro Tem Wurzburger and made a presentation to the Gallery Association.

Mr. Luttjohann said the Green Lodging Task Force has convened and authorized a work plan through March 2014. The events will launch in December and are funded by an EPA grant. The first event is scheduled for December 6th.

In addition to weekly attendance of Senior Staff meetings, Chris Madden, Cynthia Delgado and Mr. Luttjohann attended NMTD's Research and Marketing Conference. Mr. Luttjohann also met with representatives of Kokopelli Vacation Rentals regarding how they can be more involved with the CVB and with Certified Brochure Company regarding new racks for the visitor centers.

Mr. Luttjohann noted that he provided a strategic planning update in his report.

Mr. Luttjohann said the edited version of the current online form for applicants has been posted. As part of the overall enhancements to the CVB's website, staff is checking it to ensure that materials are in sync with the current protocols. He said by the time of the OTAB meeting in January, staff will report on activities through the end of the prior month.

Mr. Luttjohann reported that a group of people (Jon Hendry, Jim Luttjohann, Councilor Wurzburger and Mary Bonney) met yesterday to outline potential nominees to work on the future OTAB funding process. Information will be forwarded to the Mayor, so that he can make appointments of these individuals to a committee that will advise on the new process. Following a similar process, the Board Members were asked to think of prospective candidates to discuss the formation of a Sports Tourism development team.

Mr. Margetson mentioned that the Colorado drive market is strong. Santa Fe gets a lot of visitors for the state of Colorado.

The Board discussed the fact that many local programs are being held at the Buffalo Thunder-not at our Community Convention Center. Mr. Hendry said the CVB should not lose business to anyone else, due to price. He felt that the use of the Convention Center should be free. He said the pricing of the Convention Center should not have to do with the cost of running the center; this should come out of lodgers' tax or operating funds. He said Buffalo Thunder needs to be a partner and participate with the City's marketing to market the entire region together.

Mr. Margetson asked Mr. Luttjohann if he knew what the annual rental income is for the Convention Center.

Mr. Luttjohann said he did not have this information today. He offered to send the Board Members an e-mail when he has this information.

Mr. Hendry said OTAB should be more interested in how many people use the Convention Center and stay in hotels. He thinks the City should not be in competition with private businesses.

Chair Castillo said our Convention Center is (in competition with private businesses) because they rent audio, visual equipment and other equipment.

Mr. Hendry did not think that the Convention Center should be a revenue source for the City.

b. Christine Madden- SFCVB Sales

[Copies of Ms. Madden's Sales Report were distributed in the members' packets. A copy is incorporated herewith to these Minutes as *Exhibit "C"*.]

Mr. Luttjohann said Ms. Madden is presently in Washington, DC and she has already generated some leads from there.

Mr. Luttjohann noted that the Center for Action and Contemplation group brought in 850 registrants to Santa Fe, the Convention Center and hotels for four days from October 26th through October 29th. Dual Language of New Mexico had 1500 delegates for November 6th through November 9th.

Mr. Luttjohann said Recycle Santa Fe was recently at the Convention Center and the CVB is moving forward with the Indian and Spanish Winter Markets for the coming weekends into December.

Mr. Luttjohann reported that the CVB has a group booking in mid-December – the European Alliance for Innovation's COMPLEX Conference and 300 people are expected to attend.

He mentioned that Ms. Madden had a meeting with the planner of ESTO 2015. He explained that Santa Fe will have to work hard and creatively to confirm this 700 delegate gathering of industry professionals. Santa Fe is much smaller than past venues.

c. Cynthia Delgado – SFCVB Marketing Director

[Copies of the Marketing Report dated November 15, 2012 were distributed in the Members' packets. A copy is hereby incorporated to these Minutes as *Exhibit "D"*]

Ms. Delgado presented the information from *Exhibit "D"*. Please see *Exhibit "D"* for the specifics of this presentation.

Ms. Delgado noted that examples of media blasts are attached to the report, as well as some of the updates they have done on the website.

Ms. Delgado reported on the Dallas press trip with the New Mexico Tourism Department from November 7th through the 13th. The Santa Fe CVB attended a Dallas Press luncheon where other NM hospitality partners attended. Approximately 16 travel writers attended and the event included a mini meet-greet and a short destination presentation. Staff also attended a Dallas Travel & Adventure show at the Dallas Convention Center. Staff met with press writers from *Southwest Spirit Magazine*, *Dallas Morning news*, *Private Club*, *Patrons*, *360 West* and *Cowboys and Indians*.

Ms. Delgado gave an update on the advertising and promotions campaign. This included recent press releases. {Please see *Exhibit "D"* for the specifics.}

Ms. Delgado said year-to-date, the earned media is at \$1.9 million.

Mr. Margetson asked if it was true that Jet Blue will be coming to Santa Fe.

Ms. Delgado said it is not Santa Fe; they are coming to Albuquerque and she has put out a call to get the press release. She said Jet Blue will be going to New York, which is huge for us in terms of direct access to New York.

Mr. Margetson said he would be curious to know the range of ages of people who came to the show from Dallas.

Ms. Delgado said they do not ask them for the age but they did an estimate and she would say the age range was from approximately 40 to 65.

Mr. Margetson asked if they are cultivating on the gay and lesbian market.

Ms. Delgado said they are focusing on writers that write for both internet and print for this particular market.

Ms. Delgado mentioned that the Arizona market is a hard sell.

Chair Castillo asked Ms. Delgado what she thinks is the impediment for this.

Ms. Delgado said she thinks it is a "drive-through" to New Mexico and they do not stop. She did not think that we have focused on the Arizona market in a press respective and it is not a cosmopolitan market that knows a lot about us.

Mr. Hendry explained that Arizona is a least traveling market.

Ms. Delgado said they are working on every angle that they can.

Ms. Delgado noted that there will be a ribbon cutting with the Chamber of Commerce for the first Great Lakes flight on December 13th. She will make sure that the Board Members will receive an invitation.

Ms. Delgado said we are in another social media contest (Ski Town-Throw Down). This is a Facebook contest.

**Jon Hendry recused himself from voting and discussion on the following two agenda items until the new process is in place for funding requests.* He said City Council already approved this and the only thing left to do is to come up with the criteria for awarding the grants/funding requests; and how this will happen. He would also like to see the County involved. He also would like to hold off on funding requests to hold on to the funding for the three signature events that the City would like to create.

Mr. Margetson feels that OTAB needs to stop accepting the funding applications.

Mr. Luttjohann said he understood that OTAB would continue to do business as normal until such time when the change is instituted. He said he has not received direction to withdraw the application process.

Ms. Bonney asked if it would make sense to make a motion that OTAB would not receive applications until January 2013 and instruct the applicants to come back in January when the Board will have the new guidelines.

Mr. Luttjohann said if that happens, that would be unfavorable to the applicants. The Board should also consider that these events have a timeline.

Mr. Luttjohann asked that the Board give staff direction – whether or not they want staff to withdraw the application process. He said those who have taken the time to apply, should be given a chance to present their request.

Chair Castillo agreed.

Mr. Luttjohann was asked how much OTAB funding is left. He said \$65,000; originally it was \$70,000 but OTAB funded an event at \$5,000.

Mr. Hendry moved that OTAB entertain the two current applications; and then respect the direction from the Governing Body and do not award any more grants. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.

**Jon Hendry left the meeting.*

REQUEST FOR FUNDING:

**a. Hutton Broadcasting-Jamie Lenfesty, Director
(Heath Foundation dba Heath Concerts)**

Mr. Lenfesty presented the information from their application. Please see *Exhibit "E"* for the specifics of this presentation.

He said he was present in a collaborative effort, on behalf of Hutton Broadcasting, himself and the New Mexico Brewers' Association. He said it is an attempt to create a "signature" weekend here in Santa Fe around craft beers, music and skiing, highlighting the fine dining that Santa Fe has to offer.

Heath Foundation is requesting \$25,000 for the Winter Ski and Brew event, which is scheduled for January 24, 2013 to January 27, 2013. The Winter Ski and Brew event takes Santa Fe's best winter assets, skiing, cuisine, accommodations and fun and combines them for a three-day weekend getaway package targeted at critical drive markets in West Texas, Oklahoma and New Mexico.

Mr. Lenfesty said they want to involve the Convention Center and they believe with OTAB's assistance and marketing funding, they can make this a successful event. The purpose of selecting the last weekend in January is to kick off Santa Fe's 1st quarter travel season.

Ms. Bonney said it was her understanding that Hutton was given a 3-year commitment of \$25,000 by the City to support Winter Fiesta. She asked Mr. Lenfesty if they are still receiving that \$25,000, in addition to asking for OTAB funding.

Mr. Lenfesty said no, they were advised to come to OTAB.

Mr. Luttjohann said the \$25,000 was not coming from the City; it was coming from the CVB. He said in a previous meeting, prior to this application, they directed them to come to OTAB because the event meets the criteria.

Ms. Bonney asked if they had an advertising plan for the \$25,000.

Mr. Luttjohann said they would buy radio and print in the Oklahoma, West Texas and New Mexico.

Mr. Margetson said he would like to create this event at this time of year - in the month of January.

Chair Castillo asked Mr. Luttjohann if they had the \$25,000 earmarked in their budget.

Mr. Luttjohann said no.

The Board expressed concerns that they do not always get post event reports from applicants who are awarded OTAB funding - on whether or not their event brings people into town.

In response, Mr. Lenfesty said the beer tasting event will be a regional event so there will be beer breweries from New Mexico as well. They are also going to have a major concert and this will bring people in.

Ms. Bonney asked Mr. Lenfesty how they are promoting this, because the event should be promoted now if it is going to be in January.

Mr. Lenfesty said the event is on hold pending OTAB's support. He noted that they did not receive anything about this meeting.

Chair Castillo referred to Mr. Hendry's idea to hold off on funding requests - to preserve the OTAB funding for the three signature events that the City would like to fund annually. He said this event could potentially be one of those events because it fits the criteria, the age demographics and the time of year. He thinks the Board should support this event and get it rolling.

Mr. Margetson moved to approve the request at \$12,500, with the potential that this event could become one of the three signature events. Also, OTAB requires that a post event report be provided to the Board. Ms. Bonney seconded the motion. The motion passed unanimously by voice vote.

b. Museum of NM Foundation (Native Treasures)-Karen Freeman

Ms. Freeman presented the information from their application. Please see *Exhibit "F"* for the specifics of this presentation.

The Museum of NM Foundation is requesting \$20,000 in OTAB funding for the native Treasures Indian Arts Festival, which will take place on Memorial Day weekend – May 25-27, 2013.

Ms. Freeman said she was present at the last OTAB meeting on behalf of Native Treasures and Ms. Bonney asked two specific questions and one was that they provide material on how they would spend the money and they have provided a media plan with OTAB funding and one without OTAB funding. She said the money would be spent on the drive market to bring people into Santa Fe for Native Treasures. She noted that they also supplied the full report from SW Planning and Marketing, which used to be a mandatory requirement to receive OTAB funding. Page 4, includes the estimate of the gross receipt tax generated by people attending Native Treasures, broken down by lodging, food and meals and shopping that is done while those attendees are here. The total tax revenue is \$70,000 and lodgers tax is \$27,250.

Chair Castillo said the Board heard the presentation last month and they returned with the information that the Board requested. He asked Ms. Freeman how long this event has been going on.

Ms. Freeman said 8-9 years. She said they bring people into town who stay in local hotels.

Mr. Margetson requested that Native Treasures consider another weekend other than Memorial weekend when Santa Fe has people here.

Ms. Bonney moved to approve the request at \$2,500. Mr. White seconded the motion. The motion passed unanimously by voice vote.

V. MEETING SCHEDULE

There will be no meeting in December due to the Christmas holiday. The next meeting will be held on January 31, 2013 at 8:30 a.m. in the City Hall Council Chambers.

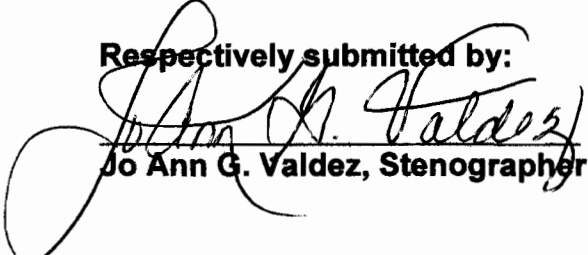
VI. ADJOURNMENT

Its business being completed, the meeting was adjourned at 10:30 a.m.

Approved by:

Miguel Castillo, Chair

Respectively submitted by:



Jo Ann G. Valdez, Stenographer

City of Santa Fe Lodging Tax Report For the Month of October 2012										
4% Lodging Tax										
Month	Fiscal Year 2008-2009	% Gain/Loss	Fiscal Year 2009-2010	% Gain/Loss	Fiscal Year 2010-2011	% Gain/Loss	Fiscal Year 2011-2012	Monthly % Gain/Loss	Fiscal Year 2012-2013	Monthly % Gain/Loss
July	\$ 474,642	2.49%	\$ 368,059	-22.46%	\$ 466,349	27%	\$ 429,660	-8%	\$ 541,735	26%
August	\$ 578,255	3.03%	\$ 508,480	-12.07%	\$ 559,878	10.11%	\$ 584,497	4%	\$ 536,103	-8%
September	\$ 655,056	34.15%	\$ 604,580	-7.71%	\$ 621,818	2.85%	\$ 587,900	-5%	\$ 608,861	4%
October	\$ 477,328	-34.34%	\$ 420,868	-11.83%	\$ 417,264	-0.86%	\$ 457,746	10%	\$ 461,151	1%
November	\$ 364,609	-30.31%	\$ 400,356	9.80%	\$ 489,309	22.22%	\$ 447,667	-9%	\$ -	-100%
December	\$ 374,153	67.69%	\$ 229,101	-38.77%	\$ 234,852	2.51%	\$ 223,558	-5%	\$ -	-100%
January	\$ 184,871	-53.42%	\$ 268,342	45.15%	\$ 260,667	-2.86%	\$ 275,908	6%	\$ -	-100%
February	\$ 222,910	-10.69%	\$ 167,499	-24.86%	\$ 201,287	20.17%	\$ 184,248	-8%	\$ -	-100%
March	\$ 235,832	11.17%	\$ 200,011	-15.19%	\$ 198,305	-0.85%	\$ 167,482	-16%	\$ -	-100%
April	\$ 224,625	-41.67%	\$ 306,086	36.27%	\$ 285,430	-6.75%	\$ 276,748	-3%	\$ -	-100%
May	\$ 296,021	-14.32%	\$ 275,292	-7.00%	\$ 265,120	-3.69%	\$ 263,949	0%	\$ -	-100%
June	\$ 409,259	-9.44%	\$ 384,175	-6.13%	\$ 349,553	-9.01%	\$ 481,800	38%	\$ -	-100%
Fiscal Year Totals	\$ 4,497,561	-10.53%	\$ 4,132,849	-12.96%	\$ 4,349,832	5.25%	\$ 4,381,163		\$ 2,147,850	
Cumulative Months										
July - October Totals	\$ 2,185,281		\$ 1,901,987	-12.96%	\$ 2,065,309	8.59%	\$ 2,059,803	-0.27%	\$ 2,147,850	4.27%
Convention Center 3% Lodgers Tax										
Month	Fiscal Year 2008-2009	% Gain/Loss	Fiscal Year 2009-2010	% Gain/Loss	Fiscal Year 2010-2011	% Gain/Loss	Fiscal Year 2011-2012	Monthly % Gain/Loss	Fiscal Year 2012-2013	Monthly % Gain/Loss
July	\$ 355,983	2.49%	\$ 276,043	-22.46%	\$ 349,762	27%	\$ 322,245	-8%	\$ 406,301	26%
August	\$ 433,691	3.03%	\$ 381,360	-12.07%	\$ 419,908	10.11%	\$ 438,373	4%	\$ 402,077	-8%
September	\$ 491,292	34.15%	\$ 453,435	-7.71%	\$ 466,364	2.85%	\$ 440,925	-5%	\$ 456,646	4%
October	\$ 357,996	-34.34%	\$ 315,651	-11.83%	\$ 312,948	-0.86%	\$ 343,310	10%	\$ 345,863	1%
November	\$ 273,456	-30.31%	\$ 300,267	9.80%	\$ 366,982	22.22%	\$ 335,750	-9%	\$ -	-100%
December	\$ 280,614	67.69%	\$ 171,826	-38.77%	\$ 176,141	2.51%	\$ 167,668	-5%	\$ -	-100%
January	\$ 138,653	-53.42%	\$ 201,256	45.15%	\$ 195,500	-2.86%	\$ 206,931	6%	\$ -	-100%
February	\$ 167,182	-10.69%	\$ 125,624	-24.86%	\$ 150,965	20.17%	\$ 138,186	-8%	\$ -	-100%
March	\$ 176,874	11.17%	\$ 150,008	-15.19%	\$ 148,729	-0.85%	\$ 125,611	-16%	\$ -	-100%
April	\$ 168,469	-41.67%	\$ 229,566	36.27%	\$ 214,072	-6.75%	\$ 207,561	-3%	\$ -	-100%
May	\$ 222,016	-14.32%	\$ 206,469	-7.00%	\$ 198,840	-3.69%	\$ 197,961	0%	\$ -	-100%
June	\$ 306,944	-9.44%	\$ 288,131	-6.13%	\$ 262,165	-9.01%	\$ 361,350	38%	\$ -	-100%
Fiscal Year Totals	\$ 3,373,170	-10.53%	\$ 3,099,636	-8.11%	\$ 3,262,376	5.25%	\$ 3,285,871		\$ 1,610,887	
Cumulative Months										
July - October Totals	\$ 1,638,962		\$ 1,426,489	-12.96%	\$ 1,548,982	8.59%	\$ 1,544,853	-0.27%	\$ 1,610,887	4.27%
Fiscal Year Comparison										
Combined Total 4%+3% Fiscal Year Total	2008-2009 \$ 7,870,731	-10.53%	2009-2010 \$ 7,232,485	-8.11%	2010-2011 \$ 7,612,208	5.25%	2011-2012 \$ 7,667,034	0.72%	2012-2013 \$ 3,758,737	
Current Year to Date Comparison to Prior Year to Date										
July - October 2012	2008-2009 \$ 3,824,243		2009-2010 \$ 3,328,476	-12.96%	2010-2011 \$ 3,614,291	8.59%	2011-2012 \$ 3,604,656	-0.27%	2012-2013 \$ 3,758,737	4.27%

**OCCUPANCY TAX ADVISORY BOARD
SUMMARY INDEX
October 25, 2012**

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6. FINAL REPORTS		
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b. Canyon Road Merchants	Reported by Meg Shephard	10-11
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**MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD
October 25, 2012**

I. PROCEDURES

A. CALL TO ORDER

A regular meeting of the Occupancy Tax Advisory Board was called to order on October 25, 2012, at approximately 8:30 a.m. by Miguel Castillo, Chair at the City Council Chambers, City Hall, Santa Fé, New Mexico.

Roll indicated the presence of a quorum for conducting official business as follows:

MEMBERS PRESENT:

Miguel Castillo, Chair
Mary Bonney
Jon Hendry
Paul Margetson

MEMBERS ABSENT:

Terrell White

STAFF PRESENT:

Jim Lutjohann, Executive Director, CVB
Cynthia Catanach, Administrative Assistant
Christine Madden, CVB Sales Director
Cynthia Delgado, CVB Marketing Director

OTHERS PRESENT:

Carl Boaz, Stenographer

NOTE: All items in the Committee packets for all agenda items are incorporated herewith by reference. The original Committee packet is on file at the City Clerk's Office.

B. APPROVAL OF AGENDA

Ms. Bonney moved to approve the agenda as amended with the Marketing Report being considered first. Chair Castillo seconded the motion and it passed by unanimous voice vote.

IV. CVB ACTIVITY REPORTS:

C. Cynthia Delgado – SFCVB Marketing

Ms. Delgado thanked the Board for accommodating her schedule. She reminded the Board that marketing included advertising/promotions/ PR, the website and the Visitors' Guide, soon to be known as The Travel Planner. For the Marketing Plan, the first piece in the packet was what staff was calling the Santa Fé Pillars. Staff members were working with the Creative Team on them but also sharing them with the community so they could build a rich resource not only for CVB but also for hotels and other tourist related businesses. It was designed to answer the question, "What should I do while here in Santa Fé?" The seven pillars included history, culture, cuisine, visual arts, nature, relaxation, performing arts and shopping.

She sent these out through business partners' newsletters and was getting good feedback. One hotel used them to train their call center outside New Mexico. We see it as a foundation point they staff can continue to add to.

Ms. Delgado said the next piece was the Third Quarter Quarterly Marketing Report. It focused on what she called indicators for the health of the tourism environment and talked about their web site, social media, e-mail blasts to communicate with past and potential travelers to Santa Fé. I mentions the Visitors' guide and its distribution, numbers for visitor centers, public relations reach and Santa Fé Airport passengers.

Regarding Advertising they just finished a short promotional video on romantic getaways, Native Americans, the art scene and outdoor opportunities, trying to focus on what they were calling the sweet spot for age in their 30's to increase the perception that Santa Fé is for all ages.

In November there is an ad in the NY Times Travel Magazine and completing an ad for Monuments and Museums Magazine in their NY Times series in December.

For Promotions, CVB will attend Dallas Adventures Travel Show, November 10-11 and focus on sweepstakes to gather more emails and contact information. Their goal is to get 5000 new contacts for the database.

They will meet with key lodging partners on October 30 to plan the 2013 First Quarter Value Campaign. The CVB will focus advertising in coming in January, February and March, key months that were historically weak in occupancy. The theme is "Cool Thrills and Hot Deals."

The Santa Fé Travel Planner is almost ready for print.

There were two significant events since her last report. Under the leadership of Mr. Luttjohann they negotiated several advertisements for Albuquerque and Taos to be moved further back in the Travel Planner.

Also they are adding Santa Fé Convention Center editorial and advertising to the Planner.

By the next meeting she hoped to have the big giant draft for OTAB to look at.

The website, SantaFe.org, was being cleaned up on the business listings. They had only two calls from businesses who were upset with themselves for not making their listing complete. The incomplete listings have been deactivated and when they complete their listing, will get back on.

Condé Nast announced Santa Fé is still in the top ten at #4 and has been there for 21 consecutive years.

Six hotels are in the top 25 hotels in the southwest - very wonderful recognition of our properties.

She also gave a summary of October online features of Santa Fé . Four Seasons has been very positive partner as they come into lodging.

Staff have been very busy with visiting press. They had a city/county bus trip with all of them here for about four days and they explored both city and county attractions; stayed in two hotels in town and numerous restaurants and commented how nice the properties were. British writers were in with UK Sunday Times, Red Mountain Flyer were in thanks to IMBA here.

Global Vision Magazine will cover golf at Marty Sanchez and Black Mesa

The FAM on meeting planners had many press folks coming in.

For the city/county FAM the budget was \$10,000 and spent about \$5,000 so with business contributions they can schedule another one in the spring.

Lastly Mr. Hendry had asked for a historic breakdown on earned PR which she put in the back of the reports.

Ms. Delgado added that her trip to Dallas had 3 components - a luncheon to try to bring 30-40 travel writers - Santa Fé will present and focus on what is coming up next year. The second - media guest site tour - San Antonio, Houston, Dallas to visit press and the third - Dallas Adventure and Travel Show and we got one of three seats. The CVB will have a contest to win a four-night trip to Santa Fé as part of their ongoing sweepstakes.

Ms. Bonney asked about the email newsletters which some people had not seen for awhile.

Ms. Delgado said they sent out fewer but have cleaned up the database. When we get returned as bad delivery twice we clean it off. So our percentage is going up and getting higher interest.

Chair Castillo thanked her for the report.

C. APPROVAL OF MINUTES: September 27, 2012

Ms. Bonney moved to approve the September 27, 2012 minutes as presented. Mr. Hendry seconded the motion and it passed by unanimous voice vote except Mr. Margetson abstained.

D. APPROVAL OF 2013 MEETING SCHEDULE

Ms. Bonney moved to approve the 2013 meeting schedule. Mr. Hendry seconded the motion and it passed by unanimous voice vote.

II. SPECIAL PRESENTATIONS

A. Presentation of Ethics and Open Meetings Laws – Geno Zamora, City Attorney

Mr. Zamora gave each OTAB member a copy of his presentation. He explained that his office had been meeting with Council and staff as a refresher and now they were meeting with committees and boards regarding meetings of boards and committees.

A summary of the four laws he was presenting was shown on page two. They were: the Santa Fé Ethics Ordinance, the New Mexico Government Conduct Act, the Open Meetings Act (OMA), and Inspection of Public Records Act (IPRA).

He reviewed the terms of the Code of Ethics with OTAB members [attached to these minutes as Exhibit A]. He explained that when a member has a conflict of interest, it must be disclosed at the open meeting and then step away. It is up to the body if that member needs to leave the room or not. It is probably best to leave the room during discussion and taking action.

He explained the prohibition of receiving gifts and noted the exception of an occasional meal or gift less than \$50. He clarified it is not a gift when you are required to attend an event that has tickets or a meal. Honoraria are prohibited but one can be reimbursed for reasonable expenses. Such reimbursement must be reported to the City Clerk within 10 days. Annual disclosures of conflicts are made in July to the City Clerk.

Page 9 listed financial interests prohibited by state statute and punishable with fines.

OMA - If the members are an advisory committee normally the OMA would not apply. But the City has determined that OMA applies to all of its boards and committees so all are subject to violations.

Page 11 explained the agenda publishing requirements.

Page 12 clarified when OMA applies - a quorum means a public meeting. He explained that a rolling quorum was not allowed. Closed sessions must be announced to the public.

Page 13 described requirements of minutes - data, time, place and contents.

Page 14 listed the exceptions that allowed for closed sessions. Enforcement and penalties can be imposed.

Chair Castillo asked about email.

Mr. Zamora said emails should be treated the same as verbal communications. He explained the details of that regulation.

Mr. Hendry asked about Facebook.

Mr. Zamora said the regulation could still apply.

Mr. Zamora discussed the "other venues" for open meeting issues. "You are representatives."

IPRA was described on page 15 and talked about the records. Requests are filed with Bernadette Romero in the City Attorney's Office. Emails to staff are public records.

He explained the distinction between draft documents and final documents.

The City has up to 15 days to provide the records in an IPRA requested and for very large requests it could be longer.

Mr. Hendry said he gets invitations from people to attend special openings, or a party for lawmakers. He wanted to know what was allowed as a member of OTAB.

Mr. Zamora said his example highlighted one of the gaps. An invitation to attend a dinner - evaluation for IRS purposes is the value of the meal. The ceiling is \$50. If it exceeds \$50 you have to report it to the City and it goes on the web site. For opera, a price is put on complimentary tickets (shows \$10 and value of meal is \$16) But bringing a guest could cause the value to exceed \$50. He urged OTAB members to be mindful of potential conflicts. Err on the side of caution and disclose it to the body. Legislative dinners were different. Make your individual decision.

Mr. Hendry asked what he should do if he wanted to be able to go.

Mr. Zamora said he could if he purchased the ticket as it is offered to the public. That would not be a gift.

Mr. Luttjohann asked about staff's role. If OTAB were to fund an event for a non-profit and they approached an OTAB member he wondered if the member should decline it.

Mr. Zamora said it would be considered case by case. Receiving compensation from folks appearing before OTAB should be avoided. After the decision, it is a public perception issue. Members should be mindful of potential conflict or perception of conflict. He invited them to contact him for help.

Ms. Bonney asked if email replies back to the Chair were okay.

Mr. Zamora understood it felt natural for the Chair to communicate to the members but it is not proper. It should be from staff, not the Chair.

Mr. Luttjohann about a request for photo or a document in an interview with a reporter or the reporter's

asking why the web site didn't provide the document.

Mr. Zamora said the City was learning as it migrates to more transparency that the more they had on the web site, the fewer IPRA requests they would get. IPRA doesn't require you to post all records on your website but it is best - even financial transactions. Most information you retain is not protected.

B. Update regarding Medians Upkeep – Gilda Montaña, Santa Fé Beautiful

Ms. Montaña reported and clarified that she was in charge of adopting medians and Mr. Gus Ortiz, as Parks Superintendent, was responsible for maintaining medians.

Chair Castillo said OTAB wanted to know what was up with medians and how adoptions were going.

Mr. Hendry described the medians on Cerrillos Road near the Indian School as part of urban blight. The Indian School was contemplating a major development so the medians might need more effort. He asked how OTAB could help regenerate the program for that area.

Ms. Montaña said if someone adopts a median they are responsible for maintaining it. Santa Fé Beautiful didn't have a way for you to receive donations for that. Any new vegetation had to be approved by Parks first.

When the program started, no one needed insurance but then the City required liability insurance and at that time, lots of businesses dropped out of the program. In the last few years they have had a waiver where the City Manager could waive the liability requirement. With that in place they were getting a lot more medians adopted.

She said she was a staff of one and was working to get the word out. Right now she was going to neighborhood associations to get new medians adopted. She hoped Cerrillos Road would be one area adopted too.

Mr. Margetson asked how many were presently adopted.

Ms. Montaña said about 75-80 were adopted but the City had over 200 medians.

Mr. Hendry thought they should have a contest on the best median and give some incentive to businesses with a significant award. People could see it is a part of their job at the business. He would extend that to city employees too and this would help them keep the median up. So an annual contest would help that. He thanked her for all of her work.

Chair Castillo asked what happened if someone adopted a median but didn't maintain it.

Ms. Montaña said the sign would be removed. When she got calls about the condition of the median she would contact the entity that adopted it and if they don't respond, their sign is removed.

III. LODGER'S TAX UPDATE

A. Lodger's Tax Update – David Tapia

Mr. Tapia was not present.

In response to Mr. Margetson Ms. Madden explained the property liens that were done and that staff worked with lodgers on catching up their delinquencies.

IV. CVB ACTIVITY REPORTS:

A. Jim Luttjohann – SFCVB Executive Director

Mr. Luttjohann said his report was in the packet. He provided a couple of attachments. They met yesterday to discuss how to enhance things going forward. He provided an update on the website and said the application form on the website needed updating. He was attempting to edit it. It is not a policy matter but invited members to let him know if anyone saw a problem with it.

His last attachment was a power point with notes he got from a presented at the IMBA summit. This presentation really resonated with him on sports opportunities for Santa Fé. He planned to follow up on it.

Mr. Hendry thanked him for that report. It was important to be open and he appreciated it.

B. Christine Madden – SFCVB Sales

Ms. Madden reported they were ahead of pace by about 5000 room nights and very busy for the weeks ahead. There was a full schedule for October 29 - November 1 with seven hotels involved - meals, trips out to off-site venues, downtown walking tour, convention center tour and some good free time. She said they were working on Simple View on several problems with the figures on different reports. She anticipated they would probably have good information. They were meeting with the account manager on a weekly basis. By the end of the year or into the first quarter they would all be on the same page and be able to give different looks on the year's work.

They sent out an Email blast on October 17. Nobody has specifically mentioned to us that they saw it.

She will be in DC in November and make appointments to get the feedback. The third blast goes out in November.

An article in Incentive Magazine covered the Santa Fé venue in general and talked about how creative we've been on promotions.

She felt they had the perfect model on which to build for future conventions. They were already talking about two events and how we attracted them - Family Day and a marathon downhill bicycle race. With the

exit survey they will know how to improve things. Her report was in packet.

Mr. Hendry noted that the the upcoming 60-day session would provide for more dinners and other events. The Convention Center is 100% union run. The state has a list of email addresses for all the lobbyists that would book those functions. Last year the Democrats went to La Fonda which was not union run. So the Convention Center would be a great place for more functions.

Ms. Madden said regarding outreach they were using "Bring Your Meeting Home." We will help local members bring their organizations to Santa Fé. The flip side is that we have week-long meetings that are throwing off lodger's tax revenue and now the challenge is one of not having dates available.

Mr. Luttjohann said he would work on getting those events during the legislative session.

Chair Castillo liked the Mountain Bike handout and asked if he could send this to New Mexico Tourism. Mr. Luttjohann agreed.

V. REQUEST FOR FUNDING:

A. Museum of NM Foundation – Ardith Eicher

Ms. Karen Freeman presented rather than Ms. Eicher. Native Treasures operates under the New Mexico Museum Foundation. They were going into their 9th year and had a track record of attracting out of town and out of country people. They did fund raising for all exhibitions at the Museum of Indian Art and Culture and the primary funding source for all exhibitions at the Museum.

The Native Treasures show is free on Sundays. Southwest Planning and Marketing confirmed our exit survey that 60% of the attendees come from outside Santa Fé. Almost half said they came to Santa Fé because of the museums. 44% stayed in hotels with average of 4.74 nights so that represented over 3,000 room/nights for the event.

The show at the Museum has 200 artists where you can actually see and hear the artists and all their works are for sale so it is better than Indian Market.

OTAB supported them previously and were back again to ask for help to expand our printed media promotion into drive markets for Dallas, Denver, Phoenix and Los Angeles.

Ms. Bonney's concern was that there were almost the same number of people staying with friends instead of hotels. She wondered what sales were generated for GRT.

Ms. Freeman said Southwest Planning and Marking had some data on page 14 but found it was not broken out. She agreed to get back to her with it.

Ms. Bonney asked for the targets of the printed materials.

Ms. Freeman said it was directed to upscale Native American arts collectors. They were published in the Smithsonian Museum magazine and would like to expand into Texas Monthly too.

Ms. Bonney said there was not enough information on how they would spend the \$10,000 in the application and asked what their marketing plan was.

Ms. Freeman thought the application provided a breakdown by magazine and if it wasn't she could provide it by magazine.

Ms. Bonney said that would be necessary for OTAB to make a decision.

Mr. Hendry, for the record, said he was recusing himself from any voting on funding requests under the old plan.

Ms. Bonney moved to postpone the request to next month's meeting for them to come back with a real marketing plan to determine how the \$10,000 would be used. Ms. Freeman agreed to do so.

Mr. Hendry wanted to see things move forward on OTAB's plan noting that City Council not only accepted the plan but was enthusiastic about it.

Mr. Luttjohann said they were moving forward. He and Ms. Bonney were meeting with some economic development folks who gave some good input before taking the next step.

Mr. Hendry said Ms. Bonney was going to do the night life committee and he was going to do the committee on this. He asked Mr. Luttjohann to involve him in these discussions.

Mr. Luttjohann agreed. He said there was confusion for multiple parties about the conversation on night life versus specifically attracting the younger demographic and that was part of the circle going around.

Mr. Hendry said they are two separate things.

Mr. Luttjohann agreed but people were coming to the table and blending them. That was what was going on.

Ms. Bonney said as a group they needed to sit down with Councilor Wurzbarger and put it together.

Mr. Luttjohann said they would do that.

VI. FINAL REPORTS:

A. SW Roots Music – Mike Koster, Director

Mr. Koster gave the final 2012 report on the 13th Annual SW Roots Music Festival held on June 9-12 in

3 venues but the bulk were at Santa Fé Soul. They brought in several traditional music forms and a children's program. They attracted 1,500 concert goers, down from last year because the Lensic was not participating.

Sixty percent were out of town visitors, providing 405 room nights. It is all in the final report. They had good media coverage and about \$15,000 in in-kind support from folks at KBAC, KUNM, KTAOS and others with a good article in the Alibi. They spent \$16,000 on advertising. But no matter what they spent, most people said they heard about it from word of mouth or previously had attended.

In 2013 they planned to take a year off to think about where they fit into the new economy. It is down 40-50% from 2008 days. They were trying to figure out the best venue so they would be talking and thinking what to do for the future.

Mr. Hendry said they were seeking funding for a shed at the Railyard.

Mr. Koster said if that were the case, you'd see a lot of activity out there. He'd like to do a free series. The shed at the Railyard would make a huge difference. It would make a huge difference.

Chair Castillo said they did a ton of free shows this summer. They will have stage, lights and sound at the Railyard and the city subsidizes the shows. They did six at the Water Tower and some on the lawn. That would be an avenue to pursue if you change your mind. They are attracting locals. Attendance has been tremendous.

B. Canyon Road Merchants – Meg Shephard, Assistant Director

Ms. Bonney disclosed that she was a member of Canyon Road Merchants.

Ms. Shephard thanked the OTAB for support for a wonderful event that will be marvelous for the future. As a 501(c)6 they had limited funding sources and almost 100% was from the members who were on Canyon Road. The first year event, "Passport to the Arts" was held in May and got great traffic and they couldn't have done it without OTAB help. 43% were from New Mexico and 57% from out of state. They didn't get statistics on hotel rooms but worked with Cynthia Delgado on getting out email blasts, strong social media networking. Many came to our paint out last weekend which is in its fifth year. It was an exceptional opportunity for artists to go on the road and bring them to Canyon Road. Artist Quick Draw was a tremendous success and they will come back to OTAB on it for next year. The money was spent on improved print advertising in the Santa Fean, Santa Fé Magazine, etc. to reach out to the drive market.

It gave them a chance to leverage their own money. There is a movement across country on painting outdoors and they were feeding into that and establishing liaisons with other organizations..

Chair Castillo thanked her very much.

Mr. Luttjohann offered to help with overnight stats and other demographics.

Ms. Shephard accepted that help.

Mr. Hendry asked her about the one-way discussion on Canyon Road.

Ms. Shephard said the merchants just wanted the subject discussed because there were many traffic safety issues. People living there didn't want it one-way but merchants did. There was a great cut through to Alameda.

C. Artsmart/Artfeast – Diane Deane

Mr. Bruce Adams presented the report. This was their 15th weekend this past winter. 32 states were represented. 2,875 tickets were sold. This is a nice plug for the February event to bring in visitors at a down time. 40 galleries and 8 hotels/caterers participated and the whole purpose was to fund art programs in Santa Fé. This year they did a documentary and thank OTAB for their continued support.

VII. MEETING SCHEDULE:

The next regularly scheduled meeting will be held on November 15, 2012 at 8:30 a.m. in the City Council Chambers.

VIII. ADJOURNMENT

The meeting was adjourned at 10:35 a.m.

Approved by:

Miguel Castillo, Chair

Submitted by:


Carl Boaz, Stenographer



November 25, 2012

O.T.A.B. Report

Jim Luttjohann
Executive Director

Hotel, motel site tours:

New site tours since we last convened include the Inn of the Five Graces and Hotel Santa Fe. Upcoming tours will include smaller Inns and B & Bs. We have been invited to tour Buffalo Thunder as well, and will do so with CVB Managers in tow, but will go with different questions than those used regular interviews.

Meetings with civic leaders:

Recent meeting have included NMTD (Regional Boards), City Councilors Chris Calvert and Mayor Pro-tem Wurzbarger. I also made a presentation to the Gallery Association,

The Green Lodging Task Force has convened and authorized a work plan through March 2014. The events will launch in December and are funded by an EPA grant.

Other meetings:

In addition to weekly attendance of Senior Staff meetings, November 1 -3 Chris Madden, Cynthia Delgado and I attended NMTD's Research & Marketing Conference. I also met with representatives of Kokopelli Vacation Rentals regarding how they can be more involved with the CVB and with Certified Brochure Company regarding new racks for the visitor centers.

Operations:

Staff meetings have focused on safety training, team building and communicating from each team sector to the others. Manager meetings have focused on a few critical fixes (training on CRM, BEOs).

I will be meeting later today with HR regarding upcoming maternity leave for one staff member, two open positions on the Arts Commission staff and the posting of our own vacant sales position/bookkeeping positions.

Strategic Planning Update:

1. Strategic Planning process: SWOT form was sent multiple times to SFCVB Partners via a link in the partner newsletters
2. Emails with SWOT form were sent to a larger body of stakeholders by staff members
3. Results are now being parsed into common categories like marketing, operations, communications, branding etc.
4. Next we will convene a working session with key stakeholders for presentation of top focus areas gleaned from the SWOT exercise and prioritization of focus areas (December 7 or 14)
5. Establish a leader for each of four or five focus areas based on same for future committee structure and brainstorming (December)
6. Each focus group will go through exercises of applying key recommendations from the Radcliff report's Executive Summary
7. Survey same with key word exercises, deeper questions about structure and change (December)
8. Staff exercise applying DMAI measurements to objectives and goals that support all of the above and determined focus areas (December)
9. Throughout this process work with OTAB to recast roles, expectations and representative membership to be a DMO advisory board more in keeping with industry best practices
10. Present plan for adoption (January)
11. Implement Plan (January)

OTAB:

The edited version of the current online form for applicants has been posted online. As part of our overall enhancements to the website, we have been checking for and updated materials that are not in sync with current protocols.

By the time of our January meeting, staff and I will have all of our reports prepared for your packets in advance of the meeting and we will each report on activities through the end of the prior month.

New O.T.A.B Funding Process:

Subcommittee members met yesterday to outline nominees and first draft of processes for future funding programs. Information will be forwarded to the Mayor for appointments of a committee to advise the creation of the new process.

Sports Tourism:

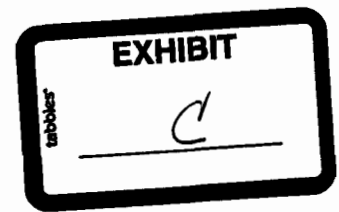
Following a similar process I ask that you send me a handful of names of those we might convene for an initial conversation about formation of a Sports Tourism development team. Ideal representatives should include parks dept., current sporting event organizers and ??

Upcoming activities:

Parking Division Meeting, next Monday
NM DOT Bicycle Tourism meeting, next week
Economic Development meeting, next week
AFSCME Training, November 29
Transit Advisory Board, December 4
Green Lodging Launch, December 6
NMTD Region 5 Board Meeting, December 10
PCMA in January

Respectfully submitted,

Jim Lutjohann
Executive Director



November 25, 2012

O.T.A.B. Report

Christine Madden
Sales Director

Since little has changed in the numbers from October's Report to the Board, the story from Sales is primarily the numbers of people we've had in town due to Group Bookings and the activities enacted by Sales since October.

The Numbers:

- Center for Action and Contemplation (CAC) brought **850** registrants to Santa Fe and the Convention Center and hotels for 4 days from 10/26 -10/29/12
- Dual Language of New Mexico delivered **1500** delegates for 11/6 – 11/9/12

Additionally, we are entering the Winter Markets Season having kicked it off with Recycle Santa Fe and moving forward through Indian and Spanish Winter Markets for the coming weekends into December.

Finally, for the first time in memory, we have a group booking in mid-December – The European Alliance for Innovation's COMPLEX Conference with 300 delegates expected. While this is a single hotel group, they will be using the Convention Center and have helped us achieve bookings now into the month of December.

Activities

Mid-October: Chicago Blitz carried out with 60 new contacts made//3 RFP's in hand and 4 ensuing Site Inspections derived

October 29 – November 1, 2012: FAM with 8 Meeting Planners and 2 Media attendees. This was a very successful gathering (Sandi was responsible for our Missing 2 attendees that could not leave the East Coast.

We will be signing: 750 room nights with the Society for the Scientific Study of Reading (SSSR) Santa Fe is definite

850 room nights for The Spiritual Directors – still deciding between Santa Fe and ABQ

Several smaller groups via Helms Briscoe and Glenn Tomlinson

November 1 & 2 Attended TANM in ABQ

November 11 – 16, 2012 Washington DC Blitz in progress. To date, we've had appointments, meals with over 30 people – 2 more days to go

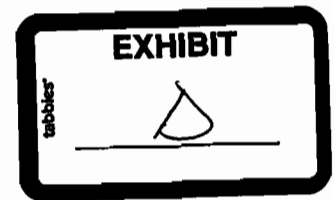
Among the appointments was a meeting with the planner for ESTO 2015. Santa Fe will have to work hard and creatively to confirm this 700 delegate gathering of industry professionals as, at first glance, the meeting is space greedy and Santa Fe is much smaller than past venues. We were encouraged to bid, suggest and lay it all out Santa Fe style.

Other

- **Scheduled a complete Site Inspection for Alex Schechter (he was one of the missing FAM-ers) who writes for SmartMeetings, Conde Nast and other good Industry press outlets. His article is New Mexico in general with Santa Fe taking the highlighted coverage**
- **Continued weekly phone updates to the CRM to finalize trustworthy Reports. Weekly Training for all Departments will commence soon via GoToMeeting Sessions and conference calls**
- **IMBA continues to get press coverage for Santa Fe with an article on biking in Santa Fe – printed this week in the Travel Section**

Respectfully Submitted

Chris Madden



Marketing Report November 15, 2012

Santa Fe CVB Marketing Team

Cynthia Delgado, Director of Marketing
Advertising

- TKO James Walker, Sarah Simms

Website SantaFe.org

- Studio X Nancy Brown, Kyle Langan

Press/Media

- Locas Steve Lewis
- Hammond & Associates

Santa Fe Travel Planner

- Bruce Adams, Santafean

Dallas Press Trip

Santa Fe CVB was in Dallas with the New Mexico Tourism Department November 7 through the 13th.

- Dallas Press Luncheon attending with other NM Hospitality partners; Albuquerque, Taos, Hotel Santa Fe, Eldorado, Four Seasons, Heritage Hotels and Bishop's Lodge. Approximately 16 travel writers attended with 4 no shows (attached list). The event included mini meet-greet travel area, short destination presentation and lunch.
- Dallas Travel & Adventure Show at the Dallas Convention Center, attendance was approximately 3000-5000. New Mexico partners; Ruidoso, Inn of the Mountain Gods, Taos Ski, Sky City. NMTD and Santa Fe. 500 sweepstakes entries.
- Dallas Press Desk Sides meet with Southwest Spirit Magazine, Dallas Morning News, Private Club (spring article), Patrons, 360 West, and Cowboys & Indians.

Advertising/Promotions

Advertising

Campaign Highlights

- **Successful launch of "A Colorful Journey" campaign and brand positioning**
- **Production of two original content brand videos**
- **Collaboration and production of new Convention Center promotion and email marketing program**
- **Successful conclusion the Santa-Fe-Cation Sweepstakes November**
 - 3 prize packages awarded
 - Used in the Dallas Travel & Adventure Show
 - Over 6,840 entries received
- **Launch of first fully integrated Social Media program**
 - Rebranded Facebook Fan page "Visit Santa Fe"
 - Significantly grew Facebook Fan base
 - Updated Twitter and Youtube to meet Santa Fe brand guidelines
 - Deployed the City's first Pinterest Page

- Redesigned and launched new branded Santa Fe Blog
 - Created and posted 14 original content blogs to date
- **Production of 2013 Recipe for Adventure Campaign**
 - Secured additional advertising funding through the NMTD Grant program for the "Recipe for Adventure Campaign"
 - Negotiated a high-profile marketing partnership with Food and Wine Magazine and FoodandWine.com to include:
 - Print
 - Digital
 - Email Marketing
 - Collaborated with Food and Wine Magazine writers and editors to create a full page advertorial to run in 3 key issues
 - Circulation: 250,000+
 - Issue Dates: January 2013, April 2013, June 2013
 - Final Advertorial: <https://tkoadvertising.box.com/s/d04idhr90wbxhou570sr>
 - Solicited partnerships with more than 30 local businesses (including lodging partners and culinary establishments) for the Recipe for Adventure 2013 Sweepstakes
 - Collaborated with the SFCVB Marketing team to develop a custom Recipe for Adventure landing page
- **New York Times / T Magazine**
 - Worked extensively with the marketing and production team of New York Times T Magazine to secure 1 Full Page ad, plus 1 Full page of custom advertorial content in the 50 States Issue
 - Circulation: 400,000+
 - Issue Date: 9/23/12
 - Final Advertorial: <https://tkoadvertising.box.com/s/mqpngk784b7wi5osogju>
 - Final Full Page Ad: <https://tkoadvertising.box.com/s/ce452374be3b952c2522>
- **New York Times Great Getaways Custom Email**
 - Introduced an effective email marketing program with the New York Time *Great Getaways* database
 - Subscribers: 400,000+
 - Click Through Rate: 0.66%
 - Run Date: 10/10/12
 - Final E-blast Creative: <https://tkoadvertising.box.com/s/6jq743ohkwqpoaxug65b>

Print

ABQ Journal / Museums and Monuments

Winter Guide 2012

1/2 Page

Circ: 100,000

Drop Date: 11/21

FINAL AD: <https://tkoadvertising.box.com/s/chmatu3tu597x0lrazjr>

National Geographic Traveler

October 2012

Full Page

Circ: 715,000

Drop Date: 9/15

FINAL AD: <https://tkoadvertising.box.com/s/7db4087a9837f88bd1e5>

New York Times / T Magazine

November 2012

1/2 Page

Circ: 400,000

Drop Date: 11/18

FINAL AD: <https://tkoadvertising.box.com/s/2azey7vsxpaeh248opvj>

New Mexico Magazine

Annual 2013 Trip Planner

1/2 Page

Circ: 600,000

Drop Date: 11/15

FINAL AD: <https://tkoadvertising.box.com/s/3e6j0yfq83n0icdyvfum>

New Mexico Magazine

December 2012

1/2 Page

Circ: 60,000

Drop Date: 11/15

FINAL AD: <https://tkoadvertising.box.com/s/zkjtq2c7h76cpy5kof4a>

O Magazine

October 2012

Circ: 610,000

Drop Date: 9/15

FINAL AD: <https://tkoadvertising.box.com/s/83acb5fe99fe14a6f5ba>

Travel + Leisure / Explore the West

November Issue

Circ: 254,000

Drop Date: 10/15

FINAL AD: <https://tkoadvertising.box.com/s/flp6t6sq9s80wfge5skf>

Digital/Online**Sites / Publishers**

NationalGeographic.com

TripAdvisor.com

MNI (Media Network International)

Flight Dates: 9/1-10/15**Demo Target:**

Age 35-56

HHI 75K +

Geo Target:

Albuquerque

Denver

Colorado Springs

Dallas

Houston

San Antonio

Los Angeles

FINAL AD STORYBOARDS: <https://tkoadvertising.box.com/s/phula1e0am7r7ys0ey9t>

Trip Advisor DMO Page

Flight Dates: 8/1-11/30/12

FINAL AD STORYBOARDS: <https://tkoadvertising.box.com/s/gzn89muv1qmcog6k9ntb>

Completed fall photo shoot and short promotional video focused on romantic getaway, Native American, art and outdoors.

EMAIL MARKETING**New York Times Great Getaways**

Subscribers: 400,000 +

Drop Date: 10/10

FINAL AD: <https://tkoadvertising.box.com/s/6iq743ohkwqpoaxug65b>

Santa Fe Happenings - November 2012

2012-11-08
Number Sent: 16600
Number Opened: 5390
Open Rate: **32.47%**
Received: 16600
Bounced: 0

SFCVB Business Partners News - Please Read

2012-11-07
Number Sent: 892
Number Opened: 220
Open Rate: **24.66%**
Received: 892
Bounced: 0

Special Winter Promotion - Please Read (Thrills & Chills)

2012-11-05
Number Sent: 899
Number Opened: 318
Open Rate: **35.37%**
Received: 899
Bounced: 0

Santa Fe Travel Planner

Working on the Santa Fe Travel Planner (otherwise known as the Visitor's Guide), will go to print on December 1, 2012. Travel Planner will be distributed to drive markets; Colorado, Texas, Arizona based on budget. Delivery of new Planner December 15-20, 2012

SantaFe.org

Completed Activities

Update of SantaFe.org based on new CVB branding

- Created series of filters for Dining and Accommodations sections
- Increased header image size to a maximum acceptable size
- Created new sections for branding pillars to include pillar specific events, awards and accolades, articles and press, photos and videos as part of new design
- Implemented 'Open Table' links
- Design for 'Recipe for Adventure' promotion landing page
 - Includes slideshow hub for highlighting sponsors, links to feature partners and sponsors, food related events, attractions, sweepstakes entry, food videos, classes and workshops
 - Created page for participating restaurants to add their recipes and feature their businesses
- Analyzed SantaFe.org performance using site metrics
- Deleted old and outdated content (second round scheduled with CVB 11/16)
- Tied in Jack Rabbit's new booking system, waiting for Jack Rabbit to make final adjustments to go live
- New design for eblast template based on new branding
- Implemented SWOT Survey to Business Partners
- New design concept for SantaFe.org mobile site
- Upgraded server, doubled capacity
- Made arrangements for implementing a content delivery network across the world

- Incorporated Creative Tourism calendar into SantaFe.org calendar, adjusted code to increase page loading speed
- Standardized business listings, disabled listings without images
- Built and sent first two eblast campaign ('Experience Santa Fe') to meeting planners
- Sent two ebasts per month to our 'opt-in' subscriber base, plus weekly 10-day calendar eblast
- Cleaned up subscriber base

Currently In Progress (November/December):

- Building site into new design
- Implementing filters to correspond with amenities used by Jack Rabbit hotel amenities
- Editing down/rewriting text content site wide
- Updating/replacing all photos
- Creating Industry Partners hub page
- Installing new and more accurate weather program
- Implementing new analysis methods to share with Marketing team
- Meeting and planning implementation of new site on all levels (front and back end)

Public Relations

Recent Press

- **Travel + Leisure** featured Santa Fe as America's second best city in their annual "America's Favorite Cities" feature. Santa Fe was voted America's second-best city behind New Orleans and ahead of the other 33 metropolitan areas included in the poll.
 - "[Santa Fe] outperformed most other cities when it came to cultured, mellow purists, such as checking out art galleries, appreciating architecture and browsing the top-rated independent shops," the citation read.
 - Santa Fe scored well in many of the 66 categories in the poll. It was No. 1 in the "cultural getaway" and "independent boutiques" categories. Santa Fe scored second-highest in the "base for day trips" and "flea markets" categories as well.
 - In all, the City Different was in the top 10 in 31 of 66 total categories.
- Santa Fe resident and **New York Times** contributor Henry Shukman's latest piece on bicycling in Santa Fe appeared in the *Times*' Travel section a couple of weeks ago and is alive online.
- David Ressel, a participant in the bureau's recent press group trip, has turned around three Santa Fe pieces for **TheDailyMeal.com**.
- Blogger Laurel Miller has produced several stories on Santa Fe from a summer visit, the latest a feature on Canyon Road for **Gadling.com**.
- Santa Fe and several city hotels were included in the Readers' Choice Awards article in the November **Conde Nast Traveler** magazine. Santa Fe was included in the best North American Cities category for the 21st consecutive time, placing fourth.
- The **Austin American Statesman** included Santa Fe holiday events in a New Mexico roundup piece.
- From a visit several years ago, Warren Ressen produced a story, "Santa Fe: America's Most Artistic City" for the **Observer News**, a multi-community paper near Tampa and St. Petersburg.
- The **Dallas Morning News** included the Xmas Eve farolito walk as an outstanding holiday event.
- **Sunset** magazine mentioned the O'Keeffe 125th birthday celebration happening in November.
- Prolific blogger Laurel Miller posted a story on Gadling about Canyon Road after a summer visit to the city. Her Georgia O'Keeffe piece is due to come out in *Sunset* in the next month.
- **Travel + Leisure** staff writer Adam Graham was in Santa Fe this past summer working on several stories. His roundup of places for "World's Most Mysterious Buildings" appeared on the *Travel + Leisure* website featuring the Loretto Chapel's Miraculous Staircase.
- Nancy Pistorius took part in the New Mexico Tourism Department's press trip in June. She produced a state roundup story that prominently featured Santa Fe throughout for the Springfield **State Journal Register**.
- In October **TheKnot.com** featured two Santa Fe stories about Santa Fe as a wedding and honeymoon destination.

- Former Santa Fe resident Andrew Collins produced a restaurant roundup story for **Four Seasons Magazine** and the publication's web site.
- A story by Kristine Hansen who visited the city in the spring appeared on **Fodor's.com**
- Travel writer Jeremy Branham posted a budget travel story about Santa Fe on **BudgetTravelAdventure.com**. **Southlake Style** magazine featured Santa Fe in its early and late summer editions after working with the bureau.

Visiting Press

- Niki D'Andrea with **Phoenix Magazine** came to town in early November after the bureau reached out to the publication about coverage, expect article in February.
- Visiting Santa Fe at the end of October as part of the bureau's Meeting Planner and Press fam trip were writers from **Meetings & Incentive Magazine** and **One+ Magazine**, the publication for Meeting Planners International.
- In town this week on assignment for **Smart Meetings** is a writer who couldn't make it out of New York for the meeting fam trip. He also writes for several other outlets including **Time Out New York**, **Time Out LA** and the **Conde Nast** website, **Hotel Chatter**.
- The Executive Director of **Frequent Business Traveler** spent an extra day in town before he attended a conference in Santa Fe.
- Two writers with the **Chicago Sun Times** who were to have been in town in September had to cancel their trip due to family illness at the last minute. They are rescheduled to visit in February.
- The city/county Santa Fe press visit organized by the bureau was in Santa Fe in late October. Participants included journalists from the **Vancouver Sun**, **Savuer Magazine**, **TheDailyMeal.com**, **Examiner.com** and **Yahoo.com**, and an editor from **New Mexico Journey**. None of the group had visited New Mexico before and all were taken with the city's attractions, hotels, and food.
- British writer Stanley Stewart was in town on assignment for the **Sunday Times**.
- Editors with **Dirt Rag** and **Mountain Flyer** were in town as part of the IMBA conference.
- A film crew with the **PBS** show, "Taste of History" was in town shooting part of a segment at El Rancho de Las Golondrinas.
- The bureau heard from several writers working on Santa Fe stories including a winter feature for **Texas Monthly** and a piece for **Destination Weddings & Honeymoons**.
- Here in November was the Executive Editor of **Globalvision Magazine**, a bi-monthly publication distributed exclusively in first class airline lounges with a readership of 450,000. His story will feature Santa Fe and golfing in the area.
- German travel guide writer Carina Siler was in town updating the **Vista Point** guide.

Earned Media for Fiscal 2012-2013 YTD

\$1,991,330.60



NO. 1
CULTURAL
DESTINATION
TRAVEL • LEISURE

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Travel & Leisure - November



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AMERICAN LUNG ASSOCIATION

**NESTLED SOMEWHERE BETWEEN THE
ROCKIES AND OUT OF THIS WORLD.**

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N.M Magazine December



BEST
FOOD TOWN
BEST OF THE ROAD

BOOK YOUR TRIP

STEALS AND DEALS

THINGS TO DO

ENTER TO WIN

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Rich with ancient culture and modern amenities, Santa Fe is a magical retreat.

Whether you're a foodie or culture seeker, you will be awed by the multitude of indulgences offered in the nation's #1 cultural destination. Create your journey at SantaFe.org

Winter Highlights

Nov. 22 Ski Santa Fe Opens

Nov. 24-25 SWAIA Winter Indian Market

Dec. 1-2 Winter Spanish Market

Dec. 6-9 Santa Fe Film Festival

Dec. 9 Exhibit Opens: New World Cuisine,
The Histories of Chocolate, Mate y Mas

Dec. 24 The Legendary Canyon Road Farolito Walk



Santa fe
A COLORFUL JOURNEY
SantaFe.org

Ny Times Email



For a truly memorable experience, immerse yourself in the culture of Santa Fe. Spend an afternoon at the famous Santa Fe School of Cooking, where they offer many unique classes, including Cooking Inspired by Georgia O'Keeffe. February 22-24 brings the 16th annual ARTFeast, a weekend of festivities celebrating Santa Fe's world-class chefs and restaurants, an international array of vintners, original designer fashions and unique homes, along with nationally and regionally prominent artists represented by Santa Fe galleries. Explore the history of popular culinary traditions at New World Cuisine: The Histories of Chocolate, Mate y Más, a new exhibit at the world-renowned Museum of International Folk Art.

Santa Fe
A COLORFUL JOURNEY
Santa Fe, org

NEW MEXICO 

For more information
 Call 1-800-332-2343

Homepage Final Version - 10/24/12

Version SA - 10/24/2012
Homepage

SEARCH HOTEL MEETING PLANNER TOUR PROFESSIONAL MEDIA FILM

Santa Fe

A COLORFUL JOURNEY

CURRENTLY
73° F
26° C

HOME VISITING SANTA FE ACCOMMODATIONS THINGS TO DO DINING ART



#1 CULTURAL GETAWAY - Travel + Leisure



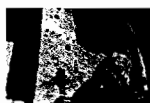
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	CHILDREN
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FEATURE

Homepage VERSION 4 - 10/18/12

Recipe for Adventure - 10/24/12 - Final Version

Version 55 - 10/24/2012
Promo Page

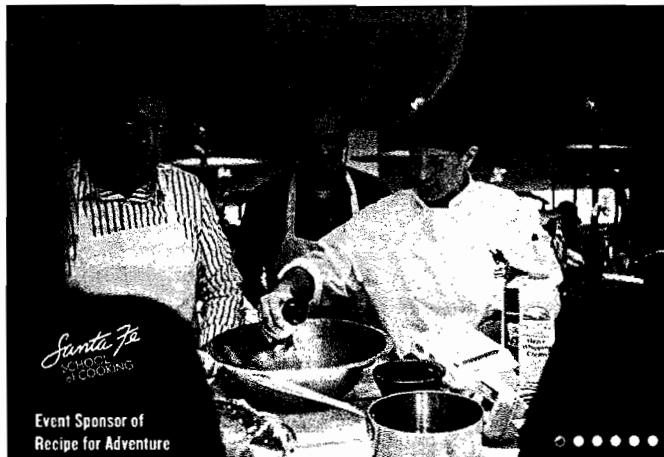
SEARCH SITE MEETING PLANNER TOUR PROFESSIONAL MEDIA FILM



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HOME VISITING SANTA FE ACCOMMODATIONS THINGS TO DO DINING ART



Santa Fe's Recipe for Adventure

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Featured Restaurants

- Restaurant #1
- Restaurant #2
- Restaurant #3
- Restaurant #4
- Restaurant #5
- Restaurant #6
- Restaurant #7
- Restaurant #8
- Restaurant #9
- Restaurant #10



Our Attractions

- Attraction 1
- Attraction 2
- Attraction 3
- Attraction 4
- Attraction 5
- Attraction 6
- Attraction 7
- Attraction 8
- Attraction 9
- Attraction 10



Food Events

- Event 1
- Event 2
- Event 3
- Event 4
- Event 5
- Event 6
- Event 7
- Event 8
- Event 9
- Event 10



Classes & Workshops

- Class & Workshop 1
- Class & Workshop 2
- Class & Workshop 3
- Class & Workshop 4
- Class & Workshop 5
- Class & Workshop 6
- Class & Workshop 7
- Class & Workshop 8
- Class & Workshop 9
- Class & Workshop 10

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Foodie Field Guide



Featured Santa Fe Recipe

Blue Corn Muffins
With Red Chili Jam

by Santa Fe School
of Cooking

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Cooking Videos



from Hot Santa Fe .com

Recipe for Adventure - 10/19/12 - VERSION 2



Air Service Between Santa Fe and Denver Opens New Options for Santa Fe Travelers
Great Lakes Airlines begins multiple daily flights on December 1, 2012

Contacts: Steve Lewis
Locas Inc.
505-473-9002
steve.lewisnm@comcast.net

Carlyn Topkin
Lou Hammond & Associates
212-891-0214
carlynt@lhammond.com

Great Lakes Airlines will once again be providing air service between the Santa Fe Municipal Airport and Denver International Airport beginning December 1, 2012. The Clovis-Santa Fe-Denver schedule includes two daily flights from Santa Fe to Denver, leaving early in the morning and mid-afternoon and returning in the early afternoon and evening. The Denver to Santa Fe and Santa Fe to Denver legs are non-stop for the one hour, twenty-three minute flight.

"It's great news. We're really happy to have this. Denver is by far our most requested (new) destination," Santa Fe Municipal Airport Director Jim Montman said.

Because of Great Lakes codeshare agreements with Frontier and United—both with major hubs in Denver—travel within those airline's extensive national networks will be expedited.

"Santa Feans travel to Denver for numerous reasons while many visitors to Santa Fe come from Denver and pass through Denver," said Santa Fe Convention & Visitors Bureau Executive Director Jim Lutjohann. "The new Great Lakes service will significantly improve our business exchange with one of our most important neighbors in the region."

The Great Lakes service, in combination with existing round trip service from Santa Fe to Dallas and Los Angeles, will provide travelers with many new ways to connect with the rest of the country through Santa Fe.

Great Lakes will use 19 passenger Beechcraft 1900 aircraft for their Santa Fe service. One-way tickets between Santa Fe and Denver are currently priced at around \$100.

The current schedule effective December 1, 2012:

Santa Fe to Denver:

Departs	Arrives	Flight	Frequency
7:10a	8:34a	7301	Monday-Saturday
8:10a	9:34a	7301	Sunday
3:30p	4:54p	7303	Daily

Denver to Santa Fe:

Departs	Arrives	Flight	Frequency
11:30a	12:53p	7302	Daily
5:57p	7:20p	7304	Saturday
7:50p	9:13p	7304	Sunday-Friday

A ribbon cutting and official welcome celebration will be held on Thursday, December 13 at the Santa Fe Municipal Airport from Noon – 2:00 pm. State, city and airline representatives will take part and welcome the arrival of flight 7302 from Denver.

Great Lakes previously provided Santa Fe to Denver service but halted operations in early 2008. The new route, connecting Denver with Cloves via Santa Fe, is an essential air agreement unlike the former arrangement.

For everything going on in Santa Fe. www.santafe.org

Santa Fe was recently awarded Best Food Town during the Rand McNally/USA Today Best of the Road competition. The Santa Fe Convention & Visitors Bureau is a department of the City of Santa Fe and is responsible for marketing the city to leisure and business travelers. In addition, the bureau books and operates the LEED Gold Certified Santa Fe Convention Center. For information on Santa Fe attractions, accommodations, and meeting facilities please visit www.santafe.org or phone 800-777-2489.



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<http://www.facebook.com/SantaFeTourism>



November 12, 2012
UMV: 566,812

Touring the Santa Fe Farmers' Market

What to try and buy at the Santa Fe Farmers' Market

A wooden water tower emblazoned with "Santa Fe Railyard" that once loomed over a maze of railcars, warehouses, and delivery trucks now oversees the pulsating heartbeat of one of the best farmers' markets in North America, the **Santa Fe Farmers' Market**.

Located in a windswept plaza near the intersection of Paseo de Peralta and the Rail Runner Commuter Train in Santa Fe's re-vamped Railyard District, the market comes alive every Saturday from 8 a.m. to 1 p.m., and on Tuesdays during the spring, summer, and autumn. Local farmers and ranchers converge to sell their bounty alongside break dancers, buskers, and art dealers, but most of all, the Santa Fe Farmers' Market is a festive food destination.

The number of farmers' markets in the U.S. has nearly doubled since 2004 to more than 7,000, with consumers spending more than \$1 billion last year, according to the U.S. Department of Agriculture. For 40 years, Santa Fe's Farmers' Market has been at the forefront of that movement, providing seasonally available foods to locals and visitors who seek easier access to nutritious, locally sourced foods.

"Everything here is really fresh," said local shopper Jan Kapatinsky. "It's real good, not trucked in from California or farther; our market really is a wonderful place."

The Santa Fe Farmers' Market is in two parts: north of the rail crossing at Paseo de Peralta Street is a collection of artists and craftspeople selling their work from neat white stalls. South of the junction, starting at that signature water tower, is the farmers' market, including more than 150 active vendors, lined up at outdoor stalls or packed under a recently completed pavilion that includes amenities like an information table, bathrooms, café, and the home to Santa Fe Radio Café, a weekly public radio program that discusses community events and all things food.

Not to miss vendors include **Romero Farms** at the north end of the food bazaar. Matt Romero started out as an executive chef before opening a spot at the farmers' market. His sprawling array of produce is punctuated by Romero himself, standing at the forefront of market twirling the drum of his blazing chile roaster and shouting like a carnival barker, "Chiles... five varieties today... local organic, not like the commercial farms in south New Mexico." Chiles are a religion in Santa Fe, and church is in session on market days with Romero serving as one of many preachers. Besides the classic green and red poblanos and other fresh produce like lavender cauliflower that is grown on his farm in nearby Dixon, N.M., Romero has taken on special growing commission from local chefs.

Chef Matt Yohalem of **Il Piatto Restaurant** buys Jimmy Nardellos, a long and red Italian sweet pepper, and Spanish Padrones, a green Spanish sweet pepper, for his farmhouse cooking.

Matt Romero is not the only Romero preaching at the Farmer's Market. Bookending the southern end of the market is Pat Romero (no relation), knife sharpener and market goodwill ambassador.

"We have a value added service here, locally produced," said Romero. "Mine is also value added, I take care of the customers, the farmers and chefs while they shop."

In between the Romeros is a bustling array of stands, from game meats and bison (you can even sign up for your own buffalo hunt) to breads and cheeses to fresh local beans, grains, and legumes to posole (a Mexican stew).

The market is also an opportunity to find local Indian-made foods and culture.

"I make Pueblo style tortillas, they are thicker and bigger than Mexican, and I make them in my home horno (a beehive-shaped adobe-style outdoor oven made of mud)," said Susie Cheykaychi from the Santo Domingo Pueblo tribe. She also sells fresh-baked pies, tamales, and breads.

The market is also a great place to pick up a souvenir ristra. Partly a practical means of drying your green chiles, the ristra is a dazzling decoration of blazing red chiles that adorns windowsills, kitchens, and doorframes throughout Santa Fe. Ristras typically come in long strings, but can be arranged in bunches, bursting stars, and even holiday wreaths. Cooks tired of the ristra look can always use the chiles for cooking.



CONCEPT:

The Winter Ski N' Brew takes Santa Fe's best winter assets, Skiing, Cuisine, Accommodations and fun and combines them for a three-day weekend getaway package targeted at critical drive markets in West Texas, Oklahoma and New Mexico.

TIMING:

The purpose of selecting the last weekend in January is to kick off Santa Fe's 1st quarter travel season. Sandwiched between MLK Weekend and Super Bowl, this weekend originally selected by the Santa Fe Lodgers Association fills a gap in the first quarter travel season nicely for Santa Fe. After Super Bowl weekend we move into Valentine's Day, President's Day, Art Feast, Restaurant Week and eventually Texas Spring Break.

HOW IT WORKS:

We sell the ultimate winter getaway that highlights the best winter fun Santa Fe has to offer. By combining winter sports such as snowboarding and skiing and showcasing our restaurants and craft brewers by night, we create an exciting experience. By highlighting our jewel ski resort and World Class accommodation packages with Winterbrew, we believe we can attract the adventurous 25-54 Visitor. The culinary aspects will attract an even broader demographic, providing an event that has something for everyone. We begin with a Thursday night concert featuring the hit maker band Smashmouth and conclude with a Santa Fe Restaurant Association Saturday night beer pairing dinner with over 50 restaurants and some of the Southwest's finest breweries to create early nighttime activities. We then take our jewel ski resort weekend discount and offer ski packages with accommodations to travelers.

DEMOGRAPHIC:

Active 25-54 year old professional adults, who like to live fine, work hard and enjoy life. They like to get up early and enjoy the outside while taking in a fine beverage in the early nighttime and socialize but get to bed early enough to make fresh tracks on the mountain. We can also target the 35-64 demographic with our cuisine and craft beer pairing events.

SCHEDULE OF EVENTS:

THURSDAY – SATURDAY NIGHT: Nightly Craft Beer Pairings at SFRA Restaurants.

THURSDAY, JAN 24TH: Kickoff concert with Smashmouth @ the CVB, tickets are \$10 and can be included with your accommodations.

FRIDAY, JAN 25TH: 9am first lift @ Santa Fe Ski.

5pm – 8pm Winterbrew @ the CVB “the Grand Tasting” featuring over 20 Southwest Breweries.

SATURDAY, JAN 26TH: 9am first lift @ Santa Fe Ski.

Noon – LA Junta @ Totamoffs on Santa Fe Ski

4pm-7pm Winterbrew New Mexico Brewers Association at the Farmer’s Market

SUNDAY, JAN 27TH: 9am first lift @ Santa Fe Ski.

PARTNERS:

The Santa Fe Ski Resort, the Santa Fe Lodgers Association, the Santa Fe Restaurant Association, the Santa Fe CVB, Hutton Broadcasting, Heath Concerts, New Mexico Brewers Guild and regional media outlets.

MARKETING:

Along with local media targeting family members and friends, we purchase radio, TV and internet in surrounding areas focusing on Winter Ski N Brew. Key markets will be; Lubbock, Amarillo, Oklahoma City. We will offer cash buys plus a giveaway package including; hotel accommodations, brew and concert packages. Last year we were able to get 70 lodging packages. Marketing Budget \$25,000

* All items are subject to change.

PROCEDURES FOR LODGERS TAX FUNDING ASSISTANCE FOR SPECIAL EVENTS

1. To acquire the Lodgers Tax Funding Assistance application, contact the Santa Fe Convention & Visitors Bureau (SFCVB) at 505-955-6211. Our office hours are 8:00 a.m.–5:00 p.m., Monday through Friday. The application is also available on our website www.santafe.org under contacts.
2. Enclosed are the statutes and policies of the Lodgers Tax for your review. Please read them carefully, BEFORE completing the Lodgers Tax Funding Assistance request form. This will ensure that you understand the guidelines by which the Occupancy Tax Advisory Board (OTAB) is governed. Failure to comply with any of these requests may result in your application being denied or revoked. If you have any questions about the application, you may contact the Santa Fe Convention and Visitors Bureau at 505-955-6211.
3. The organization applying must be for non-profit status (18-11,15, letter B, Santa Fe City Code) with a tax exempt status and tax identification number or umbrella under a fiscal agent on file. A letter from the fiscal agent under which the organization umbrellas must be submitted with the application along with the following qualifying documents:
 - a. **City of Santa Fe Business Registration License**
 - b. **New Mexico State Gross Receipts-Withholding Certificate (CRS-1)**
 - c. **Internal Revenue Service form 501 (C) 3, proof of non-profit status (if applicable)**
 - d. **New Mexico State Non-Taxable Taxation Certificate (if applicable)**
 - e. **Insurance policy as indicated on number 13 of this application.**
4. Please submit the Lodgers Tax Funding Assistance application, your current budget and supporting documents (including the pre-event budget breakdown), along with ten (10) copies (mailed or delivered) to the attention of the O.T.A.B. Administrator at SFCVB for review. **The application is to be completed and all attachments for support must be supplied at this time.** The application must be submitted *thirty (30) days in advance* of the next OTAB meeting. Application presentations are heard monthly. Events may be funded not more that (3) times with the exception of city sponsored events. **Any applicant failing to submit their application by the scheduled time will be required to wait until the next month to submit a funding request.**
5. Applicants are required to attend the next scheduled OTAB meeting and make a fifteen (15) minute presentation (maximum) at which their application is reviewed. Board members may ask questions and discuss the application and all aspects of the event. The OTAB meetings are conducted in compliance with the New Mexico Open Meetings Act.
6. If the OTAB Board declines a request, the applicant is allowed to request that the SFCVB place that item on a subsequent meeting agenda if further clarification or discussion is required. The Chairman of OTAB approves all requested items for the agenda, before the meeting.
7. If the applicant's request is approved by the OTAB, the CVB O.T.A.B. Administrator will draft a contract of services. This may require the applicant and the SFCVB to work together on the contract. Due to the time needed for processing the contract, it is very important that the applicant cooperate with the CVB O.T.A.B. Administrator through this process.
8. Depending on the amount of the contract, it may need to be approved by the Finance Committee of the City Council. If the Finance Committee approves it, the request will then be

forwarded to the City Council for final approval. The applicant will be provided with the dates for the Finance Committee and City Council meetings. **The applicant is required to attend these meetings, in the event that any questions need to be answered.**

9. Once the Contract has been executed it shall not be altered, changed, or amended except by a written notice to the OTAB by the applicant. The OTAB will then hear the recommendation and vote for its acceptance. An amendment to the Contract will then be prepared and presented to the City Manager for approval and signatures.
10. After the City has approved the contract, and the contract is fully executed and dated, a purchase order will be entered. The SFCVB will need to be invoiced as the applicant completes services for the event. **Prepare an invoice on organization letterhead for the total amount of the approved expenses and attach it to the final report. Only those costs incurred after the contract is fully executed may be invoiced for payment from the funding. The applicant will submit invoices for payment to the CVB Special Projects Manager.** Only those costs incurred after the contract is fully executed may be invoiced for payment from the funding. Payment will be submitted within fourteen (14) working days; however, the City has thirty (30) working days to complete the payment process.
11. All advertisement and promotional material for the event must state that **"partial funding was granted by the City of Santa Fe Lodger's Tax"**.
12. The intent of funding special events from Lodgers Tax proceeds is to bring overnight visitors into Santa Fe and thus increasing tourism for the City of Santa Fe. Events must use Lodgers Tax funds only for advertising, promotion, or marketing that targets an audience outside of a 50-mile radius of the City of Santa Fe. Thus, increasing the likelihood that those people drawn to the event by the marketing efforts will spend at least one night at a lodging establishment in Santa Fe. The City of License for broadcast media must be outside of a 50-mile radius of the City of Santa Fe. If an event needs to attract a significant amount of Santa Fe residents, the event is encouraged to utilize Santa Fe based (or targeted) media as part of their marketing efforts, using funds from sources other than OTAB for local media and the OTAB allotment for all "out of town" advertising.

Example: Your advertising budget is \$6,000. OTAB awards your organization \$2,500. You would spend the OTAB funding amount (\$2,500) on media outside of Santa Fe and your remaining advertising budget (\$3,500) on local media.

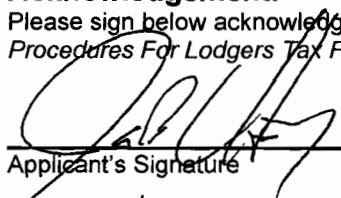
13. The Contractor must maintain adequate liability insurance in at least the amount stated in the New Mexico Tort Claims Act (one million fifty thousand dollars) **(\$1,050,000)**. A certificate of insurance must be provided by the contractors insurance agency. It is the sole responsibility of the Contractor to comply with the law. Copy of the insurance policy must be presented with the application.
13. Contractor agrees to defend, indemnify and hold the City of Santa Fe, OTAB members, and the Convention & Visitors Bureau harmless for all losses, damages, claims or judgement, execution, actions or demands whatsoever resulting from the Contractor's actions or inactions as a result of the event.
14. After the event, a post-event written report must be submitted to the OTAB, within the next quarter (90 days). The report will be presented to the OTAB by a ten-minute (10) verbal presentation to explain the written follow-up report at the next regularly scheduled meeting (post-event). The report must include a post event budget of expenditures and revenues. Also a descriptive breakdown of how the event directly related to produce revenue for tourism i.e. number of attendees, participants, number of room nights used in local hotels/motels, estimate of direct revenue other than room nights, next year's plan.

15. City of Santa Fe as per the guidelines of the City Finance Department:
All reimbursement information must be categorized as per City of Santa Fe Professional Service Agreement approved budget.
- a. Original invoices must be submitted for payment processing. (Copies of invoices will not be accepted.) Invoices must be dated and paid by the event after the signed agreement date.
 - b. Vendor statements will not be accepted instead of original invoices.
 - c. Copy of cancelled checks (front & back) or signed credit card receipts must accompany invoices as proof of payment.
 - d. Copies/clippings of flyers, banners, advertisements (radio, TV, newspaper, magazine, etc.) must accompany each vendor-related invoice.
 - e. Invoice for the O.T.A.B. funding amount.

Note: The processing of your payment will be completed in a timely manner by the SFCVB staff provided you submit your information during or immediately after the event. **Keep in mind that your Professional Service Agreement with the City is a dated contract and invoices can not be paid if received after your contract is expired.**

Acknowledgement:

Please sign below acknowledgement that you have read and fully understand the preceding *Procedures For Lodgers Tax Funding Assistance For Special Events.*



Applicant's Signature

10/19/12

Date

Director

Title/Position

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

Date of Application: 10.19.12

Applicant's Name & Title: Jamie Lenfesty, Director

Contacts Name (if different) _____

Organization's Name: Heath Foundation dba Heath Concerts

Organization's Address: 551 W. Cordova Rd #90

Event Name: Wintex Ski and Brew

Check Box: New Event ☐ Existing Event ☒

Event Location Address: Santa Fe Convention Center

Phone Numbers: (office) 505.983.5483 (cellular) 505.603.8134 (fax) 505.984.0166

Contact's Numbers: (if different) (office) _____ (fax) _____ (cellular) _____

E-Mail Address: Jamie@heathconcerts.org

Federal Tax I.D. Number: 41-2083565 Tax Exempt: ☒ Yes ☐ No

City of Santa Fe Business Registration License Number: _____

Amount Requested: \$25,000.00

1. Write a brief synopsis about the event including its purpose and goals. Estimating the economic impact to the city, for example, the number of people & hotel rooms it will sell; length of their stay and where they will be coming from. Be sure to detail how this event will directly relate to bringing visitors and increasing tourism for the City of Santa Fe.
2. The applicant is required to list the name(s), title and phone number(s) of any other organizations including other City of Santa Fe funding you have contacted other than the Occupancy Tax Advisory Board for additional funds and/or funding. Failure to disclose this information with your application may result in denial of funding.
3. **Enclose your company's budget, expenses and income statement for the last, current, and next year; if applicable, include a financial statement of your previous year's activities. If this is a first time event, specify your projections and justification for expenditures.**
4. List all paid and volunteer staff positions including their salaries and an organizational chart for your business.
5. Provide a copy of your promotional literature from your previous year's event. If this is a first time event, please provide an example piece.

Name of Business/Foundation Amount Date Awarded or Anticipated Date

Specify other revenue sources contacted: _____ \$ _____

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

<u>Categories</u>	<u>Description</u>	<u>Projected</u>	<u>Actual</u>
		<u>Expenses - Revenue</u>	<u>Expenses - Revenue</u>
Newspaper		\$ -	\$ -
Magazine		\$ -	\$ -
Poster		\$ -	\$ -
Brochure		\$ -	\$ -
Radio	albuquerque regional radio	\$ 50K - 10K *	\$ -
TV	albuquerque regional	\$ 10K - 10K	\$ -
Creative		\$ -	\$ -
Printing		\$ -	\$ -
Postage		\$ -	\$ -
Direct Mail		\$ -	\$ -
Production		\$ -	\$ -
Web site	abq/regional	\$ 5K - 5K	\$ -
Other (specify)		\$ -	\$ -
TOTALS:		\$ 65K - 25K	\$ -

* 40K will be in kind

Total Hotel/Motel Rooms Filled: _____

Total Revenue generated from room sales: \$ _____ \$ _____

Total number of Attendees
- (tickets sold, registered guests, public) \$ _____ \$ _____

Total number of Participants
- (out-of-town vendors/volunteers working event) \$ _____ \$ _____

The Pre and Post Event Budget needs to be completed and attached to your final report. Your final report should include a one-to-two page summary of your event. Please note your ticket sales, number of tourists attending your event and how your event compared both to your application estimates and to the number of people attending and revenue generated at your event. Please summarize the marketing and publicity strategies used to promote your event and the City of Santa Fe. Make an honest assessment of what

6. Any additional information that you may find useful in order for the board to make its decision will be appreciated, i.e.: a similar event held in another city.

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

***Acknowledgement Certificate:**

State of NEW Mexico

County of SANTA Fe

On this 19th day of OCTOBER, 2012, I James Lenfestey certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

[Signature]
Acknowledger's Signature
Director
Title/Position

Subscribed and sworn before me this 19th day of OCTOBER, 2012

By James Lenfestey

(Seal)

[Signature]
Notary Public
My commission expires 1/14



OFFICIAL SEAL
Lisa A. Clark
NOTARY PUBLIC-STATE OF NEW MEXICO
My commission expires: 1/14

Note: This application will not be accepted without full acknowledgement.

***PRE- AND POST EVENT BUDGET**

strategies worked, which did not and what changes you might anticipate making if this event is repeated. You will be required to attend the next OTAB meeting scheduled after you event to present your final report.

Native Treasure's Indian Art Festival Survey

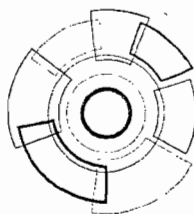
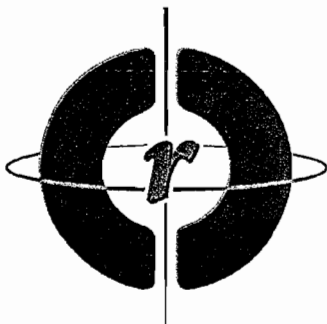
**Prepared for:
Native Treasures**

**Submitted by:
CRC & Associates
1309 4th St. SW, Suite E
Albuquerque, NM 87102**

and

**Southwest Planning & Marketing
P.O. Box 1506
Santa Fe, NM 87504-1506**

August 2011



SOUTHWEST
PLANNING AND MARKETING

Narrative

Executive Summary

The annual Santa Fe-based Native Treasures Indian Arts Festival is a well recognized event which draws many visitors. It is a well-attended event which contributes to the acknowledgement of Santa Fe as an art destination. In 2011, 4,500 visitors attended the Native Treasures Indian Arts Festival the last week end in May, and spent \$400,000 on art purchases there. It is estimated that the City's share of Gross Receipt Tax (GRT) derived from out of town visitor spending outside the festival while visiting Santa Fe was \$45,582. Lodgers tax receipts for the City of Santa Fe were \$27,250. Adding all the tax revenues, the City of Santa Fe revenue was \$72,832. Thus, the Native Treasures Indian Arts Festival brings undeniable economic benefits to the City.

Introduction

The Santa Fe Convention and Visitors Bureau (SFCVB) allocates yearly advertising and promotion budgets to organizations to promote the uniqueness of Santa Fe. In order to analyze the economic impact to the City of such an event as the Native Treasures Indian Arts Festival, it is important to survey visitors to each event. The analysis of these survey results provides an estimate of the direct impact to the local economy and the return on advertising and promotional dollars.

Methodology

In 2010, a standard survey was designed by and approved for all events by the Occupancy Tax Advisory Board (OTAB) in order to use comparable statistics when analyzing the impact of each event on the City. After collecting email addresses during the two days of the event, an email survey was sent to 253 people who had agreed to be surveyed. The survey was taken by 81 respondents between June 27 and July 5, 2011.

Visitor Profile

Over two-thirds of the respondents were visitors from out of town. Based on ZIP code responses, 31.3% of respondents were Santa Fe residents, 10.5% were New Mexicans living outside of Santa Fe, and 58.2% were from outside the state. Outside of New Mexico, the largest number of visitors came from Texas (11.8%), New York (5.9%), California (5.9%), Colorado (5.9%) and Arizona (4.4%). Visitors also came from ten other states, each representing less than 1% of total visitors. Most respondents were female (78.3%) and the vast majority (89.5%) were white/Anglo, non Hispanic. Median income among visitors was \$123,214 with 61.6% of households reporting incomes above \$100,000. Most respondents were over 50 years of age, and 95.4% of respondents visited the market without children.

Impact of the Event on Visitation

Over half of the respondents (52.5%) were repeat visitors to the market with 3.2 average prior visits. Forty-six percent of out of town visitors came to Santa Fe primarily in order to attend the Native Treasures Indian Arts Festival. Out of the respondents who said that the Native Treasures Indian Arts Festival was not the primary reason for their visit, 38.5% said that they scheduled their visit to coincide with the Native Treasures Indian Arts Festival.

Advertising and Websites Utilized

Most respondents had heard about the Native Treasures Indian Arts Festival either by word of mouth (41.9%) or by past experience (39.2%). Newspaper or magazine advertising was seen by 31.1% of the respondents, while 16.2% heard about the Native Treasures Indian Arts Festival after reading a newspaper/magazine article. A visitor guide was consulted by 12.2% of respondents, while 9.5% said that they obtained information about the Native Treasures Indian Arts Festival through the Native Treasures Indian Arts Festival website, and 6.8% visited the City of Santa Fe Website.

The Santa Fe Visitor Website was visited by 26.9% of respondents prior to their visit. A majority of respondents, 52.6%, consulted the Native Treasures Indian Arts Festival website prior to their visit.

Trip Characteristics

Over half of out of town visitors flew to New Mexico, either to the Albuquerque Sunport (53.0%) or to the Santa Fe Airport (4.1%). Hotels, motels and bed and breakfasts were used by 43.5% of visitors, while 39.1% of visitors stayed with friends and relatives, and 4.3% stayed in a vacation home or condo. Close to one-tenth of the visitors (8.7%) did not spend the night in Santa Fe.

Economic Impacts of the Event

In order to estimate the impact of the event on the city economy, we based our analysis on the number of attendees (4,500 visitors) provided by the Native Treasures Indian Arts Festival administration. Based on survey responses, we were able to estimate the number of parties attending the market (2,045). This number was obtained by dividing the total attendance by the average number of adults (2.2 adults) per party. We based our assumptions on the number of parties from visitors out of Santa Fe.

Gross Receipt Tax for activities outside the Native Treasures Indian Arts was calculated for four economic segments: Lodging, Food & Meals, Attractions/Entertainment and Shopping. The City's share of GRT was \$45,582. GRT was not calculated on expenditures on gasoline and car rentals, which are not subject to that tax, nor on expenditures at the festival, which are tax exempt.

Native Treasures Indian Arts Festival	City GRT
Lodging	\$11,825
Food & Meals	\$10,676
Attractions/Entertainment	\$2,328
Shopping	\$20,753
Total City GRT	\$45,582

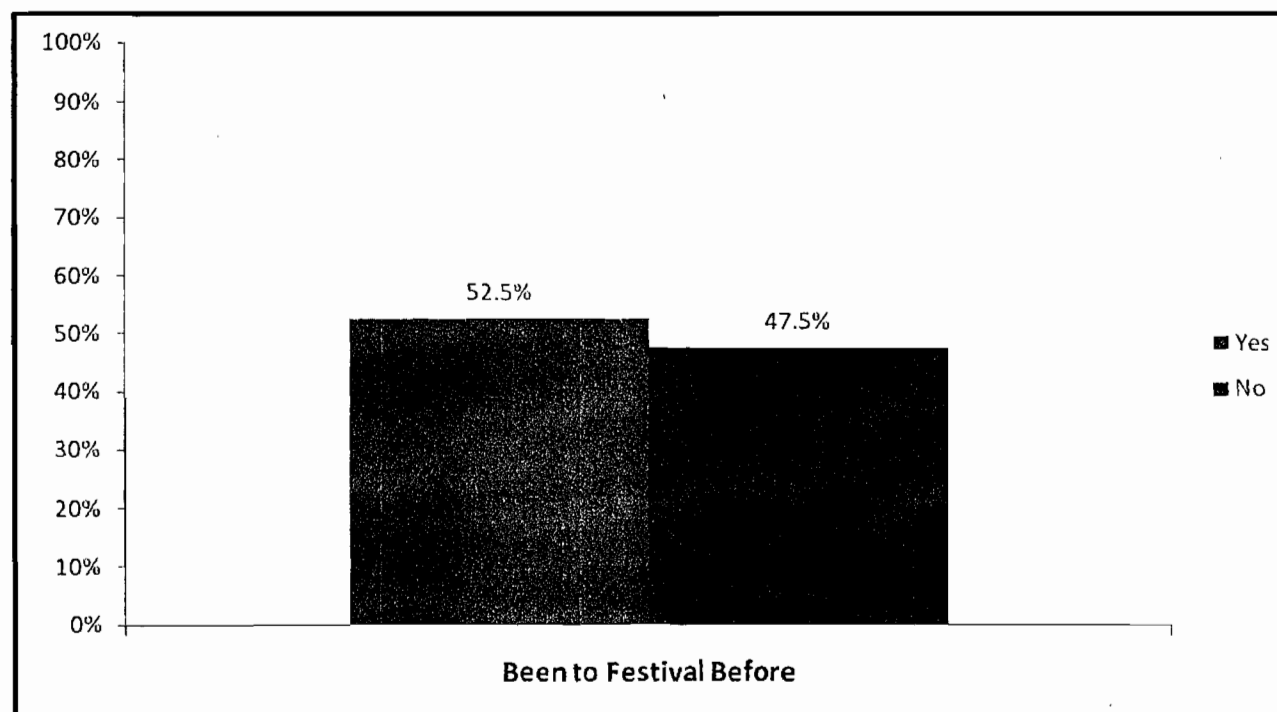
Lodgers Tax. Lodgers tax was calculated only on out of town visitors. Calculation was made using 1405 parties originating from out of town, spending an average of \$319.1 per party. The lodger tax rate of 7% was applied to average lodging revenues, which gave an estimated \$27,250 in taxes collected.

* Total City Tax Revenues. Adding lodgers tax revenues to GRT revenues results in total City tax revenues of \$72,832.

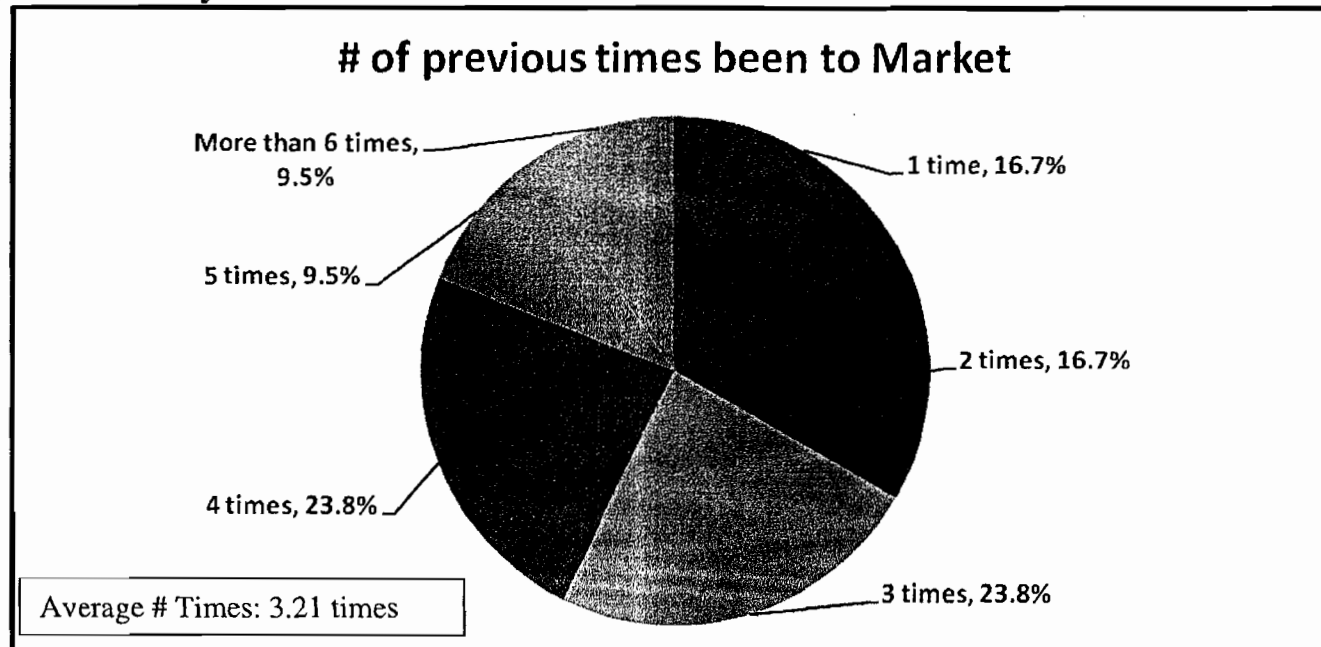
As mentioned, our City GRT and lodgers tax revenues were calculated based on the number of out of town visitors. There is a high probability that many Santa Fe residents who attended the Nature Treasures Indian Arts Festival also took advantage of this specific event to dine and shop downtown, bringing incremental additional revenues to the city.

Detailed Survey Findings

1. Have you been to the Native Treasures Indian Arts Festival before?



2. If yes, how many times?



3. Are you from the Santa Fe area?

	Yes		No	
	N	%	N	%
From Santa Fe	32	40.5%	47	59.5%

4. Is the Native Treasures Indian Arts Festival your primary reason for visiting?

	Yes		No	
	N	%	N	%
Native Treasures Primary Reason for Visiting	23	46.0%	27	54.0%

5. If it is not your primary reason for visiting, did you schedule your visit to coincide with the Native Treasures Indian Arts Festival?

	Yes		No	
	N	%	N	%
Scheduled visit to coincide with festival	10	38.5%	16	61.5%

6. How did you travel to Santa Fe?

	N	%
Drove in private vehicle	19	38.8%
Flew into Albuquerque and rented a vehicle	23	46.9%
Flew into Albuquerque and took a shuttle or taxi	3	6.1%
Flew into Santa Fe	2	4.1%
Other	2	4.1%

7. What was your type of lodging?

	N	%
Hotel/Motel/B&B	20	43.5%
Vacation home/condo	2	4.3%
Friends/Relatives	18	39.1%
Other	6	13.0%

8. How many nights did you spend in Santa Fe?

	N	%
0	4	8.7%
2	2	4.3%
3	10	21.7%
4	12	26.1%
5	6	13.0%
6 or more nights	12	26.1%
Average # of Nights in Santa Fe	4.74	

9. How many additional nights did you spend in New Mexico?

	N	%
0	34	75.6%
1	4	8.9%
2	2	4.4%
3	1	2.2%
6 or more nights	4	8.9%
Average # of Additional Nights in NM	3.83	

For the respondents who spent additional nights in New Mexico, eleven days was the longest amount of time spent. The majority (76%) did not spend an additional night in New Mexico. For those who did, the average amount of time spent was 3.8 nights.

10. How did you know about the Native Treasures Indian Arts Festival?

	N	%
Word of mouth/someone told me about it	34	22.97%
Past experience/been here before	30	20.27%
Newspaper or magazine advertising	23	15.54%
Newspaper/magazine article	13	8.78%
Mailing or email sent to me	12	8.11%
Visitor guide	9	6.08%
Brochure or rack card	8	5.41%
The Native Treasures Indian Arts Festival website	7	4.73%
City of Santa Fe website	5	3.38%
Another website	3	2.03%
Facebook or Twitter	2	1.35%
Radio	1	0.68%
Other	1	0.68%

For those who stated other, the response was:

- Condominium calendar

11. Did you go to the Santa Fe visitor website, www.santafe.org, prior to your visit?

	Yes		No	
	N	%	N	%
Visited Santa Fe website	21	26.9%	57	73.1%

12. Did you go to the Native Treasures Indian Arts Festival website, prior to your visit?

	Yes		No	
	N	%	N	%
Visited Native Treasures website	41	52.6%	37	47.4%

13. How much did your group spend at the Native Treasures Indian Arts festival?

Among the respondents who answered the survey, a total of \$65,770 was spent at the festival. The average amount spent was \$1,012.

Amount Spent	N	Total \$ Amount Spent by Respondents
\$0	5	\$0
\$20	1	\$20
\$25	3	\$75
\$40	1	\$40
\$45	1	\$45
\$50	3	\$150
\$80	2	\$160
\$100	4	\$400
\$110	1	\$110
\$150	1	\$150
\$170	1	\$170
\$190	1	\$190
\$200	3	\$600
\$250	6	\$1,500
\$300	5	\$1,500

\$500	5	\$2,500
\$700	1	\$700
\$800	1	\$800
\$900	1	\$900
\$1,000	6	\$6,000
\$1,575	1	\$1,575
\$1,585	1	\$1,585
\$2,000	2	\$4,000
\$2,200	1	\$2,200
\$2,300	1	\$2,300
\$5,000	4	\$20,000
\$5,800	1	\$5,800
\$6,000	1	\$6,000
\$6,300	1	\$6,300

14. How much did your group spend away from the Native Treasures Indian Arts Festival in Santa Fe on each of the following?

	Lodging	Food and Meals	Transportation, fuel	Attractions/entertainment	Shopping and misc.	Total
Average Amt. Spent	\$319	\$271	\$185	\$59	\$526	\$1,360

15. How many adults over 18 year of age were in your travel party?

The average number of adults in the travel party was 2.2.

# of Adults	N	%
1	12	17.9%
2	40	59.7%
3	5	7.5%
4	7	10.4%
5	2	3.0%
6	1	1.5%

16. How many children were in your travel party?

# of Children	N	%
0	62	95.4%
1	3	4.6%

17. What is your age?

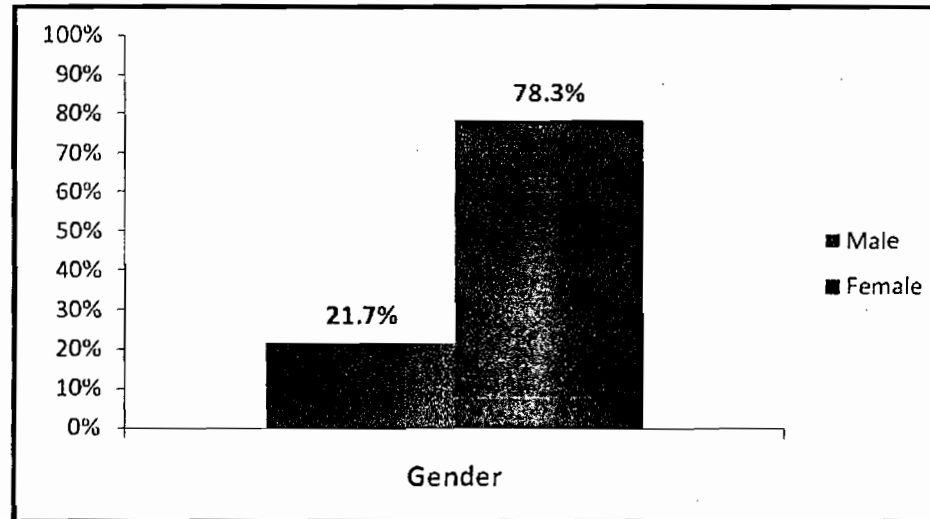
Age Group	N	%
Under 45	6	9.0%
45-54	12	17.9%
55-64	34	50.7%
65 and Older	15	22.4%
Total	67	100.0%
Median Age	61.5	

18. What is your zip code?

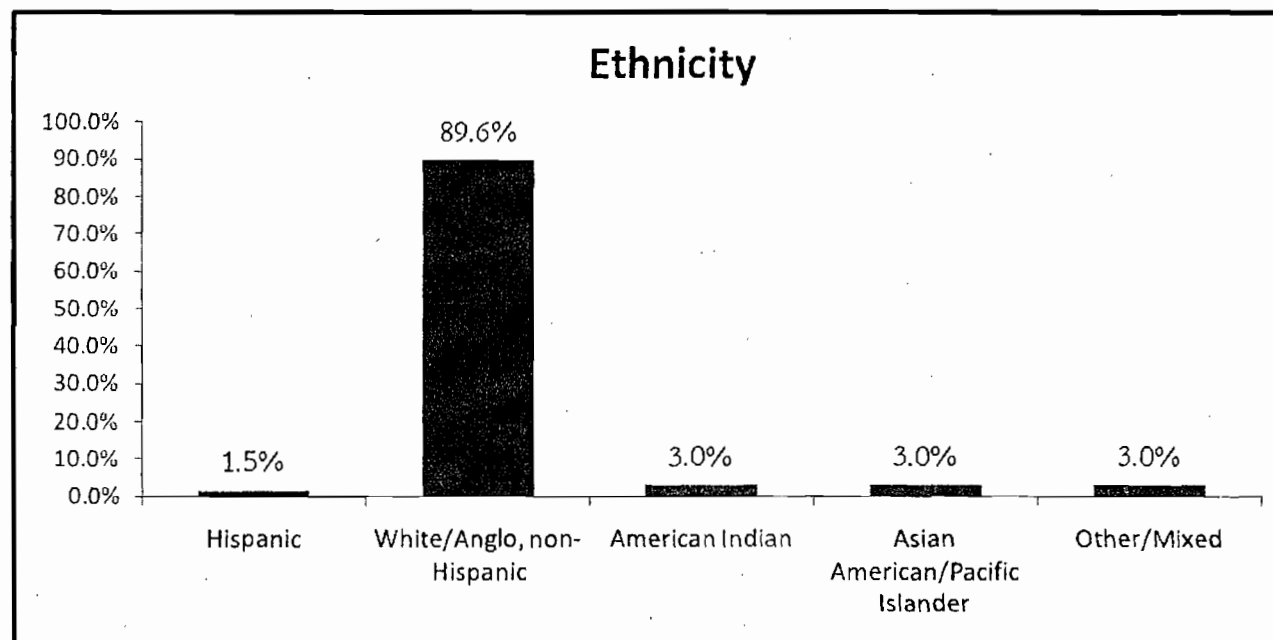
New Mexico visitors account for 43% of the visitors, followed by these other states.

Top 5 States Excluding New Mexico		
State	N	%
TX	8	11.8%
NY	4	5.9%
CA	4	5.9%
CO	4	5.9%
AZ	3	4.4%

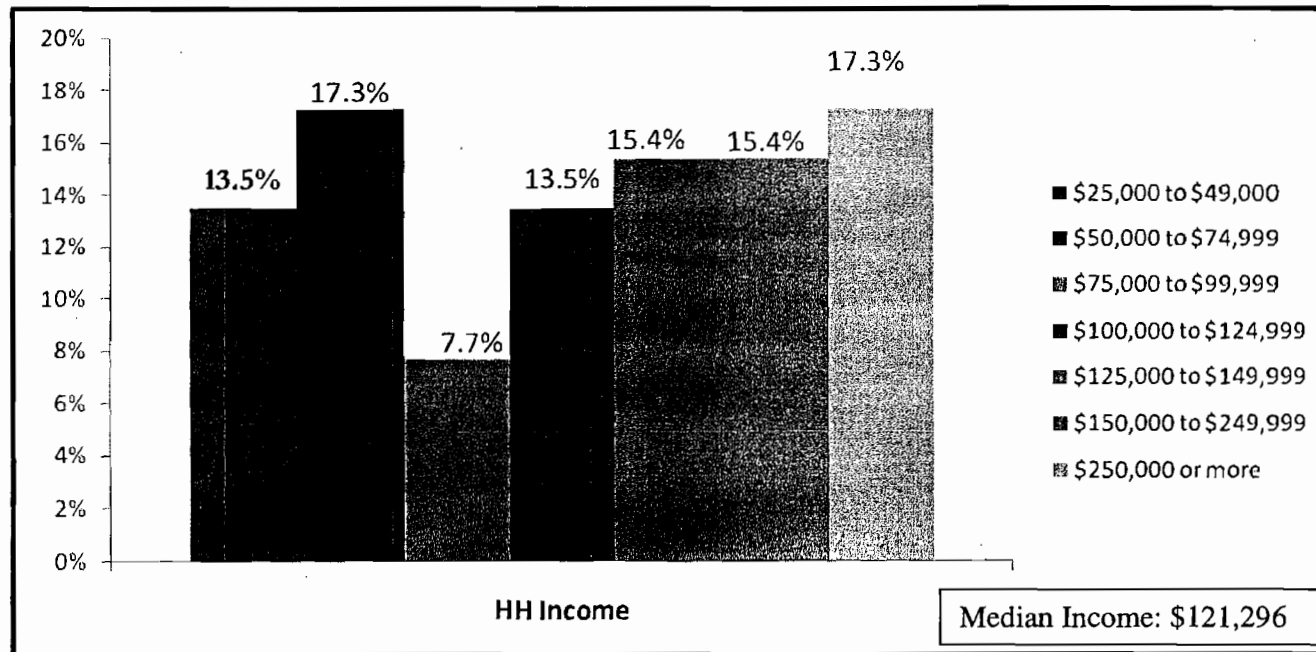
19. Gender of Respondents:



20. Which ethnic group do you most closely identify with?



21. What is your annual household income?



Other Comments and Suggestions:

- Loved all the art, crafts, jewelry, museums, etc. I'd go back to Santa Fe again. My children loved it too.
- Great Festival. Loved it.
- This is an incredible show!!!!
- We love Native Treasures! We believe it shows off the best of Santa Fe and gives its patrons the opportunity to meet, learn from and support emerging and established Native American artists.
- The artists featured were very impressive and everything was very well organized.
- Have some sitting benches distributed around the show.
- We liked the idea of this being a charity event. However, we did overhear more than 1 artist or visitor mention that the artists may have raised their prices because the artist's cut was smaller. We also discussed that the emerging artists did not have as many items to display on the tables as the experienced artists, so we did not think they received the attention (or revenue) they might have if their works were displayed differently. We watched many other visitors walking right by them!
- Look forward to volunteering, street walking with brochures day of the event.
- Keep up the good work!
- Wonderful, classy, well run, event. I attend every time there is one.
- This is a major festival with incredible Native American treasures. We always enjoy coming to Santa Fe and especially to this event. The leadership of this organization is superb! Our hats are off to the leadership, the participants and to the volunteers that make this happen. Santa Fe should be very happy that this must bring in lots of money to their coffers.
- I love Native Treasures even more since you've moved to the Convention Center - it's much more comfortable than Museum Hill was.
- Great event.
- It was a lovely show, and treasures were had! Thank you Karen and Ardith!
- I like this festival better than Indian Market because it's easier to see and converse with the artists. Being inside the coll, comfortable convention center is also a big plus.

- I love this show and wish I could come every year, but I'm happy to have been the 2 times. The hard work by your people that goes into putting on the show is evident from start to finish.
- Loved the event, especially the section of new artists. Some jewelry exhibits were hard to get to see. will definitely come again and recommend it!
- The organizing committee should be applauded!
- thanks
- The Show was wonderful, much more pleasant than Indian Market (swaia).
- Pleasant surprise - trip coincided with our 25th anniversary, so picked up some lovely silver jewelry at the festival.
- You are missing the boat by charging a 25% fee. There is no tax write. I spent about \$6,000 and would have bought more if I have the opportunity to do a write-off.

2013 NT Media Plan						
10/26/2012						
	Without OTAB funding		With OTAB funding		Difference	
	Issue Date	Cost	Issue Date	Cost		
Advertising						
<u>Magazines</u>						
Santa Fean Indian Mkt Guide (full page)	August '12	2,250	August '12	2,250		
Native Peoples/Heard Guide (full page)			JF '13	3,700	3,700	
Native Peoples - full page	MJ '13	2,712				
Native Peoples/with Eiteljorg Guide (full page)			MJ'13	3,300	588	
New Mexico magazine - full page	May '13	3,205	May '13	3,205		
Santa Fean (full page)	May '13	2,250	May '13	2,250		
ABQ the mag (full page)	May '13	1,070	May '13	1,070		
Texas Monthly (in special NM Travel section)			May '13	4,500	4,500	
NMAI mag	Summer '13	1,000	Summer '13	3,000	2,000	
Phoenix Home & Garden (1/4 page)			May '13	2,992	2,992	
Denver - 5280 Magazine (full page)			May '13	6,208	6,208	
<u>Newspapers</u>						
Albuquerque Journal						
Venue, 5/17/13, 3x5		1,955		1,955		
Summer Guide - full page		855		855		
ROP: 5/23/12 3 x 5		250		250		
The New Mexican:						
Pasatiempo (full page) - 5/17/13		1,687		1,687		
Pasatiempo (full page) - 5/24/13		1,687		1,687		
Bienvenidos (pub. date 5/13)		1,094		1,094		
Total Paid Media		20,015		40,003	19,988	
OTAB funding would provide:						
* Addition of Eiteljorg Guide in May-June <u>Native Peoples</u>						
* Full page ad in New Mexico travel section of May <u>Texas Monthly</u>						
* Upgrade to full page ad in <u>National Museum of the American Indian</u> magazine (Smithsonian)						
* Quarter-page ad in <u>Phoenix Home & Garden</u>						
* Full page ad in <u>5280</u> magazine (Denver)						

Funding History

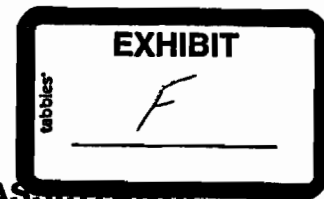
Museum of New Mexico

2002 - \$5,000.00

2011 - \$7,000.00

**BREAKDOWN OF O.T.A.B. FUNDING
REQUESTS FOR FISCAL YEAR 2012/2013**

Name of Event	Amount Approved	Actual Amount Spent/Committed	Allocation/ Budget	Total Balance
Opening Balance			\$ 70,000.00	
Dual Language	\$ 5,000.00			\$ 5,000.00
SUBTOTAL				\$ 5,000.00
	\$ 5,000.00	\$ -	\$ 70,000.00	\$ 65,000.00



APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

Date of Application: 9/11/12

Applicant's Name & Title: John Easley, Executive Director, Museum of NM Foundation

Contacts Name (if different) Ardith Eicher

Organization's Name: Museum of New Mexico Foundation

Organization's Address: Po Box 2065, Santa Fe, NM 87504-2065

Event Name: Native Treasures Indian Arts Festival

Check Box: New Event ☐ Existing Event ☒

Event Location Address: Santa Fe Convention Center, 201 W. Marcy, SF, NM

Phone Numbers: (office) 982-6366 (cellular) _____ (fax) 982-0606

Contact's Numbers: (if different) (office) 983-8581 (fax) _____ (cellular) 577-8694

E-Mail Address: arditheic@aol.com

Federal Tax I.D. Number: 85-0202503 Tax Exempt: ☒ Yes ☐ No

City of Santa Fe Business Registration License Number: 11-00054756

Amount Requested: \$ 20,000

see attached

1. Write a brief synopsis about the event including its purpose and goals. Estimating the economic impact to the city, for example, the number of people & hotel rooms it will sell; length of their stay and where they will be coming from. Be sure to detail how this event will directly relate to bringing visitors and increasing tourism for the City of Santa Fe.
2. The applicant is required to list the name(s), title and phone number(s) of any other organizations including other City of Santa Fe funding you have contacted other than the Occupancy Tax Advisory Board for additional funds and/or funding. Failure to disclose this information with your application may result in denial of funding.
3. **Enclose your company's budget, expenses and income statement for the last, current, and next year; if applicable, include a financial statement of your previous year's activities. If this is a first time event, specify your projections and justification for expenditures.**
4. List all paid and volunteer staff positions including their salaries and an organizational chart for your business.
5. Provide a copy of your promotional literature from your previous year's event. If this is a first time event, please provide an example piece.

6. Any additional information that you may find useful in order for the board to make its decision will be appreciated, i.e.: a similar event held in another city.

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

***Acknowledgement Certificate:**

State of New Mexico

County of Santa Fe

On this 5th day of September, 20 12, I Ardith Eicher certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

Ardith Eicher
Acknowledger's Signature
Co-Chair, Native Treasures
Title/Position

Subscribed and sworn before me this 5th day of September, 20 12

By Ardith Eicher

Georgine Flores

(Seal)

Notary Public

My commission expires 6/29/13

Note: This application will not be accepted without full acknowledgement.

***PRE- AND POST EVENT BUDGET**

Name of Business/Foundation Amount Date Awarded or Anticipated Date

Specify other revenue sources contacted: _____ \$ _____

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

Categories	Description	Projected		Actual	
		Expenses - Revenue		Expenses - Revenue	
Newspaper	advertising	\$ 10,000	-	\$	-
Magazine	advertising	\$ 30,000	-	\$	-
Poster		\$ 0	-	\$	-
Brochure		\$ 0	-	\$	-
Radio		\$ 0	-	\$	-
TV		\$ 0	-	\$	-
Creative		\$ 1500	-	\$	-
Printing		\$ 4600	-	\$	-
Postage		\$ 3000	-	\$	-
Direct Mail		\$ 3000	-	\$	-
Production		\$ 1000	-	\$	-
Web site		\$ 1,000	-	\$	-
Other (specify)	PR	\$ 5500	-	\$	-
TOTALS:		\$ 59,600-		\$	-

Total Hotel/Motel Rooms Filled: 668 rooms x 4.74 nights = 3166 room nights

Total Revenue generated from room sales: \$ 4317,000 (avg 4100/night) \$

Total number of Attendees

- (tickets sold, registered guests, public) \$ 6000 \$

Total number of Participants

- (out-of-town vendors/volunteers working event) \$ 6200 \$

The Pre and Post Event Budget needs to be completed and attached to your final report. Your final report should include a one-to-two page summary of your event. Please note your ticket sales, number of tourists attending your event and how your event compared both to your application estimates and to the number of people attending and revenue generated at your event. Please summarize the marketing and publicity strategies used to promote your event and the City of Santa Fe. Make an honest assessment of what

RESPONSES TO QUESTIONS 1-6

1. The ninth annual *Native Treasures: Indian Arts Festival (NT)* will take place at the Santa Fe Community Convention Center on Memorial Day weekend--May 25-27, 2013. *Native Treasures* is a museum-quality Native American art show featuring over 200 Indian artists who display and sell their work. The show is produced by the Museum of Indian Arts & Culture (MIAC). **The show has successfully established a track record of attracting Native art collectors and tourists from around the country and now launches the summer tourist season in Santa Fe.** Importantly, in addition to being an attraction in and of itself, **proceeds from *Native Treasures* provide the majority of the exhibit funding for MIAC, which in turn draws additional visitors to Santa Fe.** Our goals are to 1) attract upscale visitors to Santa Fe for the *Native Treasures* show and 2) raise funds for MIAC to mount exhibits, which draw more visitors.

In 2011, Southwest Planning & Marketing conducted an exit survey of our attendees. The survey confirmed that *Native Treasures* attracts **60% of its attendees from outside of Santa Fe, with almost half of these people reporting that NT was the destination event that brought them to Santa Fe.** Attendees are an **upscale audience** who stay in hotels and **spend almost five nights in Santa Fe.** In addition to the money spent at NT, these visitors also buy meals in restaurants and art in galleries. Highlights of the NT attendee profile are:

- *53% were first-time Native Treasures attendees
- *60% visiting from outside of Santa Fe
- *Of those visitors,
 - 46% said that NT was their primary reason for visiting
 - 44% stayed in a hotel/motel/B&B
 - Average # of nights in Santa Fe = 4.74
- *Median Income = \$121,296

If you apply the above metrics to our total attendance of 5,500 this year, 3,300 (60%) were from outside of Santa Fe, with 1,158 (46% of the visitors) saying they came specifically for Native Treasures. If 44% of those people stayed in lodging, that amounts to 668 people who averaged 4.74 nights, amounting to 3,166 room nights.

Promotion for the show over the last several years has started to include media outside of Santa Fe, but we are **still not maximizing this opportunity.** 2012 was the first year that we utilized OTAB funds and we used that money to expand into national publications targeted at Native art collectors, Albuquerque publications, and Texas Monthly. This increased advertising grew our attendance by 10%. **If awarded OTAB funding this year, our priorities would be to advertise for the first time in key drive markets, such as Dallas, Houston, Denver, Phoenix, and Los Angeles.** We feel confident that the individuals who will be attracted to *Native Treasures* will be exactly the kind of visitors that Santa Fe wants—upscale art lovers with the time and money to enjoy our beautiful city and come

back for repeat visits. We look forward to working together for the mutual benefit of *Native Treasures*, MIAC, and the City of Santa Fe.

2. *Native Treasures* has only contacted private individuals and businesses for festival sponsorship. No other private or public organizations have been contacted for support. The Museum of New Mexico Foundation has received CAPP (Community Arts Promotion Program) funds to support promotion for exhibits in the Museum of NM system. However, no CAPP funds are applied to *Native Treasures*.

3. Please see attached budget and financial statement.

4. Paid staff include: Karen Freeman and Ardith Eicher "The Marketing Department," contracted Co-Chairs, \$25,000 + NMGRT; Jennifer Marshall "The Marshall Plan," Public Relations, \$5,000 + NMGRT. The salaries of Elena Sweeney and Monica Vigil are provided through the Department of Cultural Affairs. Please see attached organizational chart of volunteers and staff.

5. Please see attached promotional literature

6. Please see attached highlights from the exit survey report by Southwest Planning & Marketing

2013 Native Treasures Budget

8.6.12

	2010 Actual	2011 Actual	2012 Actual	2013 Budget
Revenue				
NT ART SHOW (5/27-28/11)				
FRIDAY				
Sponsors - Individual	22,130	20,415	35,730	35,000
Sponsors - business		10,950	18,850	20,000
OTAB Funding	0	0	7,000	20,000
Friday Night Tickets	6,840	4,603	7,779	7,800
Friday Night Sales (net)	7,255	10,521	7,221	7,500
SATURDAY/SUNDAY				
Early Bird tickets	725	820	1,620	1,650
Sat. Admissions	5,382	5,655	7,623	7,700
Food Booths	500	450	450	450
Sat./Sun. Sales (net)	73,695	110,766	102,545	115,000
Collector's Corner/Shop Sales		1,120	8,860	8,500
Net Sat./Sun. sales			111,405	123,500
Donations	141	460	0	0
Unrefunded booth fees	1,600	2,000	350	300
Wall/Double booth fees			1,900	2,000
Merchandise	4,807	4,912	2,318	4,000
Raffle (net)			5,270	5,500
Total NT Art Show	123,075	172,672	207,516	235,400
Total Revenue	123,075	172,672	207,516	235,400
Expenditures				
Native Treasures Show				
Security	2,860	2,863	3,038	3,100
Friday Night	11,456	12,512	11,933	12,000
Entertainment (Sat/Sun)	2,500	2,500	490	500
Advertising/Marketing	26,736	23,397	26,964	40,000
Target Concierge	140	161	192	200
Printing	2,776	4,086	4,589	4,600
Mailing / Postage	4,666	4,234	5,894	6,000
Signage	3,758	726	832	1,000
PR	5,699	5,331	5,331	5,500
Website	1,209	4,208	325	1,000
Conv. Center	8,392	8,615	5,704	9,430
Cash register, cc m/c rentals	1,350	1,295	1,175	1,200
Parking	887	0	360	360
Permits	45	45	45	45
Hospitality	1,523	1,409	1,902	1,800
Misc. supplies	2,012	6,063	3,029	3,000
Honoraria	1,000	1,500	1,500	1,500
Opening cash	2,405	2,510	910	1,000
Merchandise	6,790	6,615	0	2,000
Management fee	15,975	21,325	21,325	26,625
Credit card fees		4,913	7,169	7,000
Miscellaneous			2,070	2,100
Total NT Art Show	102,179	114,308	104,777	129,960
NET PROFIT (for MIAC)	20,896	58,364	102,740	105,440
Attendance	3500	4,500	5,500	6,100

Native Treasures Organizational Chart

