City of Santa Fe

Agenda

CITY CLERK'S OFFICE
DATE 4-18-12 TIME 1:09 pm
SERVED BY Cindi Catanach
RECEIVED BY

OCCUPANCY TAX ADVISORY BOARD
APRIL 26, 2012
CITY COUNCIL CHAMBERS – CITY HALL

8:30 a.m. Regular Meeting

I. Procedures:

a. Call to Order
b. Approval of Agenda
c. Approval of Minutes: March 29, 2012
April 5, 2012

II. Lodgers Tax Update –

a. Lodger's Tax update - David Tapia

III. CVB Activity Reports:

a. Jim Bradbury – SFCVB Executive Director
b. Christine Madden – SFCVB Sales
c. Steve Lewis - SFCVB Public Relations

IV. Final Report:

a. Santa Fe Film Festival – Diane Schneier Perrin

V. Request for Funding:

a. Santa Fe Marimba Festival 2012 – Sam Lunt, Artistic Director
b. New Mexico Association of Counties – Susan Mayes
c. Folk Art Market – Charlene Cerny, Executive Director
d. Global Running Culture – Joseph Karnes, Race Director
e. Southwestern Association for Indian Arts – Bruce Bernstein
f. Dual Language Education of NM – David Rogers, Executive Director

VI. Meeting Schedule:

The next regularly scheduled meeting will be held on May 24, 2012 at 8:30 a.m. in the City Hall Council Chambers.

VII. 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
April 26, 2012

ITEM		ACTION	PAGE
I.	PROCEDURES:		
	a. Call to Order	Quorum	1
	b. Approval of Agenda	Approved	1
	c. Approval of Minutes:		
	March 29, 2012	Approved [as submitted]	2
	April 5, 2012	Approved [as submitted]	
II.	LODGERS' TAX UPDATE	Information/discussion	2
III.	CVB ACTIVITY REPORTS:		
	a. Jim Bradbury (interim SFCVB Executive Director)	Information/discussion	3
	b. Christine Madden – SFCVB Sales	Information/discussion	3
	c. Steve Lewis – SFCVB Public Relations	Information	3-5
IV.	FINAL REPORT		
	a. Santa Fe Film Festival –Diane Schneier Perrin		5
V.	REQUEST FOR FUNDING:		
	a. Santa Fe Marimba Festival 2012-Sam Hunt, Artistic Director	Approved (funded @ $1500)	5-6
	b. New Mexico Association of Counties – Susan Mayes	Denied	6-8
	c. Folk Art Market – Charlene Cerny, Executive Director	Postponed	8
	d. Global Running Culture- Joseph Karnes, Race Director	Approved (funded @ $3500)	8-9
	e. Southwest Association for Indian Arts – Bruce Bernstein	Approved (funded @ $3500)	9-10
	f. Dual Language Education of NM - David Rogers, Executive Director	Postponed	10
VI.	MEETING SCHEDULE		
	The next meeting will be held on May 24, 2012 at 8:30 a.m. in the City Hall Council Chambers.		10
VII.	ADJOURNMENT		10

MINUTES OF THE
CITY OF SANTA FE
OCCUPANCY TAX ADVISORY BOARD
April 26, 2012

I. PROCEDURES
a) CALL TO ORDER AND ROLL CALL

A regular meeting of the Occupancy Tax Advisory Board was called to order on April 26, 2012, at approximately 8:33 a.m. by Miguel Castillo, Chair in 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
Terrell White

MEMBERS ABSENT:
Paul Margetson, excused

STAFF PRESENT:
Cynthia Catanach, Administrative Assistant
David Tapia, Finance Department
Steve Lewis, SFCVB Public Relations
Chris Madden, SFCVB Sales

OTHERS PRESENT:
Bruce Bernstein, Southwestern Association for Indian Arts
Joseph Karnes, Global Running Culture
Sam Lunt, Santa Fe Marimba Festival
Susan Mayes, NM Association of Counties
Diane Schneier Perrin, Santa Fe Film Festival
Tom Maguire, Santa Fe Marimba Festival
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.

b) APPROVAL OF AGENDA

Items V-a, c and f (*Requests for funding for Folk Art Market and Dual Language Education of NM)* were postponed.

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

c) APPROVAL OF MINUTES – March 29, 2012
April 5, 2012

Ms. Bonney moved to approve the Minutes of the March 29, 2012 and April 5, 2012 meetings as submitted. Mr. White seconded the motion. The motion passed unanimously by voice vote.

II. LODGER'S 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 the cash receipts for March, which is February's occupancy. Receipts are down 2.64%, when compared to the prior year.

Mr. Tapia noted that he reviewed the Rocky Mountain Lodge report and it does not show a decline. The report shows that the REVPar is up.

Ms. Madden mentioned that the Rocky Mountain Lodging Report is a reporting element on a voluntary basis; however, there is another report that the CVB receives: *The Smith Travel Report,* which is showing a less decline in occupancy (1%).

Mr. Tapia said at the current time, there are six hotels that are delinquent in reporting. One goes back to November. Four out of the six hotels are small hotels and they have started to make payments. The two large hotels have not made arrangements to pay the delinquencies. Mr. Tapia has requested information from the Taxation and Revenue Department to do a file audit and see what the hotels are reporting in gross receipt taxes. He will be seeking legal action and placing liens on the properties that are delinquent and they have been notified of this.

Mr. Tapia said because of this, next month's report may show a huge jump in the numbers.

Mr. Tapia concluded his report noting that the City will meet budget expectations.

III. CVB ACTIVITY REPORTS:

a) Jim Bradbury (Interim SFCVB EXECUTIVE DIRECTOR)

Mr. Bradbury was absent; therefore Ms. Madden gave a brief CVB Activity report as follows:

- The CVB recently went through a budget review and will be at the same level for FY2012-2013.

b) CHRISTINE MADDEN – SFCVB SALES

[Copies of *Santa Fe Convention and Visitors Bureau Sales Activities for period: July 1, 2011-April 25, 2012 - {Exhibit B}* were distributed.

Ms. Madden reviewed the information in Exhibit "B". Please see Exhibit "B" for the specifics of this presentation.

Ms. Madden reported as follows:

- Bookings are going steadily well and are pacing ahead, when compared to the prior year. There are 24,414 confirmed bookings through yesterday (for FY'11-'12), compared to 13,019 in FY'10-'11. There are 5,960 pending signature/tentative bookings. The CVB has lost 14,292 bookings in FY'11-'12, compared to 35,165 in FY'10-'11.

- The CVB was busy in the month of April with the fam trip that was in town. The fam was very well received. As a result of the fam, there are 300 room nights booked thus far and another 800+ are pending, for a total of 1100 room nights.

- They did a sales blitz to Chicago.

- The CVB has a new phone system and has been moved to a new server. They have upgraded and staff has been trained on the new database system.

Mr. White mentioned that there is some graffiti on Grant Street.

Ms. Catanach said they are aware of this and have contacted the City Graffiti Department.

c) STEVE LEWIS- SFCVB PUBLIC RELATIONS

Mr. Lewis reported as follows:

- A fair amount of press writers were in town this past month. Mr. Lewis and Cynthia Delgado met with the editor of *Essentially America* last week for a city tour.

- Mr. Lewis and Ms. Delgado also met with an Italian freelance journalist Marco Berchi touring across the country for travel pieces in a weekly insert for *Republica* newspaper.

- Mr. Lewis helped arrange and an agenda and met with Senior Editor from *Spa Finder* magazine.

- Four writers were in town for meeting planner and press fam from: *Prevue Magazine; Corporate & Incentive Travel; Smart Meetings* and *Meeting Planners Guide.*

- Mr. Lewis reported on the recent press releases: The writer from *Financial Times* produced a style piece on the city. She contacted the Bureau's PR liaison for information.

- Santa Fe was included in a *Travel & Leisure* piece on America's Greenest Cities.

- Long-time New Mexico writer Steve Larese took part in a press trip last year that produced an extensive NM story for *American Way*, the in-flight magazine of American Airlines.

- Freelance journalist Paula Felps was in town last fall and wrote a story about Hotel Chimayo, and the town of Chimayo, for the *Houston Chronicle, Miami Herald* and *Ft. Worth Star Telegram.*

- *Newsday.com* featured Bishop's Lodge in a story about spring wildflowers.

- Freelance writer Kathy Chin Leong visited town this winter as part of the Ski New Mexico press trip and produced a story about finding Asia in Santa Fe, for the *Dallas Morning News.*

- *Departures* ran a piece in their "America's Best Rooftop Bars" series on La Fonda's Belltower bar.

- TKO Advertising came up with a great idea for a coop proposal: A culinary idea, "Recipe for Adventure" and they will be going to the State Tourism Department for a coop grant for the promotion. The deadline to apply is tomorrow.

- Mr. Lewis noted that they did a marketing presentation to the Gallery Association and they received great feedback.

- The CVB wrote and distributed the GLBT release.

- They are preparing for Gumball 3000 Rally coming through town in May. Press kits have been distributed to local media and will be sent out to regional press. Social media is already being used to publicize the event.

- Italian and German crews are coming to town through the New Mexico Tourism Department.
- The writer from *Rough Guide: Southwest USA* will be in town next week.

- Mr. Lewis concluded his report noting that he is working with the International Mountain Biking Association in preparation of promoting their conference.

IV. FINAL REPORT

a) Santa Fe Film Festival – Diane Schneier Perrin

Ms. Perrin presented the information from their Final Report. A written report was distributed in the Members' packets. Please see Exhibit "C" for the specifics of this report.

Ms. Perrin reported that they had over 3000 participants. The Festival's marketing to visitors to Santa Fe has resulted in a total of 372 room nights and an economic impact of more than $49,000, including room sales. She said the assumption is that visitors stay an average of 3.5 nights per person.

Ms. Perrin noted that they have redesigned their website. Additionally, they use e-blasts that go out nationally and internationally to the festival participants.

Ms. Perrin said the Festival continues to build a strong out-of-town attendance for its screenings, particularly from traditional target markets: Texas, Oklahoma, Arizona, Colorado, California, Chicago and New York.

Ms. Perrin mentioned that they are moving the Festival back to the month of December.

Ms. Perrin said with the support from OTAB, they were able to leverage in-kind advertising through *The Santa Fean*, which extended their reach outside of New Mexico. As well as, radio advertising through Hutton Broadcasting-176 radio spots spread across four Hutton stations.

Mr. Hendry said the month of December is a great time to do a foreign market.

V. REQUEST FOR FUNDING:

a) Santa Fe Marimba Festival 2012 – Sam Lunt, Artistic Director

Mr. Maguire and Mr. Hunt presented the information from their application. Please see Exhibit "D" for the specifics of this presentation.

Santa Fe Marimba Festival is requesting $4,850 for the 2012 Festival, which will be held June 6-9, 2012. The Festival is a celebration of the marimba from its roots in Africa, Mexico and Guatemala to contemporary classical marimba music. The Festival will feature 10 international marimba artists from Japan, Croatia, Taiwan, Belgium, Germany and the US in concerts and workshops. Concerts will also be held at the Gazebo on the Plaza Thursday and Friday afternoons.

Mr. Maguire noted that this is the first event of its kind in the United States, although there have been successful marimba festival in other countries. Players will be coming from many areas of the United States as well as some foreign countries.

Mr. Maguire said a contract is already in place for some 200 room nights at Garret's Desert Inn, which has a been designated as the host hotel, given its proximity to the major Festival sites of the New Mexico School for the Arts, the St. Francis Auditorium, The Plaza and the Lensic. The projected economic impact of the Festival is in excess of $40,000, including room nights, lodgers' taxes, restaurant receipts, GRT and ticket sales.

Mr. Hunt said two years ago, he came up with this idea to bring in some marimba artists to Santa Fe. He noted that marimba is quite popular in schools. He said they hope to make this an annual event.

Mr. Maguire said this event has only been marketed on the internet.

Chair Castillo asked if there will be brochures done.

Mr. Maguire said yes.

Mr. Hendry asked why the city banned "buskers".

Mr. Maguire said they have made progress with regards to buskers. He noted that they will have marimba buskers present on street corners around downtown throughout the festival. They obtained a special permit from the city.

Mr. Hunt added that they are also trying to build community participation.

Ms. Bonney moved to approve the funding request at $1500. Mr. White seconded the motion. The motion passed unanimously by voice vote.

b) New Mexico Association of Counties – Susan Mayes

Ms. Mayes presented the information from their application. Please see Exhibit "E" for the specifics of this presentation. Promotional material relative to the conference was distributed.

New Mexico Association of Counties is requesting $4,500 for the New Mexico Association of Counties (NMAC) – Western Interstate Region (WIR) Annual Conference in conjunction with the National Association of Counties (NACo) and Santa Fe County.

The National Association of Counties sought out destinations for the Western Interstate Region (WIR) Annual conference for both 2012 and 2013. Under the direction of former Commissioner Harry Montoya, the County pursued Santa Fe as the destination for the 2012 Annual Conference and was successful in its endeavor. The County will act as the host and the New Mexico Association of Counties will serve as the fiscal agent, and it will be a coordinated effort with the NACo. The WIR Annual Conference will be held May 16-18, 2012.

Ms. Mayes noted that the WIR is affiliated with the NACo and is dedicated to the promotion of Western interests within NACo. These includes include public land issues (use and conservation), community stability economic development, and the promotion of the traditional Western way of life. Its membership consists of 15 states, including New Mexico with membership funded through the individual state associations.

Ms. Mayes said they are projecting that there will be approximately 350 attendees at the conference. The number of booked hotel rooms should range between 50 for pre-conference planners and up to 790 room nights for attendees. The Conference, based on WIR membership states, will attract visitors from fourteen other states.

Ms. Mayes said Santa Fe County will host the NACo and WIR Directors event and conference-wide event on May 16th and 17th. Santa Fe County is asking for the support of OTAB for these events in particular.

Santa Fe County will be utilizing Bishop's Lodge and the New Mexico History Museum/Museum of the Palace of the Governors' courtyard as the venues. In hosting both venues, the County desires to showcase the rich history of New Mexico during this conference.

The Association of Counties believes that the event will draw tourism to the Santa Fe area. The host hotels are located within the City limits.

Mr. White asked Ms. Mayes if they have contacted LTAB for funding.

Ms. Mayes said yes, this information is included in the packet.

Ms. Mayes mentioned that the event is promoted on the Association of Counties' website and the NACo's website. They also promote the event in the County's news blast.

Ms. Bonney asked if they are asking for funding to go towards the transportation costs.

Ms. Mayes said it could be used for transportation costs and some of the signage costs to promote this. She explained that the event has been advertised through the web.

Ms. Bonney asked what the cost of the signage is.

Ms. Mayes said the cost is approximately $2000.

Mr. Hendry explained that OTAB funding, by statute, can only be used to advertise and promote tourism - and it has to be promoted or advertised more than 50 miles away-outside a 50 mile radius.

Ms. Bonney said this application does not meet the promotion requirement. She asked how much LTAB funded them.

Ms. Mayes said $10,000.

Ms. Bonney asked what the $10,000 was used for.

Ms. Mayes said it will cover the event that will be held at Bishop's Lodge.

The application was rejected/denied because it did not meet the application requirements.

c) Folk Art Market – Charlene Cerny, Executive Director

This agenda item was postponed.

d) Global Running Culture – Joseph Karnes, Race Director

Mr. Karnes thanked the Board for their support last year.

Mr. Karnes presented the information from their application. Please see Exhibit "F" for the specifics of this presentation.

Global Running Culture is requesting $10,000 for the Santa Fe Buffalo Thunder Half Marathon (the "Race"). The Race is the primary fundraiser for their organization Global Running Culture GRC). GRC's mission is to promote youth fitness, nutrition and health through participation in sport. They do so primarily through organizing local events, doing direct outreach with youth organizations and supporting non-profits with aligned missions. This year's Race is scheduled for September 16, 2012.

Their intent is to establish a nationally-recognized destination running event in Santa Fe drawing thousands of participants annually.

Mr. Bernstein noted that the Indian Market is an epic event like no other in its impact on the City and its role as an annual economic catalyst. It is the central reason for the 87,000 tourists from outside of Santa Fe to visit the city year after year. The Indian market infused over 122 million dollars into Santa Fe's economy last year. This means that much of the over $18 million generated in sales for artists remains in the local economy.

Mr. Bernstein mentioned that SWAIA has also embraced and facilitated a Native youth movement in art, fashion, music and skateboarding with the goal of attracting an even greater diversity of visitors to the Santa Fe Indian Market.

Mr. White noted that the cover of the ad looks like it is a Buffalo Thunder ad. In response, Mr. Bernstein said the reason they were on last year's ad was because they are a big sponsor; however, this year's ad will look different. He said they also work with other hotels in town.

Mr. Hendry said SWAIA should utilize the services of the City. He explained that the City has personnel who could be available to assist them.

Ms. Bonney moved to approve the funding request at $3,500. Mr. White seconded the motion. The motion passed unanimously by voice vote.

f) Dual Language Education of NM – David Rogers, Executive Director

This agenda item was postponed.

VI. MEETING SCHEDULE

The next meeting will be held on May 24, 2012 at 8:30 a.m. in the City Hall Council Chambers. There will be no meeting in June.

VII. ADJOURNMENT

Its business being completed, Mr. Hendry moved to adjourn the meeting, second by Ms. Bonney, the meeting was adjourned at 10:00 a.m.

Approved by:

Miguel Castillo, Chair

Respectively submitted by:

Jo Ann G. Valdez, Stenographer

EXHIBIT

A

City of Santa Fe
Lodging Tax Report
For the Month of March 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
July	$ 474,642	2.49%	$ 368,059	-22.46%	$ 466,349	27%	$ 429,660	-8%
August	$ 578,255	3.03%	$ 508,480	-12.07%	$ 559,878	10.11%	$ 584,497	4%
September	$ 655,056	34.15%	$ 604,580	-7.71%	$ 621,818	2.85%	$ 587,900	-5%
October	$ 477,328	-34.34%	$ 420,868	-11.83%	$ 417,264	-0.86%	$ 457,746	10%
November	$ 364,609	-30.31%	$ 400,356	9.80%	$ 489,309	22.22%	$ 447,667	-9%
December	$ 374,153	67.69%	$ 229,101	-38.77%	$ 234,852	2.51%	$ 223,558	-5%
January	$ 184,871	-53.42%	$ 268,342	45.15%	$ 260,667	-2.86%	$ 275,908	6%
February	$ 222,910	-10.69%	$ 167,499	-24.86%	$ 201,287	20.17%	$ 184,248	-8%
March	$ 235,832	11.17%	$ 200,011	-15.19%	$ 198,305	-0.85%	$ 167,482	16%
April	$ 224,625	-41.67%	$ 306,086	36.27%	$ 285,430	-6.75%		-100%
May	$ 296,021	-14.32%	$ 275,292	-7.00%	$ 265,120	-3.69%		-100%
June	$ 409,259	-9.44%	$ 384,175	-6.13%	$ 349,553	-9.01%		-100%
Fiscal YearTotals	**$ 4,497,561**	**-10.53%**	**$ 4,132,849**	**-16.75%**	**$ 4,349,832**	**5.25%**	**$ 3,358,666**	
Cumulative Months ***July - March Totals***	$ 3,567,656	-1.78%	$ 3,167,296	-11.22%	$ 3,449,729	8.92%	$ 3,358,666	-2.64%

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
July	$ 355,983	2.49%	$ 276,043	-22.46%	$ 349,762	27%	$ 322,245	-8%
August	$ 433,691	3.03%	$ 381,360	-12.07%	$ 419,908	10.11%	$ 438,373	4%
September	$ 491,292	34.15%	$ 453,435	-7.71%	$ 466,364	2.85%	$ 440,925	-5%
October	$ 357,996	-34.34%	$ 315,651	-11.83%	$ 312,948	-0.86%	$ 348,310	10%
November	$ 273,456	-30.31%	$ 300,267	9.80%	$ 366,982	22.22%	$ 335,750	-9%
December	$ 280,614	67.69%	$ 171,826	-38.77%	$ 176,141	2.51%	$ 167,668	-5%
January	$ 138,653	-53.42%	$ 201,256	45.15%	$ 195,500	-2.86%	$ 206,931	6%
February	$ 167,182	-10.69%	$ 125,624	-24.86%	$ 150,965	20.17%	$ 138,156	-8%
March	$ 176,874	11.17%	$ 150,008	-15.19%	$ 148,729	-0.85%	$ 125,611	16%
April	$ 168,469	-41.67%	$ 229,566	36.27%	$ 214,072	-6.75%		-100%
May	$ 222,016	-14.32%	$ 206,469	-7.00%	$ 198,840	-3.69%		-100%
June	$ 306,944	-9.44%	$ 288,131	-6.13%	$ 262,165	-9.01%		-100%
Fiscal YearTotals	**$ 3,373,170**	**-10.53%**	**$ 3,099,636**	**-8.11%**	**$ 3,262,376**	**5.25%**	**$ 2,518,969**	
Cumulative Months ***July - JanuaryTotals***	$ 2,675,741	5.46%	$ 2,375,470	-11.22%	$ 2,587,299	8.92%	$ 2,518,969	-2.64%

EXHIBIT
B

Santa Fe

CONVENTION & VISITORS BUREAU

4/26/12

April Sales Activity

July 1, 2011 – April 25, 2012

A. Sales Reports:

		FY'11-'12	FY'10-'11
1. Confirmed Bookings	see attached	24,414	13,019
2. Tentative (pending signature)	see attached	5,960	-0-
3. Lost	see attached	14,292	35,165
4. Turn Down	see attached	3,696	25,309
		Leads Working: 7,728	

B. Site Inspections:

We do not have reported Site Inspection statistics from July 2010 - March 2011.

Completed Sites from July 1, 2011 until present:

Jul	Shear	Am. Pysch. Assn	Apr 2012	805rn-Signed
Aug	Seyler	AIC	May 2012	57rn-Signed
	Stevenson	NM Historic Soc.	May 2011	180rn-Signed**
	Jacobson	Mattel Inc.	Sept 2011	60rn-Lost
	Cooper	Gumball	May 2012	150rn-Signed
	Group of 5	Soc. of Plastic Surgeons	Aug 2012	900rn-Contract Issued **
Sep	Dunnick	CAC	Oct 2012	1300rn-Signed**
	Koonce	NM State Bar	Jul 2013	600rn-Booking**
	Waters	Ctr. First Amer	Oct 2013	1600rn-Signed **
Oct	Stevenson	NM Historic Soc.	May 2012	180rn-Signed**
	Morgan	Inde Film Market	Oct 2012	~300rn-Cancelled**
	Hamlin	IPAA	Nov 2014	695rn-Lost** now bidding 2015
	Schwappach	AT & T Shareholders	Apr 2012	320rn-Lost**
	Fleetwood	CRIF Lending	Sep/Oct 2012	850rn-Lost**
	Maloy	NASACT	Aug 2014	710rn-Signed
Dec	Klemmer	NM AA	Jun 2012	500rn-Signed
		Texaco Reunion	Sep 2012	80rn-Signed
Jan	DePas	Multi-Housing Laundry Assn	Oct 2012	180rn-Lost
	May	SFAA	Mar 2015	2000rn-waiting to see if Board will consider SF again**
	Breheny	IMBA	Oct 2012	1300rn-Signed**
Feb	No sites – DC Blitz			
Mar				
Apr	FAM and Chicago Blitz			
		NTEA	Jul 2013	140rn
		Rights/Resources	Oct 2012	230rn

*CC=Center related booking

C. Travel/Tradeshow Reports:

	Attended	
Jul	None	
Aug	None	
Sep	HSMAI MEET, Washington, DC	not productive
Oct	SmartMart, Washington,, DC	15 appointments/2 possibles
Nov	FICP, San Antonio	2 possibles
Dec	SmartMart, Dallas	no possibles from show but Sales calls productive
Jan	none	
Feb	DC Blitz (below)	
Mar	DC Blitz	
Apr	none	

D. FAM Trips/Blitzes Completed:

Jul	None		
Aug	None		
Sep	None		
Oct	None		
Nov	None		
Dec	None		
Jan	None		
Feb	DC Blitz	3 hotel partners	
Mar	" "	18 appointments/ 7 cold drops	possible groups: Brain Injury Insulation Contractors Am. Fncl. Services Natl Hispanic Caucus
Apr	Chicago Blitz	met with 42 Meeting Planners in total	
	FAM	9 Meeting Planners/3 Media (Smart Meetings Corp.& Incent Travel, Prevue	CFMD: CIEE 316 rn 2/13 TENT. QFD 185 rn 9/13 AAS 500 rn 1/14 Cooperage 150 rn 10/13 * NatlHisp 320 11/12 * awaiting decision

E. Other

- DOS Meeting August 17, 2011 — Recap Memo Attached
- DOS Meeting September 21, 2011 — Developed Group Promotion for Citywides with TKO, Studio X. Final copy received yesterday
- DOS Meeting October 26, 2011 — Promotion launch
VIP names for outreach
Staffing update
- Tourism Department Meeting October 26, 2011 — IMBA
- November 9, 2011 — Debra Stottlemyer joins Sales
- January 2012 — Mail 50 VIP chocolates and 'On Us' Invitation - no

replies to date

- January 2012 — Washington DC Blitz Phone Bank and strategy
- Jan/Feb 2012 — on-going cold-calling for appts and RSVP's for Lunch and hosted Reception
- March — Follow up DC appointments
  Plan and begin calls for April Blitz (Chicago) and FAM
- April — New Voicemail system
  Moved to new server
  Trained on new Database system

	FISCAL YEAR '11-'12	'10-'11
CFM	24.414	13.019
TENT	5.960	—0—
LOST	14 292	35165
T/O	3 696	25.309

LEADS 7728

Monday Mailer Report: 7/1/11 - 4/25/12

Confirmed

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/ Repeat	Release Reason	Convention Center	Bureau Rep
3 R Texaco Reunion	1,766	3 R Texaco Reunion	9/30/12	1/9/12	3/6/12		4	80	New			Debra Stottl
Abbott International	1,467	Rheum LED Meeting	8/1/11	6/14/11	8/3/11		5	187	New			Christine M
American Institute for Conservation of Historic and Artistic Works	1,341	AIC Post Track(s)	5/11/12	7/8/11	7/26/11		3	57	New			Christine M
American Society of Plastic Surgeons	889	2012 Symposium	8/21/12		3/23/12		5	775	New		Yes	Christine M
ASM International	1,466	Material Data Management Consortium Meeting	7/31/11	5/14/11	7/12/11		3	95	New			Christine M
Association of Community Cancer Centers	1,566	ACCC Oncology Symposium	11/29/11	6/22/11	7/13/11		1	10	New			Christine M

11 24414

Association of Electric Companies of Texas	1,579	2011 Board of Directors	9/13/11		11/1/11			4	90	New			Christine M
Association of University Research Parks	1,495	AURP 2011 Southwest Regional Meeting	9/13/11	7/8/11	8/15/11			4	51	New			Christine M
BLM National Training Center	1,541	2012 Measuring and Monitoring Vegetation	6/5/12	6/5/11	8/19/11			8	147	New			Christine M
Center for Action and Contemplation	1,284	CAC -The Next 25	10/24/12		11/2/11			7	1,634	New		Yes	Christine M
ConferenceDirect-Georgia	1,540	2014 American Folklore Society Annual Meeting	11/4/14	8/19/11	9/2/11			5	930	New		Yes	Christine M
Empire Meeting Solutions	1,155	PIMA Annual Meeting	7/16/12		1/10/12			8	520	New			Christine M
Equipment Marketing & Distribution Association (EMDA)	1,727	EMDA Association's Spring Mgmt Workshop 2012	4/11/12		11/21/11			5	70	New			Christine M
Experient	1,286	2012 DCA Mid-year Meeting	7/9/12	5/18/11	7/8/11			7	300	New			Christine M
FBC, Inc.	1,724	ISSA Cyber Security Meeting 2012	4/18/12		11/30/11			1	25	New			Christine M
Fuelco, LLC	1,475	All Hands Meeting	9/27/11	6/28/11	8/12/11			4	42	New			Christine M
Fusion Advisor Network	1,365	2012 Chairmen and Leaders' Conference	5/18/12	4/11/11	7/22/11			6	281	New			Christine M

Great Plains Laboratory	1,725	Great Plains Laboratory Regional Conference 2012	9/20/12	12/13/11	3/18/12		4	275	New		Yes	Christine M
Historical Society of NM	1,020	2012 NM Statehood Centennial History Conference	5/2/12	12/19/11	1/23/12		2	210	New		Yes	Christine M
International Mountain Bicycling Association	1,499	2012 IMBA World Summit	10/7/12		11/1/11		8	1,325	New		Yes	Christine M
Interweave Bead Fest	1,245	Interweave Bead Fest Santa Fe (2012)	3/14/12		8/8/11		5	200	Repeat		Yes	Christine M
Interweave Bead Fest	1,647	Bead Fest 2013	3/13/13	12/21/11	12/21/11		5	200	Repeat		Yes	Christine M
Keystone Symposia	1,587	J1+ J2 Type 2 Immunity: Initiation,Maintenance,Homeostasis and Pathology	1/10/13		12/30/11		5	1,675	Repeat		Yes	Christine M
Keystone Symposia	1,588	J7+J8 Neurogenesis & New Frontiers in Neurodegenerative Disease Research	2/3/13	12/3/11	12/30/11		6	1,700	Repeat		Yes	Christine M
Keystone Symposia	1,646	A5-Emerging Topics in Immune System Plasticity Cellular Networks,Metabolic control, and Regeneration	1/15/13		12/30/11		6	1,125	Repeat		Yes	Christine M

Knights of Columbus	1,331	Knights of Columbus Conference	5/2/13		4/2/12		4	207	New	To accomplish all meeting needs under-one-roof , they booked La Fonda. So...this is loss for the CC but a booking for the City.		Christine M
LANL Chemistry and Physics of Heavy Elements	1,838	LANL Chemistry and Physics of Heavy Elements	6/19/12	2/10/12	2/13/12		4	280	New			Christine M
LANL - CNLS Annual Conference	1,754	LANL - CNLS's 32nd Annual Conference-Optimization and Control of Smart Grids	5/20/12		11/25/11		7	600	New			Christine M
LANL Conference on Data Analysis (CODA)	1,767	LANL CODA	2/28/12	11/24/11	12/1/11		5	200	New			Christine M
LANL - Systems Approaches to Immunology	1,753	LANL - Systems Approaches to Immunology 2012	1/5/12		11/25/11		3	300	New			Christine M
LANL-Target Fabrication	1,858	LANL 20th Target Fabrication	5/20/12		2/14/12		5	200	New			Christine M
LCF Research	1,507	NM HITREC Meeting	9/16/11		8/15/11		3	50	New			Christine M
Los Alamos National Laboratory	894	2012 Joint Meeting of COSIRES/ICDIM	6/24/12	7/15/11	7/29/11		6	1,250	New		Yes	Christine M

National Association of State Auditors, Comptrollers and Treasurers	1,888	NASACT 2013	8/7/13	10/5/11	3/26/12		7	710	New			Christine M
National Association of State Departments of Agriculture - Research Foundation	1,811	NASDA Research Foundation	4/29/12	1/27/12	2/3/12		4	176	New			Debra Stott
National Farmers Union	1,167	2014 National Farmers Union Annual Convention	3/6/14	4/18/11	8/2/11		7	1,165	New		Yes	Christine M
National Joint Utilities Notification System (NJUNS)	1,726	NJUNS 2012	9/29/12		2/2/12		3	76	New			Christine M
National School Boards Association (NSBA)	1,731	COSA School Law Practice Seminar 2012	10/9/12	1/20/12	2/14/12		6	395	New			Christine M
New Mexico Consortium	1,568	2012 LANL Quantum DOT	5/13/12	6/23/11	7/29/11		5	600	New		Yes	Christine M
NM Alcoholics Anonymous of Area 46	1,254	55th Annual Area 46 State Convention	5/31/12	12/19/11	2/13/12		4	400	New			Christine M
Oak Ridge Institute for Science and Education (ORISE)	1,620	Santa Fe Symposium (ORISE) 2011	10/11/11		10/25/11		5	340	New			Christine M

Oncology Nursing Society/Oncology Nursing Certification Corporation	1,397	ONCC Board of Directors	3/29/12	5/20/11	8/15/11		3	33	New			Christine M
ORAU/ORISE	1,565	SASIG 2012	3/18/12		10/26/11		6	225	New			Christine M
Pierpont Communications	1,396	Sales Meeting	11/11/11	6/1/11	7/13/11		3	30	New			Christine M
Pilates Core Center and Dragonfly Yoga	1,751	Pilates Retreat	4/19/12	1/31/12	2/21/12		7	111	Repeat			Debra Stottl
State Bar of New Mexico	1,793	2013 State Bar of New Mexico	6/26/13	1/27/12	2/22/12		4	650	New		Yes	Christine M
Studio Art Quilt Associates	1,736	Annual Conference	4/24/13	12/7/11	2/20/12		4	385	New			Debra Stottl
Texas A&M	1,347	Paleoamerican Odyssey	10/16/13	11/7/11	12/12/11		5	1,600	New		Yes	Christine M
The Association for Behavioral Analysis International	1,067	The Association for Behavior Analysis 2012 Theory & Philosophy Conference	10/29/12	5/18/11	9/23/11		8	233	New			Christine M
The Transtec Group, Inc.	1,498	Committee ADC40 Transportation Related - Noise & Vibration	7/26/13		3/7/12		4	278	New			Christine M

UNM Dept of Teacher Education	1,625	UNM-Contested Homelands: Knowledge, History & Culture of Historic Santa Fe 2012 #1	6/17/12		11/14/11		7	180	New			Christine M
UNM Dept of Teacher Education	1,626	UNM-Contested Homelands: Knowledge, History & Culture of Historic Santa Fe 2012 #2	6/24/12		11/14/11		7	180	New			Christine M
US Fish & Wildlife Service	1,539	Canada/Mexico/ US Trilateral Committee for Wildlife and Ecosystem Conservation and Management	5/13/12		10/4/11		5	640	New			Christine M
Western Clean Energy Advocates	1,619	WCEA - Santa Fe Member Meeting 2011	10/4/11		11/14/11		2	100	New			Christine M
NOLTA			9/8/13		4/20/12		3	500	new		YES	
CIEE			2/13					3/6				

FY 11-12

Tentative

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/ Repeat	Release Reason	Convention Center	Bureau Rep
American Astronautical Society	1,817	AAS/AIAA Space Flight Mechanics Winter Meeting	1/26/14	3/23/12			4	1,200	New		Yes	Christine M
Association of College Educators for Deaf and Hard of Hearing	1,342	2013 Annual Conference	2/20/13	3/19/12			3	270	New			Debra Stott
Leisure West	1,937	Leisure West Tours	6/17/12	4/19/12			3	60	New			Joellyn Bac
National Lipid Association	1,720	2013 NLA Clinical Lipid Update (National Lipid Association)	2/20/13	10/25/11			4	500	New		Yes	Christine M
~~NOLTA~~	1,854	~~2013 International Symposium on Nonlinear theory and applications~~	~~9/8/13~~	~~4/6/12~~			3	~~550~~	New		Yes	ON CFMD RPT. Debra Stott
Rights and Resources Initiative	1,911	US Forest Service	10/21/12	4/19/12			5	230	New			Joellyn Bac
Rocky Mountain Mineral Law Foundation	1,873	RMML 2017	7/17/17	3/9/12			4	2,780	Repeat		Yes	Christine M

TT 5960

5040

Rocky Mountain Society of Orthodontists	874	2016 RMSO/SWSO	9/15/16	10/13/11			4	340	New		Yes	Christine M
Troy University	1,885	The Academic Forum Fall Conference 2012	10/17/12	3/30/12			4	120	New			Christine M
Western Bat Working Group	1,887	Western Bat Working Group 2013	4/1/13	3/20/12			5	220	New			Christine M
QFD			9/1/13					185	NEW			DKS
TX ACAD PHYSICIAN ASSIST			7/12/12					55	NEW			DKS

FY '11-12

Lost Business

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/ Repeat	Release Reason	Convention Center	Bureau Rep
AHMA-Affordable Housing Management Association	1,468	AHMA 2012 Annual Conference	9/17/12			1/21/12	8	411	New			Christine M
American Institute of Steel Construction (AISC)	1,537	AISC Manual Subcommittee M5-Seismic Design & Committee on Manuals & Textbooks	10/11/11			7/14/11	2	70	New	overall costs are lower in ABQ and access easier from the aiport		Christine M
American Water Works Association	1,440	2014 AWWA Board of Directors' Meeting	1/15/14	6/24/11		1/25/12	7	272	New	Membership preference		Christine M
Art Quilts	1,825	Art Quilts 2012	4/22/12		1/26/12	4/18/12	6	250	Repeat		Yes	Christine M
Association of American Colleges	1,496	AAU 2012 Senior Research Officers Meeting	3/9/12	5/20/11		7/21/11	5	120	New	Chose to be near one of the member Universities.		Christine M
CRIF Lending Solutions	1,734	CRIF Lending Solutions Forum 2012	9/29/12	11/9/11		12/6/11	6	850	New	Rate discrepancies and multiple contracts	Yes	Christine M

TI 14292

1973

First Affirmative Financial Network	172	2011 SRI in the Rockies	11/7/11	7/15/09		1/3/12	9	1,482	New	Cleaning up accounts. Group was in New Orleans in 2011 and will be in CT. in 2012	Yes	Debra Stott
HelmsBriscoe Minnesota	1,481	NAMIC CEO Roundtables	3/15/13	5/19/11		1/24/12	5	422	New	Group worried about Santa Fe's March weather.		Christine M
High School Reunion	1,444	2013 Class Reunion for the 1940's and 1950's Class	10/7/13			8/23/11	4	120	New	The group voted to go to Porland, no reason given.		Christine M
Hispanic Leadership Network	1,617	Hispanic Leadeership Network	9/22/11			8/15/11	3	270	New	Rates and accessibility easier in ABQ	Yes	Christine M
Hotel Company 226	1,780	Hotel Company 226	6/2/13			1/9/12	7	290	Repeat	The group is going to San Diego. Many of the attendees went to boot camp there and they were able to get a great offer from the Doubletree in San Diego. They will consider Santa Fe in the future		Debra Stott

Independent Petroleum Assn of America (IPAA)	1,419	IPAA Annual Meeting 2014	10/23/14			11/18/11	6	695	New	Following site on 11/6-8, 2011, she determined that Santa Fe is a better fit for the Summer (June) meeting fir 2016. RFP to be released soon.	Yes	Christine M
Institute for Intergovernmental Research (IIR)	1,723	TTSORS Training Event 2012	4/9/12			11/25/11	4	565	New	Proximity and pricing (air costs lower)	Yes	Christine M
International Association of Medical Science Educators	1,279	IAMSE 2012	6/6/12			10/4/11	5	802	New	Ease of access	Yes	Christine M
Jarman Travel, Inc.	1,557	2012 Shareholders' Meeting	4/21/12	10/4/11		12/16/11	3	320	New	This was the Board's final decision.	Yes	Christine M

Keystone Symposia	1,826	4th Keystone 2013	3/19/13	1/26/12		2/9/12	6	1,200	Repeat	The German group that might have joined is staying in Germany so that the program(which will still happen) can all be housed at the Eldorado as there will not be addt'l attendees from Germany.	Yes	Christine M
LANL Safety Analysis Working Group	1,564	2012 SAWG	5/4/12	6/21/11		8/1/11	6	695	New	Total cost and multiple components made Chair leary of booking Santa Fe.	Yes	Christine M
Mattel Inc	1,629	Mattel Inc Meeting 2011	9/22/11			8/22/11	4	60	New	chose Tamaya for Resort and airport access - spent majority of time and $$ in SF		Christine M
Meetings & Incentive Travel	1,077	2012 Order of St LazarusGrand Priory Meeting of America	9/20/12	4/22/11		2/3/12	4	165	New	Keeping all functions at Eldorado - Host Hotel	Yes	Christine M

Meetings Management Group	1,376	2013 Solutions Summit XVI	5/17/13	4/10/11		10/7/11	4	697	New	No response to numerous follow up contacts	Yes	Christine M
Metso	1,824	Metso Users Group Conference 2012	7/14/12	11/18/11		1/30/12	6	262	New	Portland offers easier air access.		Christine M
Military Reunion Planners	1,363	2013 Reunion of Squadrons & Shipmates of the FDR/Midway Inc.	9/18/13	3/25/11		12/8/11	5	600	New	Santa Fe did not make the short list		Debra Stottl
Multi-housing Laundry Association - MLA	1,815	Multi Housing Laudry Fall Educational Conference & Board of Directors Meeting 2012	10/19/12	1/24/12		1/30/12	5	180	New	It was agreed by all in Santa Fe involved with this site that this was not a serious buyer.		Christine M
National Association of Federal Credit Unions	1,827	NAFCU's Strategic Growth Conference 2013	3/11/13	1/26/12		3/30/12	5	220	New	March weather		Christine M
Navajo Nation	1,795	Staff Retreat	1/3/12			1/3/12	3	45	New	No response from client.		Debra Stottl
New Mexico Association of Career and Technical Education	1,614	Region IV ACTE Conference	4/18/12	7/26/11		8/11/11	4	240	New	Hyatt Regency did not charge meeting room rental, had a $4000 F & B minimum and included cost of entertainment for Friday night.	Yes	Christine M

NM School for the Deaf	1,533	CASA 2012	4/19/12			7/21/11	2	100	New	Due to the economy, School District budgets are being slashed.	Yes	Christine M
NM Technology in Education	1,308	NMTIE 2012 Annual Conference	10/22/12			11/25/11	3	352	Repeat	Although other dates were discussed, decision made to go to BT who offered state per diem and waived meeting room fees.	Yes	Christine M
ODC	1,840	ODC Continuing Education Group	10/18/12			4/10/12	4	60	New	Group has decided it would be easier to hold the meeting in Califorina this year. Barbara has plans to come to Santa Fe later this year for a site tour. She hopes to bring the conference here next year.		Debra Stott
Printing Industries of America	918	Converge Conference	11/4/11			7/6/11	6	271	New	4 follow-ups have yielded no response from client....R.I.P.		Christine M

Professional Bail Agents of the U.S.	680	2012 PBUS Midyear Meeting	7/14/12			11/7/11	6	350	New	multiple attempts to determine disposition have never been answered		Christine M
Pro Meeting Management	1,879	Build Initiative National Meeting 2012	10/16/12			3/29/12	3	145	Repeat	According to the meeting planner: I think the reason for not choosing Santa Fe was probably the ease of getting there.		Debra Stott
RX Worldwide Meetings, Inc.	1,860	P-795 Investigator Meeting	4/18/12			3/7/12	4	147	New	Santa Fe did not make the short list.		Debra Stott
Texas Instruments	1,441	2011 WW Make and TMG	9/17/11	5/9/11		7/13/11	7	365	New	Group confirmed their preference for San Diego in a vote		Christine M
Tom Hill's Eagle Summit	1,737	Tom Hill's Eagle Summit	10/19/12	11/11/11		3/5/12	3	100	New	Group wanted meeting in a hotel and no hotel had the 3,000 sq ft of meeting space they required.		Debra Stott
Travel Alliance Partners, LLC	1,554	Annual Partner Meeting	11/27/12			3/15/12	4	142		The group chose Kansas City.		Debra Stott

Travel Alliance Partners, LLC	1,555	TAP DANCE	5/31/13			3/15/12	4	857		The group chose alternative city.		Debra Stottl
Utility Wind Integration Group (UWIG)	1,870	UWIG Variable Generation Short Course 2012	9/17/12	2/28/12		4/3/12	5	100	New	rates at Hotel Andaluz were lower than Santa Fe's		Christine M

Turndown

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/ Repeat	Release Reason	Convention Center	Bureau Rep
Association of the Wall and Ceiling Industry	1,857	AWCI Executive Committee Meeting 2013	1/24/13	2/20/12		2/16/12	3	21		usually meet in warm climate/was not aware of our 4 seasons		Christine M
Botanical Society of America	1,796	Botany 2014 Conference	7/11/14			12/27/11	7	1,950	New			Debra Stott
Environmental Mutagen Society	1,578	2016 EMS Meeting	9/22/16	7/5/11		8/25/11	7	1,215	New	Dates conflicted with RMSO/SWSO and other dates cannot work as it is W & C and sleeping room rates too high.	Yes	Christine M
Environmental Mutagen Society	1,624	EMS Annual Meeting 2016	9/22/16	8/19/11		10/4/11	8	0	New	Could not get block together.	Yes	Christine M
International Brotherhood of Magicians (IBM)	1,628	IBM Annual Convention 2013	6/18/13	8/22/11		8/22/11	6			Turndown due to price & space		Christine M

TI 3696

National Health Service Corp	1,596	NHSC 2011 Annual Scholars Placement Conference	10/25/11	7/27/11	7/28/11	5	510	New	Since the client did not retun calls to answer addtional qualifying questions, we did not discover until today that this meeting of 200 peak must have all sleeping rooms under one roof. This is a Turndown for Santa Fe.		Christine M

FY '11-'12

Lead

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/ Repeat	Release Reason	Convention Center	Bureau Rep
Administrative Office of the US Courts	1,930	Admin Off of the US Courts - Train the Trainers 2012	10/31/12	3/9/12			3	125	New			Christine M
American College of Real Estate Lawyers	1,808	American College of Real Estate Lawyers (ACREL) Spring Meeting 2015	3/25/15	1/9/12			6	770	New		Yes	Christine M
American Physical Society	1,784	Division of Nuclear Physics 2015	10/27/15	2/21/12			6	1,400	Repeat		Yes	Christine M
American Real Estate Society	1,927	ARES Annual Meeting 2016	4/12/16	3/22/12			5	855	New			Christine M
California Coalition Against Sexual Assault (CALCASA)	1,730	CALCASA/OVW Campus Training & Technical Institute 2012	6/26/12	12/27/11			4	180	New			Christine M
Confidential NY Assoc Staff Retreat	1,932	Confidential NY Assocation Staff Retreat 2012	10/1/12	3/27/12			3	180	New			Christine M
GALA Choruses Inc	1,899	GALA Managers & Directors Retreat 2013	1/18/13	3/27/12			3	130				Christine M

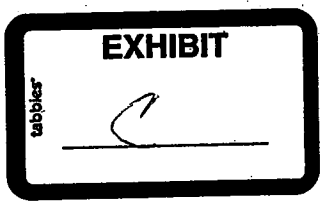
TI 7728.

Independent Petroleum Assn of America (IPAA)	1,863	IPAA Mid-Year Meeting 2015	6/23/15	2/27/12				3	775	New		Yes	Christine M
Integrated Vet Technologies	1,884	Integrated Vet Technologies 2012	5/18/12	3/5/12				4	90	New			Christine M
Knights of Columbus Santa Fe Council 1707	1,929	Knights of Columbus 104th NM State Convention	5/2/12	4/9/12				4	75	New			Christine M
MAPPS	1,867	Summer Meeting 2014	7/4/14	2/28/12				5	468	New			Christine M
National Association of Appellate Court Attorneys	1,770	2013 NAACA Annual Conference	7/9/13	10/12/11				5	190	New			Christine M
National Assoc of Student Financial Aid Administrators (NASFAA)	1,868	NASFAA Fall Board Meeting 2012	11/3/12	2/28/12				2	106	New			Christine M
National Hispanic Caucus of State Legislators	1,883	National Hispanic Caucus of State Legislators Annual (10th)	11/14/12	3/1/12				4	370	New		Yes	Christine M
National Tax Association (NTA)	1,933	NTA Annual Conference on Taxation 2014	11/11/14	3/22/12				5	395	New			Christine M

North American Thermal Analysis Society (NATAS)	1,869	NATAS Annual Conference 2014	9/11/14	2/28/12			8	391	New				Christine M
Risk Management Association	1,934	RIsk Management Association 2014		3/22/12			5	625	New			Yes	Christine M
Santa Fe Trail Association	1,875	Santa Fe Trail Association 2015 Annual Meeting	9/24/15	3/7/12			4	150	New			Yes	Christine M

ACWA	8/13	185
KRELL	6/13	215
No. Am Retail Hardware	2/13	53

THE FILM FESTIVAL, INC.
SANTA FE FILM FESTIVAL
OTAB POST EVENT NARRATIVE



In the lead-up to the Festival in late October, the Festival presented several community events, including a free event at the Santa Fe Railyard. On September 23rd the film *Juno* was screened in Railyard Park following a performance at the Railyard's Water Tower Plaza by singer/songwriter Kimya Dawson, whose music was featured in the Academy Award®-winning movie. Several weeks earlier the Festival presented a preview screening of *The Way* directed by Emilio Estevez and starring Martin Sheen, before its US release October 7th. The Santa Fe Film Festival hosted the event at The Screen including a Q & A with Emilio and Martin after each of the two capacity screenings.

The marketing of the Festival included ads in industry publications and a heavy emphasis on internet and social media marketing. Tickets were being sold through the Lensic's online box office and the Festival worked with www.withoutabox.com for submissions and is working with film industry sites such as www.variety.com for promotion. The Festival received 247 submissions through withoutabox.com. The Festival has always relied on film lovers and film industry jurors to adjudicate the entries received through withoutabox.com. These highly-skilled individuals have, consistently, chosen high quality entries for the Festival. The Festival screened 23 features and 26 shorts this season. Film screenings were split between the University of Art & Design's The Screen and CCA's Cinematique. And, in addition to these venues, the Festival presented one kids film at the Lensic on closing night.

For Santa Fe Film Festival 2011 we continued our strong tradition of free, world-class panels and workshops; hosting some of them in galleries throughout town. These included veteran film and television professionals like Hughes Winborne, Academy Award®-Winning editor for "Crash" and editor for "The Help" and Santa Fe resident Kirk Ellis, Emmy Award®-Winning screenwriter of "John Adams."

This model of a concentrated, quality-driven, interactive festival continues to be the driving force moving into the organization's second decade. This direction is wholly consistent with the Festival's Mission Statement: "The Santa Fe Film Festival is dedicated to providing a showcase for excellent cinema from around the world; surveying the best in contemporary cinema and paying homage to the contributions of veteran film artists. By bringing together artists and patrons spanning different generations and cultures, we hope to bring focus to Santa Fe as a center for dialogue and creativity in the film industry."

Industry support for the Festival continues to be strong, particularly in light of the Festival's recognized position within New Mexico's film festival community – as presenter of workshops geared to the industry and providing a potential screening outlet for up-and-coming filmmakers. By clearly focusing on what the Festival is, rather than what it is not (smaller, rather than

continually growing), the Festival continues to garner industry support commensurate with its real value to the community, the film community and the industry as a whole.

The estival is very pleased that three of its 2011 selections are up for consideration for Academy Awards®, with *The Artist* garnering 10 nominations, while *Monsieur Lazhar* has been nominated as Best Foreign Film, competing with another Santa Fe Film Festival selection, *A Separation,* the frontrunner in the same category and is also nominated in the Best Original Screenplay category.

The Festival's marketing to visitors to Santa Fe has resulted in a total of a minimum of 372 room nights and an economic impact of more than $49,000, including room sales. The Festival continues to build a strong out—of-town attendance for its screenings, particularly from some of Santa Fe's traditional target markets –Texas, Oklahoma, Arizona, Colorado, California, Chicago and New York.

Update: *The Artist* did, in fact, win the Best Picture Oscar and *A Separation* won the best Foreign Film award.

*PRE- AND & POST EVENT BUDGET

Name of Business/Foundation Amount Date Awarded or Anticipated Date

Specify other revenue sources contacted: Santa Fe Arts Commission $8,000 May, 2011

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

Categories	Description In-Kind	Projected Expenses - Revenue	Actual Expenses - Revenue
Newspaper		$_4,000_____ - _____	$____5223.78 - _____
Magazine	_____1,500	$_____ - _____	$_____ - _____
Poster	_____1,200	$_____ - _____	$_____ - _____
Brochure	_____1,600	$_____ - _____	$_____ - _____
Radio	_____20,000	$_____ - _____	$_____ - _____
TV	_____-0-	$_____ - _____	$_____ - _____
Creative	_____5,000	$_____ - _____	$_____ - _____
Printing	_____	$_7,500_____ - _____	$____5649.08 - _____
Postage	_____	$__475_____ - _____	$_____ - _____
Direct Mail	_____	$__980_____ - _____	$_____220.00 - _____
Production	_____2,000	$_1,500_____ - _____	$_____115.00 - _____
Web site	_____	$_3,500_____ - _____	$____3255.37 - _____
Other (specify)			
	Photographer	$_1,600_____ - _____	$_____933.16 - _____
	Videographer_	$_1,000_____ - _____ (Ticket Sales)	$_____ 0 - _____
TOTALS:	In-Kind Total $31,300	$20,555_____ - $30,000 ___	$__$15396.39 - _$82,726.12

Total Hotel/Motel Rooms Filled:	_____	_____372_____
Total Revenue generated from room sales:	_____	$_49,163.16_____
Total number of Attendees - (tickets sold, registered guests, public)	_____	_____2823_____
Total number of Participants - (out-of-town vendors/volunteers working event)	_____	_____3030_____

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 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.

2011 Santa Fe Film Festival
Marketing Expenses (Detail)
2/22/11

INVOICE #	PAYMENT TO/FOR	IN-KIND	AMOUNT PAID	PAYMENT DATE	PAYMENT TYPE
n/a	Gregg Weiss Marketing & Design (website design)		$1,250.00	7/26	#7299
n/a	Gregg Weiss Marketing & Design (website design)		$750.00	9/8	#7308
n/a	Gregg Weiss Marketing & Design (website design)		$1,000.00	10/8	#7318
n/a	Gregg Weiss Marketing & Design (print collaeral design)	$5,000.00		July-October	in-kind
198982-1	Media Temple (website hosting)		$200.00	7/2	Paid for by Exec Dir (DSP) and reimbursed by SFFF in check #7305 to DSP
n/a	Yootheme (word press website template)		$55.57	8/3	Paid for by Exec Dir (DSP) and reimbursed by SFFF in check #7305 to DSP
n/a	Mike Whistler (no back-up) website developer	$500.00		Aug-Oct	In-Kind
n/a	Triggerfinger (photographic services for web galleries)		$533.13	10/22	#7322
n/a	Linda Carfagno (photographic services for website)		$250.00	10/29	#7328
n/a	Tanana Rivera (photographic services for website		$150.00	10/26	#7327
n/a	David Schweitzer equipment & directing/videographer services	$1,000.00		10/21	in-kind
922413	Mail Chimp (bulk email service)		$50.00	9/7	Bank Card Debit
1045209	Mail Chimp (bulk email service)		$42.50	10/6	Bank Card Debit
1175597	Mail Chimp (bulk email service)		$42.50	11/8	Bank Card Debit
1306005	Mail Chimp (bulk email service)		$42.50	12/6	Bank Card Debit
	Mail Chimp (bulk email service)		$42.50	1/	Bank Card Debit
98938	Paper Tiger (festival posters)		$811.41	10/18	Bank Card Debit
1187	Art Man (festival posters & banners)		$613.42	10/22	#7323
n/a	IATSE 480 (printing festival banners)	$600.00		Sept-Oct	In-Kind
99039	Paper Tiger (printing of festival schedules)		$1,310.64	10/25	Bank Card Debit
99084	Paper Tiger (2nd printing of festival schedules)		$458.56	11/1	Bank Card Debit
99084	Paper Tiger (2nd printing of festival schedules-		$750.00	11/1	Bank Card Debit
n/a	Graphic Connection (T-shirts)		$1,406.25	10/12 10/24	Bank Card Debit #7321
n/a	Lightningwood Pictures (editing and stock)		$115.00	12/30	#7351
2940	Image Ratio (printing postcards)		$130.91	8/17	Bank Card Debit
3105	Image Ratio (printing event postcards)		$167.89	9/20	Bank Card Debit
835436	The Santa Fe New Mexican (Print Ads)		$ 5,223.78	10/29/15	#7330
n/a	The Santa Fean (print ad)	$6,000.00		Aug-Oct	In-Kind
31868-31871	Hutton Broadcasting -176 radio spots spread across 4 Hutton stations	$11,260.00		10/25	In-Kind
		$24,360.00	**$15,396.56**		

2011 Santa Fe Film Festival Radio Ad Copy for Hutton Broadcasting stations

Ad #1

The 12th Annual Santa Fe Film Festival offers a diverse selection of films from around the world. Join us and see the Best Foreign Film Oscar entries from Canada, Finland, Iran and Turkey, and award-winning selections from top international festivals like Cannes, Berlin, Toronto and more, With 30 feature and short film programs including cutting edge documentaries, period dramas, surreal comedies, alternative visions, over-the-top action films and much, much more. Quite simply, there is something for everybody. Tickets are on sale now through TicketsSantaFe.com or by calling 505/988-1234. For details and our full schedule of screenings, events and parties go to santafefilmfestival.com.

Partial funding for the 12th Santa Fe Film Festival was granted by the City of Santa Fe Lodgers' Tax, The City of Santa Fe Arts Commission and the New Mexico Tourism Department. The festival would not be possible without the generous support of our sponsors including Century Link, Casas de Santa Fe, New Mexico Lighting and Grip Company, SAG Indie, Kowboyz, Tamalewood, SantaFe.com and many other local businesses and industry partners.

Ad #2

The 12th Annual Santa Fe Film Festival kicks-off four days of the best in world cinema on Thursday October 20th. Join us for our opening night film The Artist at 7P at The Screen. The Artist, an audience favorite at Telluride, won the best actor award at the 2011 Cannes Film Festival and is certain to be recognized at this year's Oscars. Opening night festivities are at the Cowgirl from 9P-Closing. Enjoy a complimentary chili bar & tapas and the jazz, blues and R & B of Tony B, Andy Kingston and Justin Bransford. Everyone is welcome! For details and our full schedule of screenings, events and parties go to santafefilmfestival.com Tickets are on sale at ticketssantafe.com or by calling 505/988-1234.

Partial funding for the 12th Santa Fe Film Festival was granted by the City of Santa Fe Lodgers' Tax, The City of Santa Fe Arts Commission and the NewMexico Tourism Department. The festival would not be possible without the generous support of our sponsors including Century Link, Casas de Santa Fe, New Mexico Lighting and Grip Company, SAG Indie, Kowboyz, Tamalewood, SantaFe.com and many other local businesses and industry partners.

See Attached Hutton Station Schedules for specific Ad Placements

Octobr 5, 2011

Diane:
Sponsorship for SF Film Festival as follows:

HUTTON BROADCASTING WILL:
Hosted Emilio Estevez and Martin Sheen for Film junket (complete)

Recorded :30 spot with Emilio promoting Film Festival (complete)

Added :30 spot into heavy promo rotation (min 100 spots) effective October 3 – 23 (logged and running) **(Value: $3,000)**

Live liners begin on KBAC October 6 – 21 / min 4 live liners per day (11 days = 44 min / **Value: $2200)**

Presented 2 hour Remote / September 23, Juno kickoff / no talent or remote fees (complete) **(Value: $1250)**

Sales inventory :60's / client provides spot copy / airing on KBAC / BLU / ESPN October 9 – 23 (12a-12a); 14 days; 4 x per day minimum per station (56 per station x 3 = 168 minimum; **Value: $4260)**

SANTAFE.COM WILL:
Featured Event: SantaFe.com October 14 – 23 **(Value: $250)**

Editorial features – tbd, based on Editor choice
need a press pass for no seats, but for SFDC videographers / writers to come and cover the event (2 requested).

Rotating Leaderboard: October through event (715 pixels wide x 160 pixels high) - art to be provided by client and / or components for SFDC Design **(Value: $300)**

Promotion Value: $11,260 (no value calculated for editorial,hosting or Emilio Recording)

Credit as sponsors should go to: **KBAC** 98.1 Radio Free Santa Fe and **SantaFe.com**
Logos attached.

If ticket giveaway can be arranged, we would like to do that also.

PLEASE PROVIDE SPOT COPY and ART COMPONENTS AND COPY FOR WEB DESIGN PIECES NO LATER THAN Tuesday, OCTOBER 4th to meet this schedule.

Marcia Beverly
Director of Marketing and Promotions
www.SantaFe.com
505-471-1067, ext. 126
Marcia@SantaFe.com

Providing Santa Fe with the most current interactive platform for events, music, arts, business, dining and lifestyle.

EXHIBIT D

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

Date of Application: 26 March, 2012

Applicant's Name & Title: Sam Lunt, Artistic Director (Project Director)

Contacts Name (if different)

Organization's Name: The Santa Fe International Marimba Festival (Garden Song)

Organization's Address: P.O. Box 1422 Santa Fe NM 87504-1422

Event Name: Santa Fe Marimba Festival 2012

Check Box: New Event ☑ Existing Event ☐

Event Location Address: Lensic performing Arts Center, New Mexico School for the Arts, Garrett's desert Inn, St. Francis Auditorium

Phone Numbers: (office) 505/920-8816 (cellular) 505/920-8816 (fax) N.A.

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

E-Mail Address: samuellunt@hotmail.com

Federal Tax I.D. Number: 45-3086538 Tax Exempt: ☑ Yes ☐ No

City of Santa Fe Business Registration License Number: 12-00003844

Amount Requested: $4,850

---

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.

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

1.

First Annual Santa Fe Marimba Festival

(Santa Fe, NM—June 6-9, 2012) - A marimba festival featuring ten international marimbists in concerts and workshops.

The Santa Fe Marimba Festival, which will be held June 6-9, 2012, is a celebration of the marimba from its roots in Africa, Mexico and Guatemala to contemporary classical marimba music. The Festival will feature ten international marimba artists from Japan, Croatia, Taiwan, Belgium, Germany and the US in concerts and workshops. Wednesday night, 6/6 – St Francis Auditorium – Marimba Music Around The World – Ethnic African to Mexico and Guatemala to the Present. Thursday night 6/7– St. Francis Auditorium – Contemporary Classical Marimba – Bach to present day composers and percussion ensemble music with marimba. Friday night, 6/8 - The Lensic – a night of Jazz with Marimba and Vibes masters Dave Samuels and David Friedman. Saturday night 6/9 – a Night of Premieres – four US and World premieres with the Santa Fe Symphony. A free concert on Saturday, 6/9 at 12:30 will be open to the public. Workshops will be held during the day for visiting participants (mostly students and educators) who are coming in from around the US, Canada and abroad. A free kids and family workshop featuring local musicians in Zimbabwean marimba tradition will be held Saturday morning, 6/9. Concerts will also be held at the Gazebo on the plaza Thursday and Friday afternoons. Marimba buskers will also be present downtown throughout the festival.

This event is centered on visitors as workshop participants and audience members. This is the first event of its kind in the United States, although there have been successful marimba festivals in other countries. Players will be coming from many areas of the United States as well as some foreign countries. A contract is already in place for some 200 room nights at Garrett's Desert Inn, which has been designated as the host hotel, given its proximity to the major Festival sites of the New Mexico School for the Arts, the St. Francis Auditorium, The Plaza and the Lensic. The projected economic impact of the Festival is in excess of $40,000, including room nights, Lodgers' Taxes, restaurant receipts, GRT and ticket sales.

2.

The Santa Fe Arts Commission has funded the Festival in the amount of $3,250 in May, 2011 as listed on the OTAB Application Pre and Post Event Budget. In addition three instrument companies have offered their instruments for the Festival free of charge for the artists they represent. Those companies are *Mallet Tech, Yamaha Musical Instruments, DeMorro Instruments, Ltd. and Adams Mallet Instruments.*

3.

This is a first time event and the complete budget is attached.

4.

Volunteer staff positions and an organizational chart are attached as two separate documents.

5.

First year promotional literature attached.

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.

This is the first event of this kind in the United States.

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

*Acknowledgement Certificate:

State of New Mexico

County of Santa Fe

On this 28th day of March, 2012 , I Tom Maguire certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

Acknowledger's Signature

Member of the Board of Directors
Title/Position

Subscribed and sworn before me this 28th day of March, 2012

By THOMAS R. MACGUIRE

(Seal) OFFICIAL SEAL
JEANNETTE L. MARTINEZ
NOTARY PUBLIC-STATE OF NEW MEXICO
My commission expires: 3/20/15

Notary Public

My commission expires 3/20/15.

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
Santa Fe Arts Commission	$3,250	May, 2011
Individual instrument companies	All instruments free	Various companies/various dates

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

Categories	Description	In-Kind	Projected Expenses - Revenue	Actual Expenses - Revenue
Newspaper			$_4,000_____ - _____	$_____ - _____
Magazine		1,500	$_____ - _____	$_____ - _____
Poster		1,200	$_____ - _____	$_____ - _____
Brochure		1,600	$_____ - _____	$_____ - _____
Radio		6,500	$_____ - _____	$_____ - _____
TV		-0-	$_____ - _____	$_____ - _____
Creative		5,000	$_____ - _____	$_____ - _____
Printing			$_4,500_____ - _____	$_____ - _____
Postage			$__875_____ - _____	$_____ - _____
Direct Mail			$_1,290_____ - _____	$_____ - _____
Production		2,500	$_2,500_____ - _____	$_____ - _____
Web sites	Banner Ads		$_4,500_____ - _____	$_____ - _____
Other (specify)	Photographer		$_1,000_____ - _____	$_____ - _____
TOTALS:	In-Kind Total	$18,300	(Expenses) $18,665_____ - (Ticket Sales) _____$27,200	$_____ - _____

Total Hotel/Motel Rooms Filled: ____288 Room Nights (200 under contract) _____

Total Revenue generated from room sales: _____$26,496 _____

Total number of Attendees
- (tickets sold, registered guests, public) _____2,120 _____

Total number of Participants
- (out-of-town vendors/volunteers working event) _____42 _____

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 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.

Santa Fe
THE CITY DIFFERENT

OTAB Tax Funding Assistance Application

The Santa Fe Marimba Festival
2012
Board List

Sam Lunt
Artistic Director
Musician
840 Alto
Santa Fe, NM 87501
505/989-7944

Tom Maguire
Musician and Arts Administrator - Retired
3 Joya Court
Santa Fe, NM 87508-8881
505/466-2769

Toni Ruiz
Arts Supporter
2219 O'Kane
Loredo, Tx 78043
956/763-9325

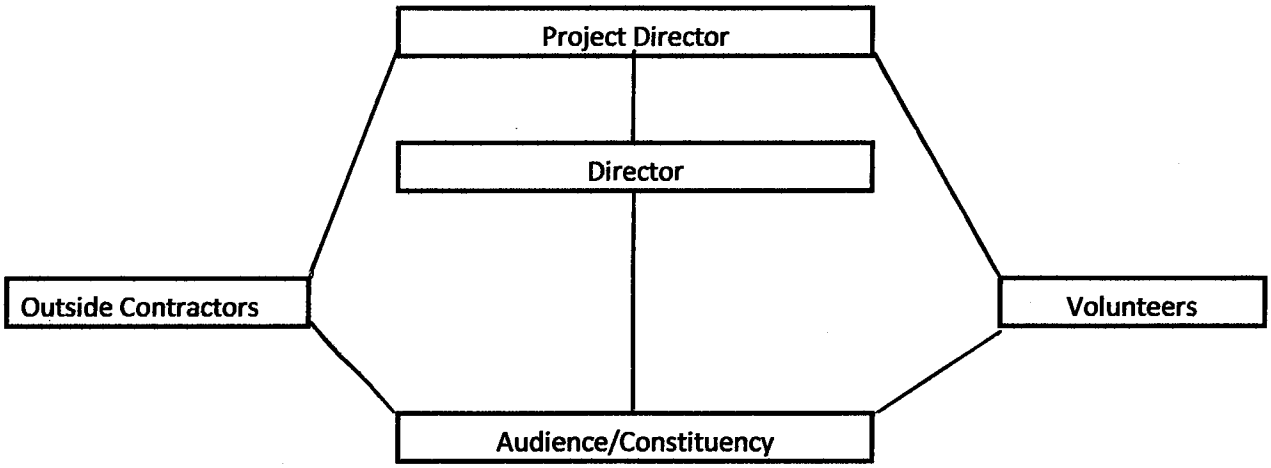
Scott Ney
Associate Professor of Music
University of New Mexico School of Music
Albuquerque, NM 87131
505/277-2324

* * *

Santa Fe
THE CITY DIFFERENT

OTAB Tax Funding Assistance Application

Santa Fe Marimba Festival 2012
Organizational Chart



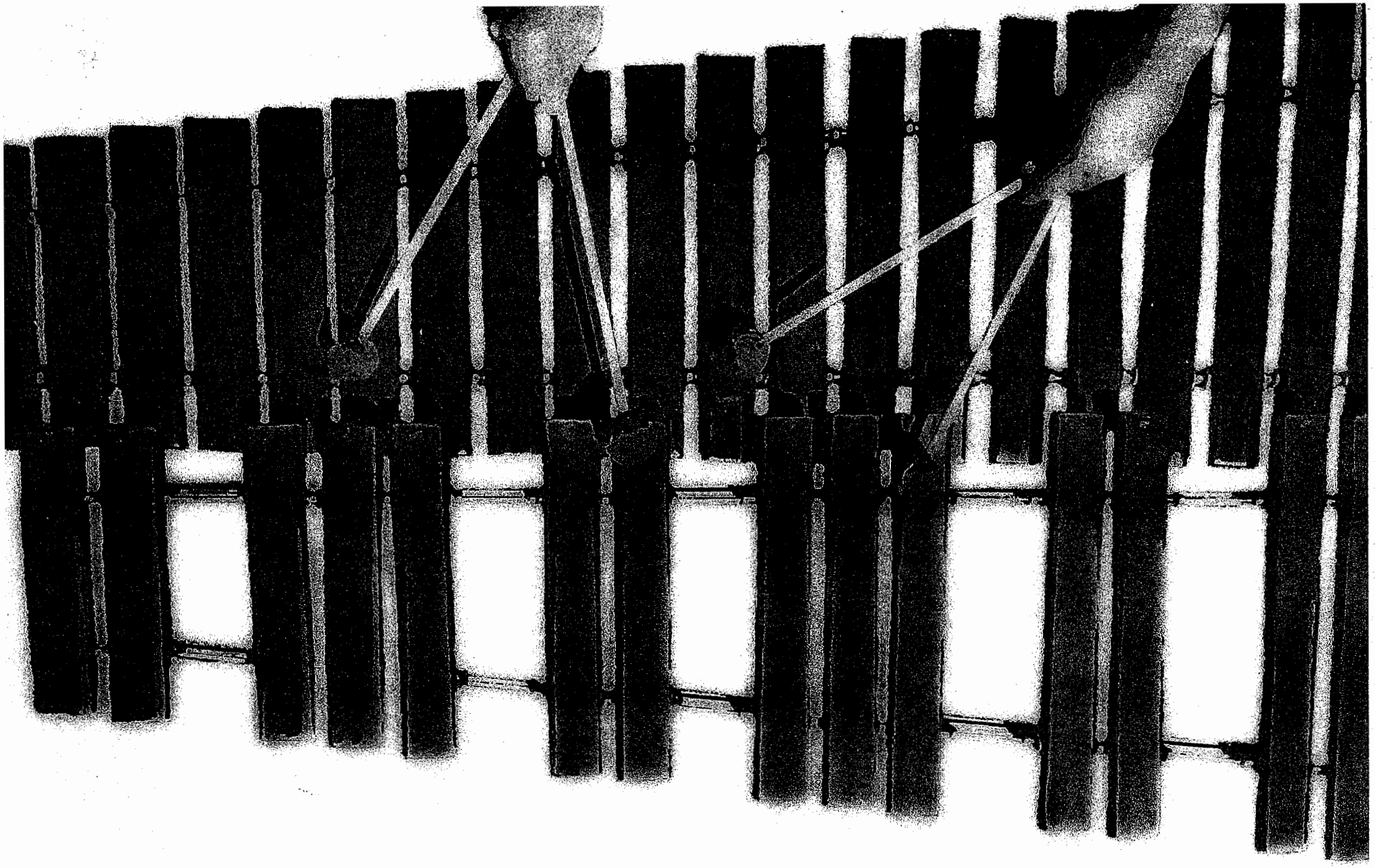
Marimba Festival Budget 2012

INCOME				CASH	IN-KIND
Earned Income					
	Ticket Sales				
	St. Francis-Wednesday	300 @ $15	4,500.00		
	St. Francis-Thursday	300 @ $15	4,500.00		
	Double Image		12,000.00		
	Silk Road		15,000.00		
	Workshop Fees	40 @ $395	15,800.00		
		50 @ $345	17,250.00		
		20 @ $200	4,000.00		
	Program Advertising		1,750.00		
	Concessions		100.00		
			Total Earned Income	**74900**	**0**
Unearned Income					
	Government				
	SFAC		3,250.00		
	DOT		-		
				3250	**0**
Foundation					
	SF Jazz Foundation		5,000.00		
	Friends of Jazz		5,000.00		
				10000	**0**
Business					
	Instrument Companies		1,000.00	4000	
			-		
				1000	**0**
Individuals					
			5,000.00		
				5000	**0**

Special Events				
Preview dance parties		2,500.00		
			2500	**0**
		Total Unearned Income	**25750**	**0**
		TOTAL INCOME	**100650**	**0**
EXPENSES				
Outside Goods & Services				
Artistic	Double Image	10,500.00		
	8 @ 500	4,000.00		
	Kumusha			500
	Dan Pauli			500
	African Drummers & Dancers			500
	Santa Fe Symphony	12,500.00		
			27000	**0**
Administrative		1,000.00		
Technical	Lensic (Double Image)	1,500.00		
	Stage Manager	2,000.00		
	Lensic Stage Hands	500.00		
	Videographer	2,000.00		
	Photographer	1,000.00		
Catering				
Lunches	120 @ $25 for 3 days	9,000.00		
	Sunday Brunch 40 @ $30	1,200.00		
Other	Contingency	1,000.00		
	Ticket Fees	450.00		
		Total Goods & Services	**18650**	**1500**

Production				
Instrument Shipping		2,500.00	2500	
Contingency		1,000.00		
Music rental and preparation		500.00	**4000**	**2500**
Space Rental				
Lensic	2 @2,250	4,500.00		
St. Francis		850.00		
Symphony rehearsal Space		300.00		
Plaza	2 @ $125	250.00		
NMSA		-		
Railyard performance Space	2 @ $100	200.00		
Security		750.00		
Insurance		600.00		**0**
			7450	
Transportation & Lodging				
Air	10 @ $600	6,000.00		
Ground		500.00		
Hotel	Double Image 2 @ $92 X 3	552.00		
	8 @ $92 X 4	3,680.00		
			10732	**0**
Marketing				
Print Ads		4,000.00	1500	
Radio			6500	
TV		-		
Design			5000	
Posters			1200	
Flyers			1600	
Program	St. Francis concerts	300.00		
	Lensic Inserts	750.00		
Printing		4,500.00		
Website		2,500.00		
Banner Ads		4,500.00		
Direct Mail		1,290.00		

Mailing	875.00		
		18715	**15800**
Fund Raising			
Printing	250.00		
Mailing	100.00		
		350	**0**
Legal & Professional Services			
Legal Fees	-		
Accounting	250.00		
		250	
	TOTAL EXPENSES	**105447**	**21300**
	Income Over Expenses	**-4797**	



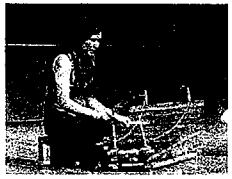
SANTA FE MARIMBA FESTIVAL 2012

Be a part of Santa Fe's first marimba festival with ten of the finest marimba artists on the planet

Dave Samuels has established himself as the top mallet player of his generation. He is recognized for his fresh new sound and creative approach to both the vibraphone and marimba. Samuels has demonstrated his versatility and gained world wide recognition by performing and recording with a broad scope of artists ranging from Oscar Peterson to Frank Zappa to Spyro Gyra. For over a decade, Samuels has performed and recorded with his group The Caribbean Jazz Project. Samuels' longtime association with Grammy-nominated Spyro Gyra includes 20 recordings. In addition to his playing, Samuels is a respected educator and author and some of his new works can be found at MalletWorks.com and JazzBooks.com. Samuels has been voted "Best Vibes Player" in both Jazziz and Modern Drummer magazines and received numerous Grammy nominations.

David Friedman, internationally renowned vibraphonist, marimbist, composer and jazz educator, has his own musical message, born of fascinatingly diverse musical influences. Few jazz musicians can claim as broad a spectrum of performing and recording experience, ranging from Leonard Bernstein and Luciano Berio, to Bobby McFerrin, Wayne Shorter and Yoko Ono. His compositions can be heard on Chet Baker's Enja release Peace with bassist Buster Williams and drummer Joe Chambers. Friedman's Enja recording, Shades of Change, was voted by Downbeat magazine "...one of the year's best 20". Friedman's international reputation as a jazz educator led to an invitation to build a new Jazz department at the Hochschule der Künste in Berlin. As Professor of Jazz Studies since 1989, he is a devoted teacher and inspiration to his students, while still active as a performer.

DOUBLE IMAGE - the vibe-marimba duo consisting of **Dave Samuels & David Friedman**, celebrates thirty years of performing together in a unique combination of vibraphone and marimba. What emerged was a totally new sound and approach that has set a new standard for mallet percussionists everywhere. Double Image performs music which spans many styles - from jazz standards and original compositions to through-composed pieces and spontaneous improvisations.



Valerie Dee Naranjo is known for her pioneering efforts in West African keyboard percussion, and is the only non-West African to place first in a Ghanaian (Kobine) gyil competition. She plays percussion in NBC's SNL band and Broadway's The Lion King, and has performed with Philip Glass, The Paul Winter Consort, Airto Moreira, Zakir Hussein and others. Other engagements include appearances at nine PASIC conventions, the Winter Olympics, Lincoln Center, Carnegie Hall, and London's Royal Festival Hall. She has recorded ten CDs, and transcribed, with Kakraba Lobi, the series "West African Music for the Marimba Soloist," as well as the series "Joro - Concerti for Gyil, Marimba, and Symphony Orchestra." Drum! Magazine Readers' Poll named Valerie "World Percussionist of the Year" in 2005, 2008, and in 2011 "Mallet Player of the Year."

Pius Cheung is recognized as a master soloist on the marimba. He is especially recognized for his technical finesse and expressive interpretation of Bach's Goldberg Variations, though his second CD, *Symphonic Poem*, is entirely his own compositions. His compositions have also been recorded by renowned marimbists and chosen as repertoire for numerous national and international competitions. Mr. Cheung has toured extensively as a concerto and recital soloist around the world, including Carnegie Hall and the Kennedy Center, but festivals in Mexico, Germany, and Hong Kong. In addition to concert performances, Mr. Cheung has presented masterclasses in some of the world's finest music institutions including the Conservatorium van Amsterdam, Conservatoire de Paris, Conservatoire National Supérieur de Lyon, Curtis Institute of Music, Boston Conservatory, Universities of Michigan, South Florida, Central Florida, Illinois and Boston.

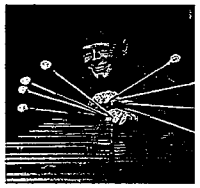
Chin Cheng Lin is recognized worldwide as an exceptionally gifted artist, reflected in numerous awards and effusive reviews he has received for both his live performances and recordings, including European Soloist Champion Award in 2007, and Outstanding Culture Award by the Taipei Representative Office in Belgium. Mr. Lin is also lauded for his imaginative interpretations of the marimba repertoire. In December 2011 Centaur Records will release Mr. Lin's recording of 6 cello suites of J.S. Bach, and a recording of his own compositions to showcase both his musicality and also his passion for the composer's work. As a chamber musician, Mr. Lin often plays with marimbist Ludwig Albert and soprano Katrine Druyts. They have recorded two albums "The Wave", a tribute to marimba pioneer Keiko Abe and "Ardor" which includes Spanish & Mexican songs. As a young composer, Mr. Lin has written more then 50 works for marimba.

Nanae Mimura an internationally known Japanese artist, has been praised for her brilliant technique and rich, dynamic sound full of emotion. She is only the 3rd person ever to be awarded the Premio Alosi (Switzerland). She also won the prize at the Concert Artists Guild Competition in New York in 1999. As an international performer, she has performed in over 16 countries, using music to promote international goodwill in a positive way, including Central and South America. In Japan, she has released the albums "Marimba Spiritual" and "Universe" from Sony Records. Her CD with arrangements and cover versions of the pop music of such artists as Stevie Wonder and Enya brought new life to the marimba, won her both high praise and attention. She released her third album "Prana" in 2006. This album differs greatly from her two earlier works with a newly reborn pop sound establishing her as a pioneer in the world of the marimba while bringing to life a distinctly 21st century sound.

Gordon Stout is currently Professor of Percussion at Ithaca College, where he has taught percussion since 1980. A composer as well as percussionist who specializes in marimba, he has studied composition with Joseph Schwantner, Samuel Adler and Warren Benson, and percussion with James Salmon and John Beck. As a composer-recitalist he has premiered a number of his original compositions and works by other contemporary composers. Many of his compositions for marimba are published, and have already become standard repertoire for marimbists world-wide. A frequent lecture-recitalist for the Percussive Arts Society, he has appeared at twelve International PAS Conventions to date as featured marimbist, as well as throughout the United States and Canada, Europe, Japan, Taiwan, Thailand, Singapore, Hungary and Mexico. In May of 1983, he performed clinics and recitals in France, Germany, Holland, and Belgium with "transcendental virtuosity", being described as "the Rubinstein of all aspects of the marimba".

Ivana Bilic is an internationally recognised marimba virtuoso and a versatile percussion artist. She has appeared as a soloist with orchestras such as the Symphony Orchestra of the Danish Radio, Slovenian Philharmony, Symphony Orchestra of the Croatian Radio, Pannon Philharmony, Danubia Symphony Orchestra, Zagreb Soloists, Varazdin Chamber Orchestra, Croatian Chamber Orchestra, Dubrovnik Symphony Orchestra, Split Navy Orchestra, and the Orchestra of the Ivan Zajc Opera in Rijeka. She has received a number of major Croatian awards, including the 1998 Best Young Croatian Artist Award. Ivana regularly gives marimba and percussion clinics and master classes in the USA, South America, and Europe. In 2008, in cooperation with the Samobor Autumn Music Festival, she founded an annual marimba event called Ivana Bilic Marimba Week. Ivana is the author of several marimba and vibraphone solos and a duo published by Malletworks and Cantus.

Kevin Bobo is an internationally acclaimed marimbist and percussionist, currently serving as Associate Professor of Music (Percussion) at Indiana University after study with J. C. Combs and Gordon Stout. In addition to performing solo recitals, concertos and clinics at major universities and percussion festivals nationwide, Kevin has performed at several Percussive Arts Society International Conventions, the Leigh Howard Stevens Summer Marimba Seminars in New Jersey, the Bellingham Festival of Music in Washington, the PerKumania Festival in Paris, and the Australian International Marimba Festival in Canberra, Australia. He has also performed as a soloist in the Czech Republic, Latvia, Singapore, and at the 3rd International Seminar of Percussion in Mexico City, Mexico. Bobo is also a widely played composer with numerous compositions published through Studio 4 Music, PercMaster Publications and Keyboard Percussion Publications.



Ludwig Albert is Belgium's premier marimbist. He is internationally acclaimed as a devoted pedagogue. Albert is titular professor at the Royal Conservatory of Antwerp, and the Lemmens Institute in Leuven, which offer Europe's first official master marimba degree. He is an endorsing artist with the Adams Company, which produces the signature Ludwig Albert marimba. He has released eleven albums with mainly his own compositions, improvisations and arrangements. Well known for his unique sound and his eight mallet technique, he is praised as an outstanding lyrical performer by international press reviews. Mr. Albert has performed concerts and clinics at prestigious festivals and universities worldwide. He is also artistic director and committee member of the Universal Marimba Competition. His signature mallet line is produced by Innovative Percussion USA.

SANTA FE MARIMBA FESTIVAL

June 6-9, 2012

Santa Fe, New Mexico

A Celebration of the Marimba and a Festival for All

Participants will interact with artists in daily workshops in an intimate setting. Concerts will feature a variety of styles from Africa, Latin America, Jazz and contemporary compositions. Local marimba artists and marimba bands will also be featured throughout the festival. The Santa Fe Symphony & Chorus is extending their regular season for a special concert of marimba premieres.

Wednesday, June 6th
Evening Concert @ 7:30 p.m., St. Francis Auditorium
A Brief History of the Marimba From Africa to the Present

Thursday, June 7th
Workshops and Mini-recitals, 9:00 a.m - 3:30 p.m.
Evening Concert, 7:30 p.m., St. Francis Auditorium
Contemporary Classical Marimba

Friday, June 8th
Workshops and Mini-recitals, 9:00 a.m - 3:30 p.m.
Evening Concert, 8:00 p.m., Lensic Performing Arts Center
Double Image: Jazz Masters David Friedman and Dave Samuels

Saturday, June 9th
Kids and Family Jam, 9:00 - 11:30 a.m.
Free Concert, St. Francis Auditorium, 1:00 p.m. - 2:30 p.m.
A Celebration of the Marimba
Workshops and Mini-recitals, 3:00-4:30 p.m.
Evening Concert, 6:00 p.m., Lensic Performing Arts Center
A Night of Premieres with the Santa Fe Symphony & Chorus
featuring Nanae Mimura, Valerie Naranjo, Chin Cheng Lin and Ludwig Albert

P.O. Box 1422, Santa Fe, NM 87504 • 505-982-9780
santafemarimbafestival.org
also visit us on Facebook

District Director

1100 Commerce St Dallas Texas 7

Person to Contact
EOMF Tax Examiner

Telephone Number
(214) 767-1155

Refer Reply to:
RM:CSB:306:EO

Date: SEP 06 1983

Institute for Spanish
Arts a/k/a El Instituto
del Arte Espanot
232 E. 26th St.
New York, NY 10010

EIN: 23-7408809

Gentlemen:

Our records show that Institute for Spanish Arts is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. This exemption was granted August 1974 and remains in full force and effect.

We have classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Internal Revenue Code because you are an organization described in section 509 (a) (2).

If we may be of further assistance, please contact the person whose name and telephone number are shown above.

Sincerely yours,

Katrina O'Neal

Katrina O'Neal
EOMF Tax Examiner

The Institute for Spanish Arts - El Instituto del Arte Español

MARIA BENITEZ TEATRO FLAMENCO

Maria and Cecilio Benitez Directors

PO Box 8418 • Santa Fe, New Mexico • 87504-8418

Phone: 505-470-7828 • Fax: 505-992-9759

March 25, 2012

The City of Santa Fe
Occupancy Tax Advisory Board
P.O. Box 909
Santa Fe, NM 87504-0909

To Whom It May Concern;

By vote of the Board of Directors, The Institute for Spanish Arts will serve as fiscal agent for The Santa Fe Marimba Festival, Inc., in its application for funding to the City of Santa Fe Occupancy Tax Advisory Board. This project will present a Santa Fe Marimba Festival on June 6-9, 2012 and is in keeping with the mission of the Institute for Spanish Arts.

It is agreed that the Institute for Spanish Arts will receive a service fee of 10% of any funds awarded for this project to defray the expenses of handling the grant expenditures. The Institute for Spanish Arts will rely on The Santa Fe Marimba Festival, Inc. to fulfill the reporting requirements of this grant, if awarded. In this way the Institute for Spanish Arts can fulfill its responsibilities as Fiscal Agent.

Agreed to,

March 25, 2012

By:

Theresa Cardenas

Theresa Cardenas, President
The Institute for Spanish Arts

Sam Lunt

Sam Lunt, Artistic Director
The Santa Fe Marimba Festival, Inc.

EXHIBIT

E

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

Date of Application: March 9, 2012

Applicant's Name & Title: New Mexico Association of Counties (NMAC)-Western Interstate Region (WIR) Annual Conference (in conjunction w/ the National Association of Counties (NACo) and Santa Fe County

Contacts Name (if different) NMAC - Susan Mayes

Organization's Name: New Mexico Association of Counties (NMAC)

Organization's Address: 613 Old Santa Fe Trail, Santa Fe, NM 87505

Event Name:

Check Box: New Event x Existing Event ☐

Event Location Address: Eldorado Hotel Santa Fe, NM 87505

Phone Numbers: (office) 505-983-2101 (cellular) 505-469-0042 (fax) 505-983-4396

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

E-Mail Address: smayes@nmcounties.org

Federal Tax I.D. Number: 85-0203345 Tax Exempt: ☐ Yes x No

City of Santa Fe Business Registration License Number: 11-00079888
Amount Requested: $4,500

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 12 day of March, 2012, I Susan Mayes certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

Susan D. Mayes
Acknowledger's Signature

NMAC Executive Coordinator
Title/Position

Subscribed and sworn before me this 12th day of March, 2012

By _____.

(Seal) OFFICIAL SEAL
Natalie E. Dodds
NOTARY PUBLIC
STATE OF NEW MEXICO
My Commission Expires: 12/2/2014

Natalie E. Dodds
Notary Public

My commission expires 12/2/2014

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:	L.T.A.B.	$10,000	Jan. 19, 2012

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

Categories	Description	Projected Expenses - Revenue	Actual Expenses - Revenue
Newspaper		$ -	$ -
Magazine		$ -	$ -
Poster		$ -	$ -
Brochure		$ -	$ -
Radio		$ -	$ -
TV		$ -	$ -
Creative		$ -	$ -
Printing	Signage(see budget)	$ -	$ -
Postage		$ -	$ -
Direct Mail		$ -	$ -
Production		$ -	$ -
Web site		$ -	$ -
Other (specify)	Transportation (see budget)	$ -	$ -
TOTALS:		$ -	$ -

Total Hotel/Motel Rooms Filled:	790 room nights	
Total Revenue generated from room sales:	$ 101.910(@$129/night)	$
Total number of Attendees - (tickets sold, registered guests, public)	est. up to 350	$
Total number of Participants - (out-of-town vendors/volunteers working event)	est. 5-10	$

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

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.

City of Santa Fe, New Mexico

BUSINESS LICENSE

City Of Santa Fe
PO BOX 909
Santa Fe NM, 87504

Official Document
Please Post

Business Name: **NM ASSOCIATION OF COUNTIES**

Location: **613 OLD SANTA FE TRL**

Class: **BUSINESS REGISTRATION - STANDARD**

Comment:

Control Number: 0039012

License Number: 12-00079888

Issue Date January 06, 2012

Expiration Date December 31, 2012

NM ASSOCIATION OF COUNTIES
613 OLD SANTA FE TRAIL

SANTA FE NM 87501

State of New Mexico

Certificate of Filing

United States of America
State of New Mexico } ss.

It Is Hereby Certified *that there was filed for record in the office of the State Corporation Commission of the State of New Mexico on the* ----------20th----------
-------*day of* ----------December,1967------

CERTIFICATE OF INCORPORATION

AND

CERTIFICATE OF BY-LAWS

OF

"THE NEW MEXICO ASSOCIATION OF COUNTIES"

(59,742)

In Testimony Whereof, the State Corporation Commission of the State of New Mexico has caused this certificate to be signed by its Chairman and the seal of said Commission to be affixed at the City of Santa Fe on this ---------20th--------
day of -------December, 1967--

Attest:

Columbus Ferguson

OF NEW M
DEC 20

ARTICLES OF INCORPORATION

We, Grady Tucker, Johnnie Parish, and Tillie Olson Shaw, all being citizens of the United States of America and residents of the State of New Mexico do hereby associate ourselves togethe for the purpose of forming a corporation, not for profit under the General Incorporation Laws of the State of New Mexico, and by these presents do declare:

ARTICLE I

The name of the Corporation shall be "The New Mexico Association of Counties", hereinafter referred to as the Associa

ARTICLE II

The purpose of this Association is educational, political, to promote the general welfare of county government within the State of New Mexico.

ARTICLE III

This Association does not afford pecuniary gain, incidental or otherwise to its members.

ARTICLE IV

The period of duration of this Association shall be 99 years from December 20, 1967 to December 20, 2066.

ARTICLE V

The registered office of this Association shall be P. O. Box 1206, Santa Fe, New Mexico.

ARTICLE VI

The name and addresses of the Incorporators are:

Grady Tucker, Curry County Courthouse, Clovis, New Mexico
Johnnie Parish, Quay County Courthouse, Tucumcari, New Mexico
Tillie Olson Shaw, Curry County Courthouse, Clovis, New Mexico

RECEIVED
20 1967
ST. CORP. COMM.
CORP. DEPT.

ARTICLE VII

The number of directors consisting of the first Board of Directors shall be five and the name and address of each director is as follows:

Grady Tucker, President
Curry County Courthouse
Clovis, New Mexico

Johnnie Parish, First Vice President
Quay County Courthouse
Tucumcarri, New Mexico

Tillie Gonzales, Second Vice President
Santa Fe County Courthouse
Santa Fe, New Mexico

Suzanne Hopkins, Secretary
Sierra County Courthouse
Truth or Consequences, New Mexico

Tillie Olson Shaw, Treasurer
Curry County Courthous e
Clovis, New Mexico

The tenor and office of the directors of this Association shall be one year, with elections to be held on the regular meeting of the Association in May of each year, provided that the directors above named shall have their tenure expire at the conclusion of the regular meeting to be held in May, 1968.

ARTICLE VIII

This Association shall meet as provided in the By-Laws; and the duties of its members shall be fixed and collected in the manner prescribed by the By-Laws of this Association.

ARTICLE IX

In the event of dissolution of this Association, or in any event it shall cease to exist for the stated purpose, all the property and assets shall be distributed to an institution of higher learning, which has been granted exemption from the Federal Income Tax under the provisions of Section 50(c) 3 of the Internal Revenue Code of 1954, or to a local, state, or federal government for exclusive public purpose.

Under no circumstances shall any of the property of assets of this Association during the existance and/or upon the dissolution thereof go, and be distributed to any officer, member, or subsidiary of this Association.

ARTICLE X

Any proposed Amendment, along with the date it is to be voted upon, shall be presented in writing to the entire general membership at least three weeks prior to the meeting at which it is to be voted upon, and a two-third vote of the membership shall be required for such ratification.

IN WITNESS WHEREOF we have hereunto set our hands and seals this 8TH day of December, 1967.

Grady Tucker
Johnnie Parish
Tillie Olson Shaw

STATE OF NEW MEXICO }
COUNTY OF CURRY } ss.

The foregoing instrument was acknowledged before me this 8TH day of December, 1967, by Grady Tucker and Tillie Olson Shaw.

Morris Stagner
Notary Public

(S E A L)

My Commission Expires:

10-6-71

STATE OF NEW MEXICO }
COUNTY OF QUAY } ss.

The Foregoing instrument was acknowledged before me this 12th day of December, 1967, by Johnnie Parish.

Manford R. Rainwater
Notary Public

(S E A L)

My Commission Expires:

May 21, 1970

59750A

Internal Revenue Service
District Director

Department of the Treasury

Date: FEB 16 198

Employer Identification Number:
85-0203345

~~Internal Revenue Code~~
Section 501(c)(6)

Accounting Period Ending:
June 30

Form 990 Required: ☒ Yes ☐ No

Person to Contact:
EO Technical Assistor

Contact Telephone Number:
214 767-2728

EO:7215:E.T.

New Mexico Association of Counties
P.O. Box 1748, 645 Devargas St.
Santa Fe, NM 87501

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay $100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay $50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of $1,500 or more in any calendar quarter. If you have any questions about excise, employment or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. Also, you should inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt from Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than $10,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law provides for a penalty of $10 a day, up to a maximum of $5,000, when a return is filed late, unless there is reasonable cause for the delay. This penalty may also be charged if a return is not complete. So, please make sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Internal Revenue

(over)

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 03/14/2012

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

ODUCER

RIO GRANDE INSURANCE
6909 W RAY RD BLDG 15
CHANDLER, AZ 85226

CONTACT NAME:
PHONE (A/C, No, Ext): 480-629-8080 FAX (A/C, No): 480-629-8093
E-MAIL ADDRESS: TANYA@RIOGRANDEINS.COM
PRODUCER CUSTOMER ID #:

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A :	
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

SURED

NEW MEXICO ASSOCIATION OF COUNTIES
613 OLD SANTA FE TRAIL
SANTA FE, NM 87505

OVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

R	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS		
	GENERAL LIABILITY			PAS 43499020	07/07/2011	07/07/2012	EACH OCCURRENCE	$	2,000,000
X	COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence)	$	2,000,000
	CLAIMS-MADE X OCCUR						MED EXP (Any one person)	$	10,000
							PERSONAL & ADV INJURY	$	
							GENERAL AGGREGATE	$	4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PRODUCTS - COMP/OP AGG	$	4,000,000
X	POLICY PRO-JECT LOC							$	
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$	
	ANY AUTO						BODILY INJURY (Per person)	$	
	ALL OWNED AUTOS						BODILY INJURY (Per accident)	$	
	SCHEDULED AUTOS						PROPERTY DAMAGE (Per accident)	$	
	HIRED AUTOS							$	
	NON-OWNED AUTOS							$	
X	UMBRELLA LIAB OCCUR			PAS 43499020	07/07/2011	07/07/2012	EACH OCCURRENCE	$	5,000,000
	EXCESS LIAB CLAIMS-MADE						AGGREGATE	$	5,000,000
	DEDUCTIBLE							$	
	RETENTION $							$	
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						WC STATU-TORY LIMITS / OTH-ER		
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N	N/A					E.L. EACH ACCIDENT	$	
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$	
							E.L. DISEASE - POLICY LIMIT	$	

SCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

ERTIFICATE HOLDER

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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3/12/2012

NMAC for Santa Fe County Application for Lodgers Tax Funding Assistance

1). The National Association of Counties (NACo) sought out destinations for the Western Interstate Region (WIR) Annual Conference for both 2012 and 2013. Under the direction of former commissioner Harry Montoya, the County pursued Santa Fe as the destination for the 2012 annual conference and was successful in its endeavor. The County will act as the host and the New Mexico Association of Counties will serve as the fiscal agent, and it will be a coordinated effort with the NACo. The WIR Annual Conference will be held May 16-18, 2012.

The WIR is affiliated with the National Association of Counties and is dedicated to the promotion of Western interests within NACo. These interests include public land issues (use and conservation), community stability economic development, and the promotion of the traditional Western way of life. Its membership consists of fifteen Western states, (AK, HI, WA, OR, CA, ID, NV, AZ, MT, WY, CO, NM, UT, ND, and SD) with membership funded through the individual state associations.

Santa Fe County will host the NACo and WIR Directors event and conference-wide event on May 16 and 17. The conference attendees total approximately 350. The number of hotel rooms booked shall range between 50 for pre-conference planners and attendees up to 790 rooming nights during the full conference. The conference, based on WIR membership states, will attract visitors from fourteen other states.

It is estimated that the NACo and WIR Directors event will have approximately 250 attendees and the conference-wide event approximately 450 attendees and is open to all conference attendees, spouses, and youth. Santa Fe County is hosting the conference-wide event and is asking for the support of the Occupancy Tax Advisory Board (OTAB) for these events in particular.

Santa Fe County will be utilizing Bishop's Lodge and the New Mexico History Museum/Museum of the Palace of the Governors' courtyard as the venues. In hosting both venues, the County very much desires to showcase the rich history of New Mexico during this conference. For your review, enclosed are several flyers of information relative to the conference as well as introductory information about Santa Fe. One flyer in particular speaks directly to the second host event sponsored by the County and held at the New Mexico History Museum.

2.) This is the first opportunity Santa Fe County and NMAC have collaborated to host the WIR conference. We firmly believe that this event will draw many visitors to the County due to the fact that the WIR is highly reputable and wel-regarded nationally. Our forecasts up to 450 potential visitors with a potential of 790 room nights for the length of the annual conference.

This conference is a coordinated effort between the NACo, the NMAC, and Santa Fe County. We firmly believe the event will draw tourism to the Santa Fe area. The host hotels are located within the City limits with the intent for the County to host two conference events. One event will be at a County facility, Bishop's Lodge, and the other at the New Mexico History Museum with Bishop's Lodge as the caterer along with the New Mexico Department of Agriculture.

The County is limited to hosting the conference-wide event based on the coordinated efforts organized through the NACo. The NACo has certain controls to ensure consistency among all conferences. The County is limited to the sponsorship of the two conference events. This is a huge opportunity to showcase the wealth of art, culture and tradition that makes Santa Fe a destination city and county for visitors. Santa Fe should witness an increase in spending for art galleries, stores and shops, restaurants and museums. With 350 attendees, the local businesses can witness an increase in sales due to the conference. Additionally, with a sales increase, the local governments should witness a corresponding increase in gross receipt taxes. The forecasted hotel rooms booked at 790 room nights could potentially increase hotel sales by $100,000 in the month of May.

Additionally, the County has had staff representation at conferences held in Seattle and Washington. The Seattle conference was sponsored by NACo and the Washington conference by WIR. There is an additional NACo Legislative conference in March held in Washington, DC with County staff promoting the 2012 WIR Annual Conference. Lastly, NACo has begun email blasts to promote the May conference. It is important to note that NACo is the only national organization that represents county governments. NACo provides essential services and has access to the nation's 3,068 counties.

3.) Santa Fe County:

Santa Fe County Manager's Office	Staff time
Santa Fe County Finance Division	Staff time
Santa Fe County BCC Liaisons	Staff time

Other:

US Bank	$10,000
Wagner Equipment	$ 2,500
Tri-State Generation	$ 2,500
International Bottled Water Association	$ 1,000
PNM	$ 2,500
Exigis	$ 2,500
Santa Fe Lodgers Tax up to	$10,000
TOTAL	$31,000

4.) The first event is classified as a small reception for NACo and WIR Board members and has a projected cost of $16,444 ($35 per person for food and total includes transportation, entertainment, and signage). It is forecasted to witness 250 attendees.

The second event is considered a larger reception since it is a conference-wide event and has a projected cost of $14,746 ($31 per person for food and total includes set-up, entertainment, transportation, and signage). It is forecasted to witness 350+ attendees.

See attached for budget details.

5.) **Volunteer Staff:**

<u>County Staff Assigned</u>:		
Jennifer Jaramillo	Santa Fe County Manager's Office	Office Manager
Lisa Roybal	Santa Fe County Manager's Office	Executive Assistant
Tina Salazar	Santa Fe County Manager's Office	Constituent Svcs. Liaison
Julia Valdez	Santa Fe County Manager's Office	Constituent Svcs. Liaison
<u>NMAC Staff:</u>		
Susan Mayes	NMAC	Executive Coordinator
Paul Gutierrez	NMAC	Executive Director

6.) See attached.

7.) The last conference was held 2011 in Chelen County in Wenatchee, Washington and witnessed a total of 247 attendees. With Santa Fe County as a top tourist destination, we looked at the attendance of St. George, Utah in 2008 for comparison since it was close to Salt Lake City. The Utah conference had 358 attendees.

PROPOSAL FOR WIR CONFERENCE SANTA FE 2012

Santa Fe County will host the NACo and WIR Directors event and Conference-Wide Event on Wednesday, May 16 and Thursday, May 17, 2012. We understand that the NACo and WIR Board of Directors event will have approximately 250 attendees and the Conference-Wide event is open to all conference attendees, spouses and youth, approximately 450. Tentative time of both events is 6:00pm-8:00pm. Generally, these receptions will provide heavy hors d'oeuvres or dinner and beverages.

A pre-Conference tour will be offered for Tuesday, May 15 from 1:00pm – 4:30pm. It is a tour of the Buckman Direct Diversion, a large regional sustainable water supply system that provides a sustainable way for Santa Fe County and the City of Santa Fe to access surface water supplies by diverting San Juan-Chama Project water and native Rio Grande water to reduce their reliance on over-taxed ground water resources. This will be advertised on the Conference registration site at no cost.

Santa Fe County will be utilizing Bishop's Lodge and the New Mexico History Museum/ Museum of the Palace of the Governor's Courtyard as the venues. Santa Fe County would like to showcase the rich history of New Mexico during this conference.
The NACo and WIR Board of Directors event at Bishop's Lodge will be hosted on a mesa on the Bishop's Lodge property overlooking Santa Fe. This is will be a "Cowboy Cookout" providing the attendees with a variety of foods making this an authentic cowboy, southwestern experience around wagons and campfire.

For the Bishop's Lodge event, we will provide van transportation for guests to the event. The Conference-Wide event, Santa Fe County will partner in conjunction with the New Mexico State University's Department of Agriculture to showcase New Mexico's agricultural products from beef to dairy by providing complimentary "Taste of New Mexico" heavy hors d'oeuvres/samples. This will be at no cost to the host County. Santa Fe County will also budget for beverages, serving, & tables from a caterer so as to ensure that there is plenty of food for guests. In addition, we will showcase a local New Mexico winery & brewery.

Guests can walk from the host hotels to the venue event which is within walking distance, about a 7 minute walk or they can be transported via an ADA van.
Please note, the below budget numbers are approximate.

BUDGET COSTS FOR FIRST EVENING NACO & WIR BOARD OF DIRECTORS EVENT:
5/15 & 5/16

Item	Cost
Pre-Tour Transportation: Buckman Diversion 1 x 23-32 Mini coach ($140/hr + tax)	$0 $606
TOTAL For 5/15	**$606**
Bishop's Lodge –Top of mesa for Cowboy Cookout (included table top décor)	Waived
Bishop's Lodge – Indoor facility (if needed due to poor weather)	Waived
Cowboy Cookout, 250 people @ $35 per. 6:00pm – 8:00pm (last bus 8:15pm) Plus Tax (6.375%) Service Charge (22%) Gruet Wines (5 cases @ avg. $105) Tax (7%) $10 corkage fee Bar fee @ $50 x 2 Tax (6.375%) Service Charge (22%) Marble Brewery $5/bottle (60 x 2=120) Tax (7%) Coors Lite, Bud Lite $5/bottle (65 x 2.5=165) Tax (6.375%) Service Charge (22%) ($1mil. Liability insurance included)	$8,750 $558 $1,925 $515 $36 $600 $100 $45 $285 $600 $42 $825 $53 $335
SUB-TOTAL Bishop's Lodge	**W/O alc. $11,233 $14,669**
Transportation : 10, 12pax Vans @$95/hr + tax (Marcia) 5:30pm – 8:45pm (last run 8:15pm) ($1mil. Liability insurance included)	**$4,111**
Entertainment: South by Southwest ? (2 Hours, 6:00pm-8:00pm)	**Est. $1,000**
Signs: Fast Signs 2 36x24	**$100**
SUB-TOTAL Transportation/Entertainment/Signs	**$5,211**
TOTAL for 5/16	**W/O alc. $11,233 $19,880**

BUDGET COSTS FOR SECOND EVENING EVENT 5/17:
NACo WIR Conference-Wide Reception

Item	Cost
Rental at Not-for-Profit: Palace of the Governors & Courtyard $1,125 NM History Museum Exhibit Space $ 165 NM History Museum 1st Level Only $ 495 ($1mil. Liability insurance certificate needed)	$1,785
Security at $25per hr. x 4 hrs. x 8 guards (5pm-9pm) 10% Rental/Damage Fee	$800 $180
SUB-TOTAL for NM History Museum	**$2,765**
Transportation: 5:45pm-8:30pm, 1 mini coach ($140/hr +tx) Destination Services (Marcia) ($1mil. liability insurance included)	$454
Entertainment: Mariachi Group- $400/hour, 2 hrs. min. 6:00pm-8:00pm	$800
SUB-TOTAL Transportation/Entertainment	**$1,254**
Food: NMDA-Pinto Beans, Red chile pork, Tamales w/Red Chile pork, green chile pork, veggie, Calabazitas w/corn, Tortillas, Fruit empanadas Bishop's Lodge Set-up (Inside: 5 Rds of 10, 4 tall boys, 1 bar; Outside: 12 Rds of 10, 12 tall boys, 2 bars) Bishop's Lodge Beverages (up to 450) Additional Beef Tax (6.375%) Service Charge (22%)	$1,500 Est. $2,000 $1,200 $3,500 $427 $1,500
SUB-TOTAL Food/Setup	**$10,127**
1 drink ticket (est. 400) Hilton Servers (Gruet) $7/ glass x 200 Hilton Servers (Marble) $5/bottle x 100 Coors Lite, Bud Lite $5/bottle x 100 Bar fee @ $100 x 3 Tax (8.1875%) Service Charge (22%)	$1,400 $500 $500 $300 $221 $544
SUB-TOTAL Alcohol	**$3,465**

Advertising/Signage/Speaker Gifts:		
Signs: 4 36x24		$200
Speaker gifts (4)		$400
SUB-TOTAL Advertising/Signage/Speaker Gift		**$600**
TOTAL 5/17/12	**W/O alc. $14,746**	**$18,211**
GRAND TOTAL	**W/O alc. $26,585**	**$38,697**

Complimentary Registrations (Sponsors)	
• US Bank: 2 Reps	$430
• Wagner Equipment: 1 Rep	$215
• Tri-State Generation: 1 Rep	$215
• IBWA/Crystal Springs 1 Rep	$215
• PNM 2 Reps	$430
• PDS + (2 Reps) ?	
• Exigis?	
• AON Solutions ?	
• Conoco Phillips ?	
• Santa Fe County (5 Comps)	
SUB-TOTAL Registration	**$1,935**
Complimentary Table Display (Sponsors)	
5+Santa Fe County	
• US Bank	$0
• Wagner Equipment	$0
• Tri-State Generation	$0
• Crystal Springs ? or PDS ?	$0
•	$0
• Santa Fe County Information	$0
Complimentary Hotel Room Block (Sponsors)	
• US Bank: 2 Rooms (@$155)	$930
• PDS + ?	
SUB-TOTAL Hotel Block	**$930**
Follow-up after Conference:	
Letter to attendees from Santa Fe County & NMAC (Commission Chair & NMAC President)	
• Insert of sponsorships and information on Santa Fe County	**$1,000**
Sponsorships:	

County Lodgers Tax-LTAB	Up to $10,000
US Bank	$10,000
Wagner Equipment	$2,500
Tri-State Generation	$2,500
International Bottled Water Association (IBWA) - to provide all the water	$1,000
PNM	$2,500
Exigis	$2,500
PDS +	
AON Solutions	
Conoco Phillips	
City Lodgers Tax-OTAB ?	
TOTAL	**$31,000**

HOST COUNTY WELCOME

Welcome to Santa Fe County and New Mexico's Land of Enchantment. Santa Fe is truly an enchanted place. Like nowhere else on earth, Santa Fe is a unique experience and has become known as one of the great destination cities of the world. We are excited to be hosting NACo's 2012 WIR Conference.

The oldest and highest elevation capital in the United States and within the Santa Fe County seat, Santa Fe is nestled in the foothills of the Rocky Mountains at an altitude of 7,000 feet. The city occupies 33.4 square miles in a valley by the Rio Grande just below mountains that reach to over 12,000 feet. Thousands of acres of national forest and wilderness surround the city, and yet it is only an hour's drive to the Albuquerque International Airport. Known as the "City Different," Santa Fe supports both historic culture and modern technology, while offering an outstanding quality of life for both young and old. It is the oldest state capital in the country, founded in 1610, and at one time all lands west of the Mississippi were governed from the Palace of the Governors on the Plaza.

Back in Billy the Kid's day, Santa Fe had fewer than 4,000 residents. Today it's home to a population of 70,000 people. Santa Fe, which means "Holy Faith" in Spanish, is New Mexico's fourth largest city. Its unique offerings of art, culture and ancient traditions make Santa Fe a world-class tourist destination, drawing more than 1 million visitors each year. In 2005, Santa Fe became the first U.S. city to be chosen by UNESCO as a Creative City, one of only nine cities in the world to hold this honor. Santa Fe has long been a center for arts and culture. Santa Fe ranks as the country's third largest art market with nearly 300 galleries and dealers. There are also more than a dozen major museums showcasing an array of art, culture, history and traditions, as well the world-class Santa Fe Opera. In recent years, the city has also earned a reputation with food-lovers for spectacular cuisine and our chile comes in "red, green, or Christmas (a mixture of red and green)." Whether you're hankering for tasty New Mexican food, creative Southwestern cuisine, or authentic Italian, French, Asian and other world cuisines, the city offers more than 200 choices.

Before or after the conference, we hope you take time to explore the city's rich history and visit the museums, or the art mecca of modern art galleries, take in great shopping on the historic plaza or stop in at one of the lively contemporary music venues. For those that love the outdoors, hiking and mountain biking are available as well year-round golf at one of the nearby golf courses, or spend time at world-class play casinos. If a spa day is what you want, choose from an array of spa services offered around the city.

Experience the splendid range of attractions, activities, and cultural treasures that makes Santa Fe one of the country's most vibrant destinations.

However you decide to spend your days and nights, you'll always remember Santa Fe!

WIR Conference-Wide Event Description
Thursday, May 17
6:00 p.m. – 8:00 p.m.

Mariachis will lead you to the conference-wide event, a "Taste of Tradition" at the New Mexico History Museum/Palace of the Governors located on the historic downtown Santa Fe Plaza with music performed by Mariachi Sonidos del monte.

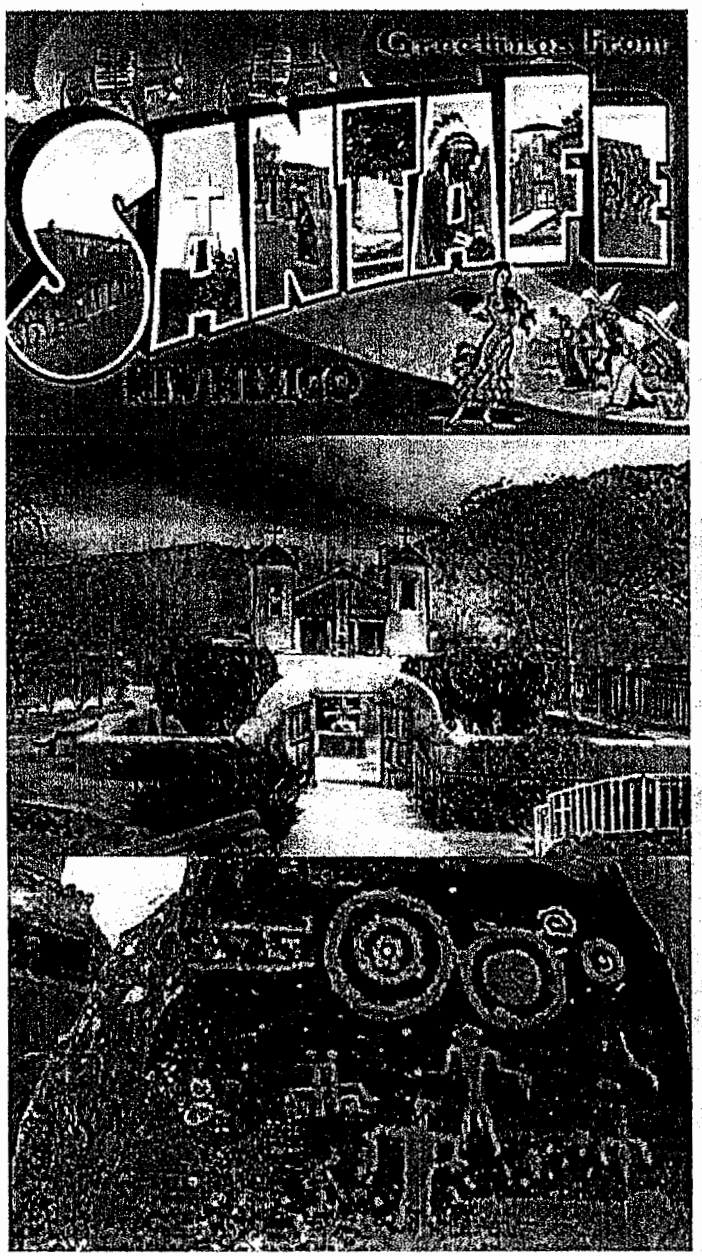
Santa Fe County will be showcasing the rich history of the state, as well as New Mexico's agricultural products, award winning winery and brewery will be featured. Conference guests will have a special opportunity to view both museums.

The New Mexico History Museum, opened in May 2009, showcases New Mexico history and the history of the nation. The museum includes permanent and temporary exhibitions that span the early history of indigenous people, Spanish colonization, the Mexican Period, and travel and commerce on the legendary Santa Fe Trail.

The Historic Palace of the Governors was originally constructed in the early 17th century as Spain's seat of government for what is today the American Southwest. The Palace of the Governors chronicles the history of Santa Fe, as well as New Mexico and the region. Period rooms and exhibitions at the Palace tell tales of nearly 400 years of New Mexico history starting with Francisco Vasquez de Coronado's 1540 expedition. Through Palace doors have passed Spanish soldiers, Pueblo peoples, Mexican governors, U.S. military personnel, an army of the Confederate States of America, New Mexico territorial governors, and merchants who came by way of the Santa Fe Trail.

The event is a leisurely walk (approximately a block and a half) from the host hotel to the New Mexico History Museum/Palace of the Governor's. Transportation will be provided from the Eldorado Hotel and Spa to the Museum for those with disabilities.

This will be a memorable event you won't want to miss!



ROUND 'EM UP AND HEAD'N OUT TO THE

NACO 2012 WIR CONFERENCE

MAY 16-18, 2012

SANTA FE COUNTY

SANTA FE, NEW MEXICO

REGISTER ON LINE AT:

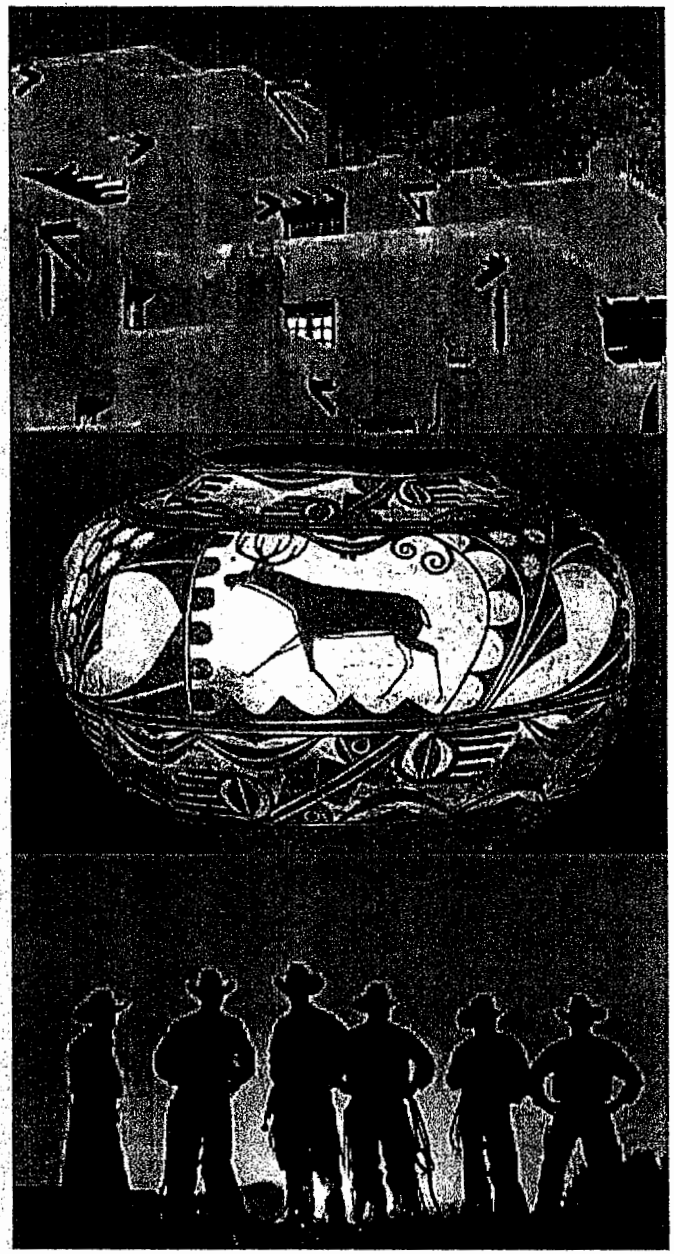
WWW.XYZ.COM

IF YOU HAVE QUESTIONS PLEASE CALL THE NACO MEETINGS CALL CENTER: 202-942-4292

OR E-MAIL:

NACOMEETINGS@NACO.ORG

Santa Fe County



Western Interstate Region 2011 Conference

Chelan County, Washington • May 18-20

Official Program Guide

Future NACo Conferences

NACo 76th Annual Conference and Exposition
July 15-19, 2011
Oregon Convention Center
Multnomah County/Portland, OR

NACo Legislative Conference
March 3-7, 2012
Hilton Washington
Washington, DC

Western Interstate Region Conference
May 16-18, 2012
Santa Fe County/Santa Fe, NM

Western Interstate Region

NACo National Association of Counties
The Voice of America's Counties

25 Massachusetts Avenue, NW | Suite 500 | Washington, DC 20001 | 202 393 6226 | fax 202 393 2630 | www.naco.org

Notes

Western Interstate Region

2011 Conference

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General Information

Registration

The Registration Desk is located on the lower level in the lobby of the Wenatchee Convention Center. Registration will be open during the following hours:

Wednesday, May 18
8:00 a.m. – 4:00 p.m.

Thursday, May 19
7:30 a.m. – 4:30 p.m.

Friday, May 20
8:00 a.m. – 12:00 Noon

All events will take place at the Wenatchee Convention Center unless otherwise noted.

Badges

All Conference attendees must register and wear their badge at all times to gain admission to official conference sessions and social events.

Badge holders are color coded according to attendee type.

County . . . . . Red
Corporate: . . . . . Black
Spouse/Guest, Youth . . . . Blue
Workshop Speaker. . . . . Orange

Please safeguard your badges! A $50 replacement fee will be charged for lost badges.

Conference Hotels

The Wenatchee Coast Center Hotel
201 N. Wenatchee Ave.
Wenatchee, WA 98801
Phone: (509) 662-1234
Fax: (509) 662-0782

Red Lion Hotel Wenatchee
1225 N. Wenatchee Ave.
Wenatchee, WA 98801
Phone: (509) 663-0711
Fax: (509) 662-8175

NACo "Green" Efforts

NACo is always striving for ways to make meetings "green". Here are a few of the things being done at this conference in cooperation with the Wenatchee Convention Center, the Coast Wenatchee Center Hotel and the Red Lion Hotel.

- Recycle paper, plastic, and glass. Look for receptacles placed throughout the convention center and public areas of the hotels.
- Conserve water by following the instructions in your hotel regarding towels and linens.
- Hotels use environmentally friendly cleaning products
- Red Lion recycles kitchen oil products
- Conference tote bags are made using post-industrial recycled content.
- Conference badges are printed on recycled stock and badge holders are made from recycled material.
- New carpeting installed on the first floor of the convention center made from recycled products, old carpet was 100% recycled.

The Honorable Dan Shoun
Chair, Commissioner
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Vice Chair
Prince George County, VA

The Honorable Nancy Sorrells
Supervisor
Augusta County, VA

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Commissioner, Chair
Lane County, OR

Derrick Surrette
Executive Director
Mississippi Association of Supervisors

The Honorable David Tenney
Supervisor
Navajo County, AZ

The Honorable Michael Thomas
Commissioner
Barber County, KS

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Fremont County, WY

Barbara Tierney
Clerk
Custer County, ID

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Commission Chair
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Nye County , NV

Bob Wilcox
Executive Director
South Dakota Association of County Commissioners

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Calaveras County, CA

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Police Juror
Beauregard Parish, LA

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Lincoln County, WY

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Mayor
Fairbanks North Star Borough, AK

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Commissioner
Cook County, MN

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Commissioner, Chair
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Pitkin County, CO

Gil Riddell
Policy Coordinator
Association of Oregon Counties

The Honorable Doug Robertson
Chair, Commissioner
Douglas County, OR

The Honorable Johnny Rowell
Supervisor, President
Jasper County, MS

The Honorable Peter Runyon
Commissioner, Chair
Eagle County, CO

Conference Sponsors

NACo 2011 Western Interstate Region Conference Official Sponsor ...

SIEMENS

A special thank you to the following sponsoring companies and organizations for their support in helping Chelan County host the 2011 Western Interstate Region Conference.

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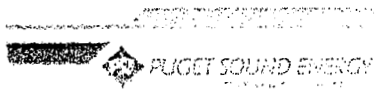

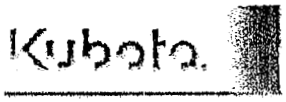

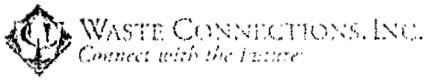

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Commissioner
Tillamook County, OR

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Supervisor, Chair
Coconino County, AZ

The Honorable Mike Murray
Commissioner, Chair
Lewis and Clark County, MT

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Commissioner, Chair
San Miguel County, CO

The Honorable Paul J. Pearce
Commissioner, Chair
Skamania County, WA

The Honorable Lesley Robinson
Commissioner, Chair
Phillips County, MT

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Commissioner
Washington County, UT

The Honorable Lin F. Hintze
Commissioner
Custer County, ID

The Honorable William Newsom
Supervisor, President
Sharkey County, MS

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Assembly Member
City and Borough of Juneau, AK

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Commissioner
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Sublette County, WY

The Honorable Jerry Brownlow
Supervisor
Navajo County, AZ

Tim Carter
School Superintendent
Yavapai County, AZ

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Clerk
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Supervisor
Douglas County, WI

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Prairie County, MT

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Nevada Association of Counties

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Crestina Martinez
Commissioner
Costilla County, CO

The Honorable
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The Honorable
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Councilman
Iberia Parish, LA

William Ruffin
Board Attorney
Jasper County, MS

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The Honorable C. J. Wettstein
Commissioner
Seward County, KS

The Honorable
James Ron Wood
Supervisor, President
Montgomery County, MS

Conference Program

All conference events will take place at the Wenatchee Convention Center unless otherwise noted.

Wednesday, May 18

8:00 a.m. – 4:00 p.m.
Registration
Red Lobby (Lower Level)

8:30 a.m. – 12:00 Noon
WIR Board of Directors Meeting
Room: Orchard Hall (Lower Level)

12:00 Noon – 1:30 p.m.
Utah Delegation Lunch
Room: Golden Delicious (Lower Level)

12:00 Noon – 2:00 p.m.
Finance Committee Meeting
Room: Red Delicious (Lower Level)

1:30 p.m. – 4:00 p.m.
Agriculture and Rural Affairs Steering Committee Meeting
Room: Gala (Lower Level)

1:30 p.m. – 4:00 p.m.
Public Lands Steering Committee Meeting
Room: Orchard Hall (Lower Level)

2:00 p.m. – 4:00 p.m.
Audit Committee Meeting
Room: Red Delicious (Lower Level)

Thursday, May 19

7:30 a.m. – 4:30 p.m.
Registration
Red Lobby (Lower Level)

8:30 a.m. – 10:00 a.m.
Opening General Session
Room: Grand Apple Ballroom South (Upper Level)

Presiding:
The Honorable Mike Murray
Commissioner, Chair
Lewis and Clark County, MT
and
President
NACo Western Interstate Region

Presentation of Colors:
East Wenatchee VFW

National Anthem:
Kayla Taylor

Featured Speakers:
The Honorable Brian Baird (*D-WA*)
U.S. Congressman

Dave Rogers
Government Strategic Advisor
Microsoft Corporation

"Cloud computing services" are important to county governments because they can play a major role in reducing county capital investments, lowering costs, and improving service delivery to your citizens. This presentation will address capital-intensive information technology investments traditionally made at your county and explore moving to subscription-based online services housed outside your county.

10:15 a.m. – 11:45 a.m.
Workshop Block I:

▶ **Innovations in Health Care: Southwest Washington Regional Health Care Authority**
Room: Fuji (Lower Level)

Four Counties in Southwest Washington are working with the Cowlitz Tribe, local hospitals, health insurance companies, community clinics and non-profit service providers to create a Regional Health Authority (RHA) for primary care, mental health, substance abuse treatment and other social services. RHA is a public-private partnership that is being developed as a new approach supporting Accountable Care Organizations and other providers that serve Medicaid enrollees and other individuals and families in the safety net. Come learn about RHA's purpose and its positive outcomes.

Moderator:
The Honorable Liz Kniss
Supervisor
Santa Clara County, CA
and
Chair
NACo Health Steering Committee

The Honorable Doug Davie
Commissioner
Rio Grande County, CO

The Honorable Brian A. Davis
Commissioner
Williams County, OH

The Honorable Daniel Degear
Town Supervisor
Madison County, NY

The Honorable Billy Dryer
Associate Commissioner
Polk County, MO

Linda Durr
Assessor
Greenlee County, AZ

The Honorable Jerome W. Fitch
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Iberia Parish, LA

The Honorable Jamie L. Floyd
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Rapides Parish, LA

The Honorable David Foy
Commissioner, Chair
Washington County, CO

The Honorable R. Steven Garten
Commissioner
Barber County, KS

The Honorable Walter C. Gibson
Commissioner
Bulloch County, GA

The Honorable Grace Gonzalez
Treasurer
Otero County, NM

The Honorable James D. Graves
Chairman
Cullman County, AL

The Honorable Roland M. Gray
Commissioner
Wayne County, NC

The Honorable Perry Gwin
Commissioner
Etowah County, AL

The Honorable Charles A. Hall
Commissioner, President
Union County, OH

The Honorable James V. Ham
Commissioner
Monroe County, GA

The Honorable Bill Hansell
Commissioner
Umatilla County, OR

The Honorable Ricky Harcrow
Chairman/President
DeKalb County, AL

The Honorable Mark C. Herrington
Supervisor
Graham County, AZ

The Honorable Max Hess
Commissioner, Chair
Grant County, OK

The Honorable Barry Holloway
Commissioner
Nassau County, FL

The Honorable Frank Holman
Commissioner, Chair
Chaffee County, CO

Will Hooker
Administrator
Bolivar County, MS

The Honorable Diane Humphrey
Commissioner, Chair
Laramie County, WY

The Honorable Mike Huval
Council Member
St. Martin Parish, LA

The Honorable Mike Jacobs
Judge
Johnson County, AR

The Honorable Alethea Johnson
Councilman
West Baton Rouge Parish, LA

The Honorable Roger Jones
Commissioner
Madison County, AL

The Honorable Michael Kaplowitz
Legislator
Westchester County, NY

The Honorable Doris M. Karloff
Supervisor, Chair
Saunders County, NE

The Honorable James L. Kennedy
Commissioner
Butler County, PA

The Honorable Pete Kremen
Executive
Whatcom County, WA

The Honorable H. Dell LeFevre
Commissioner
Garfield County, UT

The Honorable Rachel Leonard
Commissioner
Sherburne County, MN

Agriculture and Rural Affairs Steering Committee

Chair:

The Honorable Donald L. Larson
Commissioner
Brookings County, SD

Vice Chairs

The Honorable Kathleen Bessette
Commissioner
Hill County, MT

The Honorable Bob Fox
Commissioner
Renville County, MN

The Honorable Dexter Payne
Commissioner
Muskogee County, OK

Subcommittee Chairs

The Honorable Thomas Bardwell
Commissioner
Tuscola County, MI

The Honorable Kenneth A. Dahlstedt
Commissioner
Skagit County, WA

The Honorable Larry W. White
Commissioner
Escambia County, AL

Subcommittee Vice Chairs

The Honorable Frank Bigelow
Supervisor, Chair
Madera County, CA

The Honorable Melvyn Houser
Supervisor
Pottawattamie County, IA

The Honorable Robert E. Koch
Commissioner, Chairman
Franklin County, WA

The Honorable Keith Langenhahn
Board Chair
Marathon County, WI

The Honorable Albert Turner
Commissioner
Perry County, AL

Members

The Honorable Bruce B. Adams
Commissioner, Chair
San Juan County, UT

The Honorable Kathryn Alder
Commissioner
Canyon County, ID

The Honorable Darius Allen
Commissioner, Chair
Alamosa County, CO

Debra Lee Ames
Recorder
Rich County, UT

The Honorable Karl Anderson
Commissioner
Bannock County, ID

The Honorable Paul Anderson
Commissioner, Chair
Douglas County, MN

The Honorable Ronald Anderson
Commissioner
McKenzie County, ND

The Honorable Richard Androli
Commissioner
Waseca County, MN

The Honorable Lynn Attebery
Commissioner, Chairman
Custer County, CO

The Honorable Richard Billings
Police Juror, President
Rapides Parish, LA

The Honorable Wendell Bostwick
Commissioner
Curry County, NM

The Honorable Kip Bruender
Commissioner
Blue Earth County, MN

Paul C. Bryan
Administrator
Jefferson County, GA

The Honorable Trent Bushner
Commissioner, Chair
Yuma County, CO

The Honorable Tristan Chapman
Commissioner
Hendry County, FL

The Honorable William Cook
Associate Commissioner
Cass County, MO

The Honorable Erick J. Coolidge
Commissioner, Chair
Tioga County, PA

The Honorable Gary Daly
Commissioner
Limestone County, AL

Speakers:
The Honorable Marc Boldt
Commissioner
Clark County, WA

Vanessa R. Gaston
Director, Community Services
Clark County, WA

The Honorable Paul Pearce
Commissioner
Skamania County, WA
and
Chair, Payments Subcommittee
NACo Public Lands Steering Committee

Kirby Richards
Director, Community Health and Human Services
Skamania County, WA

▶ Collaborative and Cooperative Tribal/County/Community Relationships: The Nisqually River Council
Room: Gala (Lower Level)

Attend this workshop and hear how diverse communities can work together to accomplish a sustainable future. The Nisqually River Council is a non-regulatory coordination, advocacy, and education organization that integrates the history, culture, environment, and economy of the watershed into healthy and sustainable future. The Nisqually River flows 78 miles from its source at the Nisqually Glacier on Mount Rainier to its delta at the Nisqually National Wildlife Refuge. The Nisqually is a direct link between the summit snows of Washington's highest peak and the marine waters of Puget Sound.

Moderator:
Eric Johnson
Executive Director
Washington State Association of Counties

Speakers:
Steve Ruff *(invited)*
Miles Sand and Gravel
Shelton, WA

David Trout
Director
Nisqually Natural Resources/Nisqually Indian Tribe
Olympia, WA

Jim Wilcox *(invited)*
Farm Chairman
Wilcox Farms
Roy, WA

12:00 Noon – 1:15 p.m.
Attendee Luncheon
Room: Grand Apple Ballroom North (Upper Level)

Featured Speaker:
The Honorable Doc Hastings *(R-WA)*
U.S. Congressman

1:30 p.m. – 3:00 p.m.
Workshop Block II:

▶ **Challenges of Integrating Alternative Energy Sources into the Existing Power Grid**
Room: Fuji (Lower Level)

The Columbia River Hydro system is referred to as "The Power Belt of The Northwest" literally driving the economy of the Northwest. Puget Sound Energy is a major power supplier and is investing in Wind Generation. Chelan County Public Utility District operates two Mid Columbia River Hydro Projects providing retail and wholesale power throughout the region. Bonneville Power operates Federal Hydro Projects and The Northwest Power Grid distributing power throughout the west. Listen and participate in a discussion of the challenges of integrating new energy production with the current hydro operations and providing future power distribution throughout the west.

Speakers:
Greg Carrington
Managing Director, Energy Resources
Chelan County Public Utility District, WA

Greg Delwiche
Senior Vice President, Power Services
Bonneville Power Administration
Portland, OR

Brian Lenz
Manager, Local Government and Community Relations
Puget Sound Energy
Bellevue, WA

The Honorable Toni H. Pappas
Commissioner
Hillsborough County, NH

The Honorable Duane Patrick
Commissioner
McPherson County, KS

The Honorable Carl A. Pierson
Commissioner
Caddo Parish, LA

Chester E. Pintarelli
Medical Care Administrator
Iron County, MI

The Honorable Joseph Pontanilla
Council Member
Maui County, HI

The Honorable Grady Prestage
Commissioner
Fort Bend County, TX

The Honorable Manuel Ruiz
Supervisor Chair
Santa Cruz County, AZ

John (Rusty) E. Russell
EMA Director
Madison County, AL

The Honorable Harvey Ruvin
Clerk of Courts
Miami-Dade County, FL

The Honorable John Sandoval
Commission Chair
Conejos County, CO

The Honorable James Scahill
Commissioner
Armstrong County, PA

The Honorable Michele M. Sherrer
Commissioner
Gem County, ID

The Honorable James J. Snyder
County Legislator
Cattaraugus County, NY

The Honorable Oscar Soliz
Honorary Board Member
Nueces County, TX

The Honorable Robert Spence
Attorney
Tuscaloosa County, AL

The Honorable Don Stapley
Supervisor Chair
Maricopa County, AZ

The Honorable William Steinhaus
County Executive
Dutchess County, NY

Robert B. Suver
Jobs and Family Services Director
Clark County, OH

The Honorable Jerrie Tipton
Commission Chair
Mineral County, NV

The Honorable Ruth Anne Tobias
Board Chair
DeKalb County, IL

The Honorable Daniel Troy
Commission President
Lake County, OH

John Twomey
Executive Director
New York Association of Training and Employment Professionals

The Honorable Grant Veeder
Auditor
Black Hawk County, IA

The Honorable Betty Lou Ward
Commissioner
Wake County, NC

The Honorable Bonnie Weber
Commissioner
Washoe County, NV

The Honorable Larry W. White
Commissioner
Excambia County, AL

Robert W. Wigglesworth
Surveyor
Alachua County, FL

The Honorable Paul Wilson
Commissioner
Olmsted County, MN

The Honorable Noah Woods
Chair
Robeson County, NC

The Honorable Ronald A. Young
Engineer-Manager
Alcona County, MI

The Honorable Tim Josi
Commissioner
Tillamook County, OR

The Honorable Derek Kawakami
Council Member
Kauai County, HI

Andrew Kimmel
Deputy Executive Director Forest Preserve District
Lake County, IL

The Honorable Billy R. King
Commissioner
Cumberland County, NC

The Honorable Lee Klein
Commissioner
Madison County, NE

The Honorable Elizabeth Kniss
Supervisor
Santa Clara County, CA

The Honorable Evelyn L. Kolbe
Commissioner
Oceana County, MI

The Honorable Leslie Korgel
Treasurer/Auditor
McLean County, ND

The Honorable John Koster
Council Member
Snohomish County, WA

The Honorable Angelo Kyle
Board Member
Lake County, IL

The Honorable Jonathan LeBonte
Commissioner
Androscoggin County, ME

The Honorable Donald Larson
Commissioner
Brookings County, SD

Gayle Latham
Director, County Information Resources Agency
Texas Association of Counties

Jane LeMaster
Administration Division Director
Gwinnett County, GA

The Honorable Leigh Lenzmeier
Commissioner
Stearns County, MN

The Honorable Ilene Lieberman
Commissioner
Broward County, FL

The Honorable Rodney Long
Commissioner
Alachua County, FL

The Honorable Mark H. Luttrell
Mayor
Shelby County, TN

The Honorable Harlan Madsen
Commissioner
Kandiyohi County, MN

The Honorable Lee N. May
Commissioner
DeKalb County, GA

The Honorable Timothy P. McCormick
Commission Chairman
Ohio County, WV

The Honorable Michael McGinley
Commission Chair
Beaverhead County, MT

Judy Ann Miller
Treasurer
Pottawattamie County, IA

The Honorable Karen M. Miller
Associate Commissioner
Boone County, MO

Carol Moehrle
North Central Health Department
Nez Perce County, ID

The Honorable Thomas G. Mullaney
Commissioner
Alpena County, MI

The Honorable Waymon Mumford
County Council
Florence County, SC

The Honorable Janie Murray
Assessor
Quay County, NM

The Honorable Mike Murray
Commission Chair
Lewis and Clark County, MT

The Honorable O.D. Netter
Commissioner
Ben Hill County, GA

Frank Newton
Community Development Administrator
Cobb County, GA

Patty O'Connor
Taxpayer Services Director
Blue Earth County, MN

The Honorable Patrick J. Padilla
Treasurer
Bernalillo County, NM

▶ Local Challenges from ESA Listings
Room: Gala (Lower Level)

In 1997 NOAA Fisheries listed Spring Chinook, Bulltrout and Steelhead as endangered under the ESA. The resulting regulatory action began what is referred to as "The Water Wars" in the Upper Columbia River Basin. The Chelan, Okanogan and Douglas County Commissioners along with The Colville Confederated Tribes and Yakima Nation formed The Upper Columbia Salmon Recovery Board to develop and implement a locally supported plan to recover the listed fish. This collaborative effort has resulted in positive results for the fish as well as had a positive impact on the local economy.

Speakers:
Lynn Hatcher
Recovery Coordinator
NOAA Fisheries
Seattle, WA

The Honorable Bud Hover
Commissioner
Okanogan County, WA

Bill Ruckleshaus
Former Director
Environmental Protection Agency
Washington, DC

1:30 p.m. – 4:00 p.m.
NACo Board of Directors Meeting
NACoRF Board of Directors Meeting
Room: Orchard Hall (Lower Level)

6:00 p.m. – 8:30 p.m.
Conference-Wide Event Hosted by Chelan County
Held Off-Site: Chelan County Expo Center Pavilion

Buses will depart from the Wenatchee Coast Center Hotel and the Red Lion.
First buses depart hotels at 5:30 p.m. and return starting at 8:00 p.m.

The conference-wide event will be a barbeque dinner at the Chelan County Expo Center Pavilion featuring music by *the Chelsea Kraven Band.* Entertainment in the arena will begin with the Color Guard presented by the Tillicum Riders Drill Team, the Dancing Andalsusian Horses and a grand finale showcasing the Cowboy Mounted Shooters.

The Cowboy Mounted Shooters are a group of amazing marksman and they put on a thrilling show. (Interesting fact: the Cowboy Mounted Shooting Association is the fastest growing equestrian sport in the nation.)

Area wineries are hosting the wine this evening. This will be an exciting event you won't want to miss!

Friday, May 20

8:00 a.m. – 12:00 Noon
Registration
Red Lobby (Lower Level)

8:30 a.m. – 9:00 a.m.
WIR Business Meeting
Room: Grand Apple Ballroom South (Upper Level)

9:00 a.m. – 10:30 a.m.
General Session
Room: Grand Apple Ballroom South (Upper Level)

Presiding:
The Honorable Mike Murray
Commissioner, Chair
Lewis and Clark County, MT
and
President
NACo Western Interstate Region

Featured Speakers:
The Honorable Chris Gregoire *(D-WA)*
Governor
State of Washington

Betsy Markey
Assistant Secretary, Office of Intergovernmental Affairs
Department of Homeland Security
and
Former Congresswoman *(D-CO)*

10:45 a.m. – 12:15 p.m.
Workshop Block III:

▶ **Myth Busters: Can Performance Measures Make County Services More Efficient, Effective, and Economical?**
Room: Fuji (Lower Level)

The public expects and deserves accountability and assurance that public services are delivered in an effective and efficient manner. This workshop will break down the mystique of performance measures and help you understand how to use them as a tool to make services, processes and work more efficient, effective and economical. Come learn how and why to use performance and accountability measures through examples and case studies you can take back to your county.

Greg Castano
Volunteer Services Program Coordinator
Arlington County, VA

The Honorable George Cole
Council Member
Sussex County, DE

Charles M. Compton
Planning and GIS Director
Lexington County, SC

The Honorable Peter M. Corroon
Mayor
Salt Lake County, UT

The Honorable Greg Cox
Supervisor
San Diego County, CA

The Honorable William Cox
Commission Chair
Rich County, UT

Chief Fred Crosby
Fire Chief
Hanover County, VA

The Honorable William Doherty
Commission Vice Chair
Barnstable County, MA

The Honorable Lynda Ring Erickson
Commissioner
Mason County, WA

Leon Evans
President/Chief Executive Officer
The Center for Health Care Services, TX

The Honorable Bernard Fazzini
Commissioner
Harrison County, WV

The Honorable Sam Fulton
Police Juror
Vernon Parish, LA

The Honorable Nestor Garcia
Council Chair
Honolulu City and County, HI

The Honorable Mike C. Gillespie
Chairman
Madison County, AL

The Honorable Gregg Goslin
Commissioner
Cook County, IL

The Honorable Jane Hague
Council Member
King County, WA

The Honorable James V. Ham
Commissioner
Monroe County, GA

The Honorable Marc Hamlin
District Clerk
Brazos County, TX

The Honorable Sharon Hampson
Supervisor
La Crosse County, OH

The Honorable Bill Hansell
Commissioner
Umatilla County, OR

The Honorable Nancy Hansen
Commissioner
Brown County, SD

The Honorable Carol H. Holden
Commissioner
Hillsborough County, NH

The Honorable Stephen H. Holt
Collector of Revenue
Jasper County, MO

The Honorable Ronald D. Houseman
Presiding Commissioner
Taney County, MO

The Honorable James Hudelson
Commission Chair
Goshen County, WY

The Honorable Anthony Hyde
Commission Chair
Columbia County, OR

The Honorable Gerald W. Hyland
Supervisor
Fairfax County, VA

The Honorable Olen Jackson
Commission President
Morrow County, OH

The Honorable Mike Jacobs
Judge
Johnson County, AR

The Honorable Michael K. Jeanes
Clerk of Court
Maricopa County, AZ

The Honorable Cynthia Johnson
Commissioner
Pondera County, MT

Michael D. Johnson
Administrator
Solano County, CA

The Honorable Randy Johnson
Commissioner
Hennepin County, MN

NACo Executive Committee

The Honorable Glen Whitley
President
Judge
Tarrant County, TX

The Honorable Lenny Eliason
First Vice President
Commissioner
Athens County, OH

The Honorable Chris Rodgers
Second Vice President
Commissioner
Douglas County, NE

The Honorable Valerie Brown
Immediate Past President
Supervisor
Sonoma County, CA

Larry Naake
NACo Executive Director
Washington, DC

The Honorable Joe Giles
Northeastern Regional Representative
Council Chair
Erie County, PA

The Honorable Burrell Ellis
Southern Regional Representative
Chief Elected Officer
DeKalb County, GA

The Honorable Robert Cope
Western Regional Representative
Commissioner
Lemhi County, ID

The Honorable Keith Langenhahn
Central Regional Representative
Board Chair
Marathon County, WI

2010-2011 NACo Board of Directors

The Honorable Ronald Anderson
Commissioner
McKenzie County, ND

The Honorable Allan F. Angel
Levy Court Commissioner
Kent County, DE

The Honorable Elizabeth Archuleta
Supervisor, Chair
Coconino County, AZ

The Honorable Brenda Arnold
Assessor
Laramie County, WY

The Honorable Sara Arnold
Assessor
Spencer County, IN

The Honorable Thomas Bardwell
Commissioner
Tuscola County, MI

The Honorable Lu Barron
Supervisor
Linn County, IA

The Honorable Stanley D. Batemon
Chairman
St. Clair County, AL

Patricia A. Bauscher
Assessor
Gooding County, ID

The Honorable Tony Bennett
Commissioner
Ramsey County, MN

The Honorable Frank Bigelow
Supervisor
Madera County, CA

The Honorable Cindy Bobbit
Commissioner
Grant County, OK

Todd J. Bonlarron
Legislative Affairs Director
Palm Beach County, FL

The Honorable Roy C. Brooks
Commissioner
Tarrant County, TX

Dick Burke
Executive Director
Missouri Association of Counties

The Honorable Keith Carson
Supervisor
Alameda County, CA

The Honorable Lynn Cartlidge
Supervisor
Forrest County, MS

The Honorable Katie Cashion
Commissioner
Guilford County, NC

Speakers:
Larisa Benson
Director, Auditor's Office
State of Washington

Robin Campbell
Finance Director
Thurston County, WA

Kevin Phelps
Deputy Executive
Pierce County, WA

▷ Maintaining Vibrant Ag Economies While Balancing the Demands of Municipal Water, Irrigation, and Upstream Uses
Room: Gala (Lower Level)

Food and production agriculture is Washington State's top industry, topping $35 billion annually, employing 160,000 people and contributing 11% percent to the state's economy. Regulations, labor shortages, adequate workforce housing, decreased funding for ag research and the need to develop new farmer and ranchers are all challenges facing the agricultural economy. Learn about innovative approaches to meet these challenges that can also help your county maintain a viable ag economy.

Moderator:
Kenneth Dahlstedt
Commissioner
Skagit County, WA
and
Chair, Food Safety Subcommittee
NACo Agriculture and Rural Affairs Steering Committee

Speakers:
Dan Bernardo, Ph.D.
Dean, College of Agriculture, Human and Natural Resources Sciences
Washington State University
Pullman, WA

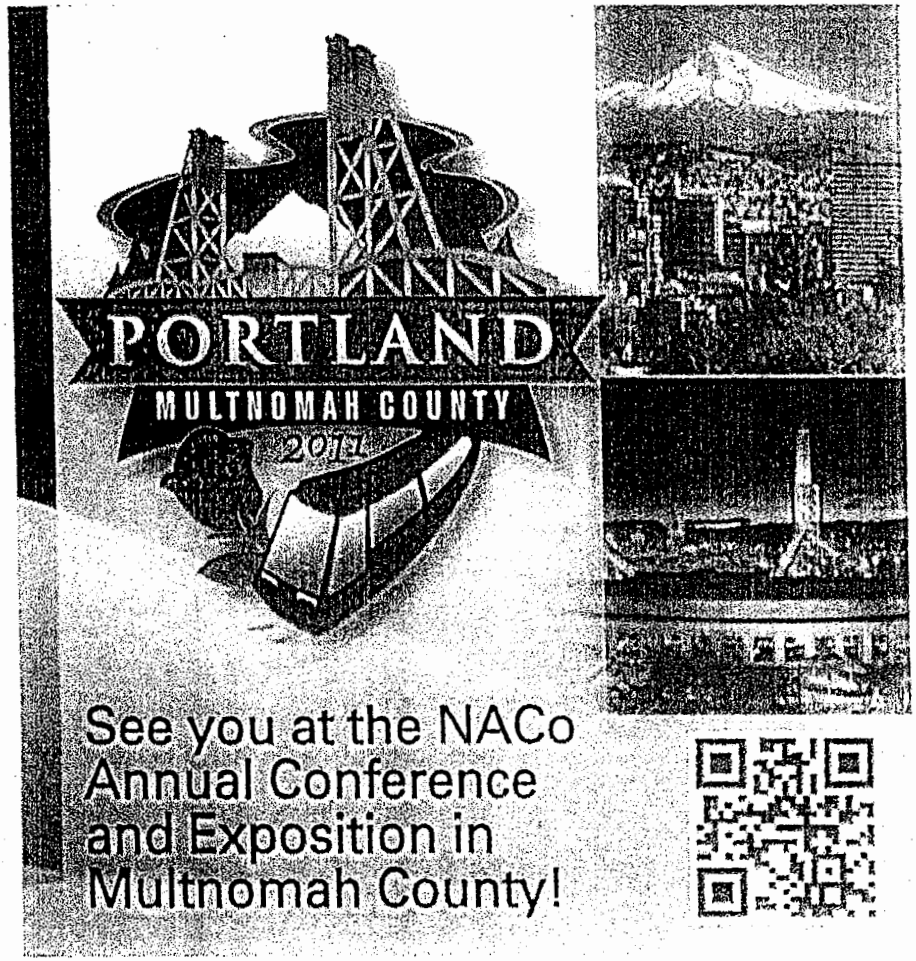
Mike Gempler
Washington Growers League
Yakima, WA

The Honorable Linda Evans Parlette *(R-WA)*
U.S. Senator

Friday, May 20

12:30 p.m. – 2:00 p.m.
Closing Luncheon and Installation of WIR Officers
Room: Grand Apple Ballroom North (Upper Level)

Presiding:
The Honorable Mike Murray
Commissioner, Chair
Lewis and Clark County, MT
and
President
NACo Western Interstate Region



WIR Executive Committee

The Honorable Mike Murray
WIR President
Commissioner
Lewis and Clark County, MT

The Honorable Jerome Selby
WIR Second Vice President
Borough Mayor
Kodiak Island Borough, AK

The Honorable Ron Walter
WIR First Vice President
Commissioner, Chair
Chelan County, WA

The Honorable Tim Josi
WIR Immediate Past President
Commissioner
Tillamook County, OR

2010-2011 WIR Board of Directors

The Honorable Walter C. Armijo
Commission Chair
Sierra County, NM

The Honorable Joel Bousman
Commissioner
Sublette County, WY

The Honorable Dickie Chang
Council Member
Kauai County, HI

The Honorable Robert Cope
Commissioner
Lemhi County, ID

The Honorable Gordon Cruickshank
Commissioner
Valley County, ID

The Honorable Brian Dahle
Supervisor
Lassen County, CA

The Honorable Clinton Farlee
Commissioner, Chair
Ziebach County, SD

The Honorable David Finigan
Supervisor
Del Norte County, CA

The Honorable Tom Fransway
Commissioner
Humboldt County, NV

The Honorable Alan D. Gardner
Commissioner
Washington County, UT

The Honorable Art Goodtimes
Commissioner, Chair
San Miguel County, CO

The Honorable Mark Herrington
Supervisor
Graham County, AZ

The Honorable James P. Ithurralde
Commissioner
Eureka County, NV

The Honorable John Martin
Commissioner, Chair
Garfield County, CO

The Honorable Todd Mielke
Commissioner
Spokane County, WA

Dennis Onishi
Council Member
Hawaii County, HI

The Honorable Dale Patten
Commissioner
McKenzie County, ND

The Honorable Lesley Robinson
Commissioner
Phillips County, MT

The Honorable Dan Shoun
Commissioner
Lake County, OR

The Honorable Daron P. Smith
Commissioner
Millard County, UT

The Honorable Douglas Thompson
Commissioner, Chair
Fremont County, WY

EXHIBIT 4

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

Date of Application: 3/30/12

Applicant's Name & Title: Joseph Karnes, Race Director

Contacts Name (if different) _____

Organization's Name: Global Running Culture, Inc.

Organization's Address: Po Box 2980 Santa Fe, NM 87504

Event Name: Santa Fe to Buffalo Thunder Half Marathon

Check Box: New Event ☐ Existing Event ☒

Event Location Address: _____

Phone Numbers: (office) 989-3800 (cellular) 501-9590 (fax) 982-1745

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

E-Mail Address: info@SantaFeThunder.com

Federal Tax I.D. Number: 27-4032106 Tax Exempt: ☒ Yes ☐ No

City of Santa Fe Business Registration License Number: 12-00110436

Amount Requested: $10,000

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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 30TH day of MARCH, 2012, I Joseph Karnes certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

Acknowledger's Signature

RACE DIRECTOR

Title/Position

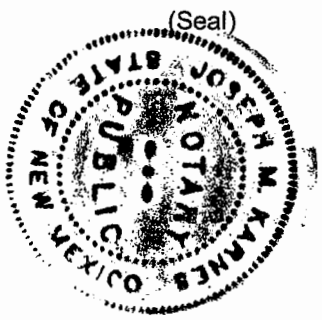
Subscribed and sworn before me this 30TH day of MARCH, 2012

By Joseph KARNES.

Notary Public

My commission expires 5/3/15

(Seal)



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

*PRE- AND & POST EVENT BUDGET

GLOBAL
RUNNING CULTURE

Santa Fe to Buffalo Thunder Half Marathon
Application for Lodgers Tax Funding Assistance

1. Synopsis

The Santa Fe to Buffalo Thunder Half Marathon (the "Race") is the primary fundraiser for our 501(c)(3) organization Global Running Culture (GRC). GRC's mission is to promote youth fitness, nutrition and health through participation in sport. We do so primarily through organizing local events, doing direct outreach with youth organizations and supporting non-profits with aligned missions.

Our intent is to establish a nationally-recognized destination running event in Santa Fe drawing thousands of participants annually. The attached final report of our inaugural 2011 race documents that out of our 700+ entrants, over 80 came from 17 states and 3 countries including 40 entrants from coastal states. These results, achieved with minimal out of state advertising validate out concept that Santa Fe is an idea location for a major destination Race.

Research shows that runners travelling to a race typically spend additional days at their destination, combining their race experience and a vacation and bringing their families. The demographics of such runners are usually older and wealthier than participants in local races, who usually come from surrounding communities.

Last year, Buffalo Thunder sold out two weeks before the Race. We anticipate that all participants coming from out of town beyond the 700 entrants we had last year will be staying in Santa Fe hotels. We are taking out a half page ad in Runners World magazine (650,000 circulation) and expect a field of at least 1,500 and hopefully more. We already have received 15 entries, 9 of which are from out of state including 2 from Whitehorse, in the Yukon Territories.

A major attraction for this year's race is the participation of Olympic legend Billy Mills. Mr. Mills is living legend, both in the running and Native American communities and we anticipate that his presence will substantially increase the profile of our Race.

2. Additional Sponsors

GRC is gratified to have attracted support from both local businesses and national corporate sponsors:

Entity	Name/Title	Phone Number
Nike N7	Tessa Sayers	800-344-6453
US Bank	James Hernandez	946-4105
Whole Foods	Jennifer Fresquez, Marketing Manager	992-1700
Pueblo of Pojoaque/Buffalo Thunder Resort & Casino	Phil Gonzalez, Marketing Manager	877-455-7775
City of Santa Fe	Robert Romero	955-6848

3. Budget

See attached.

4. Staff

GRC operates with a fully volunteer staff consisting of three directors. Each of us are in charge of different aspects of the Race and for recruiting committee members and race day volunteers.

Joseph Karnes Race Director, Marketing, Legal

Abraham Kosgei Programs, Course

Antonio Lopez. 5K Race Director, Budgeting, Community relations

5. Promotional Literature

See attached.

6. Additional Information

Santa Fe is the perfect location for destination outdoor athletic events. Such events bring an event-based demographic to the area that has not historically been pursued.

Successful destination races have the potential to draw fields of more than 10,000 participants. For example, the Rock n' Roll Half Marathon has grown from a single race in San Diego to 19 events across the County and abroad, some of which draw in excess of 20,000.

We are working hard to present a first class event meeting the high standards that destination race participants expect. By building our name recognition, we expect to grow the Race into a Santa Fe institution on par with other summer events in Santa Fe and such races as the Big Sur International Marathon, which has paid major dividends to the communities in the Monterey/Carmel area.

The Race is a unique and potentially valuable vehicle for increasing Santa Fe tourism and we hope that the Board is prepared to help us maximize the results of our effort.

Thank you.

Global Running Culture – 2012 Budget

Income		Total	Notes
Entry Fees		$56,000	1000 half (@$45) 500 5K (@$22)
Sponsorships			
Gold	$15,000		Whole Foods, US Bank, City of Santa Fe
OTAB	$10,000		For Out of Area Advertising
Total Sponsorship		$25,000	
Total Income		$81,000	
Expenses			
Timing / Results		$4,000	Chasing 3 Productions
Elites, VIP		4000	Billy Mills, Rooms, transportation
Registration			
Half Marathon		4625	1000 @ $4.625 (Active.com)
5K		1625	500 @ $3.25 (Active.com)
Awards		$3,500	1. $1,000 2. $500 3. $2500 X 2 (Men/Wm 1/2)
Race t-shirts			(in-kind donation - Nike - $20,000)
Finish Line/Expo			(in-kind donation - BT Hilton/Pojoaque)
Insurance		$1,000	USATF Course Insurance
Ambulances		$2,000	
Medical Personnel			(in kind donation - Red Cross - $1,000)
Municipal Fees		1000	
Advertising		$15,000	(Runners World, NM Sports, Newspapers)
Barricades & Cones		$2,000	
On Course entertainment		1000	
Buses / Vans		$4,000	
Supplies		1000	Cups, Bags, boxes, tape
Printing & Signage		$5,000	Marketing / Signage
Equipment Rentals		1000	Stages, tables, chairs
Porta Potties		$2,000	
Volunteer t-shirts		1500	shirts and printing
Bib Numbers		$1,000	
Pins		$100	
Total Expenses		$56,350	
Net Income		$24,650	

Santa Fe to BUFFALO THUNDER Half Marathon

September 16, 2012

Global Running Culture invites you to join us, and honored guests legendary Olympic Gold Medalist **Billy Mills** and Nike N7 Ambassador **Alvina Begay**, for the second running of the Santa Fe to Buffalo Thunder Half Marathon.

Olympic Games 1964

Dropping a net 1,000 feet into the Rio Grande Valley, the USATF certified point-to-point course is as fast as it is scenic! Come share the culture, history, flavor and vistas that make Santa Fe unique. *¡Vamanos!*

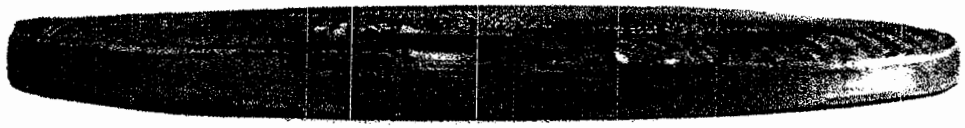
Race proceeds are used to further Global Running Culture's non-profit mission of promoting youth fitness, nutrition, and health through participation in sport.

Sponsored in part by:

N7 · Santa Fe · Whole Foods Market · Hilton Santa Fe Golf Resort & Spa at Buffalo Thunder

Register before June 15 for early entry discount!

www.santafethunder.com



N7

PUEBLO OF POJOAQUE

Buffalo Thunder RESORT & CASINO

US bank

Santa Fe WHOLE FOODS MARKET

Final Report

Global Running Culture, Inc., a non-profit organization, founded the Santa Fe to Buffalo Thunder Half Marathon in 2011 with the goal of establishing a nationally-recognized destination race in Santa Fe, New Mexico. The race advances our mission of promoting youth fitness, nutrition and health through participation in sports. This report documents our efforts and the results of the inaugural race held on September 18, 2011.

Race Details –The events included a 5K Run and 1 Mile Fitness Walk both at Buffalo Thunder. The half marathon course is USATF-certified and drops a net 1,000' between the start at Fort Marcy and finish at the Buffalo Thunder Resort & Casino.

Participants received 5 color Nike dry-fit t-shirts, well-stocked goody bags, clear acrylic finisher medals, handmade age group award medals 3-deep, Nike running shoes for age group winners, & prize money to top 3 male and female finishers: $1,000, $500, $250.

Race Marketing – with a minimal marketing budget, we advertised via:

4,000 race fliers handed out at stores and 5 races	Full page ad & story in NM Sports Magazine	Postings on internet running and tourism sites
Emails sent to 400 running clubs nationwide	Newspaper ads in Boulder Daily Camera, Austin Statesman, Albuquerque Journal & Santa Fe New Mexican	

Race Results – Total entrants – **711** (81 from out of state). Entrants came from 17 states, Canada and Mexico including 19 west coast and 20 east coast entrants.

NM - 630	CO - 21	TX - 19	AZ - 9	CA - 7	NY - 5
WA - 3	MD - 2	OR - 2	PA - 2	NC - 2	DE - 1
GA - 1	OK - 1	UT - 1	WI - 1	FL - 1	Canada – 2
Mexico - 1					

Sam Kosgei's winning time of 1:04:49 was the fastest half marathon ever run in NM.

Conclusion – A world class travel destination, a spectacular course, and a first class event are keys to establishing a successful destination race. Participant feedback has been universally positive and the strong turnout validates our beliefs that Santa Fe is a perfect location for an event of this nature and that our race has considerable growth potential.

In 2012 we will carry out a nation-wide marketing campaign with the goal of more than 1,500 entrants for the second presentation of the Santa Fe to Buffalo Thunder Half Marathon on Sunday, September 16, 2012 – for details visit www.santafethunder.com.

EXHIBIT
tabbies
9

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

Date of Application: 3-22-12

Applicant's Name & Title: Bruce Bernstein, Executive Director

Contacts Name (if different) _____

Organization's Name: Southwestern Association for Indian Acts

Organization's Address: P.O. Box 969, Santa Fe, NM 87504

Event Name: Santa Fe Indian Market

Check Box: New Event ☐ Existing Event ☑

Event Location Address: Downtown Santa Fe

Phone Numbers: (office) 983-5220 (cellular) _____ (fax) 505-983-7647

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

E-Mail Address: BBernstein@SWAIA.org

Federal Tax I.D. Number: 85-0212504 Tax Exempt: ☑ Yes ☐ No

City of Santa Fe Business Registration License Number: 12-00029951

Amount Requested: $25,000

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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 22 day of March, 2012, I Bruce Bernstein certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

Acknowledger's Signature

Executive Director
Title/Position

Subscribed and sworn before me this 22 day of March, 2012

By Bruce Bernstein.

OFFICIAL SEAL
Sharon Lopez
NOTARY PUBLIC
STATE OF NEW MEXICO
My Commission Expires:

Notary Public

My commission expires 08-29-12

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

*PRE- AND & POST EVENT BUDGET

*PRE- AND & POST EVENT BUDGET

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

Categories	Description	Projected Expenses - Revenue	Actual Expenses - Revenue
Newspaper	Ads, Inserts	$25,000 – No way to know	$ -
Magazine	Ads, Inserts	$17,000 - No way to know	$ -
Poster	11 x 17	$2,500 - No way to know	$ -
Brochure	Rackcards	$1,200 - No way to know	$ -
Radio	60 sec spots	$5,000 - No way to know	$ -
TV	N/A	$ -	$ -
Creative	Merchandise	$15,000 - No way to know	$ -
Printing	Banners	$1,000 - No way to know	$ -
Postage	Annual Appeal	$7,500 - No way to know	$ -
Direct Mail	Memberships	$7,500 - No way to know	$ -
Production	Web design, Printing	$17,500 - No way to know	$ -
Web site	Maintenance	$15,000 - No way to know	$ -
Other (specify)		$6,000 - No way to know	$ -
TOTALS:		**$120,200** - No way to know	**$ -**

Total Hotel/Motel Rooms Filled: Please see synopsis

Total Revenue generated from room sales: Please see synopsis

Total number of Attendees
- (tickets sold, registered guests, public) 100,000 Total Attendees

Total number of Participants
- (out-of-town vendors/volunteers working event) 2,000 Total vendors, volunteers, and artists

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 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.

SWAIA SANTA FE INDIAN MARKET

1. Purpose and goals of event

The mission of the Southwestern Association for Indian Arts (SWAIA) is to bring Native arts to the world by inspiring artistic excellence, fostering education, and creating meaningful partnerships. However, SWAIA also brings the world *to* Native arts, by creating a must-see tourist destination that draws a total of over 100,000 visitors to Santa Fe annually.

SWAIA's Santa Fe Indian Market is an epic event like no other in its impact on our city and its role as annual economic catalyst is irrefutable. Not only does it play a pivotal role in the reputation of Santa Fe as an epicenter of art the world over, it is also the central reason for the 87,000 tourists from outside of Santa Fe to visit the city year after year. This combination of the highest quality Native art and IM's impact on the economy gives SWAIA the unique opportunity to support and sustain Santa Fe in a way no other festival, event, or cultural organization can or does.

Unfortunately, in 2011 SWAIA did not meet its projected revenue marks. This can likely be attributed to the downturn of the national economy, as well as, the monsoon weather experienced during Market. As a consequence, the scope of Indian Market 2012 has been reduced, including in areas of advertising and promotion. We are concerned about the effect this will have on the over 100 million dollars SWAIA's Indian Market brings to Santa Fe annually. So, SWAIA is requesting funding from the Occupancy Tax Advisory Board to conceptualize and generate a promotional newspaper insert directed at attracting visitors from other parts of New Mexico to Santa Fe for the 2012 Indian Market week events. This insert will appear in publications such as the Albuquerque Journal and Albuquerque Alibi, Farmington, Las Cruces, Gallup among others, reaching a distributorship of least 300,000. Requested funds will allow Indian Market to increase advertising outside of the immediate region, as well as, build attendance.

Now in its 91st year, the Santa Fe Indian Market includes 1,200 Native artists, who are selected to exhibit by a jury of experts in their fields as artists, anthropologists, art historians, curators, collectors and gallerists. Each August, Santa Fe's historic plaza and 14 surrounding city blocks are home to this vibrant cultural festival. Most Indian Market week events are provided at no cost to members of the public including the Market itself, the Native Cinema Showcase, Native Literary Arts Reading Series, and the Native Clothing Contest. Events are located in downtown Santa Fe making them easily and affordably accessible by public transportation, on foot, or on bicycle. In addition, SWAIA works with the City of Santa Fe to ensure all events are accessible for participants with disabilities.

Although Indian Market has a 90-plus year history this project is an ever-evolving one flexible enough to grow with the demands of its attendees. In just the last several years SWAIA has added the week-long film festival, Literary Arts Native Reading Series and expanded the scope of Market to incorporate Canada's First Nations Peoples. SWAIA has also embraced and facilitated a Native youth movement in art, fashion, music and skateboarding with the goal of attracting an even greater diversity of visitors to the Santa Fe Indian Market.

2. Economic impact to city; # of hotel rooms and people, length of stay, where coming from; How event will directly bring visitors and increase tourism

Indian Market infused over 122 million dollars into Santa Fe's economy last year. In addition, approximately 65% of artists who participate in Indian Market live in New Mexico, with about 50% in the Santa Fe area. This means that much of the over 18 million dollars generated in sales for IM artists remains in the local economy. SWAIA also contracts with local businesses to provide components such as security, logistical and production support, hospitality and banquet facilities, photography, promotion, printing, solid waste removal and the full range of services necessary to produce IM. SWAIA spends more than $1.3 million annually and employs 6 full-time, 3 part-time, and 20 seasonal workers to produce IM each year. For every dollar spent by SWAIA to plan and implement Indian Market close to one hundred dollars in revenue is created for city businesses and services.

A 2010 Campbell Rinker survey found the following:

1. Indian Market attracts around 100,000 visitors to Santa Fe.
2. 87% of attendees come from outside of Santa Fe.
3. Over 65,000, the majority of attendees, stayed overnight in Santa Fe in paid accommodations.
4. They stayed an average of 3.2 nights.
5. They came from throughout the United States many from Arizona, Texas, California, Colorado, Virginia, Oregon, Oklahoma, New York, Massachusetts, or Illinios.
6. They also come from countries all over the world including the Netherlands, Germany, Switzerland, Italy and Japan.
7. 60% of them stayed in a hotel or motel, 8% stayed in vacation rentals, and 7% in bed and breakfasts.
8. Visitors from other places in New Mexico spent an average of $895.16 while in Santa Fe visiting IM. Out-of-state visitors spent an average of $1,806.47 during the same period. This money was spent on items such as dining, accommodations, Entertainment, transportation and non-Indian Market purchases.

Southwestern Association for Indian Arts
Promotional Materials

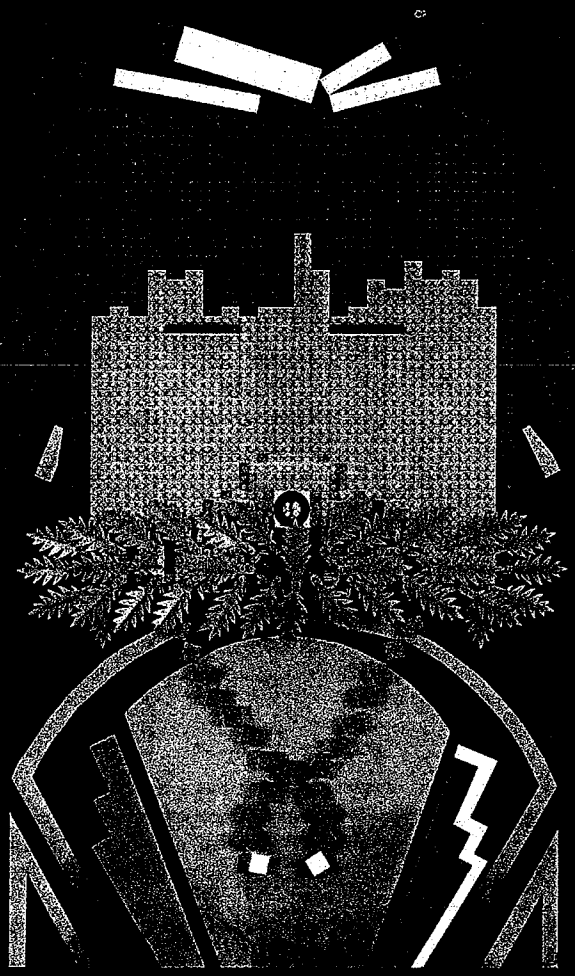
1) Newspaper insert from 2011. This is the item for which we are requesting 2012 OTAB funding.

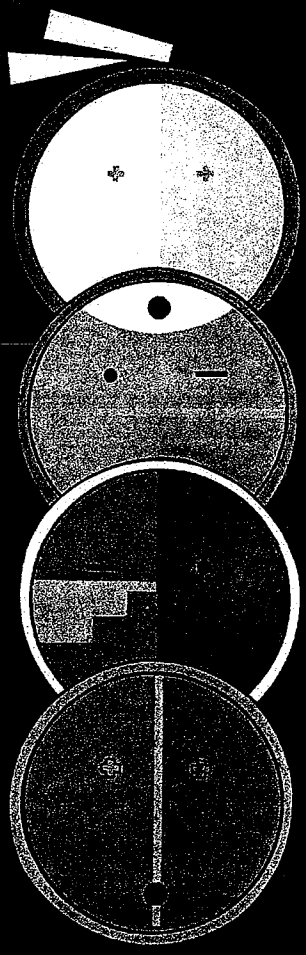
2) Rackcard for 2011 Indian Market

SANTA FE INDIAN MARKET

August 20 - 21

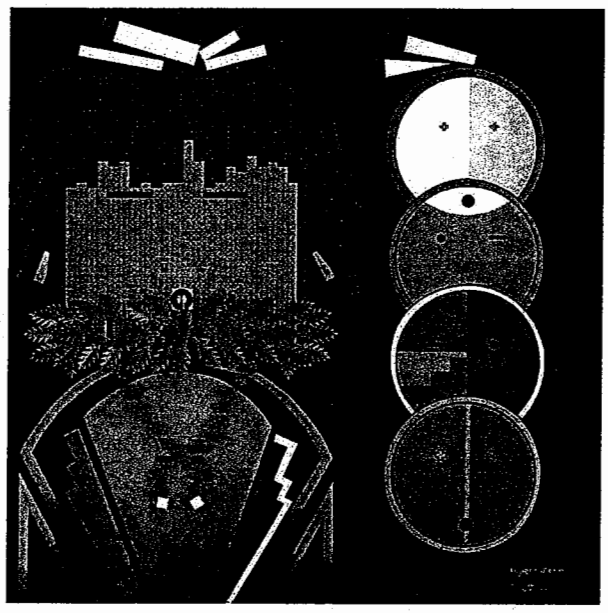
90th ANNUAL





Santa Fe Indian Market 2011

The Southwestern Association for Indian Arts brings Native arts to the world by inspiring artistic excellence, fostering education, and creating meaningful partnerships.



THE KIDS ARE ALRIGHT

Brother and sister Tulane John and Myleka John (Dine) have been selected as the 2011 Santa Fe Indian Market Poster artists. Tulane (13 years-old) and Myleka (12 years-old) live in Phoenix, AZ. Their father is renowned sculptor, Alvin John. Both of these young artists are painters and have created a collaborative work of art for the poster. The image will also be incorporated into 2011 Santa Fe Indian Market Merchandise.

This is the first collaborative work of art to be selected for the Indian Market poster and they are the youngest artists ever to be selected.

2011 Official Indian Market Week Events

August 9th - 25th

Evolution—Sculpture by
Allan Houser, Phillip M Haozous, Bob Haozous
Tuesday, August 9th - Tuesday, August 23rd, 2011
Santa Fe Convention Center, Courtyard
201 W. Marcy St., Santa Fe, 87501

Class X Film Screenings
Monday, August 15, 2011, 6:30 p.m.
New Mexico History Museum
113 Lincoln Avenue, Santa Fe, NM 87501
Free Admission

Native Cinema Showcase
Monday, August 15 – Sunday August 21, 2011
New Mexico History Museum
113 Lincoln Avenue, Santa Fe, NM 87501
Free Admission

SWAIA and the Museum of Indian Arts and Culture Present: Breakfast With the Curators
Tuesday, August 16, 2011, 8:30 a.m.
Museum of Indian Arts and Culture
710 Camino Lejo, Santa Fe, NM 87501
$35 per person or $30 per person for MNMF members:
Museum Admission Included

Janet Marie Rogers and Alex Jacobs
Tuesday, August 16, 2011, 6:00 p.m.
Collected Works Bookstore & Coffee House
202 Galisteo St. #A, Santa Fe, 87501
Free Admission

Robert Mirabal Presents: Po'Pay Speaks
Tuesday, August 16 to September 4, 2011
The Lodge at Santa Fe
750 N. St. Francis Dr. Santa Fe, NM 87501

Welcoming Reception at Patina Gallery
Thursday, August 18, 2011, 9:00 a.m.
Patina Gallery
131 West Palace Avenue, Santa Fe, 87501.
Free Admission

Simon Ortiz and Sara Maria Ortiz
Thursday, August 18, 2011, 6:00 p.m.
Collected Works Bookstore & Coffee House
202 Galisteo St. #A, Santa Fe, 87501
Free Admission

SWAIA Presents Music on the Plaza Bandstand
Thursday, August 18, 2011, 6:00 p.m.
Downtown Santa Fe

Best of Show Ceremony and Luncheon
Friday, August 19, 2011, 11:30am-2:00pm
Santa Fe Convention Center
201 W. Marcy St., Santa Fe, 87501
For Ticket Information
Please Contact SWAIA (505) 983-5220

State of Native Art Symposium
Friday, August 19, 2011, 3:00 p.m.
Santa Fe Convention Center
201 W. Marcy St., Santa Fe, 87501
Free Admission

Sneak and General Previews
Friday, August 19, 2011
Sneak Preview, 5:30 p.m. – 7:30 p.m.
General Preview: 7:30 p.m. – 7:30 p.m.
Santa Fe Convention Center
201 W. Marcy St., Santa Fe, 87501

THE 90TH ANNUAL
SANTA FE INDIAN MARKET
Saturday, August 20 and Sunday, August 21, 2011
7:00 a.m. -5:00 p.m.
The Plaza, Santa Fe
Free Admission

SWAIA Live Auction Gala, Dinner and Auctions
Saturday, August 20, 2011, 5:00 p.m. - 9:00 p.m.
La Fonda on the Plaza, Santa Fe, NM
For Ticket Information
Please Contact SWAIA (505) 983-5220

Sealaska Corporation and
Sealaska Heritage Institute Stage
Saturday, August 20 and Sunday, August 21, 2011
7:00 a.m. -5:00 p.m.
Cathedral Park
213 Cathedral Place. Santa Fe, NM 87501

Lifetime Achievement Allan Houser Legacy and Povika Awards Presentation
Saturday, August 20, 2011, 12:00 p.m. – 1:00 p.m.
The Santa Fe Plaza Stage
Downtown Santa Fe

Native American Clothing Contest
Sunday, August 21, 2011, 9:00 a.m. – 12:00 p.m.
The Santa Fe Plaza Stage
Downtown Santa Fe

Open Studio Santa Fe Art Institute
Thursday, August 25, 2011, 5:30 p.m.
Santa Fe Art Institute
1600 Saint Michaels Dr., Santa Fe, 87505
Free Admission

Native Cinema Showcase

August 15th - 21th

Schedule

Monday, August 15th

7 pm	Class X

Tuesday, August 16th

11 am	Let My Whakapapa Speak
3 pm	A Good Day to Die
6 pm	Ancient Pathways - Modern Leaders

Wednesday, August 17th

11 am.	KidFLIX!
1- 4:30 pm	International Indigenous Art on Film

Thursday, August 18th

1 pm	Showcase Shorts
3 pm	Showcase Shorts (repeat)
7:30 pm	Opening Night: On the Ice

Friday, August 19th

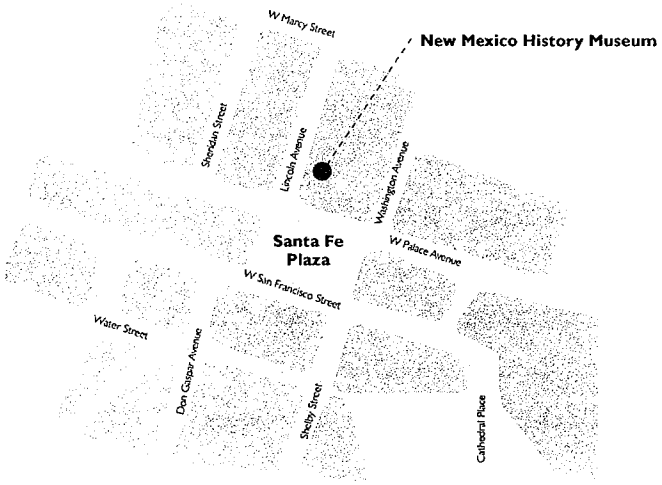
1 pm	KidFLIX!
3 pm	Pelq'ilc/Coming Home
7 pm	imagineNATIVE Shorts

Saturday, August 20th

1 pm	Class X
3 pm	Grab
7 pm	From A to S with Tvli and Steven

Sunday, August 21st

11 am	Showcase Shorts
1 pm	Columbus Day Legacy
2:30 pm	Apache 8
4 pm	Smokin' Fish



Showcase Information

All screenings and programs at the New Mexico History Museum (NMHM) are free.
Seating is on a first come, first served basis.

Museum Location:
113 Lincoln Avenue, Santa Fe / (505) 476-5200
www.nmhistorymuseum.org

Further Information:
www.nativenetworks.si.edu / www.swaia.org

Visit the NCS on YouTube:
www.youtube.com/user/NMAIFVC

Native Cinema Showcase

August 15th - 21th

FILM OVERVIEWS

MONDAY, AUGUST 15TH

7pm **Class X screenings**

9pm **Reception at Rouge Cat**
following screenings

TUESDAY, AUGUST 16TH

11am **Let My Whakepapa Speak**
(New Zealand, 2008, 77 min.)
The kohanga reo, Maori "language nests," are cited worldwide as the model for language and culture revitalization through total immersion. Through the voice of one of the movement's foremost leaders, Iritana Tawhiwhirangi, this documentary chronicles the kohanga reo from its early days as a grass-roots project of the Department of Maori Affairs to its success, three decades later, having graduated over 60,000 fluent te reo Maori speakers.

Preceded by: History is Unwritten
(U.S., 2011, 4 min.)
The filmmaker brings together the beauty of the cedar forest with the language and lifeways of his people. Winner of the Best Emerging Filmmaker Award at the Seattle Museum of History and Industry.

3pm **A Good Day to Die**
(U.S., 2010, 92 min.)
This film presents an intimate look at Dennis Banks' life beginning with his early experience in boarding schools, through his military service in Japan, his transformative experience in Stillwater State Prison and subsequent founding of a movement that, through confrontational actions in Washington, DC, Custer South Dakota and Wounded Knee, changed the lives of Native Americans – and all indigenous peoples – forever.

6pm **Ancient Pathways – Modern Leaders**
(U.S., 2011, 45 min.)
Along the Rio Grande Valley, and in western New Mexico, 19 Pueblo communities maintain a traditional way of life within the contemporary world. For over a thousand year, Pueblos have more than just survived, they have endured. Narrated by Conroy Chino (Pueblo of Acoma), this film is a journey, guided only by the voices of Pueblo Leaders, to discover what it means to truly lead.

WEDNESDAY, AUGUST 17TH

11am **KidFLIX!**
The Visit, How Birds Got Their Song, Dancers of the Grass, Walk-in-the-Forest, My Name is Kobe, The Story of Priest Point, Kiss En Concert, Wapos Bay "As the Bannock Browns"

1pm **Art + Soul:**
A Journey into the World of Aboriginal Art, Episode 1, Home and Away
(AUSTRALIA, 2010, 55 min.)
In the series Art + Soul, which showcases the Aboriginal art movement in Australia over the past thirty years, Hetti Perkins, senior curator of Aboriginal and Torres Strait Islander Art at the Art Gallery of New South Wales, criss-crosses Australia meeting artists remote, rural and urban. Home and Away investigates the question, "What does it mean to be 'at home' for Aboriginal and Torres Strait Islander people? Is it where you live, or the 'country' you are exiled from?" and provides a rich encounter with Aboriginal history and culture through the extraordinary artworks and the artists who share the stories behind their work.

2:15pm **2501 Migrants**
(MEXICO, 2009, 54 min.)
In Spanish with English subtitles.
When Zapotec artist Alejandro Santiago returns home to Teococuilco, Oaxaca, he finds a virtual ghost town. In response, he creates a monumental art installation comprised of 2,501 life-size ceramic sculptures that pays homage to each person who left the village in search of a better life. This feature documentary explores questions of art, artist, and indigenous community in the context of global migration.

3:30pm **Always Becoming**
(U.S., 2011, 52 min.)
Always Becoming will reflect themes of growth and adaption and represent indigenous peoples' unique relationship to the environment," said Naranjo-Morse. "The sculptures' metaphor of community, home, and family not only conveys a universal theme to all peoples, but also enhances visitors' experiences that they have entered a Native place when they step foot on the museum grounds.

THURSDAY, AUGUST 18TH
OPENING NIGHT OF
SANTA FE INDIAN MARKET

1 & 3pm **Showcase Shorts**
(95 min., looped twice over the afternoon)
Cousins, Ebony Society, Bear Tung, Indian Elvis, Keep Quiet, Shimasani, Sikumi/On the Ice.

7:30pm **On the Ice**
(U.S., 2011, 96 min.)
In English and Inupiaq with English subtitles. In a taut drama that unfolds in Alaska's far north, three young men go seal hunting. Only two return. With their future in balance, they are forced to explore the limits of friendship, honor and community. Fea¬turing breakout performances by Josiah Patkotak (Iñupiaq) and Frank Qutuq Irelan (Iñupiaq).

FRIDAY, AUGUST 19TH

1pm **KidFLIX!**
The Visit, How Birds Got Their Song, Dancers of the Grass, Walk-in-the-Forest, My Name is Kobe, The Story of Priest Point, Kiss En Concert, Wapos Bay "As the Bannock Browns.

3pm **Pe'lqic/Coming Home**
(CANADA, 2009, 33 min.)
People of different ages share their experience in cultural renewal and recovery in two communities of the Secwepemc Nation in south-central British Columbia. The holistic education process they are engaged in is deeply rooted in language, family, and tradition as way to strengthen and carry them forward as a people.

7pm **imagineNATIVE Shorts**
(71 min.)
Tungijuq, Wapaweeka, Inuit High Kick, Lumaajuuq, Burnt, Savage, File Under Miscellaneous, ?E?anx/The Cave

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SATURDAY, AUGUST 20TH

1pm **Class X**
screening repeat and panel discussion

3pm **Grab**
(U.S., 2011, 56 min.)
Each year, residents of the Laguna Pueblo in New Mexico honor individual family members by throwing food and gifts from the rooftops of their homes to the community gathered below. Luther's film follows three families as they prepare for this ancient tradition, which has taken many modern twists.

7pm **From A – S with Tvli and Steve**
Tvli Jacob (Choctaw) and Steven Judd (Kiowa/ Choctaw) share what they learned during their first ten years in the film industry, from "A to S": their first feature American Indian Graffiti: This Thing Life to their most recent Shouting Secrets, written for hire and starring Chaske Spencer, Q'orianka Kilcher, Tyler Christopher, Gil Birmingham, and Tantoo Cardinal.

SUNDAY, AUGUST 21ST

11am **Showcase Shorts**
Cousins, Ebony Society, Bear Tung, Indian Elvis, Keeping Quiet, Shimansani, Sikumi/On the Ice

1pm **Columbus Day Legacy**
(U.S., 2010, 34 min.)
A conflict between the city's Native American and Italian American communities during a Columbus Day celebration prompts this examination of issues of freedom of speech, the interpretation of history, and ethnic pride.

2:30pm **Apache 8**
(U.S., 2010, 58 min.)
The first and longest lasting all-women wildland firefighting crew in the United States was from the White Mountain Apache Tribe in Arizona. Four extraordinary women from different generations of the Apache 8 crew, some still professional firefighters, share their personal narratives with humor and tenderness.

4pm **Smokin Fish**
(U.S., 2011, 82 min.)
Sneak Preview
Cory Mann gets hungry for smoked salmon and decides to spend a summer smoking fish at his family's traditional fish camp in the Alaskan back-country. This break from his hectic life in Juneau offers him a chance to reflect on the messy zone of collision between the modern world and an ancient culture playing out in his life.

THE 90TH ANNUAL

SWAIA SANTA FE INDIAN MARKET

WHERE NATIVE ARTS MEET THE WORLD

2011 AUCTION GALA PRESENTED BY

Carolyn Pollack
JEWELRY

Saturday, August 20, 2011
La Fonda on the Plaza
Santa Fe, New Mexico

Cocktails, Hors D'oeuvres
and Silent Auction
5:00 PM
La Terraza

Dinner and Live Auction
7:00 PM
Lumpkins
Ballroom

For More Information and Tickets
505.983.5220 or www.swaia.org

Necklace (above) Available at SWAIA Live Auction / Artists: Robin Waynee (Saginaw Chippewa) and Ken Ataumbi (Kiowa)
Photo: Kitty Leaken

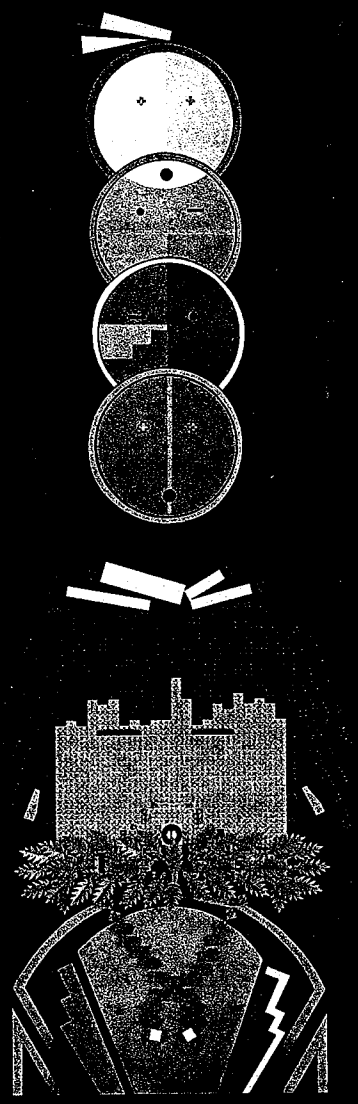
See Online Catalog at www.swaia.org

SEALASKA · Carolyn Pollack · STELLO · La Fonda · SANTA CLARA · ALLAN HOUSER INC. · SantaFe.com · KESHi

THE 90TH ANNUAL

SANTA FE INDIAN MARKET

WHERE NATIVE ARTS MEET THE WORLD



The Largest and Most Prestigious Native Arts Event in the World

August 20-21, 2011

For more information:

The Southwestern Association for Indian Arts

www.swaia.org (505) 983-5220

Artwork by 2011 Poster Artists

Brother and Sister Tulane John 13 and Myleka John 12, Navajo

SANTA FE INDIAN MARKET

WHERE NATIVE ARTS MEET THE WORLD

MARK YOUR CALENDARS!

SWAIA Honoring Reception and Dinner: Houser Lifetime Achievement and Povika Awards. La Fonda on the Plaza, Santa Fe.
Thursday, June 9, 2011 5:30 PM - 9:00 PM

INDIAN MARKET WEEK

SWAIA Classification X Winners Film Screening. NM History Museum.
Monday, August 15, 2011 6:30 PM

Native Film Festival. NM History Museum.
Monday, August 15, 2011 to Sunday, August 21, 2011
In partnership with National Museum of the American Indian and Future Voices of New Mexico / All Roads Project.

SWAIA and Museum of Indian Arts & Culture present: Breakfast with the Curators.
Tuesday, August 16, 2011 8:30 AM

Music on the Plaza. Downtown Santa Fe.
Thursday, August 18, 2011 6:00 PM

Best of Show Ceremony and Luncheon. Santa Fe Convention Center. 201 W. Marcy St.
Friday, August 19, 2011 11:30 AM to 2:00 PM

State of Native Arts Symposium.
Friday, August 19, 2011 3:00 PM

Sneak and General Preview of Award Winning Art. Santa Fe Convention Center.
Friday, August 19, 2011 Sneak Preview 5:30 PM to 7:30 PM
General Preview 7:30 PM to 9:30 PM

Santa Fe Indian Market. The Plaza. Downtown Santa Fe.
Saturday, August 20, 2011 7:00 AM to 5:00 PM and
Sunday, August 21, 2011 8:00 AM to 5:00 PM

Sealaska Corporation and Sealaska Heritage Institute Stage. Cathedral Park.
Saturday, August 20, 2011 and Sunday, August 21, 2011

Houser Lifetime Achievement and Povika Awards. Plaza Stage. Downtown Santa Fe.
Saturday, August 20, 2011 12:00 PM to 1:00 PM

SWAIA Auction Gala Dinner. La Fonda on the Plaza, Santa Fe.
Saturday, August 20, 2011 5:00 PM to 9:00 PM

Native American Clothing Contest. Plaza Stage. Downtown Santa Fe.
Sunday, August 21, 2011 9:00 AM to 12:00 PM

Additional Indian Market Week events to be announced.
Check www.swaia.org for updates.
(505) 983-5220

Visit us on:

Funder	Contact	Title	Phone Number
Aboriginals: Art of the First Person	William Waites		480-755-8080
Andrea Fisher Fine Pottery	Andrea Fisher		505-992-0601
Black Mesa Golf Club			505-455-2278
Boeckman Family Foundation	Elizabeth Boeckman	President	214-522-8292
Bronzesmith	Edward Reilly		505-983-5552
Buffalo Thunder Resort	George Rivera	Governor	
Canyon Country Originals	Jay Tallant		505-986-9896
Carly D Jewelry Designs, Inc.	Carlotta Dicker		928-772-2378
Center for Indigenous Arts & Cultures	Greg and Angie Schaaf		505-983-9241
Coulter-Brooks Art & Antiques	Jan Brooks		303-449-5749
Desert Son of Santa Fe	Mindy Adler		877-294-6345
Essential Guide to Santa Fe & Taos	Chip and Patricia Byrd		505-982-6244
Frances Sundheim Household			561-626-6984
Grandfather's Spirit	Beth Johns		505-984-2770
Gumbo Foundation	Lee Schmidt	President	505-984-8944
HUB International Insurance Services	Charlie Wheeler		505-986-1234
Hutton Broadcasting	Marcia Beverly		505-989-9465
J. Kenneth and Alice Smith Family Foundation	Steven W. Smith	President	575-623-3452
Jane Sauer Gallery	Jane Sauer		505-982-3873
Manitou Galleries	Katherine Erickson		505-995-8513
Max and Anna Levinson Foundation	Charlotte Talberth	President	505-995-8802
Michael Frost Household			918-582-3332
Montgomery and Andrews Lawfirm			303-321-1071
National Endowment for the Arts	William Mansfield	Folk and Traditional Arts Specialist	202-682-5678
Native American Art Appraisal	Scott and Cindy Hale		505-982-5952
Native American Collections	Jill Giller		847-426-6901
Native Jackets, Inc.	John Andrews		505-471-1067 ext. 126
New Cycle Foundation	Karin A. Griscom	Trustee	Unlisted

New Society Fund	G. Cameron Duncan, Jr.	President	505-699-5705
Niman Fine Art	The Namingha Family		800-401-1192
Oppenheimer Brothers Foundation	Hamilton G. Oppenheimer	President	310-474-0900
Pace Pacific Corporation	Gloria Lowrie Pace Pacific Corporation		
Packard's on the Plaza	Kendra Rohrer		505-984-2231
Patina Gallery	Alison and Ivan Barnett		602-437-8729
Peabody Essex Museum	Susan Lawrence		956-630-6713
Pond Foundation	Lola Maverick Moonfrog	Director and President	505-984-3222
River Trading Post	Joseph Zeller		505-747-8946
Rocki Gorman Gallery	Rocki Gorman		505-988-5091
Sandbar Trading	Rick and Julie Gottsponer		505-986-3432
Santa Fe Arts Commission	Debra Garcia Y Griego	Senior Planner	505-955-6707
Santa Fe Cats	Paul and Dawn Bick		505-983-3232
Santa Fe Indian Trading Co.	John Dressman		908-399-9769
Santa Fe New Mexican	Ginny Sohn		505-983-8604
Santa Fe Sage Inn	Lynn Mabray		505-473-5375
Southwest Traditions	Fred Mares		316-303-1005
Studio X, Inc.	David Brownlow and Nancy Brown		978-745-9500 x.3143
Susan's Christmas Shop, LLC	Susan Weber		970-586-4529
The Chamiza Foundation	Donna Vogel	Executive Director	505-216-2140
The Golden Eye	Amy Bertelli		505-984-1364
The Owings Gallery	Nathaniel Owings		505-490-9992
Things Finer	Elizabeth and Robert Pettus		505-992-1851
Tom Taylor, Inc.	Kim and Phillip Spiers		239-482-7025
Two Ravens Pottery, LLC	Jerry Lockwood and Dan Hale		505-438-0505
W.W. Stoever, DO	W.W. Stoever, DO		505-982-9499
Waddell Trading Company	Gene Waddell		

Wells Fargo	Jennifer Riordan	Community Relations Director	505-766-7320
White & Luff Financial	Carl Luff		505-983-2127
William Knox Holt Foundation	George M. Malti	Director	505-863-6851
Private Donors			

Southwestern Association for Indian Arts, Inc.

2012 Organization Wide Budget

Description	2011	2012	2013
INCOME			
MEMBERSHIP INCOME	145,000	148,000	150,000
PROGRAMS INCOME	853,000	892,100	875,000
CONTRIB/GRANTS INCOME	433,000	491,000	450,000
MERCHANDISE INCOME	88,000	49,500	50,000
TOTAL INCOME	**1,519,000**	**1,580,600**	**1,525,000**
COST OF SALES	39,000	10,000	25,000
GROSS PROFIT	**1,480,000**	**1,570,600**	**1,500,000**
EXPENSES			
EMPLOYEE EXPENSES	515,792	521,852	550,000
AWARDS/FELLOW EXPENSES	125,000	105,000	135,000
OCCUPANCY EXPENSES	111,100	79,075	105,000
OFF/ OPER SUP EXPENSES	86,950	59,450	80,000
PROMOTIONAL EXPENSES	97,000	66,250	98,000
ADMINISTRATIVE EXPENSES	42,494	34,950	45,000
PROGRAM/PRODUCTION EXPENSES	284,600	272,925	290,000
PROFESSIONAL FEES	201,200	164,500	197,000
OTHER INCOME/EXPENSES-NET	-15,864	0	0
TOTAL EXPENSES	**1,480,000**	**1,304,002**	**1,500,000**
NET SURPLUS	**0**	**266,598**	**0**

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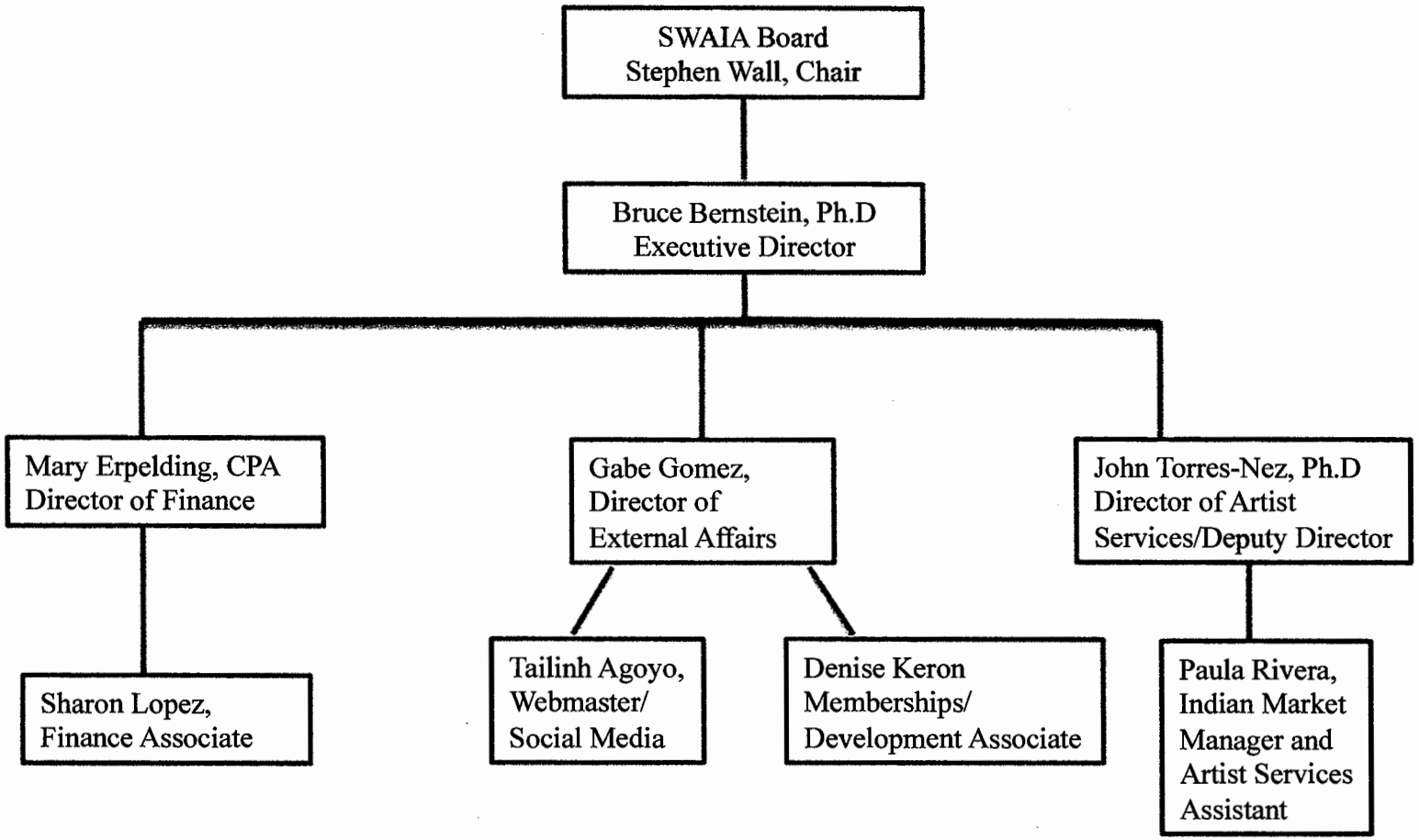
Accrual Basis

SWAIA
Statement of Activities- Previous Year Comparison
January through December 2011

	Jan - Dec 11	Jan - Dec 10	$ Change	% Change
Ordinary Income/Expense				
Income				
4001 · MEMBERSHIP INCOME	149,025.00	137,697.00	11,328.00	8.2%
4002 · PROGRAMS INCOME	877,615.28	911,576.49	(33,961.21)	(3.7)%
4003 · CONTRIBUTIONS INCOME	257,038.00	357,270.18	(100,232.18)	(28.1)%
4004 · GRANTS AND ENDOWMENTS	47,432.69	88,950.03	(41,517.34)	(46.7)%
4005 · MERCHANDISE SALES INCOME	50,452.66	87,388.78	(36,936.12)	(42.3)%
Total Income	1,381,563.63	1,582,882.48	(201,318.85)	(12.7)%
Cost of Goods Sold				
5000 · COST OF SALES	41,954.54	58,115.81	(16,161.27)	(27.8)%
Total COGS	41,954.54	58,115.81	(16,161.27)	(27.8)%
Gross Profit	1,339,609.09	1,524,766.67	(185,157.58)	(12.1)%
Expense				
6009 · EMPLOYEE EXPENSES	490,736.22	681,940.78	(191,204.56)	(28.0)%
6060 · AWARDS/FELLOWSHIP EXPENSES	118,402.96	135,604.34	(17,201.38)	(12.7)%
6109 · OCCUPANCY EXPENSES	113,047.75	109,280.87	3,766.88	3.5%
6209 · OFFICE/ OPERATING SUPPLIES EXP.	62,645.23	87,373.54	(24,728.31)	(28.3)%
6309 · PROMOTIONAL EXPENSES	118,098.83	117,728.50	370.33	0.3%
6409 · ADMINISTRATIVE EXPENSES	40,656.05	53,328.16	(12,672.11)	(23.8)%
6609 · PRODUCTION EXPENSES	308,163.83	265,061.36	43,102.47	16.3%
66900 · Reconciliation Discrepancies	57.74	0.00	57.74	100.0%
6850 · PROFESSIONAL FEES	296,075.77	139,573.76	156,502.01	112.1%
Total Expense	1,547,884.38	1,589,891.31	(42,006.93)	(2.6)%
Net Ordinary Income	(208,275.29)	(65,124.64)	(143,150.65)	(219.8)%
Other Income/Expense				
Other Income				
4709 · INTEREST/DIVIDEND INCOME	5,265.13	4,798.71	466.42	9.7%
7011 · Electric Box Rental Income	1,500.00	450.00	1,050.00	233.3%
8100 · In-kind Contributions	0.00	13,567.07	(13,567.07)	(100.0)%
Total Other Income	6,765.13	18,815.78	(12,050.65)	(64.1)%
Other Expense				
6200 · Depreciation Expense	6,500.00	7,814.00	(1,314.00)	(16.8)%
8010 · In-Kind Expense	0.00	13,567.07	(13,567.07)	(100.0)%
8900 · Unrealized Gain/(Loss)	2,411.91	(15,298.73)	17,710.64	115.8%
Total Other Expense	8,911.91	6,082.34	2,829.57	46.5%
Net Other Income	(2,146.78)	12,733.44	(14,880.22)	(116.9)%
Net Income	**(210,422.07)**	**(52,391.20)**	**(158,030.87)**	**(301.6)%**

Name	Position	Salary
Staff		
Agoyo, Tailinh	Website/Marketing	$ 31,200.00
Bernstein, Bruce	Executive Director	$ 130,000.00
Erpelding, Mary	Finance Director	$ 41,184.00
Gomez, Gabe	Director Of External Affairs	$ 65,000.00
Keron, Denise	Memberships	$ 48,000.00
Lopez, Sharon	Finance Associate	$ 38,480.00
Rivera, Paula	Indian Market Manager	$ 48,000.00
Torres-Nez, John	Director of Artist Services	$ 60,000.00
Board of Directors - Volunteers		
Stockton Colt	Chair	$ -
Stephen Wall	Vice Chair	$ -
Elizabeth Pettus	Treasurer	$ -
Jenny Auger Maw	Secretary	$ -
Nocona J. Burgess	Member	$ -
Jed Foutz	Member	$ -
Roger Fragua	Member	$ -
Bruce Bernstein, Ex Officio.	Member	$ -
Jenny Kimball	Member	$ -
Charles King	Member	$ -
Bidtah N. Becker	Member	$ -
Stephanie Pho-Poe Kiger	Member	$ -
L. Stephine Poston	Member	$ -
Pat Pruitt	Member	$ -

**Please note: SWAIA also has close to 700 volunteers who help with all aspects of our programming

Southwestern Association for Indian Arts – Organizational Chart