



# Agenda

CITY CLERK'S OFFICE

DATE 3-23-12 TIME 2:05 pm

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## OCCUPANCY TAX ADVISORY BOARD MARCH 29, 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: February 23, 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. Request for Funding:

- a. Canyon Road Merchants Association – Meg Shepard
- b. LA Locations Expo – Eileen Street

##### V. Meeting Schedule:

The next regularly scheduled meeting will be held on April 26, 2012 at 8:30 a.m. in the City Hall Council Chambers.

##### VI. Adjournment

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

**CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD MEETING  
March 29, 2012**

<b>ITEM</b>	<b>ACTION</b>	<b>PAGE</b>
<b>I. PROCEDURES:</b>		
a. Call to Order	Quorum	1
b. Approval of Agenda	Approved [as amended]	1
c. Approval of Minutes: February 23, 2012	Approved [as submitted]	2
<b>II. LODGERS' TAX UPDATE</b>	Information/discussion	2
<b>III. CVB ACTIVITY REPORTS:</b>		
a. Jim Bradbury (interim SFCVB Executive Director)	Information/discussion	3-4
b. Christine Madden – SFCVB Sales	Information/discussion	4-5
c. Steve Lewis – SFCVB Public Relations	Information	5-6
<b>IV. REQUEST FOR FUNDING:</b>		
a. Canyon Road Merchant's Association (Meg Shepherd)	Approved funded @ \$7500	6-7
b. LA Locations Expo (Eric Vasquez and Luca Ceccarelli)	Moved up on the agenda Approved funded @ \$7500	3
<b>V. MEETING SCHEDULE</b>		
The next meeting will be held on April 26, 2012 at 8:30 a.m. in the City Hall Council Chambers.		7
<b>VI. ADJOURNMENT</b>		7-8

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
March 29, 2012**

**I. PROCEDURES**

**a) CALL TO ORDER AND ROLL CALL**

A regular meeting of the Occupancy Tax Advisory Board was called to order on March 29, 2012, at approximately 8:33 a.m. by Mary Bonney, 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:**

Mary Bonney  
Jon Hendry  
Paul Margetson

**MEMBERS ABSENT:**

Miguel Castillo, Chair, excused  
Terrell White, excused

**STAFF PRESENT:**

Joelynn Baca, SFCVB Sales Manager  
Cynthia Catanach, Administrative Assistant  
Cynthia Delgado, SFCVB Marketing Director  
David Tapia, Finance Department  
Steve Lewis, SFCVB Public Relations  
Chris Madden, SFCVB Sales

**OTHERS PRESENT:**

Connie Axton, Canyon Road Merchants Association  
Simon Brackley, Santa Fe Chamber of Commerce  
Luca Ceccarelli, LA Locations Expo  
Bonnie French, Canyon Road Merchants Association  
Eric Vasquez, LA Locations Expo  
Toni Zupanc, Canyon Road Merchants Association  
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**

Item IV-b (LA Locations Expo request for funding) was moved up on the agenda after the Lodgers' Tax Update.

**Mr. Hendry moved to approve the agenda as amended. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

## **c) APPROVAL OF MINUTES – February 23, 2012**

**Mr. Hendry moved to approve the Minutes of the February 23, 2012 meeting as submitted. Mr. Margetson 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 January's occupancy. Receipts are down 1.85%, when compared to the prior year.

Mr. Tapia noted that there was a large drop in income this month. He indicated that there were some hotels that went through a financial structure and this may be why they haven't filed their report. Due to the large drop in income, Mr. Tapia conducted audits and sent out some delinquency notices. There were three large hotels that received delinquency notices.

Mr. Tapia said he is working on gathering the information that the Board requested at the prior meeting - a comparison of last year's actuals compared to this year's.

Mr. Hendry asked if GRT was up, and if so, where is it coming from if it is not coming from visitors.

Mr. Tapia said yes, there was a huge increase from retail and construction.

Mr. Margetson asked Mr. Tapia to include the Rocky Mountain Report in the Board Members' packets.



**REQUEST FOR FUNDING:**

**IV-b LOCATIONS EXPO – Sponsored by the Regional Development Corporation (Eric Vasquez and Luca Ceccarelli)**

*(Mr. Hendry recused himself from discussion and voting on this item having declared a conflict of interest.)*

Mr. Vasquez presented the information from their application. The packet included promotional material for *Shoot Santa Fe*. Please see Exhibit “B” for the specifics of this presentation.

Mr. Vasquez is with the Regional Development Corporation. RDC was incorporated in 1996 as a 501 (c) (3) nonprofit economic development organization to help diversify North Central New Mexico’s economy.

Regional Development Corporation is requesting \$7,500 in OTAB funding to assist the *Shoot Santa Fe* Coalition with the *Shoot Santa Fe* Regional Promotional Campaign. They are currently preparing two events in Los Angeles in conjunction with the LA EXPO, which will be held in mid June.

Mr. Margetson asked if the City of Albuquerque is helping.

Mr. Ceccarelli said they haven’t yet. They just started talking to them about this round. He said both the Sundance Film Festival in January and South by Southwest Festival in March were hugely successful and created interest. At these events, Shoot Santa Fe was able to promote the region and raise awareness as to the viability of producing films and television in the Santa Fe region. The EXPO event in Los Angeles will be the largest and most important of these events, as it is the prime event site selectors’ use in learning about locations availabilities and incentives.

Mr. Margetson asked what they think they will get out of this specifically – is it exposure; or just want to remind them of Santa Fe.

Mr. Vasquez said yes, it could be a reminder. They will be specifically targeting producers and executive producers because these are the people who decide where they shoot their upcoming picture, or slate of pictures.

Mr. Margetson suggested that there be a requirement that the applicant come back and report to the Board after the event. Mr. Ceccarelli agreed.

**Mr. Margetson moved to approve the request in the amount of \$7,500. Ms. Bonney seconded the motion. The motion passed unanimously by voice vote.**

**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 is presently involved in lots of projects.
- The CVB hired Joelynn Baca as a new Sales Manager and Cynthia Delgado as the Marketing Manager.
- The CVB is upgrading the internal data base system to be more user-friendly for the community-at-large. There will be two days of training and then they will figure out a way to present this.
- An insert will be distributed in *Dallas Morning News* on Easter Sunday. This was created by *The New Mexican* and they did a very good job.
- There is construction presently going on at the Convention Center. They are installing solar panels that will offset some of the electricity costs. This will also bring exposure to a platinum lead-certification facility, which is one of the factors that have helped sales.

#### **CHRISTINE MADDEN – SFCVB SALES**

[Copies of *Santa Fe Convention and Visitors Bureau Sales Activities for period: July 1, 2011-March 28, 2012* {Exhibit C} were distributed.

Ms. Madden reviewed the information in Exhibit “C”. Please see Exhibit “C” for the specifics of this presentation.

Ms. Madden reported as follows:

- Bookings are going steadily well. There are 23,341 confirmed bookings through yesterday (for FY’11-12), compared to 11,328 in FY’10-11. There are 5,310 pending signature/tentative bookings.
- 30,000 room nights have been booked for this fiscal year and 50,000 for the next fiscal year. .
- During the week of April 16-19, representatives from CVB will be in Chicago on a FAM blitz. There are three hotel partners: Hotel Santa Fe, the Eldorado Hotel and La Fonda Hotel.

Mr. Margetson requested that the advertising agency attend the OTAB meetings.

Ms. Madden will pass this on to Mr. Bradbury.

Mr. Margetson asked how many groups took advantage of the “Experience SF on Us” incentive program. How many contracts have been completed?

Ms. Madden said they have completed two, a third on the “burner” and going for a fourth.

Mr. Margetson noted that they recently catered some events at the Convention Center and he has received tremendous feedback about the management of the floor, the setup and the staffing. He asked Ms. Madden to pass this on to Jim Bradbury and staff.

#### **b) STEVE LEWIS- SFCVB PUBLIC RELATIONS**

Mr. Lewis reported as follows:

- Recent press included a video that *H-Texas Magazine* posted on the Houston based magazine’s website of O’Keeffe country and an art tour that was arranged for part of the group.
- Other press from recent press visits includes a women’s travel piece in *Examiner.com* by *Claudia Carbone on O’Keeffe Museum*; a story on skiing by Michael Cervin on *Vacation Station Magazine* website; three *Ski Santa Fe* print stories by Rebecca Finkle in *Metro travel* city publications for New York, Philadelphia and Boston, plus a post on the national web site. Also, a story on northern NM skiing roundup in *Semana News*, a Spanish language publication in Houston. There was another ski roundup story in the *Dallas Morning News*; a destination feature in *The Australian* and; a piece on golf in *Golf Oklahoma Magazine*.
- Writers from *Prevue Magazine*, *Corporate & Incentive Travel* and *Smart Meetings* will be making a press trip to Santa Fe next month.
- A press release was sent out locally and nationally regarding the hiring of Cynthia Delgado and Joelynn Baca.
- A press release was sent out on the Canyon Road Passport to the Arts to national and regional press and calendar editors.
- Mr. Lewis wrote a piece for *Bus Tours Magazine*.
- Mr. Lewis sent out national press for South by Santa Fe efforts and sent out a national release on DIY Santa Fe month.
- Mr. Lewis is helping the Folk Art Market with *Travel and Leisure* Global Vision Award entry.

- Mr. Lewis noted that they now have a b-roll video online for download by media looking for stories on Santa Fe.
- Mr. Lewis said they did a marketing presentation for 50-60 members in the community to let them know what they are up to. They will be making the same presentation next week to the Gallery Association.
- Mr. Lewis concluded his report noting that he and Ms. Delgado attended the LTAB meeting last week to request \$5,000 in funding to match what the CVB has put aside for a FAM trip this fall. He has not heard back from them as of yet. He noted that Region V has decided not to do this trip this year, so they have been working with Geiger to arrange their own trip.

Ms. Bonney asked what the cost was to do this.

Mr. Lewis said \$10,000.

#### **IV. REQUEST FOR FUNDING:**

##### **a. Canyon Road Merchant's Association (Meg Shepherd)**

*[Ms. Bonney recused herself from voting and discussion on this item having declared a conflict of interest.]*

Ms. Shepherd presented the information from their application. Promotional material was included. Please see Exhibit "D" for the specifics of this presentation.

Canyon Road Merchant's Association is requesting \$16,000 for three events: a new event "Passport to the Arts" which will be held on May 12, 2012. The event takes place on the Saturday of Mother's Day weekend. The second event is "Paint Out", which is held in October. The event brings back a sense of the early art scene in Santa Fe when artists painted leisurely on dirt roadsides, and art lovers mingled amongst them watching exquisite works of art magically appear before their eyes. The third event/item is for the Canyon Road billboard. The billboard was in place three months after one hundred business owners first joined together to form the Canyon Road Merchants Association.

Ms. Shepherd noted that the First Annual *Passport to the Arts* will close with a free public concert featuring a jazz pianist. Many artists and their families will be coming to Santa Fe for the event, and many of them will stay in hotels.

Ms. Shepherd stated that the galleries have a successful track record of bringing people to Santa Fe for special weekend events. CRMA has an aggressive social media advertising campaign. They currently have 1000 followers per month.

Ms. Axton added that they want to develop *Paint Out* into a multi-day event, which will expand each year and attract an ever increasing number of visitors to Santa

Fe for years to come. The event's expansion and improved promotion will encourage more overnight stays in Santa Fe.

Ms. Shepherd said before the billboard contract expires this summer, more than four million vehicles will have passed the Canyon Road sign that is strategically located on I-25 North, outside of Bernalillo. This is according to the NMDOT 2009 statistics. The billboard was conceived by Canyon Road merchants in the aftermath of reports that 25-50% of Santa Fe visitors never heard of Canyon Road (ABQ Journal 2011). The Canyon Road Merchant's Association recently voted to renew the billboard contract this summer. Despite its \$17,000 tab, merchants agreed on its importance and joined together to raise the funds, which effectively promotes the historic Canyon Road to state and regional travelers.

Mr. Hendry said they cannot use OTAB funds for a billboard because the funding requirements for OTAB are very specific. He said this fits outside of the Board's mission, however, the other things the Association is doing, fits the mission essentially well. He mentioned that OTAB can only fund things that are 50 miles out of Santa Fe. He suggested that the Canyon Road Merchants Association look at developing a business district. He feels that this is the type of thing that should be done; however, OTAB cannot fund billboards.

Ms. Axton noted that the billboard was funded 100% by individual galleries and businesses from Canyon Road. She said she is trying to address how much they are giving of themselves time wise and financially to make this happen.

Ms. Axton stated that they recently did an ad in *Texas Monthly* that has over 2 million readers.

Mr. Margetson mentioned that OTAB only has \$16,000 left to fund organizations/events. He asked Ms. Catanach if there will be other funding requests. Ms. Catanach said yes, there will be six requests that are scheduled for the month of April.

**Mr. Hendry moved to approve the Canyon Road Merchant's Association request in the amount of \$7500. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

## **VI. MEETING SCHEDULE**

The next meeting will be held on April 26, 2012 at 8:30 a.m. in the City Hall Council Chambers.

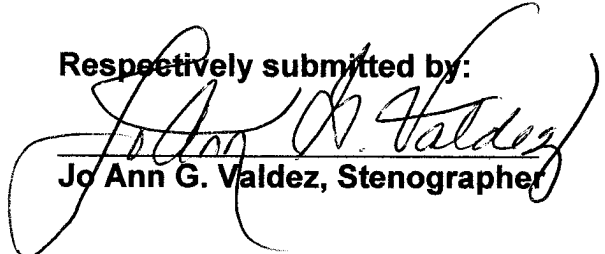
## **VII. ADJOURNMENT**

Its business being completed, Mr. Hendry moved to adjourn the meeting, second by Ms. Bonney, the meeting was adjourned at 9:45 a.m.

**Approved by:**

\_\_\_\_\_  
**Mary Bonney**

**Respectively submitted by:**

  
\_\_\_\_\_  
**Jo Ann G. Valdez, Stenographer**

**City of Santa Fe  
Lodging Tax Report  
For the Month of February 2012**

4% Lodging Tax									
Month	Fiscal Year 2006-2007	% Gain/Loss	Fiscal Year 2007-2008	% Gain/Loss	Fiscal Year 2008-2009	% Gain/Loss	Fiscal Year 2009-2010	% Gain/Loss	Monthly % Gain/Loss
July	\$ 480,856	15.45%	\$ 463,107	-3.65%	\$ 474,642	2.45%	\$ 368,059	-22.46%	27%
August	\$ 611,792	10.99%	\$ 561,227	-8.27%	\$ 578,255	3.03%	\$ 508,480	-12.07%	10.11%
September	\$ 641,060	1.05%	\$ 488,299	-23.83%	\$ 655,056	34.15%	\$ 604,580	-7.71%	2.85%
October	\$ 483,581	8.61%	\$ 726,932	50.32%	\$ 477,328	-34.34%	\$ 420,868	-11.83%	2.85%
November	\$ 494,100	1.59%	\$ 523,181	5.88%	\$ 364,609	-30.31%	\$ 400,356	9.80%	-0.86%
December	\$ 289,544	8.36%	\$ 223,119	-22.94%	\$ 374,153	67.69%	\$ 229,101	-38.77%	22.22%
January	\$ 341,458	10.69%	\$ 396,922	16.24%	\$ 184,871	-53.42%	\$ 266,342	45.15%	2.51%
February	\$ 169,120	-18.94%	\$ 249,603	47.59%	\$ 222,910	-10.69%	\$ 167,499	-24.86%	-2.86%
March	\$ 280,657	17.15%	\$ 212,142	-24.41%	\$ 235,832	11.17%	\$ 200,011	-15.19%	20.17%
April	\$ 346,774	13.10%	\$ 385,088	11.05%	\$ 224,625	-41.67%	\$ 306,086	36.27%	-0.85%
May	\$ 388,983	7.59%	\$ 345,488	-11.18%	\$ 286,021	-14.32%	\$ 275,292	-7.00%	-6.75%
June	\$ 430,763	2.69%	\$ 451,931	4.91%	\$ 409,259	-9.44%	\$ 384,175	-6.13%	-3.69%
<b>Fiscal Year Totals</b>	<b>\$ 4,958,498</b>		<b>\$ 5,027,039</b>		<b>\$ 4,497,561</b>	<b>-10.53%</b>	<b>\$ 4,132,849</b>	<b>-16.75%</b>	<b>5.25%</b>
<b>Cumulative Months</b>									
<b>July - January Totals</b>	<b>\$ 3,342,191</b>	<b>6.75%</b>	<b>\$ 3,632,390</b>	<b>1.38%</b>	<b>\$ 3,331,824</b>	<b>-8.27%</b>	<b>\$ 2,967,285</b>	<b>-10.94%</b>	<b>9.58%</b>

Convention Center 3% Lodgers Tax									
Month	Fiscal Year 2006-2007	% Gain/Loss	Fiscal Year 2007-2008	% Gain/Loss	Fiscal Year 2008-2009	% Gain/Loss	Fiscal Year 2009-2010	% Gain/Loss	Monthly % Gain/Loss
July	\$ 360,492	14.78%	\$ 347,330	-3.65%	\$ 355,983	2.49%	\$ 276,043	-22.46%	27%
August	\$ 458,844	10.34%	\$ 420,820	-8.27%	\$ 433,681	3.03%	\$ 381,380	-12.07%	10.11%
September	\$ 480,795	0.46%	\$ 366,224	-23.83%	\$ 481,292	34.15%	\$ 453,435	-7.71%	2.85%
October	\$ 362,686	7.98%	\$ 545,199	50.32%	\$ 357,996	-34.34%	\$ 315,651	-11.83%	2.85%
November	\$ 370,575	0.99%	\$ 392,386	5.88%	\$ 273,456	-30.31%	\$ 300,267	9.80%	-0.86%
December	\$ 217,158	7.73%	\$ 167,340	-22.94%	\$ 280,614	67.69%	\$ 171,826	-38.77%	22.22%
January	\$ 256,094	10.04%	\$ 297,682	16.24%	\$ 138,653	-53.42%	\$ 201,256	45.15%	2.51%
February	\$ 128,840	-19.41%	\$ 187,202	47.59%	\$ 167,192	-10.69%	\$ 125,624	-24.86%	-2.86%
March	\$ 210,493	16.47%	\$ 159,106	-24.41%	\$ 176,874	11.17%	\$ 150,008	-15.19%	20.17%
April	\$ 260,081	12.44%	\$ 288,816	11.05%	\$ 168,469	-41.67%	\$ 229,566	36.27%	-0.85%
May	\$ 291,744	6.97%	\$ 259,116	-11.18%	\$ 222,016	-14.32%	\$ 208,469	-7.00%	-6.75%
June	\$ 323,073	2.08%	\$ 338,948	4.91%	\$ 306,944	-9.44%	\$ 288,131	-6.13%	-3.69%
<b>Fiscal Year Totals</b>	<b>\$ 3,718,875</b>		<b>\$ 3,770,279</b>		<b>\$ 3,373,170</b>	<b>-10.53%</b>	<b>\$ 3,093,636</b>	<b>-8.11%</b>	<b>5.25%</b>
<b>Cumulative Months</b>									
<b>July - January Totals</b>	<b>\$ 2,506,644</b>	<b>6.75%</b>	<b>\$ 2,537,091</b>	<b>1.38%</b>	<b>\$ 2,498,867</b>	<b>-1.51%</b>	<b>\$ 2,225,462</b>	<b>-10.94%</b>	<b>9.58%</b>

Fiscal Year Comparison						
	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
Combined Total 4%+3% Fiscal Year Total	\$ 8,677,373	\$ 8,797,318	\$ 7,870,731	\$ 7,232,485	\$ 7,612,208	\$ 5,584,542
	6.13%	1.38%	-10.53%	-8.11%	5.25%	
Current Year to Date Comparison to Prior Year to Date						
July - January 2012			\$ 5,830,691	\$ 5,192,747	\$ 5,689,994	\$ 5,584,542
				-10.94%	9.58%	-1.85%

Gross Taxable			
Rent	Total	Dec	Payment
\$ 437,445.98	\$ 100,019.41	\$ 443,619.84	\$ 442,150.51
\$ 463,684.69	\$ 4,233.00	\$ 32,162.33	\$ 32,162.30
<b>Totals</b>	<b>\$ 475,782.17</b>	<b>\$ 475,782.17</b>	<b>\$ 474,312.81</b>

Cash For January  
\$ 482,839

Luca Ceccarelli

EXHIBIT

tabbies

B

**APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE**

Date of Application: March 26, 2012

Applicant's Name & Title: Eric Vasquez

Contacts Name (if different) \_\_\_\_\_

Organization's Name: Regional Development Corporation

Organization's Address: 706 Bond St., Espanola NM 87532

Event Name: Shoot Santa Fe - LA EXPO

Check Box: New Event ☒ Existing Event ☐

Event Location Address: Los Angeles, CA

Phone Numbers: (office) 505-820-1747 (cellular) 505-500-2096 (fax) \_\_\_\_\_

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

E-Mail Address: eric@rdcnm.org

Federal Tax I.D. Number: 742805791 Tax Exempt: ☒ Yes ☐ No

City of Santa Fe Business Registration License Number: 11-00034593

Amount Requested: \$7500.00

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



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 Rio Arriba

On this 27 day of March, 2012, I Erik Vasquez certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

  
\_\_\_\_\_  
Acknowledger's Signature

Program Manager  
\_\_\_\_\_  
Title/Position

Subscribed and sworn before me this 27<sup>th</sup> day of March, 2012

By Erik Vasquez

  
\_\_\_\_\_  
Notary Public

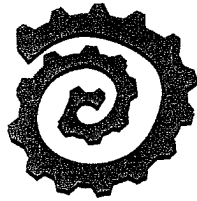
(Seal)

Notary Public

My commission expires 7/9/15

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

**\*PRE- AND & POST EVENT BUDGET**



REGIONAL  
DEVELOPMENT  
CORPORATION

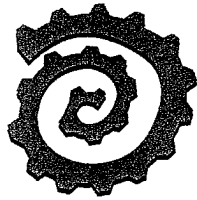


***ShootSantaFe* Application for O.T.A.B. Grant**  
**Sponsored by the Regional Development Corporation**

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**Table of Contents**

- 1 Applicant's Demonstrated Capacity for Proposed Project**  
Summary of RDC history & capacity
- 2 ShootSantaFe & RDC's Focus on Promoting Film & Media**  
Background on film & media's economic potential
- 3 Shoot SantaFe Application for Lodgers Tax Funding Assistance**  
Answers to the six OTAB application questions
- 4 Attachments**
  - A. Preliminary Budget
  - B. Promotional Material
    - Collateral Material
    - Event Invitation
    - Promotional lip balm w lanyard
    - Promotional vehicle wrap
  - C. City of Santa Fe Business Registration
  - D. IRS Proof of non-Profit Status
  - E. New Mexico CRS-ID Number
  - F. Insurance Policy



REGIONAL  
DEVELOPMENT  
CORPORATION



**ShootSantaFe Application for O.T.A.B. Grant**  
**Sponsored by the Regional Development Corporation**

**March 26, 2012**

**Applicant's Demonstrated Capacity for Proposed Project**

The Regional Development Corporation (RDC) was incorporated in 1996 as a 501 (c) (3) nonprofit economic development organization to help diversify North Central New Mexico's economy. The RDC believes that a successful economic development strategy must be regional, integrative or holistic, incremental, collaborative and measurable.

The RDC works to develop new and innovative responses on a regional basis, instead of as separate communities, providing opportunities to address needs that probably would not have been recognized, much less implemented by any individual entity.

By virtue this work, the RDC has developed a deep and insightful understanding of north central New Mexico's vibrant tri-cultural population, long-standing economic disparities, and rural geographic isolation, each of which presents unique challenges and opportunities for economic development. The RDC has achieved regional solutions by working adeptly within the culturally nuanced politics of tribal, local, and state governments. We have learned from and institutionalized the lessons of regional projects and collaborations, including those where large sums of money were distributed throughout the region.

The RDC's current and past projects exemplify successful regional collaboration:

- **Northern NM Regional Economic Development Initiative (REDI)** oversaw a year-long regional economic development planning process involving approximately 65 stakeholders, and completed a Regional Economic Development Plan available at [www.nnnmredi.org](http://www.nnnmredi.org). Subsequently the RDC was selected to administer the REDI program implementation, of which this application represents a component of supporting the Media Cluster.
- **Northern NM Connect** is Los Alamos National Laboratory's major economic development investment, managed by the RDC. Through its five programs, Connect pioneers innovation by providing entrepreneurs with technical assistance, strategic coaching, market data, networking and, in some cases, funding.

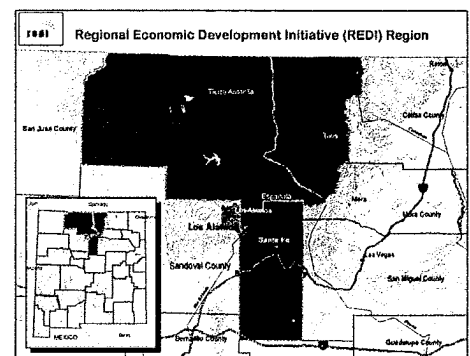
- **20/20 Campaign** is a partnership among communities and business support organizations in Northern New Mexico with the goal of developing at least 20 new high growth businesses in our region by the year 2020. More information is available at [www.nnm2020.org](http://www.nnm2020.org).
- **Accelerate**, a Technical Training and Job Placement program is designed to help educate students and re-train workers for high-tech, private sector, jobs in the area. Accelerate focuses primarily on non-traditional students (minority, single parent, students with jobs) and secondarily on transitional workers with retraining needs. The program provides a first step towards careers in several technology-related fields.

The RDC also advocates for business friendly policies and economic development incentives at the state and local levels.

### ShootSantaFe & RDC's Focus on Promoting Film & Media

The RDC is contracted to administer the implementation of the Regional Economic Development Initiative (REDI), and promote the development of a few key economic clusters, including Film & Media.

The REDI Film & Media cluster was selected for development and support because it is the economic cluster with the most immediate potential for growth in New Mexico. The state government of New Mexico has dedicated resources to the growth of this industry and over the last five years has created over 10,000 film-related jobs. A 2010 study of film and television industry growth indicate there are only two other states where film related job growth has a bigger impact on the local economy than New Mexico...California and New York.



Due to budget constraints and policy changes, the State of New Mexico has reduced the resources available for promoting New Mexico and the Santa Fe region to the international film industry. This has resulted in a decrease of productions in the pipeline.

To address this issue the RDC through REDI has partnered with several other regional governments including the City of Santa Fe, Santa Fe County, Los Alamos County, Rio Arriba, Santa Fe Studios, IATSE, and other entities to form the **ShootSantaFe** initiative to promote the region to production site selectors.

Northern New Mexico's hub city, Santa Fe, is only one of three places on the planet that has been named as a World Creative City by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Santa Fe is the country's second largest art market in terms of sales, proving that when it comes to nurturing creative industries, small can be beautiful. Our regional community is ideally positioned to capture an increasing share of the \$24 billion global entertainment industry with increasingly popular independent and immersive product lines. **ShootSantaFe** is a homegrown effort to capture this potential and direct media production into the Santa Fe region.

## Application

### Shoot SantaFe Application for Lodgers Tax Funding Assistance

**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.**

**ShootSantaFe** takes the simple message, if you want to shoot a movie, then come to the Santa Fe area. ✓  
The audience is targeted and vast. The impact is potentially huge. Currently we are preparing two events in Los Angeles in conjunction with the LA EXPO, held in mid-June, for which we are applying for the OTAB funds. On this round, we will be specifically targeting producers and executive producers, as these are the people who really decide where they will shoot their upcoming picture, or slate of pictures (grouping of two or more movies destined to be produced under the same financing plan). At the most basic level, we will be encouraging producers to hop on and come out to the area for a few days, experience the wealth of the area and explore how it might work for their picture. Ideally, our goal is to attract their business, in which case, the impact can be millions of dollars both in hiring local crew and talent, but also causing substantial impact in the immediate economy at large. When a picture is filmed locally, it can result in hundreds or even thousands of hotel room nights. Production extends over approximately six to eight weeks and, even if most of the crew base is local, Producers, Directors, Actors and many crew positions must be housed for that period or longer.

**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.**

**ShootSantaFe** is modeled after a Public-Private Partnership. Most of the cash-flow for the special events comes from the City of Santa Fe, Santa Fe County, and other municipalities surrounding Santa Fe (Española, Los Alamos, Rio Arriba, Taos). Concomitantly, a series of private companies and organizations contribute in kind, or with cash, including local film production company HDNM Entertainment, LLC, Santa Fe Studios, Santa Fe University of Art and Design and Garson Studios. ShootSantaFe will be approaching its customary partners for the LA EXPO venture.

**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.**

See attached for a preliminary budget for the Los Angeles EXPO event.

**4. List all paid and volunteer staff positions including their salaries and an organizational chart for your business.**

There are no paid positions. As a Public-Private Partnership, the Partners commit resources according to their areas of expertise.

*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.*

See 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.*

Over the past four months **ShootSantaFe** has successfully attended two other major industry events. This includes Sundance Film Festival in January and South by Southwest Festival in March. At these events, **ShootSantaFe** was able to promote the region and raise awareness as to the viability of producing films and television in the Santa Fe region. The Expo event in Los Angeles will be the largest and most important of these events, as it is the prime event site selectors' use in learning about locations availabilities and incentives.

As stated above, our region is ideally positioned to capture an increasing share of the television and film productions, but the State has recently reduced its promotional budget. **ShootSantaFe** addresses this issue and drives business into Santa Fe and the surrounding communities.

# SHOOT SANTA FE AFCI LOCATIONS EXPO BUDGET

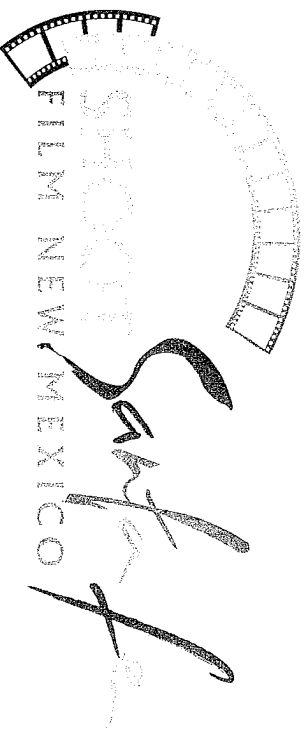
for the CITY and COUNTY of SANTA FE  
and the RDC & NORTHERN NM REGION

<u>EXPENSE</u>	<u>BUDGET</u>	<u>PAID BY</u>
<b>PR/Marketing</b>		
Ballantines PR contract	\$ 5,000	
Additional website design	500	
Other design work	250	
Print invitations	200	
Other printing	50	
<b>Staffing</b>		
Part-time prod ofc coordinator	2,200	
<b>Venues</b>		
Expo booth shared rental	500	
Cocktail reception	1,000	
VIP cocktail party	-	
34" LCD Screen, Bluray, addl hdwe	300	HDNM
Touchscreen, stand, computer	500	NM FILM
<b>Parties (incl food/drink/servers)</b>		
Cocktail reception	3,000	
VIP cocktail party	1,000	
Music		Santa Fe based band to perform
<b>Transportation/Travel</b>		
IATSE Production vehicle		IATSE
Fuel/Insurance/Parking		
Parking	100	
Fuel	1,500	
Lodging		
Meals		
<b>Promotional Materials</b>		
Design and production of material	2,500	
<b>Credentials</b>	-	
<b>Miscellaneous</b>	500	
<b>In-Kind Costs of Partners</b>		
HDNM Time		
HDNM Travel Costs		
Total In-Kind Costs	-	
<b>Sub-Total</b>	<u>\$ 18,600</u>	
<b>Less:</b>		
Website design - Studio X		
34" LCD Screen, Bluray, addl hdwe	(300)	HDNM
Touchscreen, stand, computer	(500)	NM FILM
IATSE Production vehicle		IATSE
HDNM In-Kind Donation		
<b>TOTAL</b>	<u><u>\$ 17,800</u></u>	

# SHOOT THE COUNTRY. LIVE THE CITY. REAP THE REWARDS.

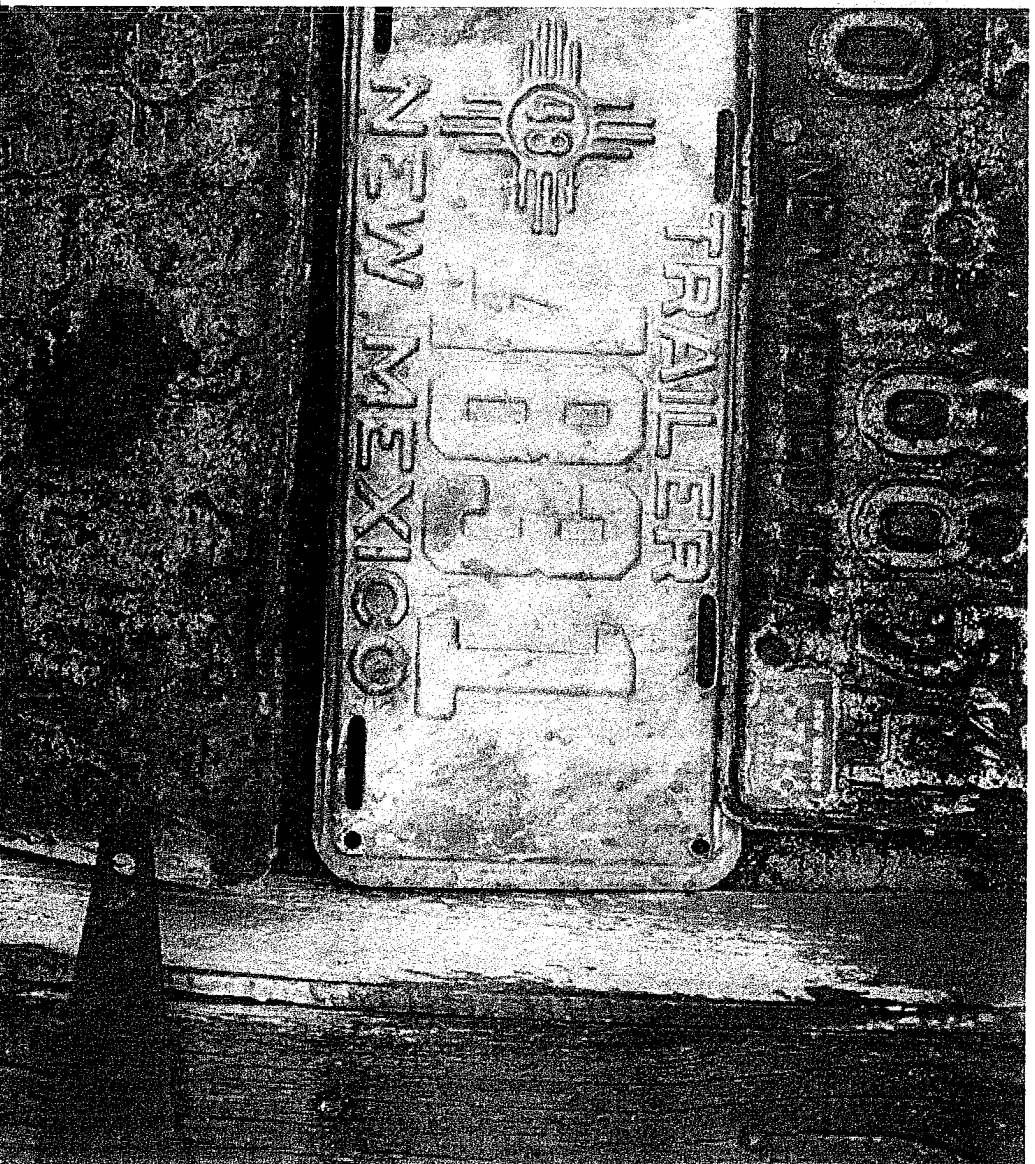
The Land of Enchantment remains one of the strongest film production states in the country, for any scale budget—and one of the few credits that disburses CASH.

**That means no brokers.**



25% Film & TV Production Tax Credit\*  
25% Post Production Tax Credit  
Low/Fixed Rate Investment Loan Program  
50% Wage Reimbursement (Film Crew Advancement Program) \*\*

\* Annual payout limited to \$50M. Any credit limited by this rule is placed at the head of the queue in the subsequent year. Other terms may apply. See [MIFilm.com](http://MIFilm.com) for details.  
\*\* In addition to the 25% Rebate, New Mexico offers a 50% reimbursement of wages for on-the-job training of New Mexico residents in advanced below-the-line crew positions.



No Minimum Budget Requirement  
No Minimum Spend Requirement  
No Minimum Shoot Day Requirement  
No Minimum Resident Hire Requirement



## SHOOT SANTA FE COUNTY

**In Santa Fe you will find supportive and film-savvy businesses, residents, government, fire and police and so much more...**

- Large, Experienced Crew Base
- World-Class Soundstages
- Varied and Diversified Landscapes
- Extensive Pool of Local Talent
- Fee-Free Government, City & County Owned Properties
- Dedicated Film Liaison
- Streamlined Producer-Friendly Permitting Processes
- Green Filmmaking Capital of the U.S.

### **Voted #3 by Conde Nast as a favorite destination:**

- Over a dozen local museums
- Over 250 art galleries
- Historical sites and pueblos
- Nearly a dozen golf courses
- Hiking, skiing, rafting, biking, horseback riding
- Beautiful scenery
- High-end shopping
- Casinos
- Outdoor opera
- And so much more...

## REAP THE REWARDS

## LIVE SANTA FE CITY

**The Santa Fe area is proud – and eager to share:**

- Oldest capital in the country
- A marriage of the Old and the New
- First UNESCO Creative City in U.S.
- Highest altitude capital in the country
- One of the top three cities with the Cleanest Air in the world

### **Accommodations:**

Everything from luxurious hotels, spas and homes to budget-sensitive housing alternatives

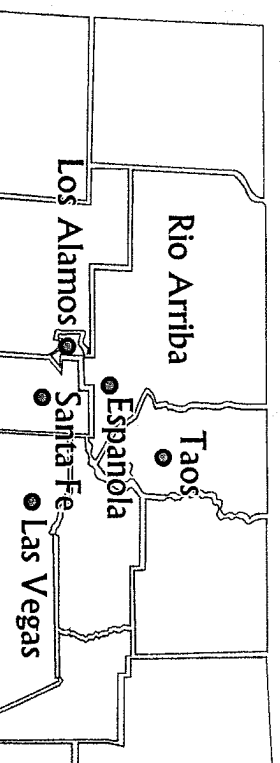
### **Dining:**

World-class restaurants offering a full range of cuisines, as well as many choices for more casual dining


### **Travel:**

Fly directly to the Santa Fe Airport  
Albuquerque Sunport (50 minute drive to Santa Fe)

**Northern New Mexico, a world to explore!**



## ShootSantaFe.com



Join us for  
refreshments  
music  
&  
networking

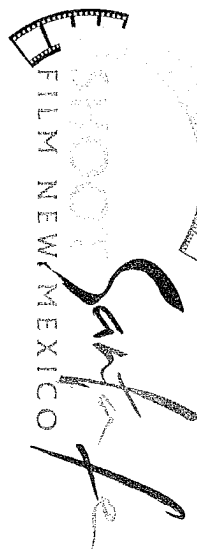
Shoot Santa Fe  
FILM NEW MEXICO  
ShootSantaFe.com

**MARCH 14**  
606 E. 3rd St.  
9:00-10:30a - IATSE Local 480 Breakfast  
11:00a-3:00p - Lounge  
4:30p-9:30p - VIP Film / Interactive  
Cocktail Party

**MARCH 15**  
GSD&M Idea City  
SX SANTA FE  
A FREE Cultured-  
filled Showcase  
1:00pm - 6:00pm

info@ShootSantaFe.com

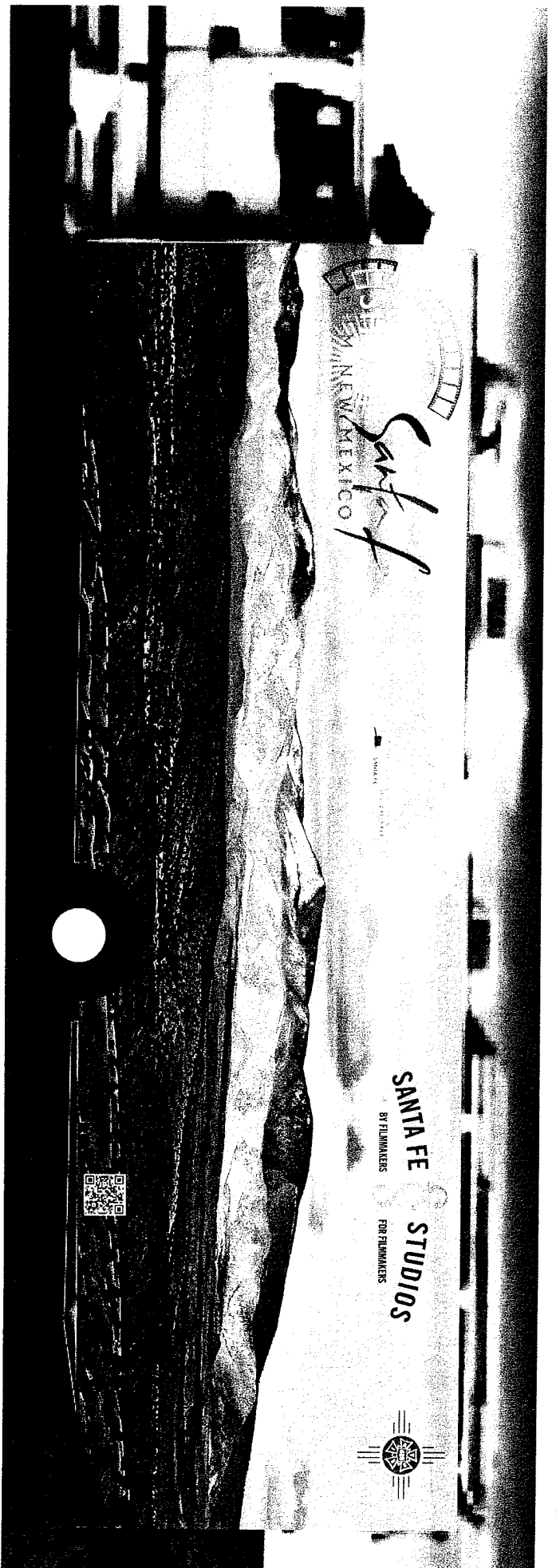
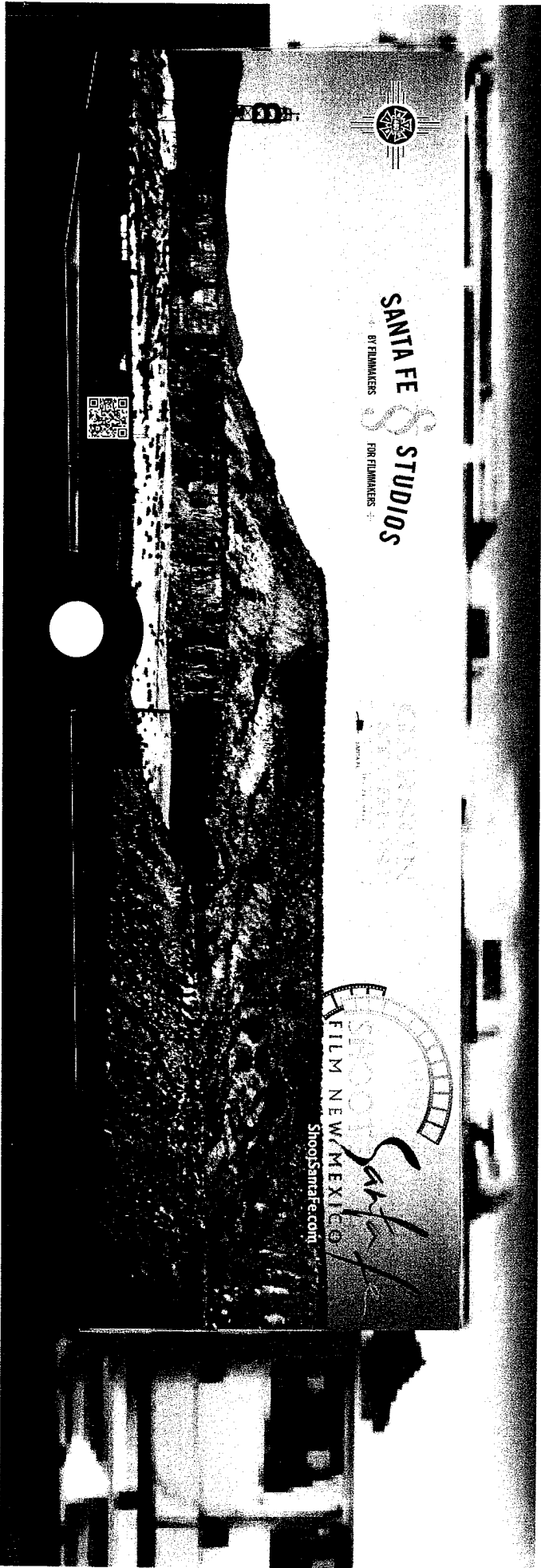
250 Credit Card Size  
(10-001) @ Two sides  
Thickness: 30Mil, Stock



ShootSantaFe.com

**VIP**

**SXSW - 2012**

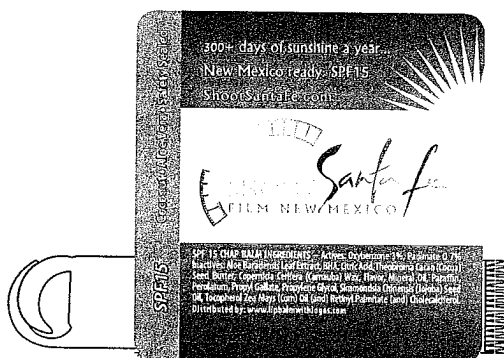


# Art Approval Form

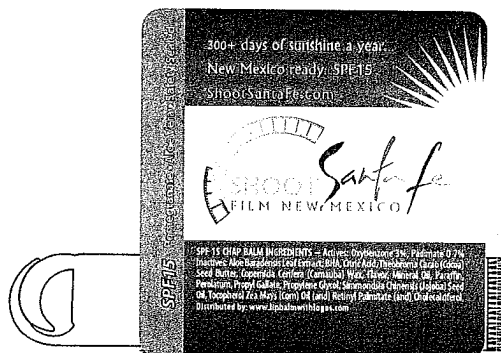
INVOICE # 281724  
ORDER #  
PROOF # 1



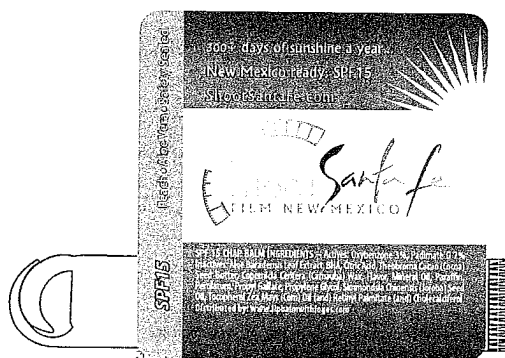
Phone: (888) 359-1365  
support@lipbalmwithlogos.com



Actual Imprint / Decal Size  
Guidelines Will Not Print



Actual Imprint / Decal Size  
Guidelines Will Not Print



Actual Imprint / Decal Size  
Guidelines Will Not Print

## IMPRINT COLORS

ITEM

IMPRINT TYPE

20196

WHITE DECAL



## Art Guidelines

Positive Imprint - 6 pt Minimum . . . . . Sample  
Negative Imprint - 8 pt Minimum . . . . . Sample  
Serif & Italic Types - 10 pt Minimum . . . . . Sample Sample  
Line Weight, Positive Lines - .5 pt Minimum . . . . .  
Line Weight, Negative Lines - .75 pt Minimum . . . . .  
Registered or Trademark Symbols - 8 pt Width Minimum ® TM

Ornate and display type faces  
will be printed on a case-by-case  
bases.

Registration marks and trade-  
marks will be enlarged to ensure  
minimal size when printed.

## Color & Size Variance



1" WIDE

Note: Fax transmission  
may cause distortion

- This PDF file is being viewed on an RGB monitor therefore there will be a variance between the color on your screen and the color of the actual finished product.
- All PMS Colors are printed CMYK and are matched as close as possible.
- This proof should be used to inspect the layout, spelling, grammar, color selection and color appearance of your order.
- Colors printed on different mediums (ie: caps/leash and label) will not be an exact match.
- This proof is not an exact match of the finished product color or quality of the printed piece.



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

# City of Santa Fe, New Mexico

## BUSINESS LICENSE

Official Document  
Please Post

Business Name: **REGIONAL DEVELOPMENT CORP**

Location: **2209 MIGUEL CHAVEZ RD C**

Class: **BUSINESS REGISTRATION - STANDARD**

Comment:

Control Number: 0042855

License Number: 11-00034593

Issue Date February 28, 2011

Expiration Date December 31, 2011

**REGIONAL DEVELOPMENT CORP  
2209 MIGUEL CHAVEZ RD #C**

**SANTA FE NM 87505**

**Internal Revenue Service**

**Department of the Treasury**

**P. O. Box 2508  
Cincinnati, OH 45201**

**Date:** August 27, 2002

**Person to Contact:**  
Brenda Fox 31-07209  
Customer Service Representative

**Toll Free Telephone Number:**  
8:00 a.m. to 6:30 p.m. EST  
877-829-5500

**Fax Number:**  
513-263-3756

**Federal Identification Number:**  
74-2805791

Regional Development Corporation  
428 Sandoval St. Ste. 201  
Santa Fe, NM 87501-7312

Dear Sir or Madam:

This letter is in response to your request dated August 27, 2002 for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in May 1998 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Regional Development Corporation  
74-2805791

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

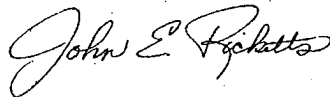
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

A handwritten signature in cursive script that reads "John E. Ricketts".

John E. Ricketts, Director, TE/GE  
Customer Account Services

## SELLER'S/LESSOR'S COPY

New Mexico Taxation and Revenue Department  
PO Box 5557, Santa Fe, New Mexico 87502-5557Certificate Type: **TYPE 9**Certificate Number: **B-2328893-09-00019**Date Issued: **11/02/2010**

## EXECUTED BY:

Buyer's New Mexico CRS ID#: <b>02-328893-00-0</b>			
Company Name: <b>REGIONAL DEVELOPMENT CORP</b>			
Address <b>2209 MIGUEL CHAVEZ RD</b>			
City: <b>SANTA FE</b>	State: <b>NM</b>	Country: <b>USA</b>	Zip: <b>87505-7010</b>
<u>Contract Number:</u>			

## EXECUTED TO: (Enter same information into BUYER'S COPY below)

Seller's New Mexico CRS ID#: <b>02-383056-00-5</b>			
Company Name: <b>DELL MARKETING LP</b>			
Address <b>PO BOX 149256</b>			
City: <b>AUSTIN</b>	State: <b>TX</b>	Country: <b>USA</b>	Zip: <b>78714-9256</b>
Date Certificate Executed: (cannot be prior to date issued)			<b>11/2/2010</b>

A seller may not accept this nontaxable transaction certificate to support a deduction from gross receipts unless the seller has a good-faith belief that the buyer will resell, lease or use the property or service sold or leased in the manner represented by the nontaxable transaction certificate.

## TYPE 9 CERTIFICATES MAY BE EXECUTED:

For the purchase of tangible personal property only and may not be used for the purchase of services, for the lease of property or to purchase construction materials for the use in construction projects. The following may execute Type 9 NTTCs:

- 1) Governmental agencies. (7-9-54);
- 2) 501(c)(3) organizations. (7-9-60) These organizations register with the Taxation and Revenue Department and submit proof of Internal Revenue Service 501(c) nonprofit determination before they may execute Type 9 NTTCs;
- 3) Federal or state-chartered credit unions. (7-9-54 and 7-9-61.2), formerly Type 14;

## CAUTION:

- A person who misuses this certificate may be subject to suspension of the right to use nontaxable transaction certificates (Section 7-9-44 NMSA 1978).
- A person who executes a nontaxable transaction certificate to acquire property or a service, but then converts that property or service to use in a manner other than that provided by the NTTC, is liable for compensating tax (Section 7-9-7 NMSA 1978).

SERIES 1992 - NONTAXABLE TRANSACTION CERTIFICATE - SERIES 1992

----- CUT HERE ----- CUT HERE ----- CUT HERE -----

## BUYER'S COPY

The information below MUST be entered into the New Mexico Taxation and Revenue Department's NTTC.NET web-site at:  
[www.state.nm.us/tax](http://www.state.nm.us/tax) or you can send a copy of this form to the Department at the address below.

Certificate Type: **TYPE 9**Certificate Number: **B-2328893-09-00019**Date Issued: **11/02/2010**

## EXECUTED BY:

Buyer's New Mexico CRS ID#: <b>02-328893-00-0</b>			
Company Name: <b>REGIONAL DEVELOPMENT CORP</b>			
Address <b>2209 MIGUEL CHAVEZ RD</b>			
City: <b>SANTA FE</b>	State: <b>NM</b>	Country: <b>USA</b>	Zip: <b>87505-7010</b>
<u>Contract Number:</u>			

## EXECUTED TO:

Seller's New Mexico CRS ID#: <b>02-383056-00-5</b>			
Company Name: <b>DELL MARKETING LP</b>			
Address <b>PO BOX 149256</b>			
City: <b>AUSTIN</b>	State: <b>TX</b>	Country: <b>USA</b>	Zip: <b>78714-9256</b>
Date Certificate Executed: (cannot be prior to date issued)			<b>11/2/2010</b>

New Mexico Taxation and Revenue Department  
PO Box 5557, Santa Fe, New Mexico 87502-5557

BUYER'S COPY: NONTAXABLE TRANSACTION CERTIFICATE - SERIES 1992





American Hallmark Insurance Company of Texas

777 Main St Ste 1000 Fort Worth, TX 76102

GENERAL CHANGE ENDORSEMENT

POLICY NO. 44-CL-414673-14/005

RENEWAL OF 44-CL-414673-13

NAMED INSURED AND MAILING ADDRESS

AGENCY AND MAILING ADDRESS

7149

REGIONAL DEVELOPMENT CORPORATION  
PO BOX 2698  
ESPANOLA NM 87532

BLUE CHIP INSURANCE AGY, INC.  
PO BOX 5355  
SANTA FE NM 87502

POLICY PERIOD: From 06/05/2011 to 06/05/2012 AT 12:01 A.M. STANDARD TIME AT YOUR MAILING ADDRESS SHOWN ABOVE.  
EFFECTIVE 10-21-11 THIS POLICY IS AMENDED AS SHOWN

COMMERCIAL PROPERTY

For an additional/return premium, the items below are changed as indicated:

POLICY DECLARATIONS ARE AMENDED TO SHOW LOC #2, BLDG #1 AS FOLLOWS:  
706 BOND ST, RIO ARRIBA COUNTY, ESPANOLA, NM 87532

COMMERCIAL CRIME

For an additional/return premium, the items below are changed as indicated:

COMMERCIAL INLAND MARINE

For an additional/return premium, the items below are changed as indicated:

COUNTERSIGNED AT:

*Santa Fe, NM*

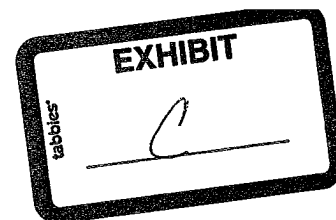
DATE: *11-7-11*

BY:

*Jay Winter*  
AUTHORIZED REPRESENTATIVE

Includes Copyrighted Material of Insurance Services Offices Inc. with its permission.

D



# CONVENTION & VISITORS BUREAU

3/28/12

## February Sales Activity

July 1, 2011 – March 28, 2012

### A. Sales Reports:

		<u>FY'11-'12</u>	<u>FY'10-'11</u>
1. Confirmed Bookings	see attached	23,341	11,328
2. Tentative (pending signature)	see attached	5,310	-0-
3. Lost	see attached	14,017	31,996
4. Turn Down	see attached	1,746	23,409

Leads Working: 5,460

### B. Site Inspections:

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

Completed Sites from July 1, 2011 until present:

<u>Jul</u>	Shear	Am. Pysch. Assn	Apr 2012	805rn-Signed
<u>Aug</u>	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 **
<u>Sep</u>	Dunnick	CAC	Oct 2012	1300rn-Signed**
	Koonce	NM State Bar	Jul 2013	600rn-Booking**
	Waters	Ctr. First Amer	Oct 2013	1600rn-Signed **
<u>Oct</u>	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
<u>Dec</u>	Klemmer	NM AA	Jun 2012	500rn-Signed
		Texaco Reunion	Sep 2012	80rn-Signed
<u>Jan</u>	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**
<u>Feb</u>	No sites – DC Blitz			

\*CC=Center related booking

**C. Travel/Tradeshow Reports:**

**Attended**

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

**D. FAM Trips/Blitzes Completed:**

<u>Jul</u>	None		
<u>Aug</u>	None		
<u>Sep</u>	None		
<u>Oct</u>	None		
<u>Nov</u>	None		
<u>Dec</u>	None		
<u>Jan</u>	None		
<u>Feb</u>	DC Blitz	3 hotel partners	
<u>Mar</u>	" "	18 appointments/ 7 cold drops	possible groups: Brain Injury Insulation Contractors Am. Fncl. Services Natl Hispanic Caucus

**E. Other**

- |   |   |
|---|---|
| • <u>DOS Meeting August 17, 2011</u>                    | Recap Memo Attached   |
| • <u>DOS Meeting September 21, 2011</u>                 | Developed Group Promotion for Citywides with TKO, Studio X. Final copy received yesterday |
| • <u>DOS Meeting October 26, 2011</u>                   | Promotion launch<br>VIP names for outreach<br>Staffing update                             |
| • <u>Tourism Department Meeting</u><br>October 26, 2011 | IMBA  |
| • November 9, 2011                                      | Debra Stottlemeyer 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<br>Plan and begin calls for April Blitz (Chicago) and FAM       |

FY 11-12 Report

Monday Mailer Report: 7/1/2011 - 3/28/2012

FY 11-12		FY 10-11
CFM	23,341	11,328
RENT	5,310	0
LOST	14,017	31,996
T/D	1,746	23,409

LEADS: 5460

**Confirmed**

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat at	Bureau Rep	Release Reason	Convention Center
3 R Texaco Reunion	1,766	3 R Texaco Reunion	9/30/12	1/9/12	3/6/12		4	80 New		Debra Stottmeyer		
Abbot International	1,467	Rheum LED Meeting	8/1/11	6/14/11	8/3/11		5	187 New		Christine Madden		
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 Madden		
American Society of Plastic Surgeons	889	2012 Symposium	8/21/12		3/23/12		5	775 New		Christine Madden		Yes
Art Quilts	1,825	Art Quilts 2012	4/22/12		1/26/12		6	250 Repeat		Christine Madden		Yes
ASM International	1,466	Material Data Management Consortium Meeting	7/31/11	5/14/11	7/12/11		3	95 New		Christine Madden		

GRAND TOTAL = 23,341

Association of Community Cancer Centers	ACCC Oncology	11/29/11	6/22/11	7/13/11	1	10 New	Christine Madden	
Association of Electric Companies of Texas	2011 Board of Directors	9/13/11		11/1/11	4	90 New	Christine Madden	
Association of University Research Parks	AURP 2011 Southwest Regional Meeting	9/13/11	7/8/11	8/15/11	4	51 New	Christine Madden	
BLM National Training Center	2012 Measuring and Monitoring	6/5/12	6/5/11	8/19/11	8	147 New	Christine Madden	
Center for Action and Contemplation	CAC -The Next 25	10/24/12		11/2/11	7	1,334 New	Christine Madden	Yes
Conference Director-Georgia	2014 American Folklore Society Annual Meeting	11/4/14	8/19/11	9/2/11	5	930 New	Christine Madden	Yes
Empire Meeting Solutions	PIMA Annual Meeting	7/16/12		1/10/12	8	520 New	Christine Madden	
Equipment Marketing & Distribution Association (EMDA)	EMDA Association's Spring Mgmt Workshop 2012	4/11/12		11/21/11	5	70 New	Christine Madden	
Experient	Mid-year Meeting	7/9/12	5/18/11	7/8/11	7	300 New	Christine Madden	
FBC, Inc.	ISSA Cyber Security Meeting	4/18/12		11/30/11	1	25 New	Christine Madden	

Fuelco, LLC	All Hands 1,475 Meeting	9/27/11	6/28/11	8/12/11	4	42 New	Christin e Madden	Yes
Fusion Advisor Network	2012 Chairmen and Leaders' 1,365 Conference	5/18/12	4/11/11	7/22/11	6	281 New	Christin e Madden	Yes
Great Plains Laboratory	Great Plains Laboratory Regional Conference 1,725 2012 2012 NM Statehood Centennial History	9/20/12	12/13/11	3/18/12	4	275 New	Christin e Madden	Yes
Historical Society of NM	1,020 Conference	5/2/12	12/19/11	1/23/12	2	210 New	Christin e Madden	Yes
International Mountain Bicycling Association	2012 IMBA 1,499 World Summit Interweave Bead Fest Santa Fe 1,245 (2012)	10/7/12		11/1/11	8	1,325 New	Christin e Madden	Yes
Interweave Bead Fest		3/14/12		8/8/11	5	200 Repeat	Christin e Madden	Yes
Interweave Bead Fest	1,647 Bead Fest 2013 J1+ J2 Type 2 Immunity: Initiation, Mainte ance, Homeostas 1,587 is and Pathology	3/13/13	12/21/11	12/21/11	5	200 Repeat	Christin e Madden	Yes
Keystone Symposia	J7+J8 Neurogenesis & New Frontiers in Neurodegenerati ve Disease	1/10/13		12/30/11	5	1,675 Repeat	Christin e Madden	Yes
Keystone Symposia	1,588 Research	2/3/13	12/3/11	12/30/11	6	1,700 Repeat	Christin e Madden	Yes

KeyStone Symposia	A5-Emerging Topics in Immune System Plasticity Cellular Networks, Metabolic control, and Regeneration	1,646	1/15/13	12/30/11	6	1,125 Repeat	Christine Madden	Yes	
LANL Chemistry and Physics of Heavy Elements	LANL Chemistry and Physics of Heavy Elements LANL - CNLS's 32nd Annual Conference-Optimization and Control of Smart Grids	1,838	6/19/12	2/10/12	2/13/12	4	280 New	Christine Madden	
LANL - CNLS Annual Conference	LANL - CNLS Control of Smart Grids	1,754	5/20/12	11/25/11	7	600 New	Christine Madden		
LANL Conference on Data Analysis (CODA)	LANL CODA	1,767	2/28/12	11/24/11	12/1/11	4	200 New	Christine Madden	
LANL - Systems Approaches to Immunology	LANL - Systems Approaches to Immunology	1,753	1/5/12	11/25/11	3	300 New	Christine Madden		
LANL-Target Fabrication	LANL 20th Target Fabrication	1,858	5/20/12	2/14/12	5	200 New	Christine Madden		
LCF Research Los Alamos National Laboratory	NM HITREC 2012 Joint Meeting of COSIRES/ICDIM	1,507	9/16/11	8/15/11	3	50 New	Madden Christine Madden		
		894	6/24/12	7/15/11	7/29/11	6	1,250 New	Madden	Yes

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



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

UNM Dept of Teacher Education	UNM-Contested Homelands: Knowledge, History & Culture of Historic Santa Fe 2012 #1	6/17/12	11/14/11	7	180 New	Christine Madden
UNM Dept of Teacher Education	UNM-Contested Homelands: Knowledge, History & Culture of Historic Santa Fe 2012 #2	6/24/12	11/14/11	7	180 New	Christine Madden
US Fish & Wildlife Service	Canada/Mexico/US Trilateral Committee for Wildlife and Ecosystem Conservation and	5/13/12	10/4/11	5	640 New	Christine Madden
Western Clean Energy Advocates	WCEA - Santa Fe Member	10/4/11	11/14/11	2	100 New	Christine Madden

# Tentative

Account Name	Booking ID Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat at	Bureau Rep	Release Reason	Convention Center
American Astronautical Society	AAS/AlAA Space Flight Mechanics 1,817 Winter Meeting	1/26/14	3/23/12			4	1,200 New		Christine Madden		Yes
Association of College Educators for Deaf and Hard of Hearing	2013 Annual 1,342 Conference 2013 NLA Clinical Lipid Update (National Lipid Association)	2/20/13	3/19/12			3	270 New		Debra Stottlemeyer		
National Lipid Association	1,720 Association)	2/20/13	10/25/11			4	500 New		Christine Madden		Yes
Rocky Mountain Mineral Law Foundation	1,873 RMML 2017	7/17/17	3/9/12			4	2,780 Repeat		Christine Madden		Yes
Rocky Mountain Society of Orthodontists	2016 874 RMSO/SWSO	9/15/16	10/13/11			4	340 New		Christine Madden		Yes
Western Bat Working Group	Western Bat Working Group 1,887 2013	4/1/13	3/20/12			5	220 New		Christine Madden		

11 = 5310

# Lost Business

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat	Bureau Rep	Release Reason	Conversion Center
AHMA-Affordable Housing Management Association	1,468	AHMA 2012 Annual Conference	9/17/12			1/21/12	8	411	New	Christine Madden		
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		Christine Madden	overall costs are lower in ABQ and access easier from the airport	
American Water Works Association	1,440	2014 AWWA Board of Directors' Meeting	1/15/14	6/24/11		1/25/12	7	272	New	Christine Madden	Membership preference	
Association of American Colleges	1,496	AAU 2012 Senior Research Officers Meeting	3/9/12	5/20/11		7/21/11	5	120	New	Christine Madden	Chose to be near one of the member Universities.	
CRIF Lending Solutions	1,734	CRIF Lending Solutions Forum	9/29/12	11/9/11		12/6/11	6	850		Christine Madden	Rate discrepancies and multiple contracts	Yes
First Affirmative Financial Network	172	2011 SRL in the Rockies	11/7/11	7/15/09		1/3/12	9	1,482	New	Debra Stottlem	Cleaning up accounts. Group was in New Orleans in 2011 and will be in CT. in 2012	Yes

Grand Total: 14,017

HelmsBriscoe Minnesota	1,481	NAMIC CEO Roundtables	3/15/13	5/19/11	1/24/12	5	422 New	Christine Madden	Group worried about Santa Fe's March weather.
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	Christine Madden	The group voted to go to Portland, no reason given.
Hispanic Leadership Network	1,617	Hispanic Leadership Network	9/22/11		8/15/11	3	270 New	Christine Madden	Rates and accessibility easier in ABQ.
Hotel Company 226	1,780	Hotel Company 226	6/2/13		1/9/12	7	290 Repeat	Debra Stottlem yer	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

Independent Petroleum Assn of America (IPAA)	IPAA Annual Meeting 2014	10/23/14	11/18/11	6	695 New	Christine Madden	Following site on 11/6-8, 2011, she determined that Santa Fe is a better fit for the Summer meeting fir 2016. RFP to be released soon.	Yes
Institute for Intergovernmental Research (IIR)	TTSORS Training Event	4/9/12	11/25/11	4	565 New	Christine Madden	Proximity and pricing (air costs lower)	Yes
International Association of Medical Science Educators	1,279 IAMSE 2012	6/6/12	10/4/11	5	802 New	Christine Madden	Ease of access	Yes
International Association of Medical Science Educators	1,281 IAMSE 2012	6/13/12	10/4/11	4	0 New	Christine Madden	Ease of access	Yes
Jamman Travel, Inc.	2012 Shareholders' Meeting	4/21/12	10/4/11	3	320 New	Christine Madden	This was the Board's final decision.	Yes

Keystone Symposia	4th Keystone 1,826 2013	3/19/13	1/26/12	2/9/12	6	1,700 <del>2,560</del> Repeat	Christine Madden	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 add'l attendees from Germany.	Yes
Knights of Columbus	Knights of Columbus 1,331 Conference	5/10/13		10/3/11	3	New	Christine Madden	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.	Yes
LANL Safety Analysis Working Group	1,564 2012 SAWG	5/4/12	6/21/11	8/1/11	6	695 New	Christine Madden	Total cost and multiple components made Chair leary of booking Santa Fe.	Yes

Mattel Inc	Mattel Inc 1,629 Meeting 2011	9/22/11	8/22/11	4	60 New	Christine Madden	chose Tamaya for Resort and airport access - spent majority of time and \$\$ in SF		
Meetings & Incentive Travel	2012 Order of St LazarusGrand Priority Meeting of 1,077 America	9/20/12	4/22/11	2/3/12	4	165 New	Christine Madden	Keeping all functions at Eldorado - Host Hotel	Yes
Meetings Management Group	2013 Solutions 1,376 Summit XVI Metso Users Group	5/17/13	4/10/11	10/7/11	4	697 New	Christine Madden	No response to numerous follow up contacts	Yes
Metso	1,824 2012 2013 Reunion of Squadrons & Shipmates of the FDR/Midway Inc.	7/14/12	11/18/11	1/30/12	6	262 New	Christine Madden	Portland offers easier air access.	
Military Reunion Planners	1,363 FDR/Midway Inc. Multi Housing Laundry Fall Educational Conference & Board of Directors	9/18/13	3/25/11	12/8/11	5	600 New	Debra Stottlemeyer	Santa Fe did not make the short list	
Multi-housing Laundry Association - MLA	1,815 Meeting 2012	10/19/12	1/24/12	1/30/12	5	180 New	Christine Madden	It was agreed by all in Santa Fe involved with this site that this was not a serious buyer.	
Navajo Nation	1,795 Staff Retreat	1/3/12		1/3/12	3	45 New	Debra Stottlemeyer	No response from client.	



New Mexico Association of Career and Technical Education	Region IV ACTE 1,614 Conference	4/18/12	7/26/11	8/11/11	4	240 New	Christin e Madden	Hyatt Regency did not charge meeting room rental, had a \$4000 F & B minimum and included cost of entertainment for Friday night.	Yes
NM School for the Deaf	1,533 CASA 2012	4/19/12		7/21/11	2	100 New	Christin e Madden	Due to the economy, School District budgets are being slashed. Although other dates were discussed, decision made to go to BT who offered state per diem and waived meeting room fees.	Yes
NM Technology in Education	NMTTE 2012 Annual 1,308 Conference	10/22/12		11/25/11	3	352 Repeat	Christin e Madden	4 follow-ups have yielded no response from client....R.I.P.	Yes
Printing Industries of America	Converge 918 Conference	11/4/11		7/6/11	6	271 New	Christin e Madden	multiple attempts to determine disposition have never been answered	
Professional Bail Agents of the U.S.	2012 PBUS 680 Midyear Meeting	7/14/12		11/7/11	6	350 New	Christin e Madden		

RX Worldwide Meetings, Inc.	P-795 Investigator	4/18/12	3/7/12	4	147 New	Debra Stottlemeyer	Santa Fe did not make the short list.
Texas Instruments	2011 WW Make 1,441 and TMG	9/17/11	5/9/11	7	365 New	Christine Madden	Group confirmed their preference for San Diego in a vote
Tom Hill's Eagle Summit	Tom Hill's Eagle 1,737 Summit	10/19/12	11/11/11	3	100 New	Debra Stottlemeyer	Group wanted meeting in a hotel and no hotel had the 3,000 sq ft of meeting space they required.
Travel Alliance Partners, LLC	Annual Partner 1,554 Meeting	11/27/12	3/15/12	4	142	Debra Stottlemeyer	The group chose Kansas City.
Travel Alliance Partners, LLC	1,555 TAP DANCE	5/31/13	3/15/12	4	857	Debra Stottlemeyer	The group chose alternative city.

## Turndown

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

1746

National  
Health Service  
Corp

NHSC 2011  
Annual Scholars  
Placement  
1,596 Conference

10/25/11 7/27/11

7/28/11

5

510 New

Christin  
e  
Madden

Since the client did not return calls to answer additional 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.

# Lead

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat at	Bureau Rep	Release Reason	Conversion Center
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	Christine Madden		Yes
American Physical Society	1,784	Division of Nuclear Physics 2015	10/27/15	2/21/12			6	1,400	Repeat	Christine Madden		Yes
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 Madden		
GALA Choruses Inc	1,899	GALA Managers & Directors Retreat 2013	1/18/13	3/27/12			3	130		Christine Madden		
Independent Petroleum Assn of America (IPAA)	1,863	IPAA Mid-Year Meeting 2015	6/23/15	2/27/12			3	775	New	Christine Madden		Yes
Integrated Vet Technologies	1,884	Integrated Vet Technologies 2012	5/18/12	3/5/12			4	90	New	Christine Madden		
MAPPs	1,867	Summer Meeting 2014	7/4/14	2/28/12			5	468	New	Christine Madden		

Grand Total = 5460

National Association of Appellate Court Attorneys	2013 NAACA Annual Conference	7/9/13	10/12/11	5	190 New	Christine Madden	
National Association of Federal Credit Unions	NAFCU's Strategic Growth Conference	3/11/13	1/26/12	5	220 New	Christine Madden	
National Assoc of Student Financial Aid Administrators (NASFAA)	NASFAA Fall Board Meeting	11/3/12	2/28/12	2	106 New	Christine Madden	
National Hispanic Caucus of State Legislators	National Hispanic Caucus of State Legislators	11/14/12	3/1/12	4	370 New	Christine Madden	Yes
North American Thermal Analysis Society (NATAS)	NATAS Annual Conference	9/11/14	2/28/12	8	391 New	Christine Madden	
Santa Fe Trail Association	Santa Fe Trail Association 2015 Annual Meeting	9/24/15	3/7/12	4	150 New	Christine Madden	Yes
Troy University	The Academic Forum Fall Conference	10/17/12	3/19/12	4	120 New	Christine Madden	
Utility Wind Integration Group (UWIG)	UWIG Variable Generation Short Course 2012	9/17/12	2/28/12	5	100 New	Christine Madden	

# CANYON ROAD

SANTA FE

## Canyon Road Merchants Association

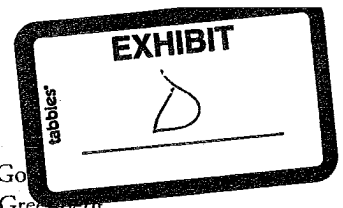
www.visitcanyonroad.com crma.sf@gmail.com (505) 795-5703

### Executive Board Members:

Connie Axton  
Mary Bonney  
Rachel Darnell  
Jean Jacques DeSalle  
Bonnie French

Steve Go  
Mark Greenberg  
Tresa Vorenberg  
Toni Zupanc

Assistant Director: Meg Shepard



March 5, 2012

To: Occupancy Tax Advisory Board

Dear Mr. Bradbury:

We look forward to appearing before the OTAB on March 29 to present a new event, *Passport to the Arts*, which we created and developed in response to a request from the OTAB last fall. The event will be held on Saturday, May 12, 2012 for the first time and it is an event that we feel has the legs to become an annual Santa Fe event on Mother's Day Weekend.

We will also discuss the *Historic Canyon Road Paint Out* October 2012, along with ongoing advertising and marketing efforts by CRMA to promote Santa Fe and encourage tourism.

Appearing on behalf of the Canyon Road Merchants Association will be Executive Board Members Connie Axton, Rachel Darnell, Bonnie French, Tresa Vorenberg, and Toni Zupanc. Meg Shepard will deliver our presentation to the board.

Sincere regards,

A handwritten signature in cursive script that reads "Connie Axton".

Connie Axton  
CRMA Executive Board Member

### Mission Statement:

To increase business and opportunities through group action and participation.  
To promote tourism and the local community by continuing the quality experience of our historic Canyon Road.

**PROCEDURES FOR LODGERS TAX FUNDING ASSISTANCE**  
**FOR SPECIAL EVENTS**

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



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

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

13. The Contractor must maintain adequate liability insurance in at least the amount stated in the New Mexico Tort Claims Act (one million fifty thousand dollars) (\$1,050,000). A certificate of insurance must be provided by the contractor's insurance agency. It is the sole responsibility of the Contractor to comply with the law. Copy of the insurance policy must be presented with the application.

Contractor agrees to defend, indemnify and hold the City of Santa Fe, OTAB members, and the Convention & Visitors Bureau harmless for all losses, damages, claims or judgment, execution, actions or demands whatsoever resulting from the Contractor's actions or inactions as a result of the event.

14. After the event, a post-event written report must be submitted to the OTAB, within the next quarter (90 days). The report will be presented to the OTAB by a ten-minute (10) verbal presentation to explain the written follow-up report at the next regularly scheduled meeting (post-event). The report must include a post event budget of expenditures and revenues. Also a descriptive breakdown of how the event directly related to produce revenue for tourism i.e. number of attendees, participants, number of room nights used in local hotels/motels, estimate of direct revenue other than room nights, next year's plan.
15. City of Santa Fe as per the guidelines of the City Finance Department:  
All reimbursement information must be categorized as per City of Santa Fe Professional Service Agreement approved budget.
  - a. Original invoices must be submitted for payment processing. (Copies of invoices will not be accepted.) Invoices must be dated and paid by the event after the signed agreement date.
  - b. Vendor statements will not be accepted instead of original invoices.
  - c. Copy of cancelled checks (front & back) or signed credit card receipts must accompany invoices as proof of payment.
  - d. Copies/clippings of flyers, banners, advertisements (radio, TV, newspaper, magazine, etc.) must accompany each vendor-related invoice.
  - e. Invoice for the O.T.A.B. funding amount.

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

**Acknowledgement:**

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

Margaret D. Shepard  
Applicant's Signature

3/5/2012  
Date

Assistant Director  
Title/Position

## **APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE**

**Date of Application:** March 2012

**Applicant's Name & Title:** Connie Axton, Executive Board Member

**Contacts Name:** Meg Shepard, 795-5703

**Organization's Name:** Canyon Road Merchants Association (CRMA)

**Organization's Address:** c/o Santa Fe Chamber of Commerce  
P.O. Box 1928  
Santa Fe, NM 87504-1928

**Event Names:** Passport to the Arts – new event  
*We seek funding for three events.* Paint Out – second year request  
Billboard – second year request

**Locations:**  
Passport to the Arts Canyon Road – Paseo de Peralta to East Palace  
Paint Out Canyon Road – Paseo de Peralta to East Palace  
Billboard I-25 North – between Albuquerque and Santa Fe

**Phone Numbers:** Connie Axton (office) 983-8815 (fax) 988-4780

**Contact's Numbers:** Meg Shepard (cell) 795-5703

**E-Mail Address:** crma.sf@gmail.com

**Federal Tax I.D. Number:** 85-0067130 **Tax Status:** Not tax exempt  
Santa Fe Chamber of Commerce  
(fiscal agent)

**Santa Fe Business Registration License:** 12229  
Santa Fe Chamber of Commerce  
(fiscal agent)

**Amount Requested:** \$16,000.00

**APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE**

**\*Acknowledgement Certificate:**

State of New Mexico

County of Santa Fe

On this 5<sup>th</sup> day of March, 2012, I H. Connie Axton certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

H. Connie Axton  
Acknowledger's Signature

Executive Board Member  
Title/Position Canyon Rd. Merchants Association

Subscribed and sworn before me this 5<sup>th</sup> day of March, 2012

By H. Connie Axton



OFFICIAL SEAL  
KATHY SWOVERLAND  
NOTARY PUBLIC-State of New Mexico

My Commission Expires Feb 2, 2015

Kathy Swoverland  
Notary Public

My commission expires Feb 2, 2015

**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	NA		

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

<u>Categories</u>	<u>Description</u>	<u>Projected Expenses - Revenue</u>	<u>Actual Expenses - Revenue</u>
Newspaper	See next page	\$9,831 –	–
Magazine	See next page	\$6,638 –	–
Poster		–	–
Brochure	See next page	\$6,644 –	–
Radio		–	–
TV/Video	General/Events	\$6,000 –	–
Creative	Graphic Design	\$2,350 –	–
Printing		–	–
Postage/ Distribution	State & Local	\$3,552 –	–
Direct Mail		–	–
Production		–	–
Web Site		–	–
Other (specify)	Billboard	\$16,800 –	–
	Entertainment	\$2,500 –	–
<b>TOTALS:</b>		<b>\$54,315 –</b>	–

**Total Hotel/Motel Rooms Filled**

**Total Revenue generated from room sales**

**Total number of Attendees –**  
(tickets sold, registered guests, public)

**Total number of Participants –**  
(out-of-town vendors/volunteers working event)

## 2012 Spending Item Detail

### Newspaper

Houston/Dallas Ad Package	\$2,000
The New Mexican – 4 full page ads	\$7,831

### Magazine

Canyon Road Magazine	\$1,500
Southwest Art	\$2,500
Texas Monthly	\$2,638

### Brochure

3,000 Event Brochures	\$2,500
40,000 Brochures w Map	\$3,794
SOFA Handouts	\$350

## Introduction

**The Canyon Road Merchants Association Mission Statement** is to increase business and opportunities through group action and participation; to promote tourism and the local community by continuing the quality experience of our historic Canyon Road.

Santa Fe is a major player in the art world. Its galleries and art dealers outsold just about every other city in the world over the past couple of decades. And the nexus for all that art—and all those sales—is Canyon Road.

This half-mile-long, east-west road (unpaved until 1964) now boasts more than 100 art galleries - galleries that have already made Canyon Road internationally famous. Santa Fe is listed among the top three art destinations in the United States by numerous sources, and 1 in 5 Santa Fe residents now make their living in connection with the Arts.

The merchants of Canyon Road not only want to preserve its reputation as an Art Mecca, we want to see that reputation grow; and we have a comprehensive plan combining marketing and well-orchestrated public events to make that happen. We share the Occupancy Tax Advisory Board's desire to bring visitors to Santa Fe and to fill our hotel rooms.

## I. Synopsis of Events

### Passport to the Arts

Visitors to Santa Fe and New Mexico are invited to join members of the Santa Fe community on a Journey through a World of Art in One Day. The Canyon Road Merchants Association is hosting the first ever *Passport to the Arts* event on Saturday May 12, 2012. The event takes place on the Saturday of Mother's Day Weekend, and is another great reason to come to Santa Fe.

The exciting day long event starts with an artist **Quick Draw** contest, which will be staged at three outdoor locations along Canyon Road. Artists will be given 90 minutes to create original works of art, and the resulting pieces will be immediately auctioned off. This is a rare opportunity to watch artists create works using a broad range of painting media and very individual techniques – under pressure and in public view.

Merchants have a variety of enticements to entertain visitors throughout the day - Silent Auctions, special exhibitions, trunk shows, and music all day long. The First Annual *Passport to the Arts* will close with a free public concert at twilight featuring Jazz Pianist John Rangel.

*10% of Passport to the Arts proceeds will benefit the SFPS Music Education Program, and student musicians will perform on Canyon Road throughout the day.*

### Reasons to Support *Passport to the Arts*

1. The early May date effectively lengthens the summer art season in Santa Fe, which will increase tourism.
2. The day begins early Saturday morning and ends late that evening, encouraging guests to spend Friday and Saturday nights.
3. The excitement and uniqueness of the Quick Draw contest will attract people from all over the region to this first year event in Santa Fe.
4. CRMA plans to develop Passport into a multi-day event, The Quick Draw artist competition is modeled after one first held in Wyoming in 1996 - a 60 minute local exhibition that evolved into the Jackson Hole Fall Arts Festival, an 11 day celebration of art that includes 50 separate events, and draws visitors from all over the world.

5. Many artists and their families will be coming to Santa Fe for the event, and many of them will stay in hotels. Canyon Road Gallery artists come from all over the world.
6. CRMA has an excellent communication network set up with the members – each one of whom will be contacting their out-of-town collectors with letters, postcards, invitations, and e-mails. Galleries especially have a successful track record of bringing people to Santa Fe for special weekend events.
7. CRMA galleries and merchants are already committing to additional ad spending in art magazines to promote this first-year event regionally.
8. CRMA has an aggressive social media advertising campaign. Our blog site: [www.experiencecanyonroad.com](http://www.experiencecanyonroad.com) is showing consistent, steady growth. We currently have over 8,000 followers and are growing at a rate of approximately 1000 followers per month, according to Carl Gerber of Social Media Pathways.
9. The quality of graphic design for this project is exceptional.

### The 5<sup>th</sup> Annual Historic Canyon Road Paint Out

On October 20<sup>th</sup> this year, visitors from around the country will converge on Santa Fe for the *2012 Paint Out*. The event brings back a sense of the early art scene in Santa Fe when artists painted leisurely on dirt roadsides, and art lovers mingled amongst them watching exquisite works of art magically appear before their eyes.

Last year, the newly formed Canyon Road Merchants Association assumed sponsorship of this event, and, working together, they stimulated thousands of dollars of special ad spending to promote this event regionally and nationally. Their work paid off. Attendance numbers doubled from 2010 to 2011, and over 90 artists participated. Galleries, restaurants, and shops on Canyon Road commented on the remarkable number of tourists that came in throughout the weekend.

### Reasons to Support the Paint Out

1. CRMA board members have a way of turning a penny into a pound. Last year's *Paint Out* was a wonderful event for Santa Fe because of the strategically orchestrated ad campaign put together by CRMA with a variety of regional & national magazines.



- In 2011, CRMA negotiated \$20,000 in donated advertising space from *Cowboys and Indians*, *the Santa Fean*, *Trend Magazine*, *American Art Collector*, *O’Keeffe Magazine*, *Southwest Art*, and *Western Art Collector*.
  - More than double that amount was spent by members on special promotions tied to CRMA events. This means that every dollar invested by OTAB in CRMA events will be returned in geometrical proportions to the city.
  - CRMA merchants will purchase numerous special ads in regional/national magazines again this year, and CRMA will be able to leverage this into additional donated advertising space.
2. CRMA plans to develop *Paint Out* into a multi-day event, which will expand each year and attract an ever increasing number of visitors to Santa Fe for years to come.
  3. The event’s expansion and improved promotion will encourage more overnight stays in Santa Fe.

### The Canyon Road Billboard

The Canyon Road billboard was in place three months after one hundred business owners first joined together to form the Canyon Road Merchants Association. Despite its \$17,000 tab, merchants agreed on its importance and joined together to raise the funds, which effectively promotes our historic Canyon Road to state and regional travelers. Before the billboard contract expires this summer, according to NMDOT 2009 statistics, more than four million vehicles will have passed the CANYON ROAD sign that is strategically located on I-25 North outside of Bernalillo.

The billboard was conceived by Canyon Road merchants in the aftermath of reports that 25-50 percent of Santa Fe visitors never heard of Canyon Road (ABQ Journal 2011). CRMA members recently voted to renew the billboard contract this summer, and a newly designed billboard is already in place. You’ll notice the change when you drive in from Albuquerque.

### Reasons to Support the Billboard

1. We believe that the Canyon Road Billboard supplements and complements the strategic objectives of our multi-faceted media campaign in a very effective manner by branding Canyon Road & Santa Fe in the minds of the four million drivers who pass it each year.

2. Billboards are a unique way to draw the attention of today's highly mobile consumers who are driving more miles and spending more time in their cars than ever before.
  3. The Billboard is an essential element of Canyon Road/Santa Fe brand development.
  4. In a recent member survey, the Billboard was listed among the CRMA's top marketing accomplishments.
  5. According to the Outdoor Advertising Association of America, 71% of travelers notice billboards. The billboard is located on a stretch of highway where there is little else to notice so it will be seen.
  6. The billboard graphic is also being used for our Texas Monthly Ad, which will appear in the Special Santa Fe Section of TM's May Issue
- II. CRMA has not sought or received funding from any other government organizations.

### III. 2012 & 2011 ADVERTISING AND MARKETING Expenses

#### 2012 PRE-EVENT BUDGET DETAIL

Category	Amount	Description	Detail
Newspaper	\$2,000	Houston/Dallas Ad Package	Special SF Supplement full page
Newspaper	\$2,158	The New Mexican	Pasatiempo - full page color
Newspaper	\$2,158	The New Mexican	Pasatiempo - full page color
Newspaper	\$1,357	The New Mexican	Pasatiempo - full page
Newspaper	\$2,158	The New Mexican	Pasatiempo - full page color
Magazine	\$1,500	Canyon Road Magazine	24-pages full color
Magazine	\$2,500	Southwest Art	Magazine Ad - full page
Magazine	\$2,638	Texas Monthly	May special SF section - half page
Brochure	\$2,500	3,000 Event Brochures	Passport Event Brochure
Brochure	\$3,794	40,000 Brochures w Map	Canyon Road
Brochure	\$350	SOFA Handouts	For SOFA West - Chicago visitors
TV/Video	\$6,000	Video	Video
Creative	\$2,350	Graphic Design	Ads, Brochures, Billboard
Distribution	\$1,603	Brochure Distribution	Local
Distribution	\$1,949	Brochure Distribution	State
Other	\$16,800	Billboard - 1 year	Billboard
Other	\$1,500	Jazz Concert	John Rangel
Other	\$750	Entertainment	Audio Visual
Other	\$250	Entertainment	Piano Rental
	<b>\$54,315</b>	<b>CRMA- Event/MT Budget</b>	
	<b>-\$9,434</b>	<b>Local Spending</b>	
	<b>\$44,881</b>	<b>OTAB Qualified</b>	

#### INCOME

Support for CRMA events and advertising came from membership dues, advertising & event pledges from members along with donations-in-kind from community supporters.

## 2011 ADVERTISING AND MARKETING EXPENSES

Cost	Product	Description	Event	OTAB \$
1500	10,000 Magazines	Canyon Road Magazine	General	1500
2572	30,000 Brochures	Printing	General	2572
1100	Magazine Ad	SW Art/ ½ -page color	Paint Out	0
16800	Billboard	Billboard	Billboard	0
1089	Distribution - State	Distribution	General	1089
1554	Distribution - Local	Brochure	General	na
130	Graphic Design	Billboard	Billboard	130
487	Graphic Design	3-Panel Brochure	General	487
206	Graphic Design	Santa Fean Aug/September	General	206
206	Graphic Design	Santa Fean March/April	General	206
270	Graphic Design	Billboard Design	General	270
130	Graphic Design	CR Arts Book	General	130
379	Graphic Design	Billboard Design	Billboard	379
54	Graphic Design	Post Card & Balloon	SOFA	54
260	Graphic Design	Santa Fean O'Keeffe Ad	General	260
205	Graphic Design	2-sided rack card	General	205
1135	News Ad - Local	Newspaper Ad	General	na
2158	News Ad - Local	Pasatiempo: Full - Page Color	Paint Out	na
2158	News Ad - Local	Pasatiempo: Full - Page Color	SOFA	na
1357	News Ad - Local	Canyon Road Ad	General	na
1000	Video	Santa Fe	Video	0
1000	Video	Canyon Road	Video	0
<b>\$35,750</b>	Includes \$8,362 local advertising		<b>2011 GRANT</b>	<b>\$7488</b>

## **CRMA is an all volunteer organization**

The Canyon Road Merchants Association is not a formally chartered entity. We operate under the auspices of the Santa Fe Chamber of Commerce, which serves as our fiscal agent.

CRMA represents a group of approximately 100 merchants on or in close proximity to Canyon Road. Membership in the association is not a requirement. To become a voting member in the association, a business pays an annual \$125 membership. Further expenditures and costs are voluntary.

The association is led by a board of nine members who were elected in May 2011. All members and board members are volunteers. Board and member meetings are held monthly.

Board Makeup: CRMA has three committees each of which has two chairpersons. These committee chairpersons occupy six seats on the board. The other three board positions are filled by members at large.

## **Attachments**

### **Fiscal Agent Documents**

Letter from CRMA fiscal agent Santa Fe Chamber of Commerce

City of Santa Fe Business Registration License

New Mexico State Gross Receipts-Withholding Certificate (CRS-1)

Insurance policy as indicated in lodger's tax funding policies, page 13

### **Promotional Literature**



SANTA FE CHAMBER  
OF COMMERCE

March 2, 2012

To Whom It May Concern,

The Santa Fe Chamber of Commerce is currently serving as an umbrella organization for the Canyon Road Merchants Association. We are a 501(c) 6 and are not tax exempt.

If you have any questions, please contact me at 505.988.3279 x13 or [simon@santafechamber.com](mailto:simon@santafechamber.com).  
Thank you.

Sincerely,

Simon Brackley,  
President & CEO

# COMMERCIAL LICENSE

License No: 12229

Permit No:

Permit Type: COMMERCIAL

State of New Mexico, County of Santa Fe

WHEREAS, JERRY EASLEY

a resident of

P.O. BOX 1928, SANTA FE, NM 87507

County and State aforesaid, and one of the members of the firm known as

SANTA FE CHAMBER OF COMMERCE

has made application for a license as

COMMERCIAL

; therefore

## License Has Been Granted

to the said

SANTA FE CHAMBER OF COMMERCE

to carry on said business at

8360 GERRILLOS ROAD SUITE 302, SANTA FE, NM 87507

in said County and State for a period of 12 months, commencing on the 1 day of January, 2011

and ending on the 31 day of December, 2011, under the provisions of the law in such cases made and provided.

In Witness Whereof, I have hereunto set my hand and affixed the seal  
of the Treasurer, at Santa Fe, N.M., this 1

day of January 2011.



Victor A. Montoya  
SANTA FE COUNTY TREASURER

**Subject:** Chamber documents  
**From:** Connie Axton <connie@ventanafineart.com>  
**Date:** 3/2/2012 3:25 PM  
**To:** Connie Axton <connie@ventanafineart.com>



---

**From:** Simon Brackley [<mailto:simon@santafechamber.com>]  
**Sent:** Friday, March 02, 2012 1:14 PM  
**To:** 'connie@ventanafineart.com'  
**Subject:** RE: FW: Chamber documents

The CRS number is 01-505912-00-0

*Simon Brackley  
President and CEO  
Santa Fe Chamber of Commerce  
P.O. Box 1928  
Santa Fe, NM 87504  
(505) 988-3279 Ext. 13*

[www.santafechamber.com](http://www.santafechamber.com)  
[simon@santafechamber.com](mailto:simon@santafechamber.com)





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

3/2/2012

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).

<b>PRODUCER</b> Daniels Insurance, Inc.-Santa Fe 805 St. Michaels Drive  Santa Fe NM 87505	<b>CONTACT NAME:</b> Ed Risley <b>PHONE (A/C, No, Ext):</b> (505) 982-4302 <b>FAX (A/C, No):</b> (505) 989-9186 <b>E-MAIL ADDRESS:</b>  <b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> Philadelphia Indemnity Insurance <b>INSURER B:</b> New Mexico Mutual Casualty Compa <b>INSURER C:</b> Philadelphia Indemnity Insurance <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>
<b>INSURED</b> Santa Fe Chamber of Commerce  8380 Cerrillos Road, Ste 302  Santa Fe NM 87507-4415	<b>NAIC #</b> 18058 40627

**COVERAGES****CERTIFICATE NUMBER:** Cert ID 10625**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.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC		PHPK724296	6/27/2011	6/27/2012	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Employee Benefits \$ 1,000,000
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		PHPK724296	6/27/2011	6/27/2012	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
C	<b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000		PHUB346011	6/27/2011	6/27/2012	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N/A	562120	7/1/2011	7/1/2012	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
						\$ \$

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

All operations of the insured per policy conditions. Liability: Continental U.S.; Workers Compensation: New Mexico.

**CERTIFICATE HOLDER****CANCELLATION**

<b>Canyon Road Merchants Association</b>  c/o Santa Fe Chamber PO Box 1928 Santa Fe NM 87504	<b>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</b>  <b>AUTHORIZED REPRESENTATIVE</b> 
--	---

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**Internal Revenue Service**

Department of the Treasury

District  
Director

Santa Fe Chamber of Commerce  
P. O. Box 1928  
200 W. Marcy  
Santa Fe, NM 87501

Person to Contact:  
EOMF Clerk  
Telephone Number:  
(214) 767-1155  
Refer Reply to:  
RM:CSB:306:LS  
Date:

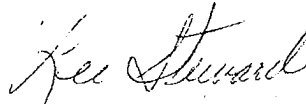
EIN: 85-0067130

Gentlemen:

Our records show that Santa Fe Chamber of Commerce is exempt from Federal income tax under section 501(c)(6) of the Internal Revenue Code. This exemption was granted November, 1942 and remains in full force and effect.

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

Sincerely yours,



Lee Steward  
EOMF Clerk

100 Galleries, Boutiques & Restaurants

# CANYON ROAD

SANTA FE

Billboard No. 100

100 Galleries, Boutiques & Restaurants

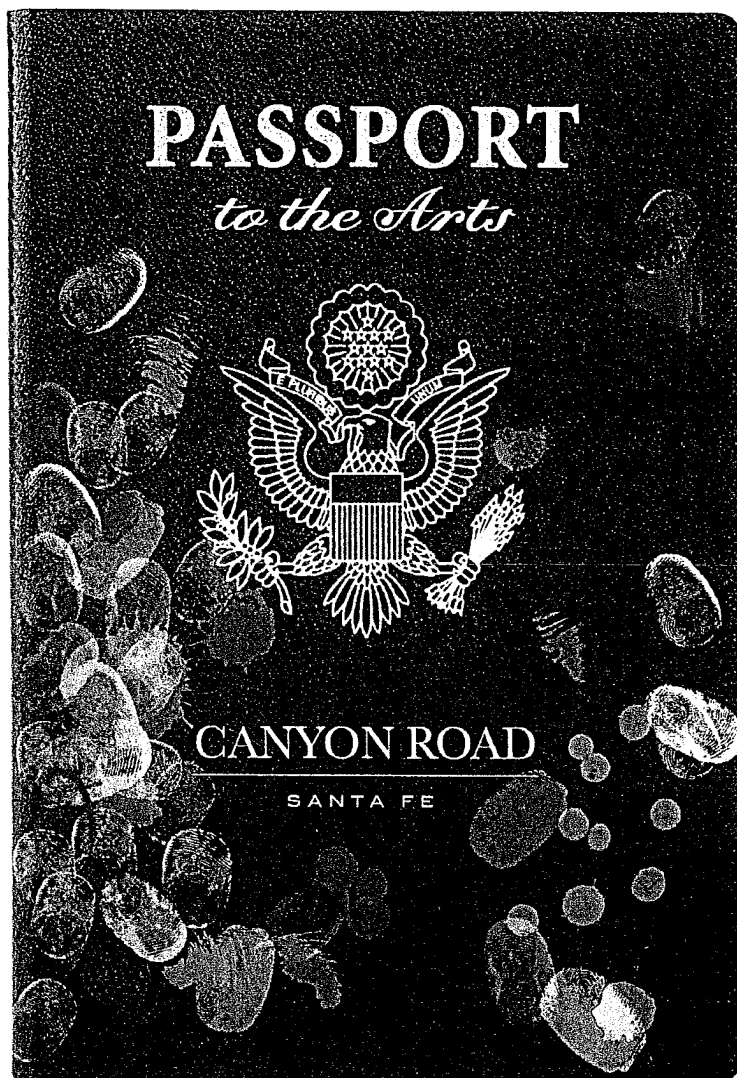
# CANYON ROAD SANTA FE



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Partial funding was granted by the City of Santa Fe Lodgers Tax.

1/2 pg Texas Monthly May 2012



## COME SEE THE WORLD OF ART ON CANYON ROAD

ENJOY AN EVENT CELEBRATING THE RICH MULTI CULTURAL HERITAGE OF SANTA FE THROUGH ART AND MUSIC.  
BENEFITTING SANTA FE PUBLIC SCHOOL MUSIC EDUCATION PROGRAMS. ART SHOWS | TRUNK SHOWS  
BOOK SIGNINGS | SILENT AUCTIONS | QUICK DRAW & LIVE AUCTION | MUSIC | FOOD  
PRESENTED BY THE CANYON ROAD MERCHANTS ASSOCIATION



SATURDAY MAY 12 | ALL DAY

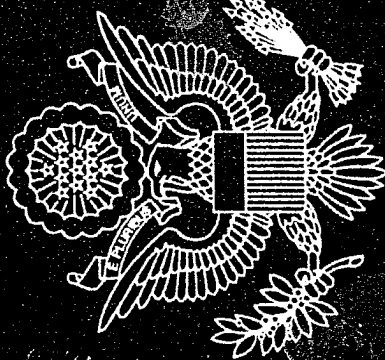
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Partially funded by OTAB Occupancy Tax Advisory Board

full pg Santa Fe an May 2012

# PASSPORT

*to the Arts*



CANYON ROAD

SANTA FE

## EXPERIENCE THE WORLD OF ART ON CANYON ROAD

SATURDAY MAY 12 | ALL DAY

ENJOY AN EVENT CELEBRATING THE  
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OF SANTA FE THROUGH ART AND  
MUSIC. BENEFITTING SANTA FE PUBLIC  
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ART SHOWS | TRUNK SHOWS | BOOK  
SIGNINGS | SILENT AUCTIONS | QUICK  
DRAW & LIVE AUCTION | MUSIC | FOOD  
PRESENTED BY THE CANYON ROAD MERCHANTS ASSOCIATION



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*Partial funding was granted by the City of Santa Fe Lodger's Tax.*

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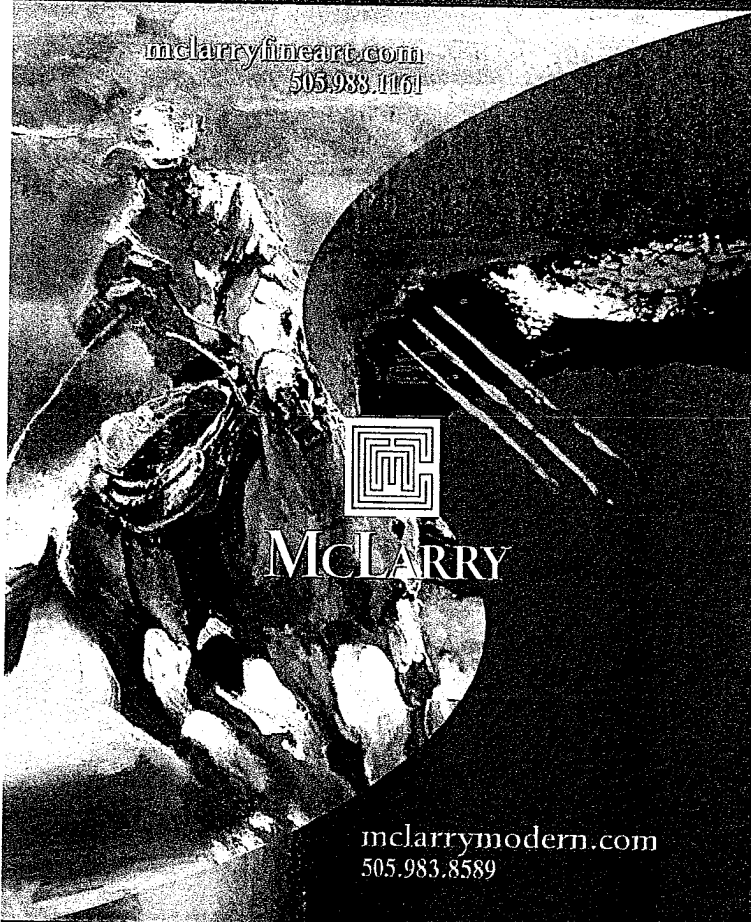
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## SANTA FE

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*Evy*



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*Dallas/Houston Sunday Newspapers Apr 8, 2012  
335,000 Copies through New Mexico*

# CANYON ROAD

SANTA FE



Friday, February 24, 2012, 5 - 8pm

The Canyon Road Merchant's Association  
is pleased to participate in the 15th Annual  
2012 ARTfeast Edible Art Tour

- Canyon Road Contemporary and Mariscos Costa Azul  
403 Canyon Road
- Wiford Gallery and Luminaria at Loretto  
403 Canyon Road
- Gaugy Gallery and Peas 'n' Pod Catering  
418 Canyon Road
- Sage Creek and Pizzeria da Lino  
423 Canyon Road
- Mill Fine Art and Rosewood Inn of the Anasazi  
530 Canyon Road
- River Trading Post and Josh's BBQ  
610B Canyon Road
- Dominique Boisjoli Fine Art and Tommy Bahama  
621 Canyon Road
- Zaplin-Lampert Gallery and Osteria D'Assisi  
651 Canyon Road
- Tresa Vorenberg Goldsmiths and Steaksmitth at el Gancho  
656 Canyon Road
- Matthews Gallery and The Ore House  
669 Canyon Road
- Beals & Abbate Fine Art and Las Fuentes at Bishop's Lodge  
713 Canyon Road
- Vivo Contemporary and Jinja Bar & Bistro  
725 Canyon Road
- The William & Joseph Gallery and Kakawa Chocolate House  
727 Canyon Road

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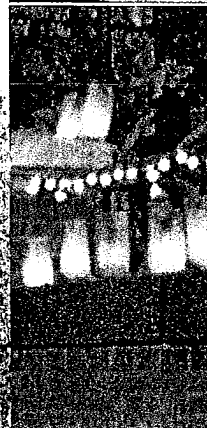


ARTfeast Ad Journal Feb 2012



# CANYON ROAD

SANTA FE



## A MAGICAL HALF-MILE

Nestled into the foothills of the Sangre de Cristo Mountains, Canyon Road is a magical half-mile in the Historic District of Santa Fe. Stroll this picturesque trail to experience fine art, great shopping, and exquisite dining.

## YOU ARE INVITED

- Over 100 Galleries, Artist Studios, Jewelers, Boutiques & Restaurants
- Six world-class restaurants, bars, and cafes offer meals throughout the day and evening, with indoor and out door seating
- 4th Friday gallery openings showcase fine art from 5-7 pm
- October 15, 2011, 10 am, watch artists at work throughout the day in Paint-Out!
- December 24, 2011, 6 pm, celebrate the holidays during the Luminaria Walk
- February 24, 2012, 5 to 8 pm, savor fine food and art in the ARTfeast Edible Art Tour.



[www.visitcanyonroad.com](http://www.visitcanyonroad.com)

TREND Winter Dec 11  
JAN 12

# EXPERIENCE CANYON ROAD

with  
THE PREMIER MAGAZINE OF THE WEST  
COWBOYS & INDIANS

Here's your chance to experience world-class dining, shopping and gallery hopping on Santa Fe's Canyon Road — one of the most famous arts districts in the world.



## ONE LUCKY WINNER WILL RECEIVE:

2 nights' accommodations at Hotel Santa Fe  
Dinner for 2 (\$150 value) at The Compound Restaurant  
2-for-1 Dinner at Geronimo Restaurant  
Lunch for 2 at Café de Artistes  
Breakfast for 2 at The Teahouse  
\$150 Gift Certificate to Tresa Vorenberg Goldsmiths  
Phyllis Kapp Gidee from Waxlander Gallery  
Claire McArdle Sculpture from Darnell Fine Art  
Landscapes of New Mexico Book from Greenberg Fine Art  
Gift Basket from River Trading Post

*For details and contest rules, visit*  
[www.cowboysindians.com/canyonroad](http://www.cowboysindians.com/canyonroad)

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Dec 2011



Please Join The Galleries and Artists at the Annual  
**CANYON ROAD PAINT OUT**  
 Saturday, October 15, 10 to 3



**CANYON ROAD**

SANTA FE

Over 100 Galleries Boutiques & Restaurants  
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**Preview the West  
 Select Show**

**JOSEPH DEEZA  
 Collector's Issue: Stories  
 From 18 Art Lovers**

**High Season  
 in Arizona**

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**SATURDAY, OCTOBER 15**

**FROM 10 AM TO 3 PM**

**FOURTH ANNUAL HISTORIC**

**CANYON ROAD PAINT OUT**

**CANYON ROAD**

SANTA FE



- **Jordan + Roybal Fine Art**, 924 #5 Paseo de Peralta featuring artists: McCreery Jordan + James Roybal
- **Arroyo**, 200 Canyon Rd., featuring artists: Judith D'Agostino, Larry Ogan, Chuck Volz, Karen Whitmore
- **GVG Contemporary**, 202 Canyon Rd., featuring artist: Robert Michael Siracusa
- **Greenberg Fine Art**, 205 Canyon Rd., featuring artists: Wendy Higgins, Joseph Breza, Karol Mack, Lori Snable, Lange Marshall, Bernard Franz, Carl Berney
- **Manitou Galleries**, 225 Canyon Rd., featuring artists: Bruce Cody, Jeff Cochran, Sally Delap-John
- **Sugarman Gallery**, 233 Canyon Rd., featuring artist: Reita Newkirk
- **Ventana Fine Art**, 400 Canyon Rd., featuring artists: Barry McCuan, John Axton, Albert Handell, Tom Noble
- **Mark White Fine Art**, 414 Canyon Rd., featuring artists: Charles Veilleux, Conrad Kern
- **Marc Navarro Gallery**, 520 Canyon Rd., featuring artist: Pablo Luzardo
- **New Concept Gallery**, 610 Canyon Rd., featuring artists: Linda Petersen, Cecilia Kirby Binkley
- **River Trading Post**, 610B Canyon Rd., featuring artist: Paulson Thomas
- **Dominique Boisjoli Fine Art**, 621 Canyon Rd., featuring artist: Dominique Boisjoli
- **Waxlander Gallery**, 622 Canyon Rd., featuring artists: Phyllis Kapp, Andrée Hudson, Marshall Noice, Matthew Higginbotham, Bernard Marks, Jono Tew, Lori Faye Bock, Michael Ethridge, Paul Cunningham
- **Darnell Fine Art**, 640 Canyon Rd., featuring artists: Trina Badarak, Rudy Gonzales, Rachel Darnell, Brenda Hope Zappitell
- **Silver Sun**, 656 Canyon Rd., featuring artists: Dale Amburn, Reiko Anderson
- **Winterowd Fine Art**, 701 Canyon Rd., featuring artists: Destiny Allison, Jamie Kirkland, Don Quade, Alex Watts
- **Beals & Abbate Fine Art**, 713 Canyon Road featuring artists: Patrick Matthews, Andrea Kemp, Sara Shawger, David Rudolph, Upton Ethelbah
- **Vivo Contemporary**, 725 Canyon Rd., featuring artists: Joy Campbell, Rosemary Barile, Linda Fillhardt, Jane Rosemont, Russell Thurston, Ann Laser, Patricia Pearce
- **The William & Joseph Gallery**, 727 Canyon Rd., featuring artists: Natasha Isenhour, Richard Potter, Patrick Morrissey
- **Alexandra Stevens Gallery**, 820 Canyon Rd., featuring artists: Ruth Valerio, Barbara Coleman, Jody Rigsby, Melinda Morrison, Tracee Gentry

**MUSIC PROVIDED BY THE SANTA FE SCHOOL MUSIC DEPARTMENT THROUGHOUT  
THE DAY AT VARIOUS GALLERIES**

**PARADE AT 12:30 FEATURING SANTA FE DIGNITARIES AND  
THREE SANTA FE MARCHING BANDS**

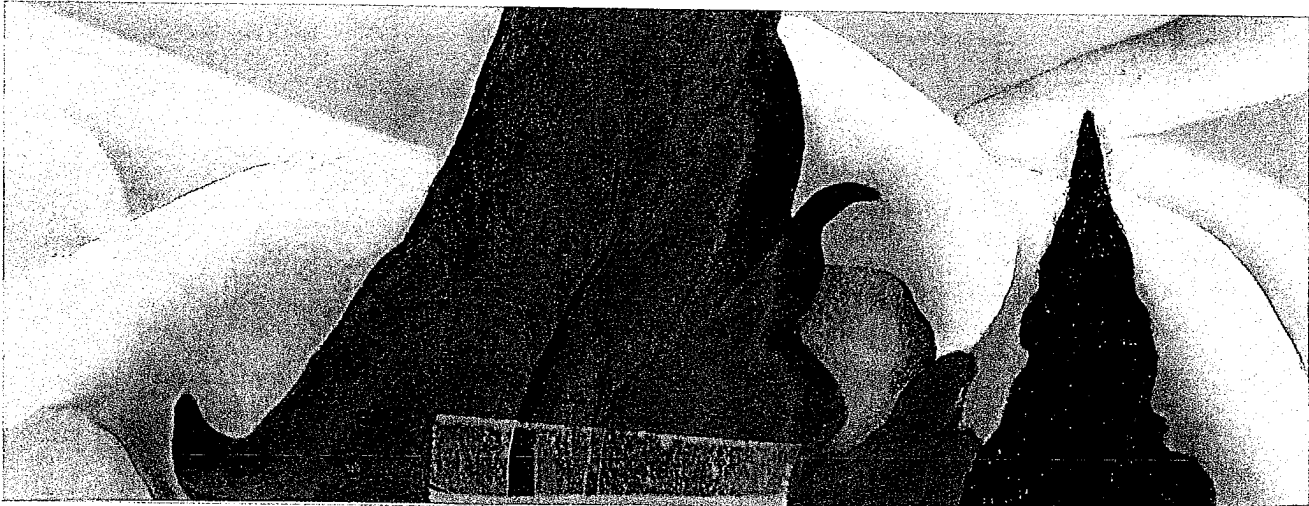
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Paint out 10am Oct 2011

# O'Keeffe

The Georgia O'Keeffe Museum Magazine



Over 100 Galleries  
Boutiques & Restaurants

## CANYON ROAD

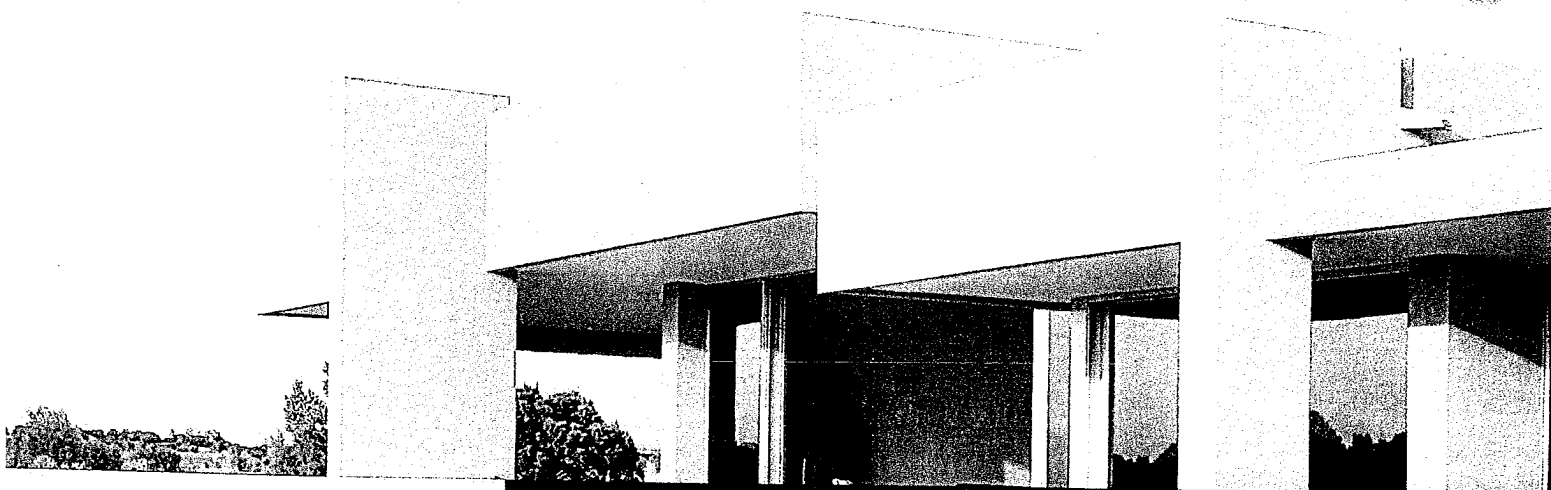
SANTA FE

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exquisite dining on Canyon Road  
Stroll the magical Historic District In the foothills  
of the Sangre de Cristo Mountains



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# santa fean



Please Join The Galleries and Artists at the Annual

CANYON ROAD PAINT OUT

Saturday, October 15, 10 to 3



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# SOUTHWEST Art

21 UNDER  
31

YOUNG  
ARTISTS  
TO COLLECT  
NOW

## Canyon Road Getaway

Win a trip for two to Canyon Road,  
Santa Fe's famous arts district!\*

Visit [win.southwestart.com](http://win.southwestart.com) to enter the  
sweepstakes from August 15 to September 15.

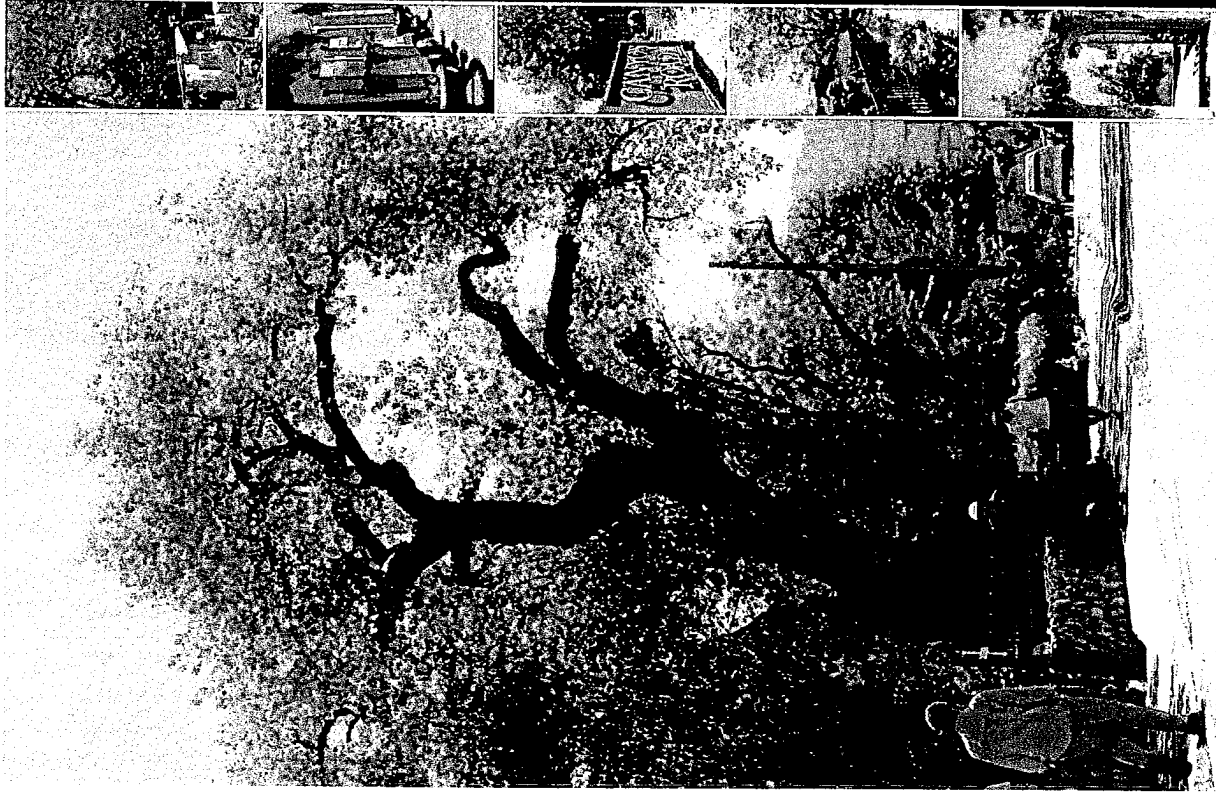
See a full list of participating  
lodgers, restaurants, and galleries online.

\*Blackout dates may apply.

CANYON ROAD  
SANTA FE

SouthwestArt

*Santa Fe Aug/Sept 2011*



Over 100 Galleries  
Boutiques & Restaurants

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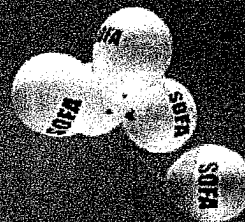
[www.canyonroadarts.com](http://www.canyonroadarts.com)  
[www.visitcanyonroad.com](http://www.visitcanyonroad.com)



SOFA VISITORS AND GUESTS ARE INVITED TO

FRIDAY, AUGUST 5TH  
FROM 6 TO 8 PM

CANYON ROAD  
SANTA FE



ALL PARTICIPATING GALLERIES ARE DESIGNATED WITH SOFA BALLOONS

- **JORDAN + ROYBAL FINE ART**, 924 #5 Paseo de Peralta  
"Two Person Show" with McCreery Jordan + James Roybal
- **ARROYO GALLERY**, 200 Canyon Rd.,  
"Travelogue: A Landscape Retrospective" by Pedro Surroca
- **GREENBERG FINE ART**, 205 Canyon Rd.,  
"Figurative Abstractions" sculptures by Mark Yale Harris
- **ELYSEE FINE ART**, 232 Canyon Rd.,  
"Lumiere" by Randy Cooper
- **CASWECK GALLERIES**, 233 Canyon Rd.,  
"Original Paintings" by Ernest Chiriacka
- **VENTANA FINE ART**, 400 Canyon Rd.,  
"Town and Country" by Doug Dawson
- **WIFORD GALLERY**, 403 Canyon Rd.,  
Functional Sculpture at Wiford Gallery
- **MARK WHITE FINE ART**, 414 Canyon Rd.,  
"Ocean's Twenty 1-1" by Mark White
- **GAUGY GALLERY**, 418 Canyon Rd.,  
Carved Paintings by Jean-Claude Gaugy and Kimo Minton
- **SELBY FLEETWOOD GALLERY**, 600 Canyon Rd.,  
"Paper Navigator" by Kevin Box, Sculptor
- **NEW CONCEPT GALLERY**, 610 Canyon Rd.,  
"More is More" by Aaron Karp, Lucy Maki & Tim Prythero
- **RIVER TRADING POST**, 610B Canyon Rd., featuring  
contemporary Santo Domingo silversmith Althea Cajero
- **WAXLANDER GALLERY**, 622 Canyon Rd.,  
"Catching Light" by Suzanne Donazetti, woven copper hangings
- **DARNELL FINE ART**, 640 Canyon Rd.,  
"New Works" by Kevin O'Toole
- **TRESA VORENBERG GOLDSMITHS**, 656 Canyon Rd.,  
"When the Universe Sings" sculpture by Linda Strong
- **VIVO CONTEMPORARY**, 725 Canyon Rd.,  
featuring paintings by Ann Laser and Russell Thurston
- **THE WILLIAM & JOSEPH GALLERY**, 727 Canyon Rd.,  
"New Encaustic Paintings" by Richard Potter
- **TERESA NEPTUNE PHOTOGRAPHY STUDIO/GALLERY**,  
728 Canyon Rd.,  
"Buenos Aires, First Impressions" by Teresa Neptune

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SOFA

PASA

Aug 2011

100 Galleries,  
Boutiques & Restaurants

# CANYON ROAD

S A N T A F E

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Stroll the magical Historic District  
In the foothills of the

Sangre de Cristo Mountains

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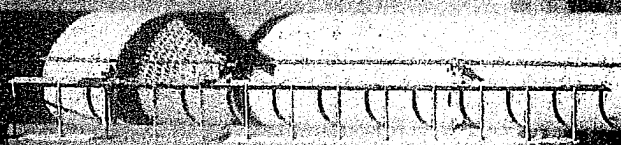
Adieb Khadoure Fine Art • Adobe Gallery •  
Alexandra Stevens Fine Art • Argos Etchings  
and Paintings • Arroyo • Art of Russia Gallery  
• Bacigalupa • Beals & Abbate Fine Art •  
Bellas Artes • Brad Smith Gallery • Canyon  
Road Contemporary Art • Café des Artistes •  
Canyon Road Fine Art • Carole LaRoche  
Gallery • Chalk Farm Gallery • Charles Azbell  
Gallery • Chiaroscuro Contemporary Art •  
Compound Restaurant • Gallerie Corazon •  
Curiosa • Dancing Ladies de Santa Fe •  
Darnell Fine Art • Deloney Newkirk Galleries •  
Edward Larson Studio • Elysee Fine Art &  
Jewelry • Ernesto Mayans Gallery • The  
Gallery at 822 Canyon Road • Gaugy Gallery •  
Geronimo Restaurant • Gallery 203B • gf  
contemporary • Giacobbe-Fritz Fine Art •  
Greenberg Fine Art • GVG Contemporary •  
Hahn Ross Gallery • Hunter Kirkland  
Contemporary • InArt Santa Fe • Jane Sauer  
Gallery • Karan Ruhlen Gallery • Karen Melfi  
Collection • La Mesa of Santa Fe • Lakind Fine  
Art • Manitou Galleries • Marc Navarro Gallery  
• Marigold Arts • Mark Sublette Medicine  
Man Gallery • Mark White Fine Art • Martha  
Keats Gallery • Matthews Gallery • McCreery  
Jordan Studio • McLarry Fine Art • McLarry  
Modern • Mesa House Contemporary • Meyer  
East Gallery • Meyer Gallery • Mill Fine Art •  
Nambé • Nathalie Home • New Concept  
Gallery • Nuart Gallery • Patricia Carlisle Fine  
Art • Pippin Meikle Fine Art • River Trading  
Post • Robert Nichols Gallery • Ronnie Layden  
Fine Art • Santa Kilim • Sculpture 619 •  
Shangri-La at Project Tibet • Selby Fleetwood  
Gallery • Silver Sun • Studio Vaillancourt •  
Sugarman Gallery • Teresa Neptune Studio /  
Gallery • The Teahouse • Tresa Vorenberg  
Goldsmiths • Turner Carroll Gallery • Two  
Arts Studio • Ventana Fine Art • Vivo  
Contemporary • Waxlander Gallery • Wiford  
Gallery • The William & Joseph Gallery •  
Winterowd Fine Art • Zaplin Lampert Gallery



*Visit* CANYON ROAD

SANTA FE

100 Galleries, Boutiques & Restaurants [visitcanyonroad.com](http://visitcanyonroad.com)



Name of Event	Amount Approved	Actual Amount Spent/Committed	Allocation/ Budget	Total Balance
Opening Balance			\$ 70,000.00	
Outside In	\$ 7,500.00			\$ 7,500.00
Fiesta Council	\$ 15,000.00			\$ 15,000.00
Film Festival	\$ 7,500.00			\$ 7,500.00
SW Roots Music	\$ 7,500.00			\$ 7,500.00
Artfeast	\$ 5,000.00			\$ 5,000.00
Meow Cow	\$ 4,000.00			\$ 4,000.00
SUBTOTAL				\$ 46,500.00
	\$ 46,500.00	- \$	\$ 70,000.00	\$ 23,500.00

## **Funding History**

### **Canyon Road Merchants Assn**

2010/11 -     \$7,750.00