

Santa Fe Chamber of Commerce

2016 Membership Survey

Prepared for:

Santa Fe Chamber of Commerce
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EXECUTIVE SUMMARY

In April 2016, Southwest Planning & Marketing (SWPM) conducted a survey of members on behalf of the Santa Fe Chamber of Commerce. An initial list of survey questions was created by the Chamber of Commerce, with a focus on the needs/challenges of businesses and how the Chamber is and can be of better assistance. These questions were refined and tested by SWPM prior to finalizing the survey instrument. The survey was first administered in person by SWPM to vendors at the Chamber's 2016 Business Expo and Job Fair held April 7. A total of 24 completed surveys were received during the Expo. The survey was then administered via email to Chamber members during the week of April 25. The email list was provided by the client. SWPM removed duplicates and cleaned up errors in the list, resulting in 1,424 clean emails. The initial email invitation to complete the survey online was sent to the email list on April 25; the first reminder was sent April 27 and a final reminder was sent April 29. A total of 311 surveys were completed online (21.8% response rate for online survey). A combined total (Expo plus online survey) of 335 surveys were completed.

The following are the major highlights of the survey results:

- The overall economy and availability of an educated, motivated and qualified workforce were the business issues of most importance to the respondents.
- 79.9% of respondents stated that the factor that contributes most to difficulties in recruiting personnel is the lack of adequate skills, followed by the lack of affordable housing (45.0%). 17.2% stated that the mandated minimum wage was a factor.
- Respondents tended to believe the economy is staying mostly static, but showing some improvement. 63.4% stated that, compared to one year ago, the economy is the same, 21.6% said it is better and 15.1% said that it is worse. When asked to project a year into the future, 56.0% said it would be the same, 35.3% said it would be better and 8.6% said it would be worse.

- If a challenging economy forces companies to cut business expenses in the year ahead, respondents stated that the areas they are most likely to cut are travel, group/organization memberships, sponsorships/charitable giving, and outsourcing events, trade shows and conventions.
- Respondents gave the Santa Fe City Council an average rating of 2.5 (scale from 1 to 5, with 1 being very poor and 5 being excellent) when asked to rate the job the Council is doing to grow a strong local economy.
- Respondents reported an average rating of 3.7 when asked to rate the level of City taxes and fees on business (scale from 1 to 5, with 1 being too low and 5 being too high).
- The Chamber membership benefits most taken advantage of by respondents were Business Breakfasts and After Hours events (85.1%), placing business cards/flyers in the Resource Center (53.7%), attending seminars and workshops (50.5%), and participating in radio interviews on Business Matters radio show (42.6%).
- 87.3% of respondents said they have visited the Chamber web site. The majority (77.1%) said they visited the web site to view the events calendar. Visitors to the web site also verified their business directory listing information (53.1%), used the business directory (49.0%) and to access business resources and tools (25.5%).
- In terms of Chamber priorities, the most important priority to respondents was providing networking opportunities, followed by promoting the community, growing the local economy, and serving as an advocate for business. It should be noted, however, that the rankings for all four priorities were relatively close, so no clear mandate is indicated.
- Respondents feel that they receive valuable business services for their membership investment, with 89.3% responding 'yes' to the question.

- Respondents feel that, overall, the Santa Fe Chamber of Commerce communicates effectively with members, providing an average ranking of 4.0 (scale from 1 to 5, with 1 being extremely ineffective and 5 being extremely effective).
- Respondents indicated that the Chamber is generally effective in providing community leadership dedicated to economic vitality and quality of life, providing an average ranking of 3.8 (scale from 1 to 5, with 1 being extremely ineffective and 5 being extremely effective).

FINDINGS

1. On a scale from 1 to 5, with a 1 being "least important" and a 5 being "most important", please rate these issues in terms of importance for your business.

(Respondents could only choose a **single** response for each topic)

	1-Least Important	2	3	4	5-Most Important	Mean
Overall economy	0.70%	2.20%	8.20%	23.80%	65.10%	4.5
Availability of an educated, motivated and qualified workforce	4.10%	4.10%	8.90%	19.00%	63.90%	4.3
Public safety	8.00%	7.20%	19.00%	27.40%	38.40%	3.8
Availability of affordable broadband	11.90%	7.70%	18.80%	26.20%	35.40%	3.7
Tourism promotion/funding	11.40%	8.70%	18.20%	20.50%	41.30%	3.7
Ease of licensing and permitting procedures	12.00%	8.30%	16.20%	31.20%	32.30%	3.6
Health care coverage and insurance rates	12.50%	10.70%	19.20%	22.90%	34.70%	3.6
Economic development incentives	9.00%	10.20%	23.30%	28.60%	28.90%	3.6
Trash / graffiti / beautification	9.10%	8.30%	24.20%	30.20%	28.30%	3.6
Labor / business relations	9.50%	12.90%	24.20%	30.70%	22.70%	3.4
Property tax rates	14.90%	9.20%	21.40%	27.10%	27.50%	3.4
Finding good business location	16.90%	10.50%	21.80%	22.20%	28.60%	3.3
Restrictive zoning regulations	17.30%	13.50%	25.90%	23.30%	19.90%	3.2
Parking	20.00%	12.10%	26.80%	22.30%	18.90%	3.1
Recycling programs	15.00%	12.80%	32.70%	21.40%	18.00%	3.1
Traffic congestion	12.50%	16.30%	34.10%	23.90%	13.30%	3.1
Public transportation	18.10%	15.00%	31.90%	22.70%	12.30%	3.0
Mandated minimum wage	23.50%	17.50%	24.30%	16.00%	18.70%	2.9
Ability to secure credit	35.00%	10.90%	19.50%	17.70%	16.90%	2.7

2. How can Santa Fe become more friendly to entrepreneurs?







Open-ended question: see Appendix B for verbatim responses.

3. What single local government policy change would most help your business thrive?

Open-ended question: see Appendix B for verbatim responses.

4. If recruiting personnel is difficult for your business, what factors contribute to these difficulties (Check all that apply)?

(Respondents were allowed to choose **multiple** responses)

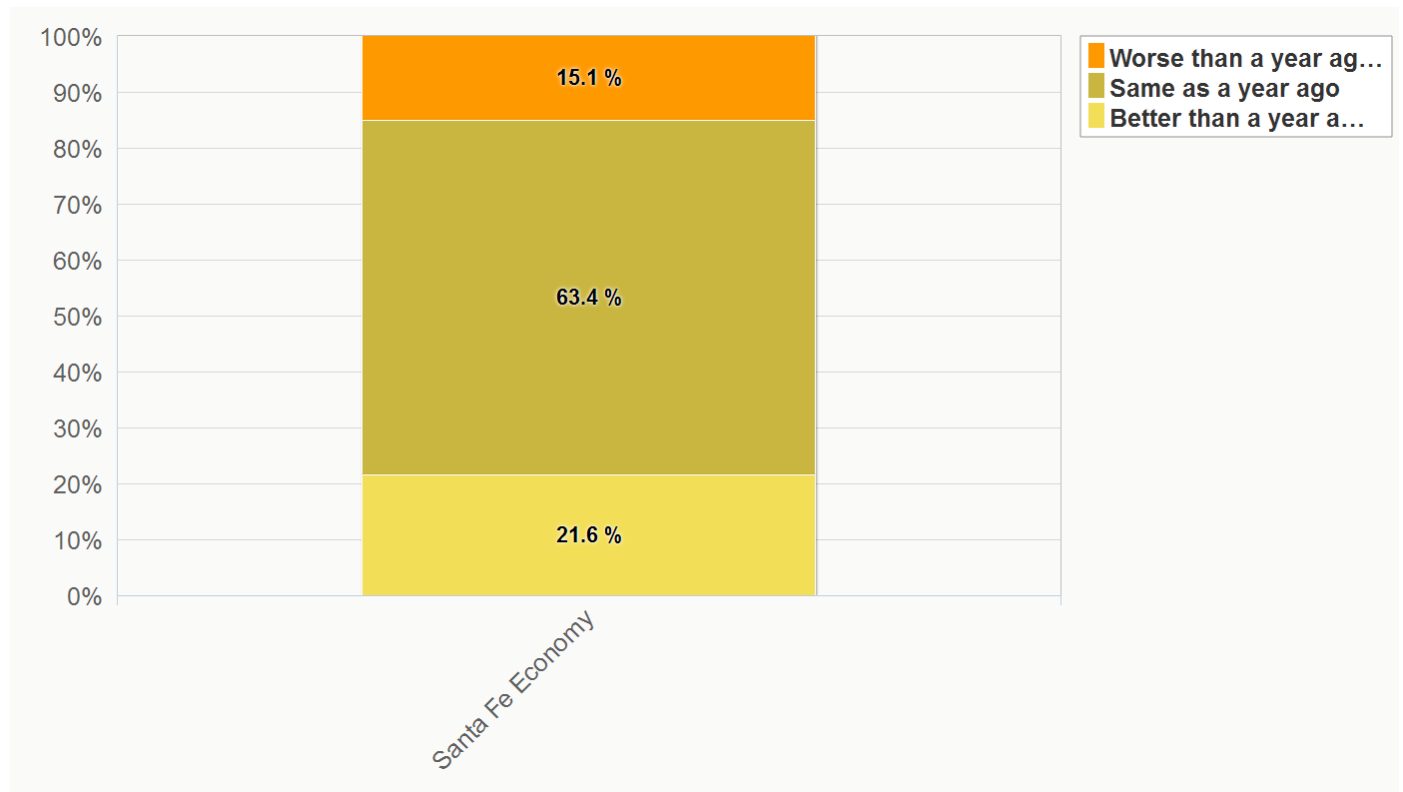
Response	20% 40% 60% 80% 100%	Frequency
Lack of adequate skills		79.9%
Lack of affordable housing		45.0%
Mandated minimum wage		17.2%
Effective ways to advertise available positions		13.9%
Lack of public transportation		11.0%
Other		12.4%

4. If recruiting personnel is difficult for your business, what factors contribute to these difficulties (Check all that apply)?

Open-ended question: see Appendix B for verbatim responses.

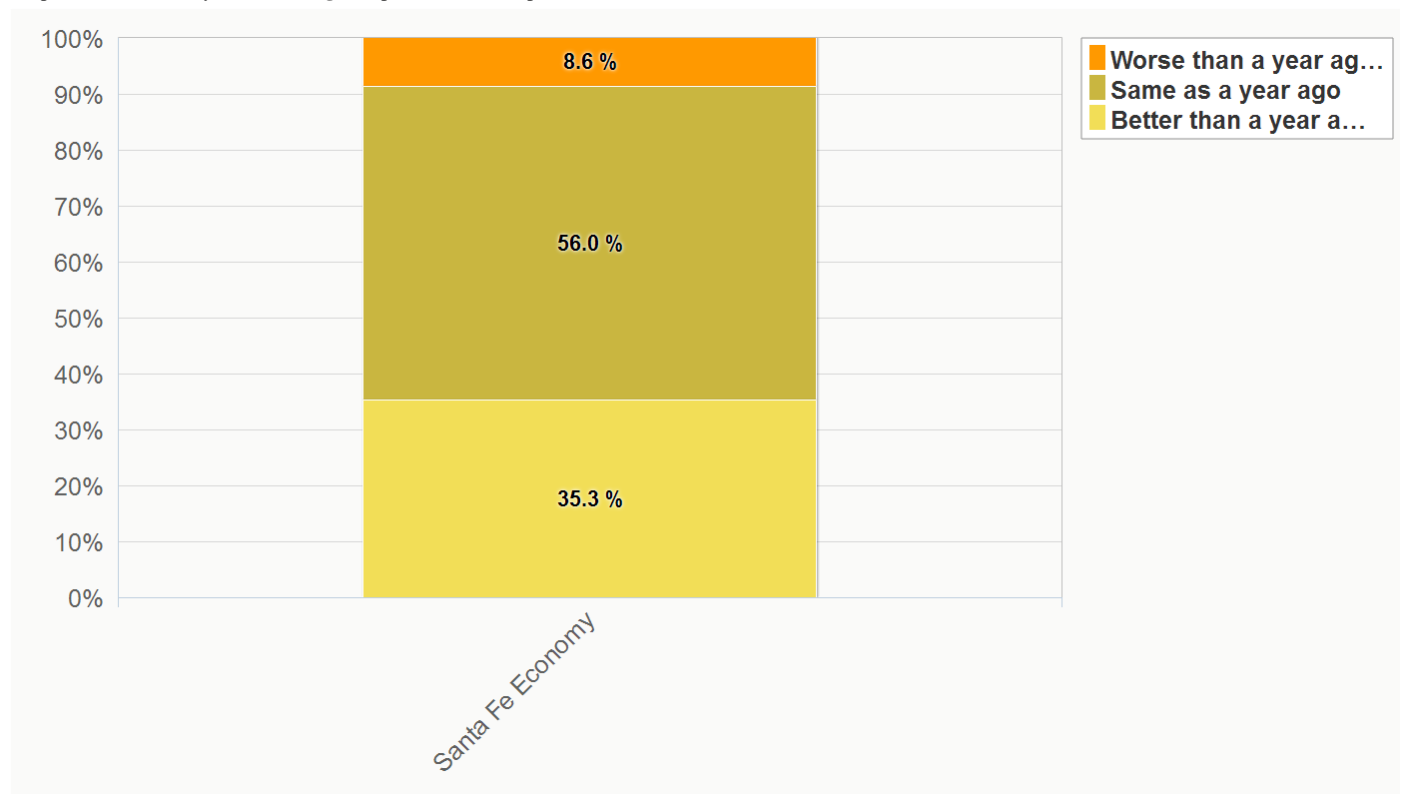
5. Compared to one year ago, would you say that the Santa Fe economy is:

(Respondents could only choose a **single** response for each topic)



6. A year from now, would you say that the Santa Fe economy will be:

(Respondents could only choose a **single** response for each topic)



6A. Why do you say that the economy will be worse, the same or better?

Open-ended question: see Appendix B for verbatim responses.

7. If a challenging economy forces you to have to cut business expenses in in the year ahead, on a scale from 1 to 5, with a 1 being "Not at all Likely" and a 5 being "Extremely Likely", how likely are you to cut the following business expenses?

(Respondents could only choose a **single** response for each topic)

	1-Not at all Likely	2	3	4	5-Extremely Likely	Mean
Travel	15.90%	10.00%	18.20%	18.20%	37.70%	3.5
Group/organization memberships	16.00%	8.90%	24.90%	24.00%	26.20%	3.4
Sponsorships/charitable giving	18.40%	10.10%	23.00%	21.20%	27.20%	3.3
Outsourcing Events, trade shows and conventions	20.60%	8.40%	21.50%	18.20%	31.30%	3.3
Marketing/advertising	16.80%	14.20%	28.80%	18.10%	22.10%	3.1
Contract/temporary workers	21.00%	14.10%	22.00%	17.60%	25.40%	3.1
Admin expenses	21.30%	14.00%	29.40%	19.50%	15.80%	2.9
Overhead/infrastructure/office space	32.70%	13.50%	20.60%	17.00%	16.10%	2.7
Employee health insurance/other benefits (includes pensions)	34.40%	10.40%	22.20%	15.10%	17.90%	2.7
Lay off employees	33.30%	16.00%	23.50%	13.60%	13.60%	2.6
Quality of products/services	72.50%	9.60%	9.60%	4.10%	4.10%	1.6

7A. please list other business expenses you are likely to cut, if any.

Open-ended question: see Appendix B for verbatim responses.

8. On a scale from 1 to 5, with a 1 being very poor and a 5 being excellent, how do you rate the job of the Santa Fe City Council in growing a strong local economy?

(Respondents could only choose a **single** response for each topic)

	1-Very Poor	2	3	4	5-Excellent	Mean
Santa Fe City Council	20.0%	26.2%	41.3%	12.0%	0.4%	2.5

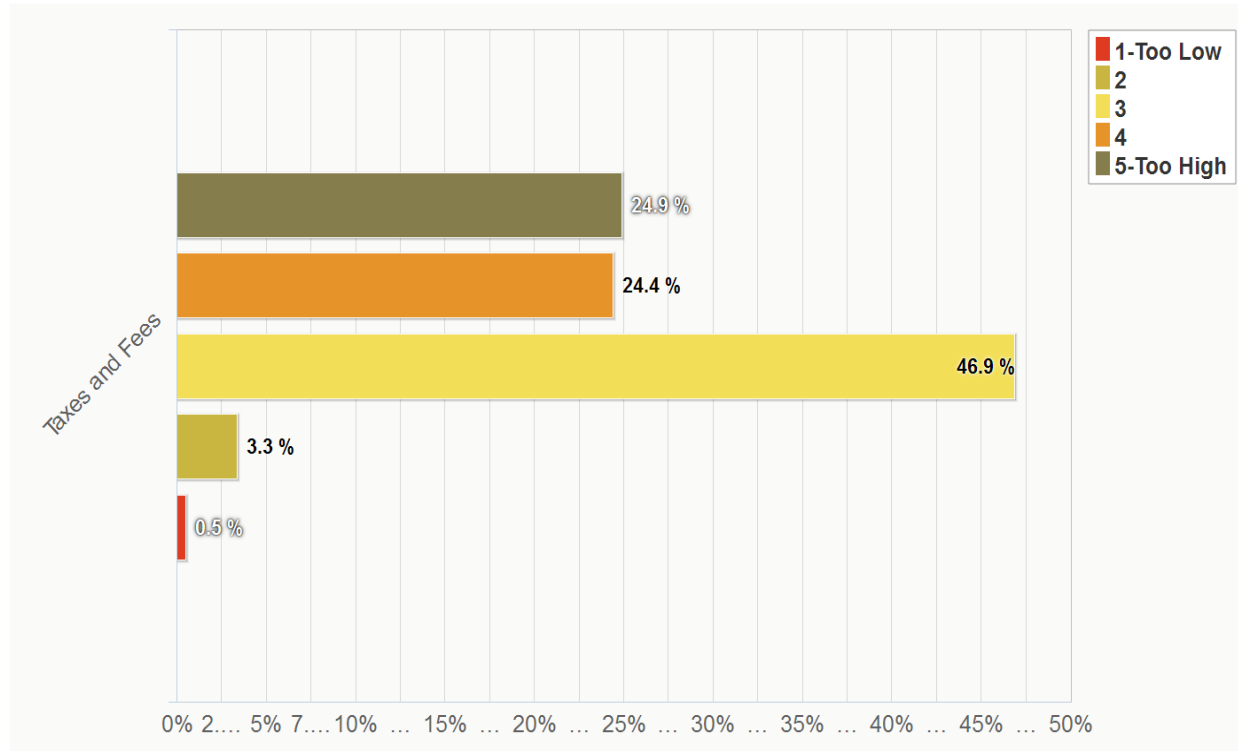
8A. Please share any thoughts you might have on the City Council and our local economy.

Open-ended question: see Appendix B for verbatim responses.

9. City taxes and fees on business are:

(Respondents could only choose a **single** response for each topic)

	1-Too Low	2	3	4	5-Too High	Mean
Taxes and Fees	0.5%	3.3%	46.9%	24.4%	24.9%	3.7



10. Please share any thoughts you may have regarding taxes and fees.



Open-ended question: see Appendix B for verbatim responses.

11. Please share any other comments you may have about the challenges of doing business in Santa Fe?

Open-ended question: see Appendix B for verbatim responses.








12. Are you a member of the Santa Fe Chamber of Commerce?

(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency
Yes						97.8%
No						2.2%



13. Have you taken advantage of these benefits (Check all that apply)?

(Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency
Attended Business Breakfasts and After Hours events						85.1%
Put your business cards/flyers in our Resource Center?						53.7%
Attended our Seminars and Workshops						50.5%
Scheduled a radio Interview on Business Matters radio show on KVSF 101.5FM						42.6%
Utilized a Member to Member Discount						17.0%
Advertised in our Relocation Package						11.2%
Availed of discounted eNews Advertising (Member Spotlight)						10.6%







14. Have you visited the Chamber website www.santafechamber.com?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency
Yes		87.3%
No		12.7%

15. Why did you visit the website?

(Respondents were allowed to choose **multiple** responses)

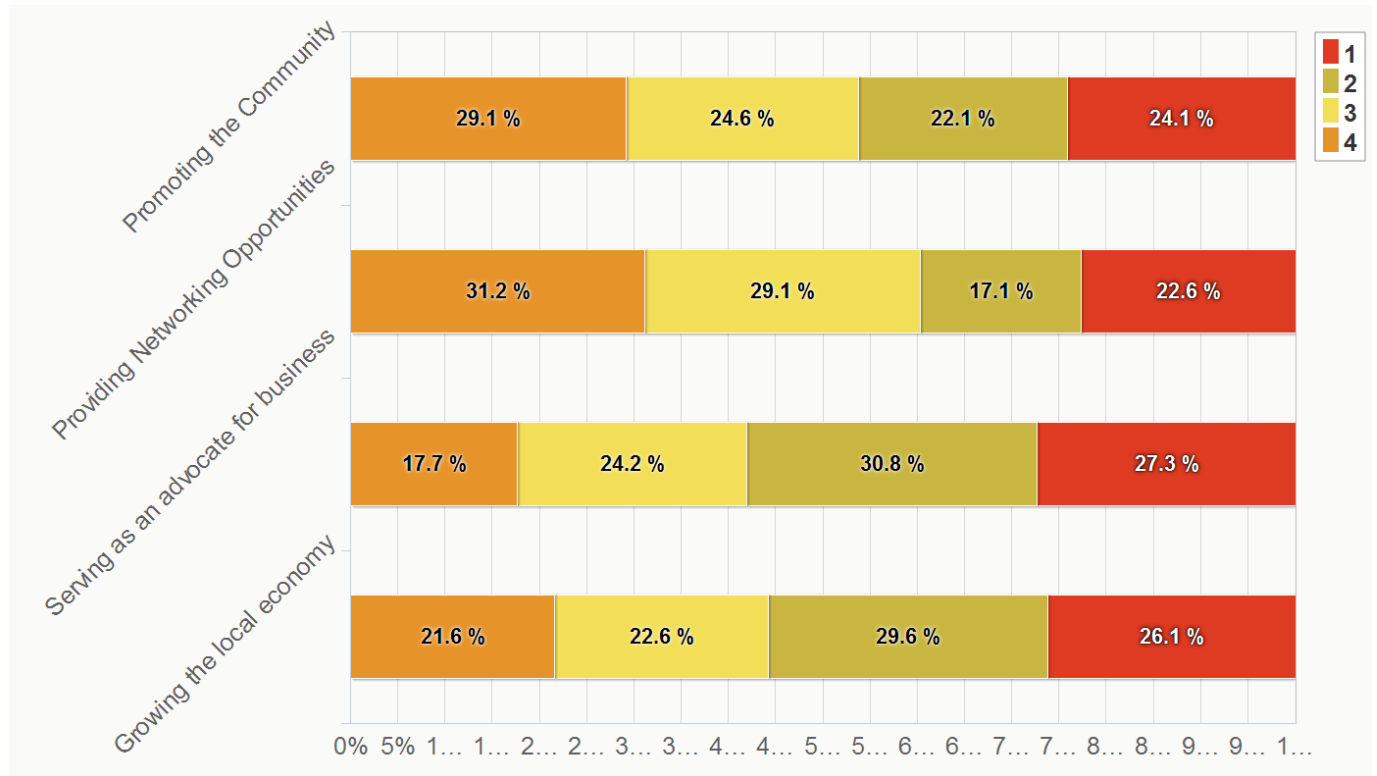
Response	20% 40% 60% 80% 100%	Frequency
To view events calendar		77.1%
To verify your business directory listing information		53.1%
To use business directory		49.0%
For business resources and tools		25.5%
For relocation/community information		6.8%
Other		3.6%

15. Why did you visit the website? Other.

Response	Valid Responses	5
To vote for Business Excellence candidates		
take survey		
Wanted to see how effective my listing/advertising was.		
to call the office		
To be entered into a drawing for two (2) tickets to the 2016 Business Awards Red Carpet Gala and a bottle of wine		

16. Please rank-order the following Chamber priorities in terms of importance for your business.

Respondents were asked to **rank** their choice(s).



17. Do you feel that you receive valuable business services for your membership investment?

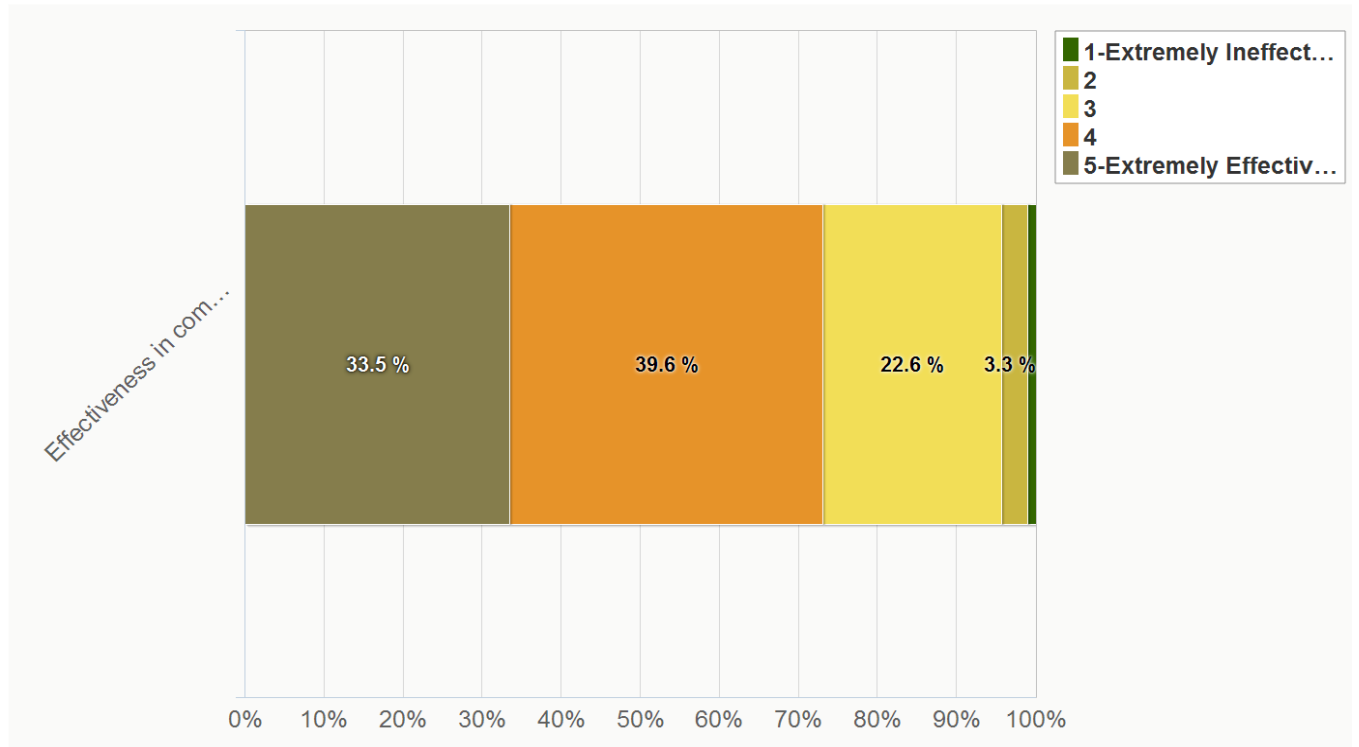
(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency
Yes						89.3%
No						10.7%

18. On a scale from 1 to 5, with a 1 being extremely ineffective and a 5 being extremely effective please rate the effectiveness of the Santa Fe Chamber of Commerce in communicating with our members effectively?

(Respondents could only choose a **single** response for each topic)

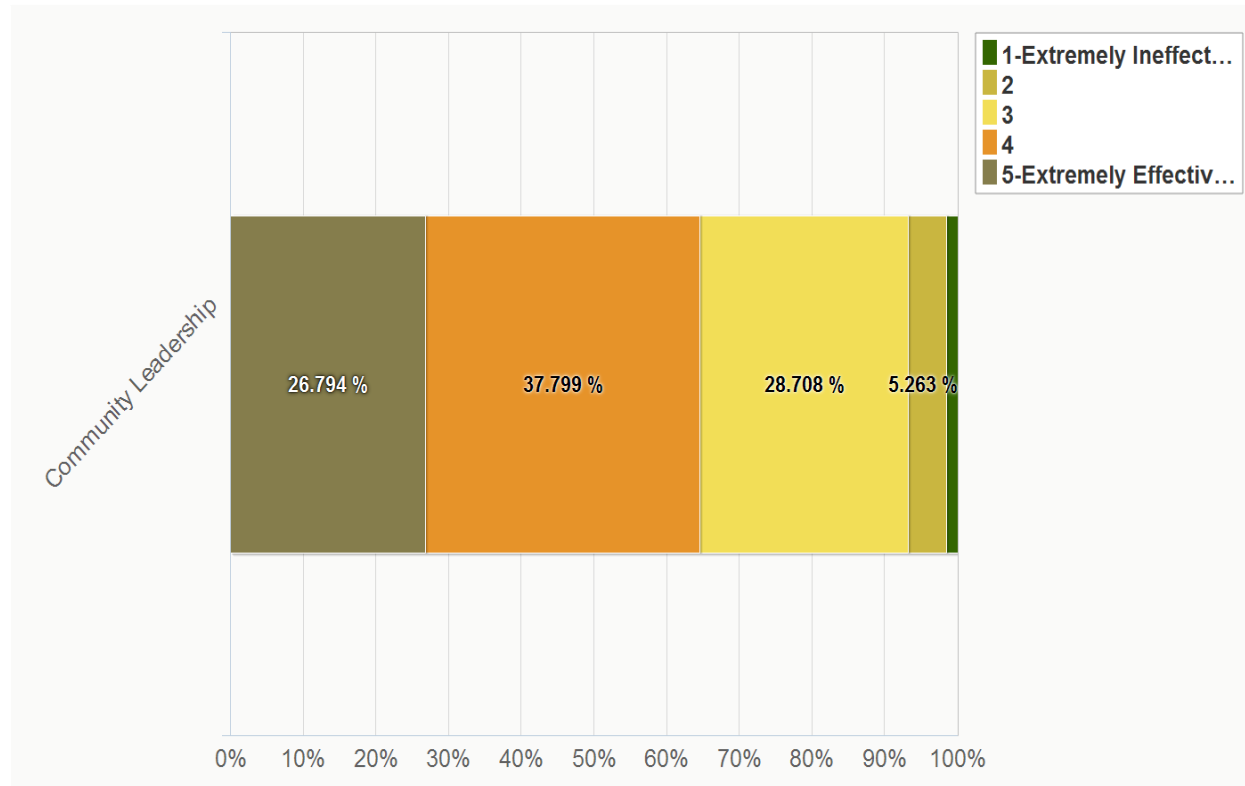
	1-Extremely Ineffective	2	3	4	5-Extremely Effective	Mean
Effectiveness in communicating	0.9%	3.3%	22.6%	39.6%	33.5%	4.0



19. On a scale from 1 to 5, with a 1 being extremely ineffective and a 5 being extremely effective please rate the effectiveness of the Santa Fe Chamber of Commerce in providing community leadership dedicated to economic vitality and quality of life.

(Respondents could only choose a **single** response for each topic)

	1-Extremely Ineffective	2	3	4	5-Extremely Effective	Mean
Community Leadership	1.4%	5.3%	28.7%	37.8%	26.8%	3.8



APPENDIX A: SURVEY INSTRUMENT



SANTA FE CHAMBER OF COMMERCE

Again, thank you for taking time to participate in this brief survey to help strengthen the Santa Fe Chamber of Commerce and our advocacy role.

Press "Next" to start our five-minute survey!

1. On a scale from 1 to 5, with a 1 being "least important" and a 5 being "most important", please rate these issues in terms of importance for your business.

	1-Least Important	2	3	4	5-Most Important
Ability to secure credit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of affordable broadband	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of an educated, motivated and qualified workforce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of licensing and permitting procedures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care coverage and insurance rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor / business relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic development incentives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mandated minimum wage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property tax rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrictive zoning regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism promotion/funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trash / graffiti / beautification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding good business location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any there any other issues in terms of importance for your business that we may have left out?
Please Specify and briefly explain.

2. How can Santa Fe become more friendly to entrepreneurs?

3. What single local government policy change would most help your business thrive?

4. If recruiting personnel is difficult for your business, what factors contribute to these difficulties (Check all that apply)?

- ☐ Lack of adequate skills
- ☐ Lack of affordable housing
- ☐ Lack of public transportation
- ☐ Mandated minimum wage
- ☐ Effective ways to advertise available positions
- ☐ Other _____

5. Compared to one year ago, would you say that the Santa Fe economy is:

	Worse than a year ago	Same as a year ago	Better than a year ago
Santa Fe Economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. A year from now, would you say that the Santa Fe economy will be:

	Worse than a year ago	Same as a year ago	Better than a year ago
Santa Fe Economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6A. Why do you say that the economy will be worse, the same or better?

7. If a challenging economy forces you to have to cut business expenses in in the year ahead, on a scale from 1 to 5, with a 1 being "Not at all Likely" and a 5 being "Extremely Likely", how likely are you to cut the following business expenses?

	1-Not at all Likely	2	3	4	5-Extremely Likely
Admin expenses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overhead/infrastructure/office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing/advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee health insurance/other benefits (includes pensions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorships/charitable giving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group/organization memberships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contract/temporary workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outsourcing Events, trade shows and conventions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lay off employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of products/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7A. please list other business expenses you are likely to cut, if any.

8. On a scale from 1 to 5, with a 1 being very poor and a 5 being excellent, how do you rate the job of the Santa Fe City Council in growing a strong local economy?

	1-Very Poor Excellent	2	3	4	5-
Santa Fe City Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8A. Please share any thoughts you might have on the City Council and our local economy.

9. City taxes and fees on business are:

	1-Too Low	2	3	4	5-Too High
Taxes and Fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Please share any thoughts you may have regarding taxes and fees.

11. Please share any other comments you may have about the challenges of doing business in Santa Fe?

12. Are you a member of the Santa Fe Chamber of Commerce?

- ☐ Yes
- ☐ No

13. Have you taken advantage of these benefits (Check all that apply)?

- ☐ Scheduled a radio Interview on Business Matters radio show on KVSF 101.5FM
- ☐ Attended Business Breakfasts and After Hours events
- ☐ Attended our Seminars and Workshops
- ☐ Availled of discounted eNews Advertising (Member Spotlight)
- ☐ Advertised in our Relocation Package
- ☐ Utilized a Member to Member Discount
- ☐ Put your business cards/flyers in our Resource Center?

14. Have you visited the Chamber website www.santafechamber.com?

- ☐ Yes
- ☐ No

15. Why did you visit the website?

- ☐ To view events calendar
- ☐ To use business directory
- ☐ To verify your business directory listing information
- ☐ For business resources and tools
- ☐ For relocation/community information
- ☐ Other _____

16. Please rank-order the following Chamber priorities in terms of importance for your business.

	1	2	3	4
Promoting the Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing Networking Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Serving as an advocate for business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growing the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Do you feel that you receive valuable business services for your membership investment?

- ☐ Yes
- ☐ No _____

18. On a scale from 1 to 5, with a 1 being extremely ineffective and a 5 being extremely effective please rate the effectiveness of the Santa Fe Chamber of Commerce in communicating with our members effectively?

	1-Extremely Ineffective	2	3	4	5-Extremely Effective
Effectiveness in communicating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. On a scale from 1 to 5, with a 1 being extremely ineffective and a 5 being extremely effective please rate the effectiveness of the Santa Fe Chamber of Commerce in providing community leadership dedicated to economic vitality and quality of life.

	1-Extremely Ineffective	2	3	4	5-Extremely Effective
Community Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please enter your contact information if you wish to be entered into the drawing for two (2) tickets to the 2016 BUSINESS AWARDS RED CARPET GALA (Thursday, June 02, 2016 5:30 PM - 7:30 PM) and a bottle of wine from my personal collection. Again, we thank you for helping us make the Santa Fe Chamber a great organization.

Name _____

Business Name _____

Email Address _____

Phone Number _____

Many thanks for your participation in this survey. Your feedback will help the Chamber board and staff strategize and assign resources to strengthen our mission to grow the local economy and serve as the voice of business.

To join the Chamber please call Bridget at 988-3279 ext. 16 or bridget@santafechamber.com

APPENDIX B: VERBATIM RESPONSES TO OPEN- ENDED QUESTIONS

2. How can Santa Fe become more friendly to entrepreneurs?

Response
The city needs to have a more client centric attitude toward business owners.
Educate the public on the viability of network marketing. Forbes magazine recently reviewed m500 mid-sized companies in the US as best to work for. doTerra ranked number 10.
Put a moratorium on minimum wage increase.
Continue your alert more outreach to traditional Santa Fe businesses and people.
Better promotion of local small businesses- The expo was good, but more time spent promoting them as businesses.
Shuttle to Santa Fe and Albuquerque airports
Training programs. Customer service, basic office skills etc.
Fix city hall
More qualified workforce
Maybe establish a mentor type program for new business owners.
Local business preference for Government work
Encouraging business local and incentives by State, City, County for small business.
Insure there is less reliance on GRT as a source of tax revenue that is borne by small businesses and start-up businesses. Make sure that technology is accessible vis-a-vis broadband.
Tax incentives, zoning regulations
by promoting their business through help on advertisement
a nice one-stop knowledge base of available services would be nice
Better housing opportunities and better public schools
By not giving business owners such a hard time to open or expand a business
More incentives to help young businesses gain growth funding. Seed and angel money is accessible, companies that have demonstrated success generating revenue and solid business models need growth capital. It's hard to find in NM.
Sharing information about them in the newspaper, social media and at other events.
Offer incentives to those businesses whose products or services are quality and necessary to the community. Additionally offer an incentive to hiring local looking for employment.
Better educated employees.
Thank is a great question, we need to be more out marketing to more tech businesses so that they will want to relocate and the city and county needs to make it easier to build and do business here. We really need industry desperately. New people moving in to replace the ones that are older and retired so that it will help our tax base. The Plaza is hurting bad for vacationers.

I think its very friendly. Less onerous tax policy
Less regulations, less inspections, less interference with what the business owner wants to do.
less regulations.
Positive action and less repetitive conversation
The Chamber already does an excellent job reaching out in support of entrepreneurs - it's up to the Chamber members now to take advantage of what is available.
Provide a city lifestyle that doesn't close at 9 pm that appeals to the young business crowd
More efficient city processes
Have entrepreneur day - a festival for all entrepreneurs. Also, more conferences. There is a great movement for visionaries on all fields that combines training and showcasing makers, healers, creatives. I also think that having incentives for entrepreneurs - like lower tax rates for business with under 10 employees, grants for start-ups, increasing the creative pull - like more film, music and art will attract creative and business people who want to beauty, friendliness, creativity and intelligence that Santa Fe has to offer.
Our economy is based on Tourism. What are we doing to make this more Tourist Friendly.
Small business incentives.
Highlight our business
Reduce the Red Tape.
Santa Fe has extremely high rentals for business-owners. Lower rents would help entrepreneurs along with a supportive attitude for new business owners in town, from those in positions of authority. This is on many levels in this town, including those in City government. From landlords on up, it is as though instead of assisting entrepreneurs, they make it more difficult to begin a new business.
free parking
Continue the informative business programs at the Santa Fe Business Incubator.
More business opportunities available and more of a workforce to draw from.
Reduce regulation, simplify business license process, put as much online as possible
CITY RED TAPE HAS A REPUTATION FOR DISCOURAGING BUSINESS DEVELOPMENT. COSTLY DELAYS, NO OBVIOUS APPEAL PROCESS WHEN DISAGREEING WITH A CITY DECISION MAKER. CITY DOESN'T SEEM CONCERNED ABOUT FACILITATING ANY BUSINESS DEVELOPMENTS.
N/A
Love the Score business incubator on the south side. Don't know how else to promote entrepreneurs.
The city really needs to welcome new business. Its too complacent when it comes to relying on government and tourism, as those workers live out of town.
More forums to discuss collaboration, innovation, and working nationally - outside of NM.
I'm not sure if there is anything you all need to change.

DOWNTOWN Co-working space and technology lab (software)
develop a stronger workforce while creating aggressive tax incentives to promote investment. The film industry is a perfect example of both.
Technology
Better educated and trained workforce. Lower rent, more rental space. More co-work/co-lab spaces.
Do not higher the min wage-
by putting in place a better team at Santa Fe Convention and Visitors Bureau. The people in place are unqualified and lack insight on how to do the job properly of promoting the city, and promote Santa Fe in a cheap way that attracts the wrong tourist base overall, in my professional opinion in the marketing field..
Stop acting like big business is more important than small business
Well, 20 years ago the city should have taken broadband and tech culture more seriously. The state sabotaged itself. The things I think of that would help at this point besides finishing the fiber optic work (high bandwidth) would be to: 1. Make it much easier for small businesses to get capital (bank loans or venture). It's incredibly difficult to get small business loans right now. 2. Work with the state to provide serious economic breaks to hiring high-tech employees. Right now, most of the small business tech companies here in Santa Fe are not competitive with national salaries because they can't afford to be. Payroll taxes are high and we can't compete with bigger tech hubs. There is not very much labor pool because of lack of young people in our industry here in SF and NM. If we could compete salary-wise, it would be easier to recruit young talent to our city. The cultural attraction is not enough at this time so it has to be salary. JTIP is really hard to get unless you have political connections. It goes to a handful of companies - mostly in ABQ. Santa Fe should have its own JTIP for just a few key industries it is trying to attract (youthful ones especially).
A more visible business friendly environment.
I think you all do a great job already....especially the intimate coffee meetings with Simon and Bridget, brainstorming about marketing and networking. I recently suggested creating targeted groups of businesses that could naturally/easily work together....i.e., for my business, realtors, property managers, flooring suppliers, paint stores, etc. We're all in the same general business of "residential" or "home".
Let market forces govern and stop micromanaging us -
Ease permitting process
Make it easier to get your business license and zoning permits etc.
Don't discourage development by over regulation and slowing permits "because Joe is on vacation and he is the only one who reviews for hid department"!
Broadband availability. Greater amount of non-controlled, non-subsidized affordable housing.
Finding ways to connect the part time home owners with the local businesses so they keep it local versus bringing in their outside sources.
Santa Fe has a mix already; I don't think there is a problem with this.
Elect business people on the council, to better direct policy toward business.

We have become to code heavy, permits demand engineering stamps. Driving the cost of permitting thru the roof
Better Broadband.
The government agencies doing their jobs. I had to move my office and had to call Sangre de Cristo three times to get a response. A more educated, intelligent workforce. People who know how to show up on time and communicate effectively. The living wage should be updated to not apply to people under 21 years old. I would like to hire more young workers with low skills so they can get basic workforce readiness skills. But I not willing to pay these young people 10.91 per hour so I can train them what it means to show up on time and communicate effectively.
Broadband fiber throughout the city
Increased housing availability for median to low income households.
incentives for entrepreneurs, packages that include incentives for renters to ALSO provide incentives in rent reduction etc. to help in relocating to Santa Fe.
Improve education for a more qualified job pool / reduce permit fees and regulation. Economic development
Providing more opportunities for small business owners
Increase the amount of affordable workspace
Purchase and use their services and products.
We must energize economic development efforts by City and State efforts by providing real incentives to real high quality employers. We must encourage life and fun in town by permitting high density development -- especially residential of all price levels.
Again, motivated workforce....along with affordable space.
Upgrade broadband infrastructure. Nearly all modern businesses require fast, reliable and affordable Internet. Also, tourism is a lifeline for many small businesses and should be promoted.
Adopt a solution-oriented approach instead of starting with "no."
Connect entrepreneurs to business tools and financial resources.
More incentives, less taxes. Santa Fe is notoriously difficult for business, Everyone says that.
don't know
Santa Fe County, in particular, has too many hindrances to basic doing business, and an anti-business attitude.
Improve access to the business incubator. Tax incentives. Angel investor network.
Coordinated efforts and programs between public and private sector; temporary tax relief
Lending, knowledgeable business consultants at city/county level, less "old boy" networking, thoughtful grant-giving without political considerations impacting decision-making, stop wasting money on meaningless programs
Tax incentives for small business.
Make the process at City Hall easier to navigate for new businesses.

How to change an entire culture????
Change the attitude and the trend of piling on costs and fee's to business owners, developers and entrepreneurs.
This requires a critical mass of individuals--and the companies they create--that will essentially lift the "tide" of opportunity for other entrepreneurs. Achieving that critical mass of aspiring intellectuals looking to build businesses and a vibrant economy . . . that's above my pay grade.
Make licensing and permitting easier and faster.
get rid of inept government officials
Helping them with the tools to succeed
Positive encouragement needs to be constant. Finding ways to accomplish what needs to be done instead of the "no" mentality.
More incentives for businesses to come to Santa Fe. We need more than state government.
Ten move obstacles created by fees meant to dissuade external investors
Having more of the workforce population live in Santa Fe.
Stop raising the minimum wage.
Attract more businesses that employ people to increase our base of potential customers for goods and services.
Easier permitting and encourage forward thinking business practices that will make our economy more sustainable. Encourage more young entrepreneurs and actively encourage young people to relocate here.
I'm not sure.
More networking opportunities and less cronyism.
Stopping the annual mandatory increase in minimum wage.
That's a difficult area. As the elderly population seems to increase, and is projected to steadily climb in the coming years. A major emphasis of the City needs to focus on how to attract the young. One key component is our schools and until we improve our education system, it is going to be difficult to attract young families (looking to start a life here).
Less restrictions
Become more pro-development.
Easier permitting and city regulations.
N/A
Minimum wage, Corporate Income Tax
Need an understanding at City Hall that for business- time is money
Establish a protocol for better decorum and respect for others opinions at public meetings and town hall gatherings

More ribbon cutting ceremonies - promotions
lower GRT
lower sales tax. business owners holding workers accountable for service, attitude and attendance and training them on these skills. attracting and retaining the younger generations of workers by offering more to do in Santa Fe. more infrastructure, services, grocery stores, parks, better schools on the SW side of town where many working families live
More SCORE program
Don't make parking so onerous that as not to allow someone to do a business.
* City government could improve its efficiency in how it handles services that relate to all businesses. More could be done online and with fewer phone calls to try to get the relevant information. * Approve the building of affordable housing so employees can find living arrangements that don't take all their income.
Make licensing easier. Lower gross receipts taxes
Incentives for small business
Better tax incentives
Affordable housing opportunities within the city limits
Create the conditions that entrepreneurs need for success, especially in tech (like high speed broadband), but also labor force and connections to higher education.
We need to build and strengthen our current workforce before we can even consider bringing new businesses. Locals need more training and education.
It's already pretty good
Fewer business regulations
Lower taxes CRS
By working together on issues of importance.
Create a means for them to navigate the space more easily and find out which vehicle is best for them. There is so much noise in "economic development". They need a clear pathway to success through the tools available to them and someone to mentor them through that process.
By remembering that when business thrives, the community does also.
tax incentives, affordable housing, better public schools
providing affordable housing, tax incentives, better educated community, and reliable public transportation.
Stop the "stay rural" attitude. Invite national businesses to SF. Yes, the tourists want to see old SF but locals need variety of businesses to keep from driving to ABQ.
Create a space where entrepreneurs can gather to work and exchange ideas.
Incentives for training, and support to those that deliver the trainings.
Provide the infrastructure: Internet, reliable source of employees, and more responsive vendors.

consultants should not be subjected to Gross Receipts tax
It feels pretty friendly already. Santa Fe Business Incubator is fantastic!
Reduce taxes, minimum wage, promote Santa Fe for what it is- the most historic, unique and friendly capital city in the USA!
Improve connection between educational programs and resources that provide quality training to work force to match needs of employers and business community.
Single point to take care of licensing, permitting, and tax registration.
tax reduction incentives to buy locally
Some of the policies set by city council are most unhelpful (i.e. the sign policy - no sandwich board but 3 legged one ok) and the random enforcement of said laws. Also, having street and lot parking for our customers would be amazing. Instead, my customers compete with the employees downtown for parking. Many give up and leave because they can't find easy parking. I watch employees from near by businesses park in front of my store for most of the day (which means parking is not enforcing the 2hour rule).
Incentives
lower prices
Less red tape
Develop a stronger workforce that is skilled and motivated.
appeal to a younger demographic. develop St. Michael's drive
Build a better infrastructure in public transportation. Trains or monorails the can bring people from the Southside to the Northside. Better LTE connection.
better customer service at the city and county.
By seeing the businesses that come to them for help as customers, and to provide good customer service.
Unsure
Getting locals, both business owners and consumers to support local businesses and speak well of each other
get more housing
More Broadband
State credit incentives for new businesses.
More technical and higher education.
Make it as easy as possible to start a new business. Reduce red tape wherever possible. Fast-track inspections and permitting, wherever it truly is necessary.
I think offering incentives to High Tech Companies is the way to bring a better economy here. We need to attract well-paying job and a young strong workforce here. Santa Fe is part of an aging work force; and the economy is driven by tourism. I have an idea, that I think will work to draw High Tech interest here to Santa Fe.

The minimum wage increase each year is very hard on small business.		
GRT incentives / holidays / reductions to allow better competition with tax-free online retailers		
Availability of workspaces for rent for the 1-2 person business owner. Co-Share spaces lack privacy in an open room environment. In closed room co-share spaces there are mostly converted, older buildings with no windows. This is one reason we see multi-generations working out of coffee shops and restaurants. Good lighting, windows and cost are a factor. Isolation is another. The latest models (work spaces) have shared 'living room' type spaces for socialization and client wait areas. Regus is the only company doing this at the moment BUT the paid parking is an issue. Parking is an additional half of the rent along with clients having to pay for parking. Small Business Incubator has spaces but the location is not ideal.		
Get rid of the CRS tax. Coming from a state that didn't have this archaic system I can say it's anti-business and bad for the state of New Mexico. Longer term, improve education.		
more resources		
Great parking everywhere, less meters-better business policies that benefit store owners, lower gross receipt taxes		
Shop locally. Provide business loans without making it a traumatic and futile process.		
Many ways, but permitting with the city is a nightmare!! Our city is not small business friendly		
I think the community is already very friendly.		
Have better customer service and better business friendly permitting and licenses.		
Improve tech and other infrastructure and enforce regulations. Become less an example of old world nepotism, and traditions of graft, corruption, and xenophobia		
Stop employee "cousins" just because they're family members.		
A paradigm shift that would not tax, delay, obstruct and blame businesses as somehow creating the city's woes.		
High speed internet, business friendly attitude, tax incentives, affordable housing, qualified work force.		
The policies, procedures and licensing for businesses seems to be bound in red tape and not friendly for economic development!		
Tax incentives		
Tax incentives to pay a good, living wage to employees.		
Make the permitting and regulation process more streamlined. There are so many horror stories from business people I know wanting to start a business and having to wade through paperwork and then long waits for inspections etc. I believe "worse than the cable" company was uttered by one person wanting to start a catering business and waiting for kitchen inspections.		
N/A		
		Valid Responses
		177
		Total Responses
		183

3. What single local government policy change would most help your business thrive?

Response
modifying restrictive insurance regulations
LOCAL GOVERNMENTS NEED TO LEARN WHAT NEW INITIATIVES EXIST ALREADY BEFORE CREATING NEW ONES. LOCAL GOVERNMENT SOMETIMES DUPLICATES WHAT OUR NONPROFITS ARE ALREADY DOING.
Lower fees and taxes
End 10 cent bag fee for small businesses.
Lower GRT.
N/A
subventions for advertisement
I don't think it is that simple
Getting rid of our rampant cronyism
Permitting for additions or new locations
Growth capital investment
n/a
Do not see any policy that can affect us.
bring in more business so we have new people willing to locate and support local businesses
Smarter tourism marketing. current marketing is lousy and ineffective.
less taxes
fewer government regulations
Eliminate GRT on real estate commissions paid by brokers and our clients. It is so very expensive to sell real estate both as a broker and for our clients.
Putting landscape maintenance out to bid
Lower water rates for commercial users having certain size pipes.
Building permit/City permit processes made better
not sure
The Property taxes have increased dramatically in the last few years, but we see nothing for it. We should see roads repaired and beautiful landscaping for the increase. Accountability of the county and city. PS. They say that the tax rate has not gone up, but the property was re evaluated. That is like increasing taxes.

Monitoring vagrancy and street people. They seem to have permission to hang out and sleep at the library on Marcy street across from our business. We have found people bathing in our hot tub, climbing our fence and stealing property. Also, there is no place for our guests to unload their luggage.
Make it easy for business to come to Santa Fe.
will think about this...
None that I can think of.
Approval of multi-family housing projects
CONTINUE TO PROMOTE SANTA FE TO VISITORS.
Better workforce
High property taxes,
Lower business taxes or frequency of flights to metropolitan regions, esp. SFO.
Dealing with network marketing - there's some tax that my company pays for but then I have to pay it again.
Allow feasibility and planning to be capitalized into CIP budgets (this is allowable by the state, but discouraged by City). This will allow us to catch up with deferred planning and growth.
free downtown parking
Something related to water.
Unsure specifically. Policies educating businesses on and highlighting the importance of online advertising.
Long term care Insurance for seniors to pay for home health care.
see above..
I don't know
Lower GRT.
Cap on min. wage.
An educational gross receipts tax for educational workforce programs for county residents.
I realize it's not local, but affordable health insurance.
Stop making business owners nannies for employees
A revolution in the zoning department
Help with lowering Workmen's Comp. fees.
If they worked with developers instead of putting up road blocks.

Change the affordable housing rules from a tax on developers/home builders/home buyers to a general tax on the whole population...thereby creating more opportunities for market rate lower priced housing.
not applicable
Common sense
Unemployment law policy that is more consistent with neighboring states.
I think we need a more diverse economy, yet it seems all our resources are aimed at getting more tourism and art happening in Santa Fe. Economic development efforts should focus on other industries. The City should work to replace the University of Art and Design with a college focused on technology, science, and business,
Enforce the City codes equitably. It shouldn't matter "who you know!"
The continued increase in the Minimum wage is amazing
Easier building permitting, lower development/impact fees, reform affordable housing ordinance
Change from GRT to a sales tax model
Broader tax base and improve energy efficiency and equipment utilization rates to pay for lower tax rates with energy savings and reductions in unused or excess capacities.
Economic development to attract new employers/users of office space.
n/a
Encourage economic investment including housing and business in selected areas and take affirmative steps to achieve it.
Higher living wage and affordable housing.
Reduce taxes on businesses. Remove the sales tax (currently at 8.313% in city)
lower impact and permitting fees for new construction.
Support for advertising and promotion within New Mexico, not just attracting visitors from 60 miles away or more.
Reduce complexity of the building codes.
Lower gross receipts tax. 8.3125 is too high.
Exhibiting real understanding of the entrepreneurial process and needs (know that's not a policy but it would be very innovative within the city structure)
National Health Care. If we had this, then business owners wouldn't be on the hook for our share.
Not to proceed with a Public Bank.
I believe government should reduce their overall role with regard to businesses. How to change how the voters "vote" would be most helpful
On the City level, the statutes requiring archaeological monitoring of excavations should be modified to reflect that the right-of-ways have already been excavated many times and do not require further scrutiny. The County rolled out a flawed Sustainable Land Development Code that, in the case of

towers, hampers Internet expansion to surrounding communities. The Code needs modification to support development.
Have one councilor from each district be voted on "at large" and strengthen the Mayors role so that city leaders are actually looking out for "the City" verses just their district.
More financial support for non-profits
No good ideas on this.
Make it a policy to fund the agencies that provide licensing so they can be fully staffed and do their jobs efficiently.
not sure
N/A
no answer
Tax incentives for larger employers and more support for smaller businesses. Make our airport more attractive to other airlines. The expansion seems fairly small to me. (My daughter from New York flew into Santa Fe on United's smaller plane.
Education, education, education...lets encourage our policy makers to get with the times.
Not sure of this either.
Mandatory minimum wage rate.
Same as above.
housing subsidies and programs geared at helping first time home buyers
Becoming more pro development.
Lower minimum wage
N/A
Minimum Wage
Stop giving neighborhood associations authority over development
better traffic engineering of easier / speedier movement around town
none that I can think of at this moment.
lower GRT to be able to have level playing field with online stores
lower sales and self-employment taxes
?
Development costs for new construction

* For the city to approve development when proposed or aid in finessing proposed projects, so they can move forward. The city continues to reject development proposals that would bring in businesses and create more housing.
The minimum wage
Creation of a cultural affairs department for the city
Short term rental changes
There is not a single policy, there are several that need to be changed. We need to understand our clients from a business prospective if we are going to make a difference.
Idk.
Less taxes
Not sure
Other than money for startups?? -- I'd say it would be very helpful to understand all of the tools available so I can understand the best to pursue, especially in the first few years. Then, understand which legislation I should support to improve or add to to those tools.
None
Tax incentives for up and coming young entrepreneurs.
Building permits are very difficult to obtain.
not sure
Provide incentives to attract new business.
The realization that Santa Fe is a city of creatives and is unique to the U.S. in its "look" and the number of creative people who reside here. These are the items that should be emphasized in marketing, in my opinion. Yes, there is also a beautiful outdoor environment. However, efforts to bring families here doesn't necessarily reach the demographic of tourists who purchase high ticket items. If more emphasis was made toward that market, more dollars would be spent on all of the ancillary services creating more abundance for the city as a whole.
Mandated Minimum Wage. We already start all employees at \$15/hour
minimum wage reduction
Promote B2B from outside of NM to NM businesses.
can't think of just one.
Low Taxes
Ease of getting building permits
Clarify the historical district improvement and permit process.
Make SID more effective. they waste time, MONEY and energy trying to get everyone in trouble instead of bars when they need help.

Easier to have licensing and zoning for businesses. It should not be who you know to get your business rolling, but what product or services you are promoting and where you are establishing your business that should get the ball rolling for permits and such.
local government to be consistent with implementing their policy and regulations.
Unsure
Enforcing regulations on business licensing for 16 to 20 stores on the Plaza
merging city and county marketing budgets
Permission of advertising in downtown plaza area
Allow development of attractive, affordable multi-family housing. Estimate of the current shortage range from 2000-3000 units!
I sit on the Board for the Santa Fe Film Festival, and I would like to see funding allotted to the area of film. Film also brings money to our economy.
We're not that affected by government.
We have recently had to get permits for our building, this was not only time consuming, expensive and frustrating.
Other than GRT, local government policy is not constraining my business.
Not sure
Get rid of the CRS tax.
unsure
Help provide Adult Day Care in Santa Fe. Smaller towns have them, ie: Espanola, Los Alamos, & Santa Clara Pueblo
Make permitting much easier
free parking
Easier and more thoughtful development (not just saying "No").
Ditching the "living" wage.
Na
Enforcement of regulations around the plaza
Less tax
Send Suzanna Martinez and her cronies back to Texas.
Expediting (and quantifying all requirements up front) for certificates of occupancy.
Business taxes need to be reviewed.
funding to provide healthcare to HCV patients

More funding for tourism marketing.		
N/A		
More qualified workforce		
Stricter licensing enforcement for trades		
	Valid Responses	149
	Total Responses	163

4. If recruiting personnel is difficult for your business, what factors contribute to these difficulties (Check all that apply)?

Response
Lack of awareness
Lack of free parking
willing & able participants
Nurses in Santa Fe are very much in demand and are paid at a very high wage. The nurses are paid at high than the national average.
Lack of ambition and accountability
not applicable
finding honest reliable people
lack of motivation
Lack of education, and having DUIs and having a criminal record.
Workers love Santa Fe, But kids and trailing spouses need support. Better schools (or at least better schools PR)
We have to bring in talent from elsewhere and have trouble competing with Salaries from other states.
properly insured drivers.
Does not apply as we are all-volunteer - no paid staff - for our operations
no real cohesive policy that promote or provide incentives for hiring those with criminal history
We can teach the skills, just can't teach motivation. We pay considerably above the average for entry level, too, but still hard to find candidates.
All of the above
Proper training and dependability
lack of young workforce
No one wants to work weekends, and the evenings, and they also want high pay without experience in certain department.
They don't show up for work on time!
Reliable people that want to work
Unprofessional presentation such as dress, body art, attitude
Lack of almost everything needed to make a good employee.

I find people are very attached to being broke and keeping hold of their unemployment benefits or other types of government assistance and don't really want to be recruited.		
	Valid Responses	24
	Total Responses	40

6A. Why do you say that the economy will be worse, the same or better?

Response
The economy will be better as a result of the national economic recovery and the increased tourism.
Aging population
It seems like people are trying new things and have good quality.
Look at the number of businesses at the expo. They are recruiting and see the networking benefits.
We need policies and government that encourages more businesses not put up so many barriers.
Positive thinking. The election will be over.
Optimistic
Feels like its' been the same since 2009. If nothing changes, nothing changes.
The business environment seems to be getting better
Counter intuitive based on negative expectations.
I'm optimistic about the future. Hopefully a change in the political atmosphere will change the political climate
Nothing seems to change
See new businesses better attended events etc...
Status quo is the theme of New Mexico
As an optimist, I look for thing to improve year over year. Hopefully the state of NM challenges with oil and gas don't ripple through the local economy.
We are starting to see a lot of new start ups. Santa Fe attracts unique businesses and we hope to see those continue to grow.
because it was not good, so it can only improve
I think it will be worse because the same issues of skilled employees will keep the decline going
I don't think there is much planned change
It is so much easier to do business elsewhere
Not seeing enough activity. There have been announced initiatives but not much follow-on activities. So I don't expect worse but not much progress.
There are less unemployed people and more employment opportunity
No growth, no vision by the city, no one on the city government is on the same page-i.e. lack of consensus on a direction or goals, poor economic development experience and perspective/expertise, community is populated with a older growing demographic and unable to retain young educated population due to lack of higher paying jobs, to much emphasis on service jobs

With a presidential election looming the final choice may impact economic growth.
Looks like Santa Fe restricts large business groups like food chain restaurants. In Santa Fe we cater to all the small restaurants and artisans which prevents growth. People want to keep Santa Fe as a small Native American village for their pleasure.
Because we are not doing anything to move it forward, tourism is dying because of the oil and gas so we have to have something else to supplement the economy.
Art buying and tourism spending is generally down.
depends on the national election results. If Hillary wins, the economy will get worse
The City is not putting much effort in balancing the budget & educating the workforce.
Backward momentum
We need oil and gas to thrive again- this may take at least another year
It will be the same (which isn't particularly good) because there doesn't seem to be a strong push to change
?
We have not come out of the Financial Crisis yet in New Mexico, other parts of the country have. Why are we so far behind? What are our elected officials doing to bring our economy back?
Seems that way at this time. Less people buying big ticket items.
every time that I read of something good happening with our economy, I then will see an article of something that was lost in our community.
election year -
I feel the national trend will affect us locally.
The increase in cultural, scientific and artistic events and activities has attracted more visitors, and I believe, having more people visit Santa Fe turn those visitors into residents who want to live in a our vibrant community. The economy will become even better when the City increases its focus on quality medical services and attention to senior assistance and services.
I have not seen much change in the overall economy in SF to make much difference.
Nothing being done to improve it
It felt like there was an improvement this year, but the oil and gas prices and the election are likely to keep things the same.
ECONOMY IN GENERAL IS IMPROVING; SANTA FE INCLUDED PS: I AM SICK AND TIRED OF OUR SANTA FE CHAMBER OF COMMERCE BITCHING ABOUT THE LIVING WAGE. THERE COULD BE SOME TWEAKS IN THE LAW, BUT CHAMBER NEEDS TO STAND DOWN
The presidential election will be over and we will have moved to improving economy and not electing the President.
I said it would be the same as there is absolutely no urgency on the city council to make a changes for the better.
I think that most people who care about economic development also care about their neighbor and doing business locally as well as helping SF grow by inviting out-of-state business.
I have a positive outlook.

Major commercial real estate project (PMS, St. Vincent's)
The National election will be settled and hopefully we will have a sane new President.
historically, growth seem to slow after national elections. And gas prices will certainly go up, negatively impacting tourism
There appear to be no long-range plans for economic development.
I expect election year jitters to negatively impact tourism and consumer spending.
My personal opinion based on outlook on life and the fellow entrepreneurs that I know.
Labor pool is not skilled.
see opinions on SFe Cov & Visit Bureau
Doesn't seem like we are doing anything to bring buyers with money in.
Its stagnant. Our business has picked up but that is because we have locations in other cities.
Because the economic outlook for oil and gas is questionable and much of the funding that drives the economy comes from state funding.
Based on what my clients are willing to spend, and what their priorities are. Also, the general buzz I hear in shops and restaurants, etc. The "fear" talk is diminishing.
Because the same destructive government programs that cause the 2008 collapse are still in play and our seven years are up
Backwards zoning policies in a poor national economy
Because it's been better for the last two years, and in less the Wall Street assholes screw things up again we should continue to get better C
It never changes.
It will get no lift from the national economy, and governments don't plan any changes that spur business activity.
Its on the up and up so I am forecasting the trend continuing to rise.
I can see some changes within the Business Community
We see no indication of a lessening of the need for emergency food assistance - linked to poverty, unemployment, reduced hours, fixed income with food costs continuing to rise.
There is no evident efforts being put forth by city or county to grow business opportunities. All development comes from chamber or private sector work.
Nothing is being built, permits and codes too excessive, most contractors i meet state they will never build in Santa Fe again
Lack of increase in new businesses, growth of current business, overly stringent affordable housing policy in fact as lead to a severe decrease in affordable housing.
The economy is effected by national and international trends.
Better due to people feeling more confident and thus travelling and spending more following the election of a Democrat to the Whitehouse.
Not much movement in either direction.

Moving the tail of a dinosaur (city council) is difficult, although it seems some progress is being made
I'm an optimist and if another good Ski season coupled with overall US economy recovering will lead to increases in our life's blood of tourism to the "City Different"
The economy is fairly stagnant nationwide, New Mexico very stagnant, Santa Fe slightly up but not significantly. Much empty commercial space. City government is too focused on film and green industries.
The city budget will be in balance and everyone will have adjusted to the effects of this year's budget cuts
Trend - Santa Fe lags national trends.
I am hopeful. We are seeing some improvement in activity in the commercial real estate market after several years of utter stagnation.
I think the general economy is picking up steam gradually, and tourism will follow (as the largest driver of growth in this town).
Lack of proactive decision-making and leadership.
I haven't seen a significant economic stimulus to result in a significant shift. Also, the lack of a diversified industry is limited.
I just don't think things are shifting quickly enough. There just doesn't seem to be money available, so people aren't spending it. It's always a gradual thing, coming out of a recession, anyway.
being an optimist
Impact of decline in oil industry and oil prices
A tourism based economy limits our capacity to grow. Innovative industries need to be compelled to come to New Mexico and Santa Fe. New Mexico's ranking of 50th in education, unemployment and child welfare are not particularly compelling factors in building a stronger economy. Santa Fe's deficit has to be addressed and it remains to be seen what the next few years will bring.
The whole state is stagnant; crime and tax rates are holding it back.
Little exhibited progress; lots of conversation
New Mexico as a whole needs to come out of our recession. Perhaps looking into alternative ways for tax revenue a la Colorado is a good answer. We could put the money in education and infrastructure.
We have not seen an increase in loan requests at the bank nor have we seen an increase in new account openings. New account openings accompany an influx of new residents to Santa Fe.
Santa Fe tends to have consistency in the economy
local businesses closing with no clear answers or future plans
Innate optimism
City has made it difficult to grow.
The lifestyle factors in Santa Fe--clean air, no traffic, beautiful vistas, great access to the outdoors, big-city arts in a small-city atmosphere--will not change. As jobs become more portable for professionals, Santa Fe will continue to be appealing to educated people looking for quality of life. And since it appears I cannot go "back" to a prior screen to amend a response, the one governmental policy I would recommend changing is the perception that Santa Fe is in danger of running out of water. That's ludicrous, even in dry years.

oil and gas revenues collapse, no funding
Not seeing any real growth in business. Just one closes and another opens.
The new Mayor is better than we have had in a long time
Our budget issues have created a decision making process that seems to be creating a need for spending adjustments.
don't see much change
Unless you change something, it is not going to change. (Duh)
Little by little we are starting to make progress in the right direction, but we need to evolve faster if we are going to keep up.
Opttomism and it appears the business cycle is on an upturn.
Our business is not seeing growth or decline in sales.
Believe it or not we are NOT headed towards another recession as a nation. The classic signs of a recession are not evident (2016): bank credit 7.4%; inflation 0.2%; valuation 17.5x; household debt to income ratio 104.4%. "Fear" is big business and is the current trend. I suggest people turn off their talk radio and tvs and take a look around.
We are in a slow recovery.
lack of funds for the budget
Not enough new business coming into Santa Fe.
See no positive developments that would increase development.
Stable inflation, economy.
We have more jobs coming in the door. Don't know if it will continue.
outside influences seem to be stable and consistent.
Looking at the labor market information provided by the ER&A department of the NMDWS, you can easily follow the trends.
As long as the energy market is soft in West Texas this will continue to negatively impact the hospitality industry in Santa Fe.
All the city of Santa Fe counts on is Tourism, and they do a poor job of managing that
I really don't know how it will be. I hope better, certainly not worse
?
Santa Fe has a reputation of being unfriendly to developers and investors (job creators). Our city is looking a little worn compared to other similar areas.
The inflow of new businesses seems to be balanced with the number of older businesses that are closing.
We don't see any big changes in the forecast

Housing market is better, lower unemployment
Poor leadership at the local and state level.
No job growth. New Construction is very slow. City hall is too difficult for many national businesses to deal with. Too much red tape
I don't see any current programs or initiatives that will spur increased growth in the local economy.
It seems that nothing really changes at a fast pace in Santa Fe -- could be a blessing though
The economy is improving in general.
Possibly oil prices keeping tourists away
I hope it gets better
Because change is constant and it's been getting consistently better since the crash--slowly but surely.
Our business thrives in both recessed and inflated economies. We always hope for better!
Not enough good paying jobs, or affordable housing
There seems to be more movement in creating a friendlier business climate.
People are either unemployed or under employed.
I base this on the housing market improving.
Santa Fe continues to be a thriving community with new businesses and opportunities being created all the time. This energy will continue to have a positive impact on the economy.
SF feels stuck. Don't feel the community is pro-business and growth. Needs investment in education and business growth.
we are all learning to network with different businesses, that in the recent past we thought we had no connection to
things need to settle after election year; same w our new mayor
I can't say the economy is worse or better than a year ago - question #5. In the art market, it has gotten off to a slow start, yet there seem to be people in town. That raises the question whether they're people who spend money. Question 6 - I'm always hopeful that that economy is going to be better. Of course, there are other reasons such as the election being over, oil prices (hopefully) on the uprise, other countries' economies improving, etc.
Honestly, some of this will depend on who becomes next president. Santa Fe's economy feels fairly stable. In watching real estate, the economy seems to be trending slightly better. Not rapid growth or improvement, but definite improvement compared to 7-8 years ago.
I'm looking at my occupancy and income numbers- I'm a small inn- 19 rooms total and my income is down \$11,000 from 1st Qtr. 2016 compared to 1st Qtr. 2015. Too much tourism "push" for skiing was emphasized this year and not on the elements that are our strongest points- history, authenticity, uniqueness, etc. People come to Santa Fe for Santa Fe- not skiing! The US National Parks is spending 100,000's of \$\$ on promotions- why didn't we follow suite? and run off that huge national campaign like UTAH? (we have 4 National Parks/Monuments 40 minutes' max drive from downtown Santa Fe- Bandelier; Tent Rocks; Pecos; El Moro National Parks. Then add to that New Mexico National Parks/Monuments: Chaco Canyon, Carlsbad Caverns, White Sands, and more!! Bad planning with

Advertising dollars! We turn employees over in the advertising department- give them enough time to learn skills, then they leave and we have to start all over again!!!
The State government has been a disaster in bringing new business and technologies to NM. We are near the bottom in all the categories we do not want to be in attracting new businesses.
The election will be over and there will be a significant decrease in the level of uncertainty.
We are headed for another downturn after the presidential election
I don't see the investment in the city to draw tourists here. The tourism department is trying and it will take time to get the contracts in place to bring more conference business here.
Lots of new driving factors
Business has picked up all over town
Signs I am seeing in booking patterns at my hotel.
Basing it on my own experience with my business only. Not seeing proof to the contrary.
Unless we make changes on who are representatives are things will remain the same.
Without significant positive changes everything tends to remain the same or worse, depending on the economy.
Slowly seeing sales increases, and real estate market recovering.
uncertainty of election creates inertia to changes
If oil economy improves, it will give SF a boost
lack of housing
Haven't seen a significant swing either way
Assume US economy will continue some positive growth and will trickle down to the state economy.
We haven't personally noticed any changes.
If nothing changes, nothing changes. In my experience, the economy has basically stayed the same or gotten a little worse each year since 2009.
I have watched the economy fall since 2009 until around 2014. There were signs of improvement in 2015. In 2016 the Real Estate inventory is low; which will drive up property values (once the oil market improves). Texans and Oklahomans will have excess cash to spend here when the oil market further improves.
Our sales are up room last year and this has been a consistent pattern for the past few years.
I am hopeful that the economy will improve.
I hear my clients and other local businesses comment on things generally picking up; I am seeing that also and am simply optimistic.
Positive attitude and personal business savvy.
I don't have confidence in our leaders. This state is so far behind and Intel is cutting back.

I can see small advances that Santa Fe is making. Any progress is better than backsliding.		
It is my hope that the economy will grow in a positive way.		
We have nothing in the immediate works that will drive employment or tourism up. People will have the "wait and see" mentality with the national election coming in November.		
Think the resurgence has begun		
City Council never actually addresses some of our most serious issues. And they always "table" anything that might be important. Council meetings are like watching a comedy on stage. No guts, no decisiveness. Santa Fe has become The City Indifferent in The Land of Disenchantment. I USED to be proud of being a Santa Fean.....		
The city continues to show how they mismanage funds.		
I believe people wait on changes during election years.		
Tourism is a bit better, but the oil and gas economy is far worse		
National debt is still growing.		
Santa Fe is driven by local "small" Business owners. Our economic growth will stay the same, Santa Fe isn't a big enough city to have Corporate America companies that pay above minimum wage, health insurance or bonuses for great work!! Also paying employees in Santa Fe "over time" is not allowed by most high end hotels, city/state jobs or retail shops. Some employees have 2 jobs to make ends meet and most that I know file for Food Stamp, cheat the system just to get ahead and feed their family!! I feel that will never change in SF in the near future.		
As this is an election year, this question can't be answered yet.		
Until policies change to welcome and promote businesses, and incentivize people to shop and buy local (i.e. lower gross receipts taxes) the economy will continue to slide sideways and suffer malaise for the foreseeable future.		
I don't see a lot of movement or improvement in Santa Fe's economy in the next year. The business environment appears to be stagnant or declining. A lot of businesses have exited in the last year. The City overall is facing a significant budget deficit. I don't see a lot of business development going on to draw new businesses to Santa Fe. Santa Fe's tax structure makes it less attractive than i		
Transient town. Workforce comes in from other areas. 2nd home owners have little vested interest because they aren't here year round.		
The economy doesn't normally change year to year, more like every three years.		
Business revenue growth is slow. The housing and construction markets must improve.		
From a local perspective, I'm not seeing anything changing that would improve the economy. Of course, it could be worse if nationally the economy gets worse.		
I believe that places like Meow Wolf starting up here will generate a lot more visitors as well as open doors for more entrepreneurial and artistic endeavors.		
If the trend keeps up the path is upward		
Valid Responses		184
Total Responses		188

7A. please list other business expenses you are likely to cut, if any.

Response
Amount of product I make
Reduce staff by one more person. We already made all our cuts.
invitations
fluff
It's covered well above.
Advertisement
spending to charitable contributions, we have more no profits here for a town this size than anywhere that I know.
the questions are very poorly worded. I don't understand how to answer these
I have already cut many due to the slow economy. Advertising has been cut a lot.
We're a not-for-profit. Our expenses are already very, very low.
Compensation related expenses - pay raises, benefits, part-time staffing
We are already cut to the bone.
Contributions to Supplementary Insurance Benefits Program.
Staff hours and admin.
office supplies, overhead
We will cut where needed, employees are expensive, as there are so few.
Remodeling, adding new products, adding staff, purchasing new delivery vehicle,
chamber golf tournament
travel
Educational programs requiring capital equipment investment.
Hourly workers
Debt.
not applicable
None
We are likely to stop retirement plan matching, long and short term disability insurance that the firm pays 100% of on behalf of employees. Freeze salary increases/raises, do not fill vacated positions.

employee perks
been down to the bare-bones for a number of years, focus has to be on increasing revenue not decreases expenses.
For me it is not laying off employees as much as cutting hours and giving smaller/no bonuses. (I think you made a mistake in the survey - it says "Salaries Sponsorships/charitable giving" but I think you man Salaries and Sponsorships as separate questions. My 5 answer was for both.
Recycling
IT improvements; office equipment purchases
paper as we are rapidly moving towards e-filing for hiring and social service intakes for case managers and sales side updating to all online as well.
Really none, though toying with further reduction of traditional advertising expenses (yellow pages, etc.) as they become less important to our business every year.
Unlikely to be buying more equipment, upgrading computers, using web design services, etc. I'm more likely to be doing that kind of stuff myself.
n/a
Meetings, hospitality
Employee benefits, advertising
Expenses are already bare boned
None
none
A does not apply option would be good for the above questions
office equipment purchases. Networking
At this time, we would have to take a good hard look at everything before we do anything before we start cutting employees.
rent- new landlord wants to raise our rent and CAM fees, we've been a solid tenant for 11 years ! UGH!! Our lease is up in 14 months- good bye downtown. :(
Advertising is the main expense that can be cut, though it shouldn't. The galleries spend a great deal on advertising, in effect supplementing the city's budget which, for a tourist town, isn't much. As a result of a seeming lack of focus, other small cities are spending more and taking more of the tourist's dollars.
We'll just change our mode of operation to more of a vacation rental with very limited services. Cut out breakfast, daily maid service, charge for extras like: parking, fireplace usage, daily room serving, etc. Begin advertising on VRBO, AirB&B, Craigslist anything free.
Advertising
owners draw
I had to cut or defer my Chamber membership, mainly because it comes due in January, the worst possible month for me have an additional expense. It's one of our slowest months and thus anything deemed "extra" gets cut or deferred. While it might be more work for you all, could memberships be

on an annual basis, based on the month joined rather than a calendar year? That would provide the organization with a source of income throughout the year.		
Capital improvements		
N/A		
2016 is expected to be a good year for us and 2017 even stronger		
Client Entertainment-Lunches for Business Development		
Professional development		
none		
Permits to open an office (fire code), WiFi start up fees and contract (2-years) with restrictions on where you can transfer a contract in Santa Fe, lack of office rental space for 1-3 person team are issues we faced.		
Labor, company events		
We'll just close. Been open since 1976, but just can't take it anymore.		
Replacing more employee time with owners' time		
Investment in business growth in Santa Fe - I will likely move efforts to grow my business in Albuquerque.		
subscriptions, duplicative online services.		
	Valid Responses	60
	Total Responses	76

8A. Please share any thoughts you might have on the City Council and our local economy.

Response
Recruit more tech companies out of silicon valley
Community knowledge. Willingness to create partnerships instead of funding new projects that are duplicative.
They are more concerned with appeasing each and every neighborhood then business. Create business districts.
Support for local businesses-small business owners.
They have no understanding of business and don't address the business crisis. . Need courage to make unpopular decisions.
Pro business, pro-primary and secondary education.
Need to diversify over income
Santa Fe needs a better work force. We need a better pool to draw from. There needs to be an incentive for qualified people to live and work in Santa Fe. There also needs to be reliable public transportation for people to be able to get to jobs anywhere in town whether that's more buses or more and safer bike lanes.
Fixing the Santa Fe economy is going to have to start at the bottom (fix the schools) and move up to the top getting rid of the ones that collect a great paycheck but do nothing to earn it.
I see no activity from them. I hear only obstruction from those I know that are involved with them.
They could do more to encourage new business and growth
See my prior comments since they relate to this question as well
We can't balance the budget because all the cousins get jobs with the city. We need council men and women that are not retired and want to really grow the economy. These retired people just want something to do until they are really "old".
We just need to encourage them to bring a little industry here, I know that they do not want to grow the town for many reasons, like water, but we are drying up as far as locals spending money.
They do nothing but get in the way of growing the economy of our city. voting down various housing proposal is an example.
Tourism is way down. The city does nothing to help that. Parking is a major problem downtown. Locals won't come downtown due to the parking situation. The city does everything possible to inhibit businesses expanding
reduce minimum wage to prevent kids from dropping out of school
Hopeful new councilors will help
They don't appear to have a business mentality - don't know how to fix budget, increase jobs
let's get moving and make a splash
Joe Maestas is our councilor and work with us in many ways. He is the best!
We need to draw new people and business into SF to grow and advance

All sound, no picture
I feel like we have an informed and active City Council
They like the status quo, and seem to think any outside interest is to be treated with suspicion. Also they do not see any need to help local businesses 'if they can afford it just keep making them pay'
I'm sorry, I don't know enough about this.
Current city management is a joke. Council is unprepared. Staff is weak.
My belief is that the City of Santa Fe needs to attract light manufacturing businesses in order to create a better economic balance.
we need more councilors with significant (not casual) business experience on the council. the agenda need to be refocused on economic, not social issues
They are only thinking about developing real estate.
None of them have owned businesses. Govt. workers, 8-5 work ethic, at best.
not extremely impressed by the city council nor the mayor's office.
When there is a deficit, the city needs to let people go and cut overhead just like a business. The GRT tax is very high but the services are mediocre at best for the amount of money paid. The city needs to lay people off that are not producing and doing their jobs - payroll is the biggest expense. The downtown should not be dirty and unkempt for the amount of money paid in GRT tax.
I'm not sure they have much control over the issue.
I wish I was better informed regarding this question. I would like to know more from others who have been following their voting record. I'm glad they've gotten real about Airbnb, and are now better welcoming the TV/Movie industry.
Stop wasting time on bathrooms and get free our businesses to grow
Workmen's Comp. is a big issue. If you fire somebody for say, coming to work with alcohol on their breath and send him home and give them a warning. When he does it two more times and you give him two more warnings and fire him. You can't talk to a person in the labor department, everything is done by letters in the mail. You send all the documents and you still get nailed for firing him without probable cause.
City Council is more focused on what retirees want (as they are the bulk of the voters) than what business needs.
The minimum wage in effect shows the effort the City Council is committed to help workers pay for their living expenses, with an increase of their local spending in the Santa Fe economy. MUCH more is needed to be done for developing the economy and getting more jobs for the people who grew up and want to live here.
They have no backbone in making the hard decisions. They are all running independently and cannot formulate a strong sense of direction. This severe budget issue is a perfect example of the unwillingness to do what needs to be done, rather than what will maintain their popularity.
Don't make sense on what they do.
I think that Mayor Gonzales has some visionary ideas, but I have yet to see any real support since Mayor Sam Pick was in Office for supporting policy which actually has the potential to grow business. I do applaud the support of Meow Wolf and the approval of the affordable housing imitative off Siler Road, but sadly the affordable housing policy, living wage and the extreme green initiative have done

nothing to grow business and are likely hindering it. I believe in good pay, affordable housing and conservation but when government policy impedes through regulation we lose more than we gain.
A city run bank is a terrible idea, but they keep talking about it. They are just going to give loans to questionable businesses (like the Santa Fe Studios on Highway 14 - I know that's the county, but stuff like that will happen). Nobody is willing to make the hard choices a lay people off due to the budget crisis. Higher taxes is bad for local business, and just their unwillingness to lay off 10 crappy employees shows they think the taxpayers work for the government, where it should be the other way around. Again, I only read in the New Mexican about efforts for more art, more tourism, and nightlife downtown. What we need is more businesses like Thornburg, LabCorp, and Bicycle Technologies International.
Need to be engaged - level the playing field so big box stores pay their fair share.
Not at this time
Denial of housing and infill projects has stunted growth and forced people to live elsewhere or get services elsewhere. Several economic development programs have not been fruitful.
The broken question 8 in this survey only allowed very poor as a choice, highlighting the bias in this survey.
I am very pleased to see a more economy minded council. I haven't seen this translate into much real effort other than the recent approval of the apartment project. Mayor Gonzales has really been a great visible leader, and for whatever reason, "young Santa Fe" seems to be much more visible and out recently which is really refreshing.
The southside wants and growth to be on the east side and vice-versa and neither is very interested in economic development to start with. The Mayor's flip-flop on the Morningstar project was a public debacle that is having a worse effect on Santa Fe's reputation than the damage to the Mayor's - which was substantial.
Invest in workforce, training, certification programs, college outbound for high school students, support decrease in school loans to increase access. Recruit new industry segments like tech, education, etc. increase living wage and address affordable housing.
Too much red tape. Too many chiefs and not enough Indians. (can you say that in Santa Fe? hmmmmm)
n/a
Mayor Gonzales gets it, and is working hard to get Santa Fe moving, especially with the airport and Film & Media.
The council is not making the best decisions to reduce its budget, and it is not holding back gross receipts tax increases. Decriminalizing marijuana was a smart move. Santa Fe would benefit substantially if marijuana was completely legal, and so would the state - it is foregoing significant tax revenue from it. It will be legal in Arizona this fall, as well as several other states and is likely to be legal in Mexico soon. This would solve the city budget deficit immediately, and help tourism.
I'm not informed enough to answer
While the Council sets goals and votes on big projects, the day-to-day operations of the City are carried out by the staff. There does not seem to be any upper management to work towards more fiscal efficiency and better staffing. Rumor has it that the City does not even maintain a check register and partakes of questionable accounting (moving expenditures around before an audit).
I'm not sure the council has put into place anything to help our local economy but I thought I would give them the benefit of the doubt, that they have done something.
Our mayor is just awesome: he strikes just the right balance between understanding what makes (and keeps) Santa Fe a special place and our need to innovate to secure the future.

The city council is local our local economy consists of local and a strong non local presence in the community which makes a strong foundation with the ability of working together and building a strong local economy. Santa Fe attracts tourists from all over the world.
endless discussions on the budget and slow reaction to mis-spending need to be replaced with corrective action and decisions we can move on from.
The city council needs to be more growth orientated
Hopefully necessity will sprout creativity.
I've been in business here less than a year so I am not in a position to comment.
No business experience. Mayor with wrong priorities. All running for next office.
City Council has been more focused on feel good issues; plastic bags, immigration, pot, global warming, min wage, etc.
I think there is a real disconnect between what counsel believes to be best for the community against what is very important to our main Remi source which is tourism. The tours of dollars have far-reaching effects into the Santa Fe economy and I do not believe All councilmembers understand how this impacts their constituents. I also don't believe the general population of Santa Fe understand how valuable all councilmembers understand how this impacts their constituents. I also don't believe the general population of Santa Fe understand how valuable tourism is.
no long range planning, too dependent on limited summer tourism dollars
Councilor Dominguez should be focused on getting more businesses, more infrastructure better education and safety for the SW area of Santa Fe where working families live. He has had several women accuse him of inappropriate conduct recently. His agenda is in question. He has admitted then denied directing city agencies not to follow city ordinances that are beneficial to his district. He seems to be trying to put his name on several grass roots community initiatives so that he looks viable as a mayoral candidate. He is trying to get insight into these orgs through his inappropriate relationships with women involved. He can be seen messaging them on his iPad during the broadcasts of City Council meetings. May be time for him to move on before it becomes a scandal and let Councilor Rivera and the SW area thrive.
I would like to see the council get more proactive in their approach to the economy and development and see them develop collaborative plans for the city that would unite the different districts. It seems the council is predominantly reactive in all elements of city services.
out of touch with what is going on in the community
Not clear what programs/initiatives are being undertaken to grow local economy, other than greater activity on the Plaza during the summer and free morning parking for late night partiers.
Not enough knowledge about short term rentals on neighborhoods
It is what it is.
It seems as though the city caters to the 55+ population of the city and not investing in younger families/businesses etc.
There's too much talk of them against us, when in fact we're one city and when we prosper from tourism, everyone has the opportunity to prosper. It would be nice if councilors focused programs or goals which would help the city and its businesses.
Except for the Mayor, the city council has often exhibited poor oversight of city government; they are provincial in their lack of creativity in bringing new business to SF; and we need younger, energetic, creative composition of the counsel that will cause positive action to grow SF.

Having Mike Harris is a VERY good addition
It rarely seems that they even think about the local economy. Rather they seem to be interested in who they can keep on staff, no matter what the qualification, spend money that benefit themselves rather than the city, etc.
Less feel good policies and more workforce promotion efforts and improvement to our education system in general.
the fiscal management skills of the members are atrocious
Mayor and some city council are trying hard! They just need to focus on collections of what is due the city. If the city is solvent, it can grow
this is a difficult one to respond to without having more reliable information than currently exists.
Those on the north end of town oppose anything that smacks of growth or development on their end of town, while those on the south are resentful that development must occur on their end of town. They are universally afraid of making unpopular decisions.
I have not heard about activity generated by the City Council for economic growth. This may not mean that it has not happened; however.
No comments yet on the City Council and local economy has well supported my business over the last year.
Other cities across the nation are: 1. Having events to promote and improve entrepreneurs such as city wide "Entrepreneur Day" - a fair during the summer to promote business startups for military, youth, and existing entrepreneurs. 2. Make It building(s) which allow business entrepreneur to create new products. Meow Wolf is the only one doing something like this but it does not allow an entrepreneur to rent an office space at it's location.
Council is more interested in social issues than business interests
Mentioned it earlier. Support your own city, dang-it. And make some actual decisions, not just lukewarm ones that won't upset some people. The people who get upset are usually new to here and want SF to stay the same. We all need to evolve. Quit having children if you don't want a new housing development.
We need to lower rents and make the climate more favorable to small business.
Most of the city council resents tourism, doesn't understand anything about business, and is wed to the 17th century
Breaking down on city/state spending. Find out where our tax money is going! I feel City of Santa Fe is getting better on auditing city/state workings and find the issue of over spending and tracking down the issue.
This is a poverty state, get rid of religion and make going to school compulsory for starters.
Rather than looking at the benefits to the city as a whole, there generally seems to be a power play of 'not in my district', or 'a hand full of people have complained, so let's shoot down'... fill in the item that would help the majority of the city citizens. Difficult and controversial decisions have to be made regarding the city budget. There is no way everyone can be kept happy, and 100% of services can continue to be delivered. Make some hard decisions and lead, People will not always agree, but if you are fair and realistic, people will respect the hard decisions that have to be made.

Santa Fe must cut costs to balance the budget. Cutting services is not the answer. We have way too many city employees when compared to other cities our size. I would hate for people to lose their jobs, but the city employees must become more productive and efficient.

	Valid Responses	94
	Total Responses	105

10. Please share any thoughts you may have regarding taxes and fees.

Response
Taxes are not bad. It is the experience with staff that makes it difficult.
Too high
The fire inspection fee is ridiculous having to pay it every year.
GRT makes us uncompetitive as a state and makes producing goods locally much more expensive than online. We should convert to a standard sales tax.
Tax dollars should be spent wisely and centered towards growth and stability for businesses and education.
Can you please share how much revenue is actually collected from business taxes & fees. I doubt it comes close to what the individual has to carry.
None
n/a
You can't ever balance your budgets through taxation, seems like this is what we always do in Santa Fe.
Do away with personal income tax because that would give us more spend.
no complaint
Property tax and sales tax are really high. Customers complain about the high rate of tax.
Paying GRT before income and federal tax is just not right. I understand we're a service taxed city and county- compared to other cities where I've sold real estate, the costs of doing business are out of line here
City is fine. It is the county taxes that are high.
The gross receipts taxes have continued to soar and I don't see that changing as a result of the current City budget, etc
IT IS NO SECRET THE CITY OF SANTA FE IS STRUGGLING WITH BUDGET ISSUES. I TAKE OFFENSE AT THE CHAMBER COMPARING SANTA FE TO "OTHER CITIES OF OUR SIZE." WE ARE DEFINITELY NOT LIKE OTHER CITIES OUR SIZE. HELLO! WE ARE SANTA FE!! ALSO, THE CHAMBER SHOULD PROACTIVELY COLLABORATE WITH THE CITY OF SANTA FE TO DISCOURAGE BUSINESSES THAT ENCOURAGE CUSTOMERS TO PAY CASH IN ORDER TO AVOID SALES TAX. I HAVE SADLY EXPERIENCED FAR TOO MANY SMALL BUSINESSES THAT AVOID COLLECTING DESPERATELY NEEDED SALES TAXES. AS EXAMPLE, "PAY CASH, PAY NO TAX" IS TOO COMMON IN THIS TOWN. ART GALLERIES MAIL AN EMPTY BOX TO AN OUT OF STATE ADDRESS IN ORDER "PROVE" THE SALE WAS OUT OF STATE WHEN IN ACTUALITY, THE CUSTOMER IS CHEATING THE CITY OUT OF SALES TAX. THESE FUNDS COLLECTED MAINTAIN OUR CITY AND THERE IS PROBABLY NO CHAMBER MEMBER THAT DOESN'T BELIEVE THE POTHOLES SHOULD BE MAINTAINED, CITY MAINTAINED, ETC. OUR CITY WORKS HARD AND NEEDS CHAMBER SUPPORT IN ORDER TO BRING IN FUNDS THAT PAY FOR THE BENEFITS ALL CITIZENS OF SANTA FE ENJOY AND EXPECT. THE IMPRESSION OF THE CHAMBER I HAVE IS A CHAMBER THAT COULD USE A SOCIAL CONSCIENCE OF ITS OWN, AS WELL. JUST SAYIN'

Taxes when taken overall are expensive for businesses, which is why there are so few here. And fees for anything are expensive, which adds more burden to our bottom line.
I blame myself for not being able to pay taxes. It would be awesome however if there were tax brackets. I'm sure it won't happen...
the ratio of city employees to population is way bloated. Cut entitlement jobs and lower taxes to stimulate economy
GRT tax is way too high for services provided.
Property taxes could be lower which would help the lower income level residents.
Depere is there only used to pay salaries and provide retirement for city employees
The GRT tax is too high. The government makes as much profit off each business as the owners of the business make. That is not equitable. The level of government service is too high in Santa Fe.
There are some major issues with the employees that handle our Tax info and Audits would be better to have a better staff!
They are fair
Occasional "tax free" days, esp. to help families needing to buy their children school clothes and supplies, would spur business. The dependence on GRT for the City budget is fraught with uncertainty. The City should be focused on reducing the number of City employees; we have an unhealthy percentage of employees for a City our size.
Generally when such comes to shove the council will use taxes on business to support the poor management of the city.
Tax Rate to high.
State taxes and policy are more of the issue than city fees and taxes, though we do have a high GRT rate and ridiculously high water, refuse and sewer bills, the city talks about affordability for the work force but is not practicing what it preaches, water fees need to come down.
The GRT is too high. Otherwise, the Federal Government is the primary problem tax wise. It's more an issue of what we get back for those taxes.
Compared to the east or west coasts they are cheap.
our property taxes in Santa Fe County are some of the least expensive in the state. HOWEVER, GRT is exorbitant.
part of a tourism based economy is sales and lodgers tax as necessary evil
If businesses do not fully pay for the public services they receive, that simply inefficiently shifts that burden onto consumers, leaving them with less to spend which hurts business sales.
Unemployment taxes are ridiculous.
There are many nuisance fees, such as fire inspection fee, security alarm fee, etc. Some customers complain about 8.3% sales tax.
To incentivize housing and business investment, the City should reduce or waive fees. The benefits of such development will far outweigh the short term loss of income.
Pain in the arse. Not enough is done to make everyone pay them, so the few that do suffer. There is so much under the table work being done, those people are getting the advantage over the ones that try to be legit. Then on top, they're too high, and a pain in the arse to collect and pay, and be audited on.
n/a

It is appalling that Santa Fe County raised GRT purely to pay for new county offices. During these tough economic times, it is sending the wrong message to not only locals, but to businesses considering Santa Fe as a potential location to come to.
Already have. They are too high at the local level.
Always looking to increase lodging taxes
not informed enough to answer
Last night the City Council contemplated raising parking meter rates, but also offering parking waivers for special events. It's akin to not seeing the forest for the trees. One hopes that the City will cut its costs in terms of personnel in particular, but also projects, rather than increase taxes and fees. It seems to overlook the populace that it should serve.
lowering taxes like Kansas doesn't work. More dedicated service improvements will help.
money not wisely used
"Affordable" housing law has had a dismal effect.
Taxes in Santa Fe are generally in line with what I have seen in other cities. But I do feel property taxes could be higher especially in the historic zone, or more affluent neighborhoods
40% of my earnings go to sales and self-employment tax. My clients would save money doing business with ABQ businesses in my field due to lower sales tax.
Other states don't tax advertising businesses
If we were confident that tax dollars are being used appropriately, we'd feel better about paying them.
I don't feel the business license fees are too high, I do feel the water usage fees are too high. We use NO unnecessary water- we have no pool, no hot tub, no fountain, no sprinkler system, a small plot of grass measuring 5 ft x 7 ft total- really I can't "conserve" any more water than I do! We even decorate in summer with potted plants so watering is very intentionally limited.... yet I get hit with exorbitant fees for water usage. If the city doesn't want tourist to shower, then we should quit advertising to get them to come to our state. We are mandated to have low flow toilets, showers, and place water conservation notices in each room... there's really nothing else I can do to limit water usage- yet I get hit with fees for this like I can really decrease usage any more!....
The taxes are not always being wisely spent. It is not the rates so much as the return to the business in services and quality of service.
I am happy to pay my share of taxes in return for services.
Commercial Property taxes are significant
Construction and permitting fees are, so I hear, very high. Largely, though, the problem is not the rates, but the "administrivia" involved in forming a business that operates locally, with local employees and local sales.
I would like to see Business Incentives to draw select Businesses here that will generate a thriving economy. High Tech can go anywhere. The Film Industry is driven by incentives. These are two areas that could improve.
We are tax-exempt
No comments on fees but GRT for SF City certainly puts us at a disadvantage for retailing products when compared to tax free on-line retailers.

For a start-up entrepreneur business the tax fees are daunting.		
Get rid of CRS. Archaic. This tax is an incentive for clients to go out of state for services.		
Bag fee is ridiculous		
No issues. Oh...except for ludicrous late fees and penalties for GRT. Come on...we're trying as hard as we can and need time to catch up on a couple of those really bad years. Work with us on that Taxation & Rev.		
I feel as a property owner and business owner that I am over taxed and the money is continuously squandered on questionable expenses.		
B		
Property tax rates should be increased, bit because everyone should pay more, not just by revaluing the property. GRT is too high, and would be followed kore if the rate were lower, netting more actual money from then state, county and city		
Sales tax is a strong motivator to buy through the internet rather and in town. Increased property taxes bet passed onto to renters and businesses. The equals higher prices.		
That their values align with our won-honesty, etc...		
	Valid Responses	68
	Total Responses	82

11. Please share any other comments you may have about the challenges of doing business in Santa Fe?

Response
Unless you have been in Santa Fe for years or have money, it is very difficult to break into the clothing.
Building and construction is slow and unduly expensive.
Not much industry
Small Town Politics
Santa Fe's somewhat isolation can make importing and exporting goods difficult. It can be expensive and challenging.
some periods of the year are too calm
That good ole boy thing will always keep it challenging.
None
it can be hard to recruit new people, sometimes it's the same groups making the same circles
The opium epidemic in Santa Fe and surrounding area affects us all. IV drug use is the highest in the nation and we do not help clinics financially as much as we could to develop prevention programs. We have programs to care for the people after they are addicted. We need to prevent the addiction. Addicts are why there is an increase of crime in our streets. Heroin is cheaper than pain medication and you do not need a prescription.
I did business in Texas and they have it together. They don't have all the taxes New Mexico does, they are willing to help, and they think of ways to promote the state. Just been there and it is bustling--- there is a reason for that.
Santa Fe is not a business friendly place. New Mexico is not a business friendly state.
Young professionals see Santa Fe as too expensive, too old, nothing to do at night and look more to Cities
As we mentioned we have not come back from the Financial Crisis. The city and county need to look for way to increase business in Santa Fe instead of how they can get more money out to the business through new and increased taxes.
1. If you can't afford to have your brick-and-mortar business on the right street corner in Santa Fe, no one will find you, despite all advertising efforts. 2. Seasonal challenges are many for brick-and-mortar businesses in this town. Have heard many comments re: last winter from gallery friends that are now considering other options, even closing their business. I am now an on-line business and no longer feel these Santa Fe winter, slow season issues - yet still have empathy for my business friends who go through the winter slump.
My greatest challenge is hiring able bodied individuals who at least have a high school education and can pass DUI, drug and criminal background checks.
Lack of skilled workers, gross receipts taxes, affordable housing
PLEASE SEE DISSERTATION ON NUMBER 10

Most business owners appear to be vying for business. The Chamber does a great job of bringing people together and using local incentives. But I think people still feel stuck on the road to success.
Incompetence at city. All talk, most unqualified and burnt out.
I love my business and doing business in Santa Fe is not hard if you network and have a good product/service and treat people with respect.
institutionalized stasis, nepotism, negative growth mindset from old school locals as well as come-latelys.
Hesitance to embrace online/internet culture.
Parking is a challenge in many locations.
people in power with an unworldly view on economics and how the outside world does things..
High cost for rent, even in a slow economy hurts business.
Appears they are only used to pay salaries and provide retirement for city employees
Zoning
We pretend we're a progressive city, but we're not. We are still a sprawling retirement city with no real vision for the future.
Age discrimination at the youthful business owners!
Competition is a big issue; for the line of business we are in
Repeat: The dependence on GRT for the City budget is fraught with uncertainty. The City should be focused on reducing the number of City employees; we have an unhealthy percentage of employees for a City our size.
High cost of living for staff compared to wages. Cost of real estate, and limited infrastructure for travel, broadband, economic development.
getting along with inspectors.
Affordable housing, poor English grammar in the workforce, addiction. As a community there is no dialogue as to the importance of responsible procreation, we have more and more programs for single parents but no dialogue regarding the importance of 2 committed adults being the best way to assure the success of children. In fact, many people do not marry because in doing so they would lose access to government hand-outs. This is very much hurting our community, our workforce and our children.
Again, the biggest issue is getting good employees. I do not need a lot of education, just people that are responsible, sober, and able to do what they say they are going to do.
Unreasonable rents
huge disparities between wealthy , workers coming to support tourism via service industry and selectiveness of government hiring
Poor education leads to an uninformed, lagging population of local consumers, businesses and leadership, cutting off the area from competitively participating in broader economic opportunities, especially in critical energy technology.
Really frustrated with the lack of evolution in liquor licensing. This is an enormous hindrance to entrepreneurship and fun in town. I was gratified to hear some ideas floated to compensate those who hold licenses, and hope that moves forward. The City permit and development review department is also understaffed, and very slow in processing.

It is very hard to find responsible, reliable, qualified personnel at the entry level wage.
The City updated its land use code recently, but has completely ignored the General Plan, which has been ignored since it was adopted 20 years ago - just try to find a copy... This is backwards. The City should invest in identifying area suitable for economic investment and ways to encourage such investment. We should be a magnet for selected boutique sectors of tech, green and financial sector businesses and should target high end individuals and businesses who would be interested in being in Santa Fe for quality of life reasons - ala Larry Burke.
It's a seasonal economy for many in Santa Fe. There have to be better ways to help businesses thrive. Too many taxes, too many state employees, and the money isn't spent on the right things (such as encouraging and supporting local businesses.)
n/a
We have had to recruit from out of the state for the 2 positions we have had open - relocation costs are high and the availability of affordable housing challenging for the new recruits
Crime must be kept in check, taxes lowered not raised, and education system must continue improving. It is a plus that Uber is here.
Santa Fe is not a business friendly city
Surprised how pricey renovation permitting fees were
I need a healthy working middle-class population for my business to be in demand
Dealing with the city is costly and slow, especially permitting.
People starting up a business cannot afford to rent property in Santa Fe, we have seen over the past years business pulling out because of rent and the increase in property taxes going up.
really have a need for better trained people who are not apathetic
Market access can be blocked by territorial practices.
There are many people in health related fields, outside of hospitals and doctor's offices. A lot of competition.
Finding qualified candidates for entry level positions is extremely difficult.
Too many regulations
N/A
Not really a sense of urgency by anyone at City Hall
small population base, limited housing growth
Please repair the roads, but not during peak tourist season. Please put up better street signs and prevent other visual clutter at intersections like campaign signs. Please make the city safer for pedestrians and cyclists.
Too difficult to get approvals through City Hall. Too long a process to get permits through. Governing body afraid to approve infill projects and offend voters.
Very little coordination/collaboration on marketing the city to tourists
We need a more solid, educated, willing-to-work work force

<p>Permitting and current building structures are incompatible. Many permit challenges are arbitrary and cost a lot of time and money. They should be revisited with the City and business community.</p> <p>tourism is crucial. As is quality professional visitor possibly attending small, high end convention: think tank/focus groups, medical, science, engineering, oil and gas, etc professionals welcome)</p> <p>Since our business caters mostly to tourists, it is incumbent on the city to market toward a quality tourist.</p>
<p>Finding qualified employees who are willing to work hard and able to communicate with sophisticated personnel is my main challenge right now.</p>
<p>Quality resources, affordable rents and housing, inadequately training workforce.</p>
<p>Reaching customers.</p>
<p>Lack of tourism and lack of good jobs locally make it hard. Also, there is a perception that downtown is only full of tourist shops and there is no reason for locals to come. The summer concert series has been a help, but the perception is still there.</p>
<p>Housing Cost. Airbnb is killing the Hotel Industry. Air B n B should be taxed like a business. This will limit the availability and short term rental market.</p>
<p>unskilled workforce, historical/improvement permit process.</p>
<p>Santa Fe has a delicate economy that cannot be 'fixed' with a high minimum wage. The underemployed work 2 and 3 jobs to support their families. Santa Fe needs to develop more economic diversity in industries that are not dependent on government funding, generate good revenues from outside the state, and can consequently afford to pay real 'living wages'.</p>
<p>Biggest issue is quality of the work force. Otherwise it's a great community and people love to visit!</p>
<p>Education and Broadband internet access are critical</p>
<p>we have many participants coming in from all over the US and many from other countries. Getting from Alb to Santa Fe can be difficult sometimes.</p>
<p>It's a state phenomenon, not a local one, but GRT makes it much more expensive for service-based businesses to operate in New Mexico than to do business elsewhere. When we do work with customers that have work out of state and are used to buying similar services in other markets, they are flabbergasted at the tax-adjusted rates.</p>
<p>Santa Fe is a tourist based economy (aside from surrounding LANL and SANDIA). We need business diversity that will generate long lasting success in our market. If we can establish this, then we can bring people here for work. The local businesses will no longer have to earn seasonal Incomes. I have an idea to draw High Tech to Santa Fe that might work!</p>
<p>Other than workforce and taxes, we are not having have challenges.</p>
<p>The poor attitude overall is disappointing. Whereas Santa Fe is an international destination. IE the SF airport could have vendors much like other airports do that are NOT regulated or staffed by national chains.</p>
<p>Seems at time anti-business with the parking issues, construction issues...</p>
<p>So ready to give up....</p>
<p>We need industry here! We are bleeding people! No work and no nightlife.</p>
<p>Still learning the community. New to Santa Fe.</p>
<p>The refusal of both the state and city to adequately reward tech, cultural events, and tourism with support is a shame</p>

if one could get rid of the stupidity and corruption in this city\state and replace it with common sense and honesty, the government bills could be paid.		
The living wage, water fees, COD surcharges, impact fees, etc are creating macro inflation. That undoes much of the benefit of the living wage and drives up prices for tourists making our very tourist driven economy less attractive to visitors to our city. A circular feedback loop which will continue to cause our economy to suffer.		
Not a friendly place to do business.		
The labor force is the biggest problem I have--I pay very well, but cannot seem to find good, smart and honest workers.		
I'm not sure this is something the Chamber can do anything about but its a factor in doing business in Santa Fe... there is a strong undercurrent of exclusion when someone who wasn't born & raised in Santa Fe starts a business in Santa Fe or invests in a business in Santa Fe.		
	Valid Responses	90
	Total Responses	104