



Agenda

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OCCUPANCY TAX ADVISORY BOARD
OCTOBER 30, 2014
CITY HALL COUNCIL CHAMBERS
8:30 AM

- 8:30 a.m. Regular Meeting
- I. Procedures:
- a. Call to Order
 - b. Approval of Agenda
 - c. Approval of Minutes September 25, 2014
- 8:35 a.m. II. Lodgers Tax Update –
- a. Lodger's Tax update - David Tapia
- 8:45 a.m. III. Santa Fe Pick-up Revision – Transit
- 9:00 a.m. IV. CVB Activity Reports:
- a. Sales Report – David Carr
 - b. Marketing Report - Cynthia Delgado
 - c. Executive Director Report - Randy Randall
- 9:50 a.m. V. Meeting Schedule:
- The next regularly scheduled meeting will be held on November 20, 2014 at 8:30 a.m. in the City Hall Council Chambers
- 9:55 a.m. VI. Other Business
- 10:00 a.m. VII. Adjournment

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

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CITY OF SANTA FE
Occupancy Tax Advisory Board
October 30, 2014

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MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

October 30, 2014
8:30 a.m.

I. PROCEDURES

a. CALL TO ORDER

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Chair Miguel Castillo on this date at approximately 8:30 a.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Miguel Castillo, Chair
Mary Bonney, Vice-Chair
Jon Hendry
Paul Margetson

Members Absent:

Terrell White

Staff Present:

Randy Randall, Executive Director
Cynthia Delgado, Director of Marketing
David Carr, Sales Director
Cyndi Catanach, TSF Staff

Others Present:

David Tapia, Finance Department
Jon Bulthuis, Santa Fé Trails
Erick Aune, MPO
Carl Boaz, Stenographer

b. APPROVAL OF AGENDA

Chair Castillo moved to approve the agenda as presented. Mr. Margetson seconded the motion and it passed by unanimous voice vote.

c. APPROVAL OF MINUTES - September 25, 2014

Ms. Bonney moved to approve the minutes of September 25 2014 as submitted. Mr. Hendry seconded the motion and it passed by voice vote with all voting in favor except Mr. Margetson who abstained.

II. LODGERS TAX UPDATE - David Tapia

This update was bypassed until later.

III. Santa Fe Pickup Revision – Transit

Mr. Erick Aune reported that the Public Transit Master Plan is being developed and discussing what Santa Fé Pickup could be revised to be. A Stakeholder Focus Group came up with what could be done to refocus it with several ideas. The first was to decrease the size of the loop and separate Canyon Road and have a 10 minute frequency for the loop.

Santa Fé Trails is considering eliminating the fixed M Route and replace it with an added loop of Santa Fé Pickup that includes Canyon Road. If this re-purposing goes forward, the City will need support from the tourism industry.

Mr. Randall added that right now, Santa Fé Pickup is focused on the Rail Runner schedule and the 3 vans stationed there in the morning is "helter skelter." This proposed change would create a loop starting about 9:00 a.m. so there would be no longer than a 10 minute wait. The early morning would have a one-way, dependable loop and at 9:00 would shift the third vehicle into the M-Canyon Road loop. Some people have ambulatory needs that this would help.

At 4:00 p.m. it would shift out of the added loop and back to the Rail Runner schedule. It would serve both needs by doing that. They might use a different, more tourist friendly vehicle.

Ms. Bonney said Canyon Road Merchants talked with the Parking Division about adding the Canyon Road verbiage so people would be cognizant of it. She thought there would be five stops on Canyon Road. They mapped out a route and the galleries were interested in helping to fund that route. She said customers sometimes ask the gallery to call a cab for them.

Mr. Randall said the intent is to get rid of the off season - to reduce that impact. So guests in December would end up with better service. The issue now isn't as much funding since they became part of Transit.

And removal of current advertising would cost a little and maybe have more interior advertising. The key is to get a buy-in and support for the process.

Mr. Aune agreed and said this is conceptual.

Ms. Bonney said she would be glad to help with Canyon Road.

Mr. Randall said there is also Cerrillos Road and Transit is to serve that area too. The Museum Hill route uses full-sized buses. The transit system would serve the heart of the tourist district.

Mr. Bulthuis clarified that regular bus service would require a fare but a transfer to Santa Fe Pickup is free.

Mr. Margetson thought it was a wonderful concept and he wanted to use a trolley for going up Canyon Road which is much more attractive.

Mr. Bulthuis said he was trying to get a system that would work for both Canyon Road and the museums and wanted to learn from the lodgers. They want a design that serves different people in a different way. BTAC wants to have a program for using a bicycle share program.

Mr. Aune said the Mayor favors bike share also. Bernalillo County is exploring bike share also. We are meeting with them for a possible regional system.

Mr. Hendry wanted to be copied on it. He noted that we are paying the tax by people who go to Walmart and are paying to go on the bus. A lot of stuff sold at Canyon Road galleries is bought on the internet so there is no GRT. He asked why they couldn't ban car traffic in all downtown and have everyone use the buses for transportation. We are taxing people who live here. We are talking about sending kids to Ski Santa Fé for free. The transit plan needs to be a bigger plan.

Mr. Margetson said the proposal is a better plan than we now have.

Mr. Hendry wanted to be involved in it.

Mr. Randall noted that with a Rail Runner ticket, they have free service.

Mr. Bulthuis said they would like to have 5-6 people working on it.

Mr. Aune said they are in the last third of the Master Plan process and a consultant has looked at the issues. The deliverables will be here in November or December so sometime in the next 4-5 weeks.

Ms. Bonney moved for OTAB to support the proposed Santa Fe Pickup Revision in principle and help move it forward. Mr. Margetson seconded the motion and it passed by unanimous voice vote.

Mr. Margetson asked about the use of trolleys.

Mr. Bulthuis said they could look at it in the long term but the trolleys don't meet ADA requirements now.

He added that Council was looking for money from any source so Santa Fe Trails was directed to place those ads on the buses but now the Council is having second thoughts.

II. LODGERS TAX UPDATE - David Tapia

Mr. Tapia said in the report, September income was for August occupancy. He also handed out a GRT report but couldn't speak to it. He said the City is up cash-wise with a 17% growth over last year. This year relates well with 2007. We are not seeing any growth in occupancy - just in room rates. That accounts for the increase. We are also seeing a loss in retail which might be accounted for with more internet use.

Ms. Bonney said network sales are not a big thing for the galleries.

Mr. Tapia said September was a great month for lodgers' tax, exceeding last year as the City gets into the slower winter months.

Mr. Margetson said they didn't have occupancy rates.

Mr. Tapia said occupancy might be up 1% but most of the increase was due to higher room rates.

IV. CVB ACTIVITY REPORTS

A. Sales Report – David Carr

Mr. Carr had a last minute revision. They were a little slower on leads in September since the sales team took two weeks for training. He read through his written report. He included the rentals in this report and the 20% city discount.

He provided a table on daily rental rates and explained that a lot of groups don't have it in their budget to pay so we have to negotiate. These are competitive rates.

Ms. Bonney asked if tables and chairs were included.

Mr. Carr agreed but said A/V would be an added charge. He explained that they needed to break even on services and many other cities didn't offer local discounts like Austin and Denver. He said they are analyzing how viable the rates are. The Ballroom needs to be rented. We need to have the plan in place to show added value.

Mr. Randall said this chart is basically the rack rate. Some local groups pay the 20% discount. The concert last night paid the full price. We will not lose a large group that brings guest rooms based on pricing.

Mr. Carr said they were also reviewing the convention center policies including booking out several years in advance.

Mr. Randall said the ability to book further out is new but the social event policy has been in place for several years.

Mr. Margetson asked about inaugurals.

Mr. Randall said they had not booked any yet.

Mr. Carr referred to the back showing other policies and procedures.

Mr. Margetson noted the policy in place that we distribute contact information within two weeks.

Mr. Carr agreed and they direct people to the extranet.

Mr. Margetson was surprised that was not automatic and they had to ask for the information.

Mr. Carr had not had one request.

Mr. Randall agreed to look again at that policy.

Mr. Carr said they launched the extranet on September 9. The hotel partners had concerns about not getting the leads but now the extranet will provide that. SFT posts them there. They had trainers for 3 full days to train staff and hotel partners using the City training fund.

Mr. Hendry thought the City should emphasize employing union staff. Mr. Carr agreed.

Mr. Hendry said Santa Fe missed out hosting the Democratic Party because they couldn't find a union hotel in Santa Fe.

Mr. Carr shared the rough draft sales plan and tentative goals. And shared the highlights. One was cleaning up the Simple View data; utilizing the extranet; ensuring the reporting changes and corrections. Those are the goals we have this year.

B. Marketing Report - Cynthia Delgado

Ms. Delgado introduced the TSF PR Manager, John Dillon.

Mr. Dillon shared his background and relevant experience.

Ms. Delgado has been here four weeks and working hard.

Ms. Delgado referred to her written report in the packet which includes quarterly efforts; e-blasts, and noted they were growing visits to the web site (up 20+%). The site was redesigned with Studio X for a new, clean look and responsive design that automatically fits the device being used. Facebook, Twitter, Pinterest and blog pages are growing and business e-blasts have expanded 21%.

Travel Planner visits are stable despite the large decrease of mail outs. There is also a 22% increase for the Railyard. Earned media is \$5.9 million and had a very good October.

They were at the Albuquerque Balloon Festival and talked to many that were thinking about coming to Santa Fé. She is considering it again for next year.

Mr. Hendry wondered if they could put a rail runner ticket (pass) on the back of their balloon ticket. He pointed out that American Express gives a zip report on where people came from. Everyone at the Balloon Fiesta gets a ticket.

Ms. Delgado agreed to check into that. Interestingly, most who drove in, had to use cash. Last year they had more trains from Santa Fé to the Balloon Fiesta.

She announced that TKO approached Mr. Randall to tell him they would not go forward with their contract with TSF. It was not a financially successful contract for them. So she prepared an RFP that would break social media out of it. It was released yesterday and they would evaluate responses.

Mr. Hendry asked why they would not do advertising in house and the Board briefly discussed the issue.

Ms. Delgado asked Board members for feedback on the website changes.

C. Executive Director's Report – Randy Randall

Mr. Randall announced that Santa Fé was named tenth best destination in the world which is incredibly significant. In looking at the top 25 he saw that New York City, New Orleans and San Francisco all followed Santa Fé.

He noted that Rocky Mountain regional stats were higher. Over the next quarter TSF will institute a forecasting tool to see where our pace is but ask each hotel to forecast where they will be. Participating hotels will be receiving a confidential report on it.

Mr. Hendry suggested including movies and TV in that forecasting which will be at its highest intensity this year.

Mr. Randall is delighted to have our PR Director on board.

He reported a meeting on short term rentals was set up through Councilor Ives and found that we have many more than are licensed and many more who don't pay lodgers' tax or GRT. We have a couple of

short term rental companies in that list.

He said Buffalo Thunder is working on getting Boeing 737 airplanes to be able to land at the airport for casinos which would cut their cost per passenger in half. They may have money left when they come to town. The 737's will deteriorate the runways which has an insufficient base. The Airport Manager was opposed but that issue went away.

The OTAB members were in favor of this effort.

Mr. Hendry suggested the airport could charge \$2 per passenger for promotion of the airport. That airport is the most valuable asset we have.

Mr. Randall agreed and said there is federal money available for upgrading the airport.

Mr. Randall announced that Tourism Day is April 30th and we want more outside vendors to have a booth here and seminars for the attendees. People to the Plaza was very successful. He would like OTAB to support it again. He thought it should be a year-round effort to have only one street through the Plaza.

Mr. Hendry moved to continue People to the Plaza and make it year round. Ms. Bonney seconded the motion and it passed by unanimous voice vote.

Mr. Randall announced that the Mayor is looking at OTAB membership and there might be some changes on it.

The Board briefly discussed services offered with convention services at the Convention Center.

V. MEETING SCHEDULE – November 20, 2014

VI. ADJOURNMENT

The meeting was adjourned at 10:12 a.m.

Approved by:


Miguel Castillo, Chair

Submitted by:


Carl Boaz for Carl G. Boaz, Inc.

**City of Santa Fe
Lodging Tax Report
Fiscal Year Ending June 2015**

4% Lodging Tax		Fiscal Year 2010-2011	% Gain/Loss	Fiscal Year 2011-2012	% Gain/Loss	Monthly	Fiscal Year 2012-2013	% Gain/Loss	Monthly	Fiscal Year 2013-2014	% Gain/Loss	Monthly	Fiscal Year 2014-2015	% Gain/Loss	Monthly
Month						% Gain/Loss			% Gain/Loss			% Gain/Loss			% Gain/Loss
July	\$ 466,349	-2%	\$ 429,660	-8%	\$ 541,735	26%	\$ 468,946	-13.44%	\$ 481,652	2.71%					
August	\$ 559,878	-3.18%	\$ 584,497	4%	\$ 536,103	-8%	\$ 517,397	-3.49%	\$ 621,466	20.12%					
September	\$ 621,818	-5.07%	\$ 587,900	-5%	\$ 608,861	4%	\$ 527,862	-13.30%	\$ 557,971	-100.00%					
October	\$ 417,264	-12.58%	\$ 457,746	10%	\$ 461,151	1%	\$ 557,971	21.00%	\$ -	-100.00%					
November	\$ 489,309	34.20%	\$ 447,667	-9%	\$ 450,359	1%	\$ 489,805	8.76%	\$ -	-100.00%					
December	\$ 234,852	-37.23%	\$ 223,558	-5%	\$ 261,800	17%	\$ 195,314	-25.40%	\$ -	-100.00%					
January	\$ 260,667	41.00%	\$ 275,908	6%	\$ 345,975	25%	\$ 399,718	15.53%	\$ -	-100.00%					
February	\$ 201,287	-9.70%	\$ 184,248	-8%	\$ 193,829	5%	\$ 198,194	2.25%	\$ -	-100.00%					
March	\$ 198,305	-15.91%	\$ 167,482	-16%	\$ 211,949	27%	\$ 240,976	13.70%	\$ -	-100.00%					
April	\$ 285,430	27.07%	\$ 276,748	-3%	\$ 320,760	16%	\$ 342,814	6.88%	\$ -	-100.00%					
May	\$ 265,120	-10.44%	\$ 263,949	0%	\$ 298,822	13%	\$ 310,324	3.85%	\$ -	-100.00%					
June	\$ 349,553	-14.59%	\$ 481,800	38%	\$ 427,960	-11%	\$ 478,706	11.86%	\$ -	-100.00%					
Fiscal Year Totals	\$ 4,349,832		\$ 4,381,163	0.72%	\$ 4,659,304	6.35%	\$ 4,728,017	1.47%	\$ 1,103,118	11.84%					
Cumulative Months															
July - August 2011	\$ 1,026,227		\$ 1,014,157	-1.18%	\$ 1,077,837	6.28%	\$ 986,332	-8.49%	\$ 1,103,118	11.84%					

Month	Fiscal Year 2010-2011	% Gain/Loss	Fiscal Year 2011-2012	% Gain/Loss	Monthly	Fiscal Year 2012-2013	% Gain/Loss	Monthly	Fiscal Year 2013-2014	% Gain/Loss	Monthly	Fiscal Year 2014-2015	% Gain/Loss	Monthly
July	\$ 349,762	-2%	\$ 322,245	-8%	\$ 406,301	26%	\$ 351,709	-13.44%	\$ 361,239	2.71%				
August	\$ 419,908	-3.18%	\$ 438,373	4%	\$ 402,077	-8%	\$ 388,040	-3.49%	\$ 466,099	20.12%				
September	\$ 466,364	-5.07%	\$ 440,925	-5%	\$ 456,646	4%	\$ 395,896	-13.00%	\$ -	-100.00%				
October	\$ 312,948	-12.58%	\$ 343,310	10%	\$ 345,863	1%	\$ 418,479	21.00%	\$ -	-100.00%				
November	\$ 366,982	34.20%	\$ 335,750	-9%	\$ 337,769	1%	\$ 367,354	8.76%	\$ -	-100.00%				
December	\$ 176,141	-37.23%	\$ 167,668	-5%	\$ 196,350	17%	\$ 146,487	-25.39%	\$ -	-100.00%				
January	\$ 195,500	41.00%	\$ 206,931	6%	\$ 259,482	25%	\$ 299,790	15.53%	\$ -	-100.00%				
February	\$ 150,965	-9.70%	\$ 138,186	-8%	\$ 145,372	5%	\$ 148,646	2.25%	\$ -	-100.00%				
March	\$ 148,729	-15.91%	\$ 125,611	-16%	\$ 158,962	27%	\$ 180,732	13.70%	\$ -	-100.00%				
April	\$ 214,072	27.07%	\$ 207,561	-3%	\$ 240,570	16%	\$ 257,110	6.88%	\$ -	-100.00%				
May	\$ 198,840	-10.44%	\$ 197,961	0%	\$ 224,117	13%	\$ 232,743	3.85%	\$ -	-100.00%				
June	\$ 262,165	-14.59%	\$ 361,350	38%	\$ 320,970	-11%	\$ 359,030	11.86%	\$ -	-100.00%				
Fiscal Year Totals	\$ 3,262,376		\$ 3,285,871	0.72%	\$ 3,494,478	6.35%	\$ 3,546,015	1.47%	\$ 827,339	11.84%				
Cumulative Months														
July - August 2011	\$ 769,670		\$ 760,618	-1.18%	\$ 808,378	6.28%	\$ 739,749	-8.49%	\$ 827,339	11.84%				

Month	Fiscal Year 2009-2010	% Gain/Loss	Fiscal Year 2010-2011	% Gain/Loss	Monthly	Fiscal Year 2011-2012	% Gain/Loss	Monthly	Fiscal Year 2012-2013	% Gain/Loss	Monthly	Fiscal Year 2014-2015	% Gain/Loss	Monthly
July	\$ 7,612,208	-3.28%	\$ 7,667,034	0.72%	\$ 8,163,783	6.35%	\$ 8,274,032	1.47%	\$ 1,930,457	-76.67%				

Month	Fiscal Year 2009-2010	% Gain/Loss	Fiscal Year 2010-2011	% Gain/Loss	Monthly	Fiscal Year 2011-2012	% Gain/Loss	Monthly	Fiscal Year 2012-2013	% Gain/Loss	Monthly	Fiscal Year 2014-2015	% Gain/Loss	Monthly
July - August 2011	\$ 1,795,897	-77.18%	\$ 1,774,775	-1.18%	\$ 1,896,215	6.28%	\$ 1,726,082	-8.49%	\$ 1,930,457	11.84%				

Current Year to Date Comparison to Prior Year

TOURISM

SANTA FE

OTAB Marketing Report August 2014 Reported September 25th, 2014

TOURISM Santa Fe Marketing Team

Cynthia Delgado, Director of Marketing

Melissa Segura, Marketing Coordinator

Advertising/Social Media-TKO

- Raul Garza, Creative Director
- Julie Ruth, Account Manager

Website SantaFe.org-Studio X

- Kyle Langan, Webmaster
- Trudy Gibson, Project Manager

Press/Media-Locas

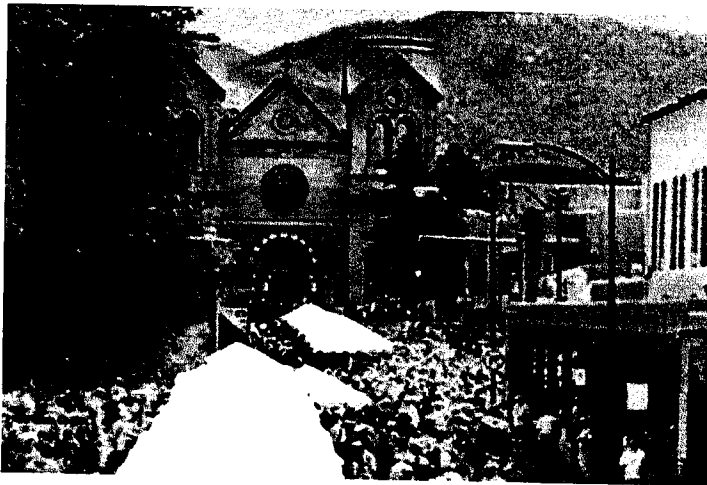
- TBD, Public Relations Manager
- Lou Hammond & Associates

Santa Fe Travel Planner-Bella Publishing

- Bruce Adams, Publisher
- Bryan Cooper, Creative Director

Highlights

Santa Fe Indian Market # 8 Best Native American Experience





TOURISM Santa Fe Take Top Honors Among Peers Best Idea Program Achievement Awards

Four convention and visitors bureaus received achievement awards in a recent competition with their colleagues from the West (26 competitors). Sponsored by the Western Association of Convention and Visitors Bureaus (WACVB), the annual **Best Idea Program** showcases innovative projects and creative marketing strategies as submitted by WACVB members.

This year's Best Idea Program awards were presented during the 2014 WACVB Annual Conference, September 17-19, in Albuquerque, New Mexico.

A Board-appointed Task Force reviewed the submissions and selected several ideas for presentation. Representatives presented their best ideas during the conference.

- **Tourism Santa Fe (NM)**
Project Title: Green Chile Cheeseburger Smackdown
Highlight Santa Fe's agricultural roots and celebrate Santa Fe's revered Green Chile via a high-profile Green Chile Cheeseburger chef cook-off contest during the annual Green Chile Harvest Festival. Tourism Santa Fe developed a high-profile, interactive user-driven contest to select the top local Santa Fe chefs to compete in a Green Chile Cheeseburger cook-off, which attracted in-state travelers and "stay-cationers" through targeted advertising in local drive markets (Albuquerque and Northern New Mexico). The program offered compelling reasons for visitors to extend their stay. The program's messaging and media placements was integrated with the New Mexico Tourism Department's "New Mexico True" campaign and enhanced and supported New Mexico Tourism Department's established statewide Green Chile Cheeseburger Trail. The Green Chile Cheeseburger Smackdown was promoted at locations such as the Santa Fe Farmers' Market Harvest Festival and Santa Fe Fiestas. The program generated more than 32,000 visits to the Smackdown landing page and more than 8,000 online impressions and more than 20,000 contest votes.



Public Relations Update

The Lou Hammond & Associates executive team Lou Hammond and Terry Gallagher visited Santa Fe for site visits, meetings with the Creative Team and the City Manager... September 9-11, 2014.



Congratulations to the winners of the 2014 Green Chile Cheeseburger Smackdown!

The People's Choice Award went to **The Mine Shaft Tavern** for their **Mad Chile Burger**. Judges were won over by

Second Street Brewery's Alien Burger. It was a sold out event! We are planning a close out meeting with the Santa Fe Farmer's Market Institute.



Meetings & Conventions Marketing Update



A dual-track approach to ASAE (American Society of Association Executives) convention attendees has resulted in several leads, RFPs and inquiries. Three Eblasts were sent to attendees (drop dates and open rates are listed below), and two direct mail pieces accompanied the digital marketing.

Meeting Planner Eblast #1

- Sent: 2875
- Opened: 561
- Open Rate: 19.51%

Meeting Planner Eblast #2

- Sent: 2771
- Opened: 562
- Open Rate: 20.28%

Meeting Planner Eblast #3 - Thank You

- Sent: 3720
- Opened: 625
- Open Rate: 16.8%

Virtual Zozobra is Back, Burn Your Worries Now



Number of Worries 4,284
Number of States 46
Number of Countries 19
Pageviews 9,407

The Burning of Virtual Zozobra was back and better than ever! After 90 years, Old Man Gloom was mobile-friendly. People from around the world put their worries online at santafe.org/Viva_Santa_Fe . All entries were printed and stuffed into Old Man Gloom the day of the event.

Santa Fe CVB Social Media Updates



Connect with our social media channels and stay current on the latest promotions and events to share with your online fanbase.

Want to know what we're posting, where it's being posted, and when? Our Social Media Posting Calendar is now available on our Industry Partners page for your use. This is a great way to synchronize social media outreach activities for your own business. Make sure that you're tuned in to all of our posting, and share the Santa Fe love!

Facebook Performance Metrics as of August 31, 2014

- Total Fans: 32,834
- Top Ranking Post in August: Spotted in Santa Fe
 - Posted August 2 at 2:30pm
 - Likes/6,680
 - Shares/887
 - Comments/1,090
 - Reach/99,648

Spotted in #SantaFe—we love the smell of #green #chile roasting at the #Farmers #Market!
#Repost from @kerrymac It's the most wonderful time of the year, there'll be green chile roasting #newmexicofun #puzzon



99,648 people reached

Boost Post

BLOG UPDATE - A Colorful Journey - 29,737 page views to date. Every Friday we post a new blog, please share via Facebook and Twitter with your fans. Below are links to our last four entries for your sharing pleasure.

Performance Metrics as of August 31, 2014

We Like It Hot, posted August 22, 2014

- Likes: 87
- Shares: 5
- Comments: 0
- Pageviews: 120

Fall in Love With Santa Fe, posted August 15, 2014

- Likes: 310
- Shares: 38
- Comments: 22
- Pageviews: 178

Eat Local, Head South, posted August 8, 2014

- Likes: 666
- Shares: 95
- Comments: 119
- Pageviews: 402

Que Viva Santa Fe, posted August 1, 2014

- Likes: 182
- Shares: 46
- Comments: 4
- Pageviews: 258

TWITTER - Please make sure to add #santafe to your own Tweets and retweet TOURISM Santa Fe's own tweets to keep your fanbase engaged and informed. As of August 31, 2014:

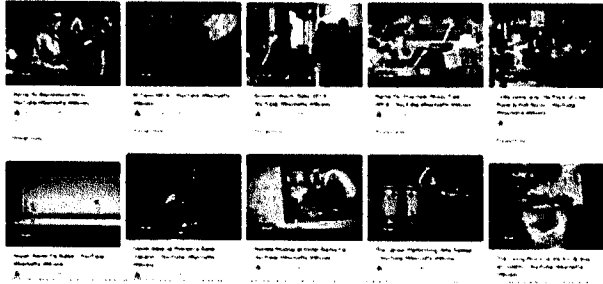
- Followers: 7,216
- Following: 1,524
- Tweets: 6,790
- Re-Tweets: 1,963
- Mentions: 799

PINTEREST - Please make sure you are following our Pinterest page as we continue to add content to our boards. Contact tina@tkoadvertising.com to share images for pinning. As of August 31, 2014:

- Followers: 1,468
- Following: 794
- Pins: 1,091

- Boards: 19

Check out our latest Pin Board, [Tune In to Santa Fe!](#) All Music Listing videos are pinned to this board for additional exposure. If you're a music venue, organization or band, don't miss out on this free opportunity.



TRIPADVISOR As of August 31, 2014:

- Pageviews: 24,291
- Link Clicks: 109
- Media Impressions: 27,174
- CTR: 2.73%

INSTAGRAM Follow us @CityofSantaFe, and include #SantaFe and #SantaFeNM hashtags on your posts.

Performance Metrics as of August 31, 2014:

Followers: 379

Following: 353

Top Performing Post in August to date: Santa Fe Morning View, August 13, 2014: 66 Likes/2 Comments



PRINT/ ADVERTISING

Check out our Flipbook for advertising placements both digital and print: www.tkoadvertising.com/sfcvbadvertising

Madden Media Digital Banners

- Flight Dates: March 12-December 31, 2014
- Circulation: 5,000,000 impressions
- Markets: Phoenix, Denver, DFW, Houston, Austin, ABQ, CO Springs, San Antonio

Behavioral Targeted Banners

- Flight Dates: August 1- October 15, 2014
- Markets: Alamogordo, Albuquerque, Austin, Colorado Springs, Dallas, Denver, Houston, Las Cruces, Phoenix, San Antonio, Tucson
- Impressions: 3,020,833

Mobile Banners

- Flight Dates: August 1- October 15, 2014

- Markets: Alamogordo, Albuquerque, Austin, Colorado Springs, Dallas, Denver, Houston, Las Cruces, Phoenix, San Antonio, Tucson
- Impressions: 4,516,66

Albuquerque Radio: KOB 93.3 FM

- Flight Dates: August 18 - September 12, 2014
- Markets: ABQ Metro

Local IQ

- Flight Dates: August 21 - September 12, 2014
- Markets: Albuquerque

Dedicated Custom Eblast: Meetings & Conventions

- Drop Dates: August 13 & 27
- Audience: Meeting Planners in Texas, Arizona, Chicago, Colorado, D.C.

Facebook Paid Advertising

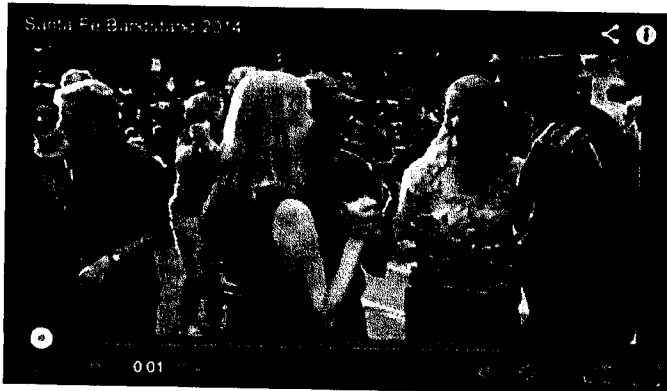
- Drop Dates: September 1 - April 30, 2014
- Audience: Dallas, Austin, Houston, Denver, Colorado Springs, Phoenix, Tucson, Lubbock, El Paso

Tune In to Santa Fe

TUNE IN TO SANTA FE

Santa Fe's vibrant and eclectic music scene is as diverse as the city's rich cultural heritage and our venues are as integral a part of Santa Fe art as our famous galleries. We're excited to showcase all of Santa Fe's music and venue offerings through a year-long paid media campaign called Tune In To Santa Fe.

Tune In To Santa Fe allows music venues, associations and musicians to promote themselves via SantaFe.org and an audience of over 760,000 unique visitors annually. On this landing page, visitors have the opportunity to build a customized music lineup by selecting from festival and venue videos - all uploaded by you!



Performance to Date

Thank you to all business partners who have created their music listing. Here's a list of all music listings, including video views, as of August 28, 2014:

- [Santa Fe Bandstand](#) - 407 Views, 2 Comments, 3 Likes, 2 Repins, 1 Share
- [The Lensic Performing Arts Center](#) - 123 Views, 1 Comment
- [Hotel Santa Fe](#) - 386 Views, 1 Like
- [Pranzo Italian Grill Nightly Cabaret](#) - 113 Views, 1 Comment
- [El Farol](#) - 211 Views, 1 Like, 1 Comment

- [The Living Room at the Inn & Spa at Loretto](#) - 98 Views, 1 Like
- [Aspen Santa Fe Ballet](#) - 47 Views, 1 Like, 1 Repin
- [Cal Haines Groups](#) - 79 Views, 1 Comment, 1 Like
- [Little Leroy and His Pack of Lies Rock n' Roll Band](#) - 108 Views
- [Santa Fe Chamber Music Festival](#) - 74 Views, 1 Like, 1 Comment
- [Smokin' Bachi Taiko](#) - 124 Views, 1 Comment
- [Santa Fe Pro Musica](#) - 114 Views, 1 Like
- [Vanessie](#) - 87 Views, 1 Comment
- [Fiesta Lounge at La Fonda](#) - 90 Views
- [Performance Santa Fe](#) - 66 Views, 1 Comment
- [Cowgirl BBQ](#) - 109 Views, 1 Comment
- [Mine Shaft Tavern](#) - 72 Views, 1 Comment, 2 Repins
- [Santa Fe Opera](#) - 186 Views, 1 Comment, 1 Repin

The Tune In to Santa Fe page has over 15,000 page views to date.

SantaFe.org Email Marketing (CVB/Studio X) (7) August Eblasts

Santa Fe Happenings

8-12-14

Number Sent: 42,687

Number Opened: 7,628

Open Rate: **17.93%**

Stay Another Day-Deals & Specials

8-29-14

Number Sent: 16,252

Number Opened: 3,281

Open Rate: **20.19%**

TSF Business Partners News

8-6-14

Number Sent: 909

Number Opened: 339

Open Rate: **37.29%**

TSF Business Partners News

8-20-14

Number Sent: 913

Number Opened: 308

Open Rate: **33.73%**

ASAE TSF Meeting Planner

8-6-14

Number Sent: 648

Number Opened: 180

Open Rate: **27.86%**

ASAE TSF Meeting Planner

8-13-14

Number Sent: 646

Number Opened: 161

Open Rate: **24.96%**

Virtual Zozobra Newsletter

8-14-14

Number Sent: 45,150

Number Opened: 7,929
Open Rate: 17.56%

Santa Fe Public Relations Press Releases

2014, August Green Chile Cheeseburger Smackdown Finalists Announced

August 26, 2014: The field for the 2014 Green Chile Cheeseburger Smackdown is now set. More than 10,000 votes were cast on SantaFe.org over the last month, with the following six restaurants advancing to the finals on Sept. 12 from 6pm to 9pm at the Santa Fe Farmers' Market Pavilion: **Amaya at Hotel Santa Fe, the Hacienda and Spa, Anasazi Restaurant at Rosewood Inn, * Cowgirl BBQ, Continue...**

2014 August, Santa Fe Receives Trail Award from IMBA

August 14, 2014: The city of Santa Fe has received the prestigious designation as a 2014 Ride Center destination by the International Mountain Bicycling Association (IMBA) in recognition of its wide variety of trails available for a range of riding styles. These awards are issued annually to an elite group of locations who provide exceptional mountain bike trail offerings, Continue...

2014 August, ¡VIVA SANTA FE!

August 11, 2014: Santa Fe invites you to celebrate the richness of its history and the bounty of its present by partaking in ¡Viva Santa Fe! A month-long celebration highlighting the best of Santa Fe's history, culture and distinct local flavor, ¡Viva Santa Fe! features live music, art, traditional ceremonies, parades, and one-of-a-kind Santa Fe cuisine, Continue...

2014, August Fall Packages

August 14, 2014: This Autumn, Santa Fe, New Mexico, is offering a variety of special packages to coincide with the remarkable fall foliage seen throughout the city. For travelers seeking distinctive spa treatments, acclaimed southwestern fare, historic museum visits, legendary shopping and more, Santa Fe has proven to be an ideal vacation spot for the fall season. Beyond the following sampling of packages, Continue...

Recent Press (Examples)

August

Lisa Valadez, editor of *Houston Style* magazine, visited Santa Fe in June as part of a bureau press trip. She came away with the sense of place that Santa Fe offers like few others. Read her *Houston Style* Magazine article [here](#).

Artnet.com featured **SITE Santa Fe's** newly opened Biennial, "Unsettled Landscapes." The multi-faceted show remains in place until January 15, 2015. Read about the exhibit [here](#).

Travel writer Tony Tedeschi was in the city in late June. He wrote the first of two anticipated pieces for *NeverStopTraveling.com*. You can read about his travels online [here](#).

Another press trip participant, **Bryce Gruber**, started her Santa Fe coverage by including the city in a roundup of "The Best American Cities You Need to See Before you Die" for the *LuxurySpot.com*. Read the *LuxurySpot.com* article [here](#).

A huge number of publications, including the **International Travel Daily News**, picked up a story about Santa Fe being named the Best Small City in America by *Conde Nast Traveler* in the magazine's 26th Annual Readers' Choice Awards. About Santa Fe the magazine said, "no other place in the country so beautifully reflects the art, architecture, food, and crafts of centuries of Native American, Spanish, and Mexican influence." The potential audience reach of all the articles was more than 73,800,000. Read the *International Travel Daily News* article [here](#).

Albuquerque Business First included a story about long-time **Santa Fe chef Tom Kerpon** taking over *Las Fuentes Restaurant & Bar* as *Bishop's Lodge's* new Executive Chef. Read the *Albuquerque Business First* article [here](#).

Albuquerque Business First also published a story on the opening of the new **Drury in Santa Fe** from a bureau release. Read what the *Albuquerque Business First* article had to say about the *Drury Hotel* [here](#).

The Empty Nesters Romance Package from the La Fonda on the Plaza was featured by *LATimes.com* on the travel section of the website. Read the *Los Angeles Times* article [here](#).

Conde Nast Traveler highlighted the **Santa Fe River and Santa Fe River Park** in a roundup of 10 Great American River Walks on the website. Read the Conde Nast Traveler article [here](#).

Budget Travel included **La Fonda on the Plaza's Bell Tower Bar** in a round-up on the website of restaurants with spectacular views – Lou Hammond & Associates worked with Assistant Digital Editor Kaeli Conforti on the inclusion. You can read the Budget Travel article [here](#).

The Queens Chronicle posted a travel feature on Albuquerque that also spotlighted Santa Fe's arts offerings, boutiques, galleries and museums including the New Mexico History Museum. Read the Queen's Chronicle [here](#).

Latino Sports posted syndicated coverage of Lloyd Carroll's Albuquerque feature mentioning Santa Fe that ran in The Queens Chronicle. Read the Latino Sports article [here](#).

DuJour Magazine published a New Mexico feature story, written by Alyssa Giacobbe, which spotlighted Santa Fe's signature architectural style and artistic flare. The piece noted the city's designation of the third largest arts markets in the country and highlighted the incorporation of nature into designs. Read the DuJour Magazine article [here](#).

The Albuquerque Journal ran a feature announcing the official opening of **The Drury on the Plaza Hotel**. The coverage included an interview with general manager Tauseen Malik and detailed additional phases for the project's completion. Read more about The Drury in the Journal [here](#).

The Miami Herald ran syndicated coverage of an Associated Press story regarding the nondisclosure of ABC's decision status on considering Santa Fe as a destination on the dating show, "The Bachelor," and whether taxpayer funds are being used to influence the decision. Read the discussion the Herald [here](#).

The Santa Fe New Mexican featured a reader's negative response to the news that ABC's "The Bachelor" could cost the city up to \$ 100,000 if Santa Fe was chosen as a location for filming. Read those responses in the New Mexican [here](#).

Santa Fe was named a 2014 Ride Center by the International Mountain Bicycling Association due to its wide range of trails for a variety of riding styles. Read more about Santa Fe's award-winning trails [here](#).

Visiting Press August

Freelance writer Patty Burness is considering a fall trip for possible stories in her numerous outlets including **The New York Times** and **Examiner.com**.

The Daily Meal contributor Divina Infusino will be traveling to Santa Fe in late August to explore the city's dining scene as well as cover the Santa Fe Opera for a piece in a new luxury travel magazine, set to appear in 2015.

New York Magazine contributor Kate Donnelly will be visiting Santa Fe from August 21-24 to produce coverage in the publication's Weekend Escape column.

Texas Monthly Executive Editor Pat Sharpe, OC Weekly Syndicated Columnist Gustavo Arellano, Colorado Springs Gazette Food Writer Teresa Farney and Sunset Magazine Associate Editor Elaine Johnson will be visiting Santa Fe to participate as judges for the Green Chile Cheeseburger Smackdown in September.

Derrickson Moore, the Features and Travel Editor for the Las Cruces Sun-News, is returning to Santa Fe in September for a story. Her pieces are typically syndicated nationally as part of the paper's affiliation with MediaNews Group. She and her companion will be in Santa Fe for four nights, September 16, 17, 18 and 21.

TOURISM

SANTA FE

August 2014 OTAB Sales Report

Leads:

- 22 total leads requiring sleeping rooms
- 13,016 total room nights sent via leads
- 38 total social leads without sleeping rooms
- 16,613 total attendees anticipated

Confirmed Leads:

- 6 Definite Booking
- 2,124 Definite Room Nights
- 23 Definite Social Events
- 2,898 Estimated Attendees

MPI Meeting Planners International, Minneapolis, MN 8/5-7/2014:

- TOURISM Santa Fe attended by Camilla Mandler.
- Meet with 7 planners with business for the Southwest.

(ASAE) American Society of Association Executives; Nashville, TN 8/8-12/2014:

- Attended: TOURISM Santa Fe, Courtyard by Marriott, Eldorado Hotel & Spa, Hotel Santa Fe, Inn & Spa at Loretto and La Fonda.
- Pre-tradeshow we sent out 2 e-mail blasts and 2 mailers to a total of 2000 attendees.
- Post-tradeshow we send 1000 e-mails.
- 250 attendees stopped by the booth
- TOURISM Santa Fe followed up with telephone calls to 50 attendees who expressed interest.
- Have generated 3 RFP's and have been asked to follow up with another 3 group's over the next 5 months to receive RFP's.

Sales Manager Action Plan Form:

TOURISM

SANTA FE

Prepared On: 09/23/2014
Prepared By: David A. Carr

Leads By User

For Lead Status from Aug 1, 2014 to Aug 31, 2014

Camilla Mandler (8)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
American Water Resources Association					
<u>Summer Specialty Conference 2016</u> [3030]	06/18/2016	08/28/2014	200	300	97,500
ANSI-ASQ National Accreditation Board					
<u>Annual Conference 2016</u> [3003]	01/24/2016	08/18/2014	100	410	133,250
Association of International Metallizers, Coaters & Laminators (AIMCAL)					
<u>AIMCAL Web Coating and Handling Conference 2015</u> [3029]	10/18/2015	08/28/2014	500	1,570	510,250
BIC USA					
<u>Sales Incentive 2015</u> [2984]	04/23/2015	08/08/2014	64	124	40,300
Casualty Actuarial Society					
<u>CAS Board & Executive Council</u> [2996]	03/25/2015	08/13/2014	34	62	20,150
Hamptons Expo Group					
<u>Hamptons Expo Group</u> [2980]	08/03/2015	08/06/2014	1,000	690	224,250
Society for Pediatric Dermatology					
<u>Society for Pediatric Dermatology Annual Meeting-2018</u> [2985]	07/10/2018	08/08/2014	375	760	247,000
The Hotel Network					
<u>Southwest Border Conference 2014</u> [2831]	11/18/2014	04/30/2014	0	115	37,375
Total for Manager			2,273	4,031	1,310,075
David A. Carr (9)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
1961-1963 Class Reunion					
<u>Army Dependents Class Reunion</u> [3004]	05/16/2016	08/19/2014	70	160	52,000
Center					
<u>Review Santa Fe Photo Festival</u> [2971]	06/11/2015	08/01/2014	100	330	107,250
Dual Language of New Mexico					
<u>La Cosecha 2016 HOLD</u> [2006]	11/08/2016	08/14/2012	1,400	1,250	406,250
<u>La Cosecha 2016 HOLD</u> [2006]	11/08/2016	08/14/2012	0	0	0
Grand Circle Association					
<u>The Grand Circle Association 2015 meeting</u> [3024]	03/01/2015	08/26/2014	45	40	13,000
Kesselman-Jones Inc					
<u>New Mexico Coalition Against Domestic Violence (NMCADV)</u> [3032]	11/03/2015	08/29/2014	450	125	40,625
Los Alamos National Laboratory					
<u>International Free Electron Laser Conference</u> [2999]	08/20/2017	08/13/2014	0	1,300	422,500
National Association of State Retirement Administrators					
<u>NASRA Annual Meeting</u> [3031]	07/14/2017	08/29/2014	450	1,900	617,500
New Mexico School Board					
<u>New Mexico School Board Association Annual Meeting</u> [2973]	02/18/2015	08/05/2014	350	330	0
UNM					
<u>American Quaternary Association 2016 Biannual Meeting</u> [3025]	08/04/2016	08/26/2014	250	450	146,250
Total for Manager			3,115	5,885	1,805,375
Kim Harmon (5)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
CEDAR-Coupling, Energetics and Dynamics of Atmospheric R					
<u>CEDAR-GEM Joint Workshop 2016</u> [3017]	06/19/2016	08/21/2014	-30	-165	-53,625
<u>CEDAR-GEM Joint Workshop 2016</u> [3017]	06/26/2016	08/21/2014	630	1,350	438,750
Colorado Bar Association					
<u>Estate Planning Retreat 2015</u> [2969]	06/18/2015	08/01/2014	200	375	121,875
Colorado Defense Lawyers Association					
<u>CDLA Annual Convention 2016</u> [3000]	07/20/2016	08/15/2014	250	590	191,750
Full Gospel Temple of Jesus Christ					
<u>Full Gospel Retreat</u> [3027]	08/22/2016	08/27/2014	55	125	40,625
Simplified Technology Company					
	11/09/2015	08/13/2014	400	825	268,125

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (8)					
<u>2015 GE 7EA Users Group Annual Conference [2995]</u>					
Total for Manager			1,505	3,100	1,007,500
Melanie Moore (3)					
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
<u>Mayor's Recognition For Excellence in The Arts 2015 [3002]</u>	10/14/2015	08/18/2014	0	0	0
<u>Mayor's Recognition For Excellence in The Arts 2015 [3002]</u>	10/21/2015	08/18/2014	250	0	0
Public Utilities Department / City of Santa Fe					
<u>Children's Water Fiesta 2015 [2841]</u>	04/08/2015	05/14/2014	0	0	0
Tourism Santa Fe CVB / City of Santa Fe					
<u>Celebrate Santa Fe Tourism - Expo 2015 [3020]</u>	04/30/2015	08/22/2014	300	0	0
Total for Manager			550	0	0
Rosalina Grace (35)					
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Art Smart					
<u>ArtFeast [2986]</u>	02/20/2015	08/11/2014	0	0	0
City of Santa Fe					
<u>North Central regional Transit District/nrcrtd [3028]</u>	09/02/2014	08/28/2014	0	0	0
Contemporary Hispanic Market					
<u>Contemporary Hispanic Market Preview 2015 [2992]</u>	07/23/2015	08/12/2014	800	0	52,000
<u>Contemporary Hispanic Market Preview 2016 [2993]</u>	07/28/2016	08/12/2014	800	0	52,000
Criminal Justice Association					
<u>Criminal Justice Conference [3001]</u>	10/06/2014	08/15/2014	0	0	0
Crystal Lucero					
<u>Crystal Lucero Wedding Reception [2997]</u>	04/04/2015	08/13/2014	0	0	0
Elida Varela					
<u>Varela Quincinera [2998]</u>	07/03/2015	08/13/2014	0	0	0
Georgia O'Keeffe Museum					
<u>Lecture [3018]</u>	09/27/2014	08/21/2014	20	0	200
Josephine Vargas					
<u>Vargas Wedding Reception [2989]</u>	07/04/2015	08/12/2014	0	0	0
Landmark Worldwide					
<u>Santa Fe Seminar Series [3009]</u>	09/17/2014	08/19/2014	0	0	0
Los Alamos Women In Science					
<u>LAWIS/EYH 2016 [2983]</u>	03/04/2016	08/08/2014	250	0	0
M & J Boutique					
<u>Elida Wedding Reception [2974]</u>	08/07/2015	08/05/2014	400	0	26,000
Mandela Interational Magnet School					
<u>Ceremony Of Opening of new School [2970]</u>	09/19/2014	08/01/2014	0	0	0
Marcos Zubia					
<u>Zubia Wedding Reception [3023]</u>	05/02/2015	08/26/2014	150	0	3,750
Mario Salbidrez					
<u>Salbidrez Quincinera [2953]</u>	05/16/2015	07/21/2014	0	0	0
Mario Salbidrez					
<u>Salbidrez Quincinera [2968]</u>	04/18/2015	08/01/2014	0	0	0
New Mexico Department of Indian Affairs					
<u>Indian Day at the Round House Banquet [2994]</u>	02/05/2015	08/12/2014	0	0	0
NM Department of Health					
<u>Disability Division/Awareness Training [3019]</u>	11/10/2014	08/22/2014	0	0	0
Pueblo of Tesuque					
<u>Pueblo of Tesuque 18th Annual Foot Race 2015 [3014]</u>	08/08/2015	08/20/2014	50	0	0
<u>Pueblo of Tesuque 19th Annual Foot Race 2016 [3015]</u>	08/13/2016	08/21/2014	0	0	0
<u>Pueblo of Tesuque 19th Annual Foot Race 2016 [3015]</u>	08/13/2016	08/21/2014	50	0	0
<u>Pueblo of Tesuque 20th Annual Foot Race 2017 [3021]</u>	08/12/2017	08/22/2014	50	0	0
<u>Pueblo of Tesuque 20th Annual Foot Race 2017 Banquet [3022]</u>	08/31/2017	08/22/2014	50	0	0
Santa Fe Fiesta, Inc					
<u>2016 Royal Ball [2976]</u>	08/06/2016	08/05/2014	400	0	0
<u>2017 Fiesta Court Selection [2977]</u>	05/04/2017	08/05/2014	500	0	0
<u>2017 Royal Ball [2979]</u>	08/05/2017	08/05/2014	400	0	0
<u>2018 Fiesta Court Selection [2978]</u>	05/03/2018	08/05/2014	500	0	0
Santa Fe Time Bank					
<u>Santa Fe Time Bank Meeting [2987]</u>	08/24/2014	08/11/2014	0	0	0
St Michaels High School					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (8)					
<u>St. Mikes High School Prom 2015</u> [3011]	04/18/2015	08/19/2014	0	0	0
<u>St. Mikes High School Prom 2015</u> [3011]	04/18/2015	08/19/2014	200	0	5,000
St. Elias The Prophet Greek Orthodox Church					
<u>Greek Festival 2015</u> [2988]	05/15/2015	08/11/2014	1,000	0	65,000
Susana Salazar					
<u>Salazar Quincinera</u> [2981]	07/03/2015	08/08/2014	0	0	0
Sysco New Mexico, LLC					
<u>Epicurean Food Show</u> [3026]	09/10/2014	08/27/2014	0	0	0
T Rex Plant					
<u>T Rex Plant</u> [3033]	09/19/2014	08/29/2014	0	0	0
The Cancer Foundation For New Mexico					
<u>11th Annual Sweetheart Auction</u> [3005]	02/12/2016	08/19/2014	1,000	0	65,000
<u>12th Annual Sweetheart Auction</u> [3006]	02/10/2017	08/19/2014	1,000	0	65,000
<u>13th Annual Sweetheart Auction</u> [3007]	02/09/2018	08/19/2014	1,000	0	65,000
Total for Manager			8,620	0	398,950
Grand Total(60)			16,063	13,016	4,521,900

TOURISM SANTA FE

Prepared On: 09/23/2014
Prepared By: David A. Carr

Leads By User

For Confirmed Status from Aug 1, 2014 to Aug 31, 2014

Manager	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (2)					
BIC USA					
Sales Incentive 2015 [2984]	04/23/2015	08/19/2014	64	124	40,300
Council of State Speech, Language, Hearing Association Presidents (CSAP)					
Spring CSAP Meeting 2016 [2899]	05/11/2016	08/07/2014	65	105	34,125
Total for Manager			129	229	74,425
Kim Harmon (4)					
American Institute of Professional Geologists					
AIPG 2016 Annual Conference [2891]	09/09/2016	08/13/2014	200	425	138,125
F + W Trade Show and Events					
Bead Fest 2015 [1578]	03/18/2015	08/13/2014	2,000	270	20,000
Keystone Symposia					
Keystone 2015 - J3 & J4 [2449]	01/23/2015	10/31/2013	0	0	0
Keystone 2015 - J5 & J6 [2597]	01/27/2015	02/12/2014	0	0	0
Total for Manager			2,200	695	158,125
Melanie Moore (12)					
Arts Commission / City of Santa Fe					
Arts Comm: Mayor's Awards Interviews [3012]	08/26/2014	08/21/2014	6	0	0
Housing & Community Development / City of Santa Fe					
Nourratjuta Visit [3008]	08/29/2014	08/19/2014	12	0	0
Kesselman Jones Inc.					
BBER Research Meeting [2961]	08/14/2014	08/01/2014	10	0	0
BBER Research Meeting [2961]	08/14/2014	08/01/2014	100	0	0
Land Use Department / City of Santa Fe					
H Board Meeting - Sep 23, 2014 [3010]	09/23/2014	08/19/2014	30	0	0
Public Utilities Department / City of Santa Fe					
Children's Water Fiesta 2015 [2841]	04/08/2015	08/14/2014	150	0	0
Water Conservation Meeting [2972]	08/12/2014	08/01/2014	30	0	0
Santa Fe Fashion Week					
Santa Fe Fashion Week 2014 [2732]	09/19/2014	08/06/2014	400	0	10,000
Tourism Santa Fe CVB / City of Santa Fe					
Celebrate Santa Fe Tourism - Expo 2015 [3020]	04/29/2015	08/22/2014	300	0	0
Creative Campaign Rollout Meeting [3016]	08/27/2014	08/21/2014	12	0	0
CRM Training [2952]	09/08/2014	07/18/2014	0	0	0
NCRTD [2975]	08/08/2014	08/05/2014	12	0	0
NCRTD [2982]	08/18/2014	08/08/2014	16	0	0
Total for Manager			1,078	0	10,000
Rosalina Grace (11)					
City of Santa Fe					
North Central Regional Transit District [290]	09/02/2014	12/14/2009	0	0	0
North Central regional Transit District/ncrtdd [3028]	09/02/2014	08/28/2014	0	0	0
Georgia O'Keeffe Museum					
Lecture [3018]	09/27/2014	08/28/2014	20	0	200
Jose Ortega					
Ortega Quincienara [2878]	05/16/2015	08/12/2014	0	0	0
Santa Fe Fiesta, Inc					
2015 Installation of Officers [916]	01/03/2015	09/14/2010	0	0	0
2016 Royal Ball [2976]	08/06/2016	08/05/2014	400	0	0

ASAE Annual Meeting & Exposition 2014

PAUSE. PLAY. F»RWARD.




NASHVILLE, AUGUST 9–12, 2014


[Skip to Content](#)

[Home \(index.cfm\)](#) » [Events Schedule \(events_schedule.cfm\)](#)

EVENTS SCHEDULE

Friday, August 8	
6:30–8:30 p.m.	ASAE Foundation's Annual Golf & Tennis Classic — Participants & Pairings Party (Exclusively for ASAE Foundation Event Participants) <i>at the Renaissance Nashville Hotel</i>
Saturday, August 9	
7:00 a.m.–2:30 p.m.	ASAE Foundation's Annual Golf & Tennis Classic (/foundation/golftennis.cfm) and Spa Day (/foundation/spa.cfm) <i>at the Hermitage Golf Course and Centennial Sportsplex Tennis Center</i> ↕ (registration information.cfm)
11:30 a.m.–4:00 p.m.	Community Connection (community.cfm) for <i>Second Harvest Food Bank of Middle Tennessee</i> ↕ (registration information.cfm)
1:00–5:00 p.m.	Discover Music City Tours (tours.cfm) ↕ (registration information.cfm)
7:00–10:30 p.m.	Opening Night Celebration (opening_night.cfm) <i>at Live on 5th</i>
Sunday, August 10	
6:15–7:15 a.m.	5K Fun Run/Walk ↕ (registration information.cfm)
6:00 p.m.–onward	Open Evening

Monday, August 11	
7:30–8:45 a.m.	<u>Awards & Recognition Breakfast (awards.cfm)</u>
7:00–10:00 p.m.	<u>ASAE Foundation's The Classic (theclassic.cfm)</u> at Schermerhorn Symphony Center  <u>(registration information.cfm)</u>
Tuesday, August 12	
2:30–5:00 p.m.	<u>Community Connection (community.cfm)</u> at Second Harvest Food Bank of Middle Tennessee  <u>(registration information.cfm)</u>
2:30–5:30 p.m.	<u>Discover Music City Tours (tours.cfm)</u>  <u>(registration information.cfm)</u>
7:00–10:00 p.m.	<u>Closing Celebration (closingcelebration.cfm)</u> at Wildhorse Saloon

 [\(registration information.cfm\)](#) = separate registration required

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Sales Person: David A. Carr
 Month: August 2014

Market: Midwest

#	ACTION ITEMS	Due Date	Investment	Anticipated Results	Actual Results
Direct Sales, Solicitation, Direct mail, E-Blasts Etc					
	25 Out bound weekly sales calls	Weekly	0.00		
	Pre-show mailer and e-mail blast to ASAE attendees	05-Aug	1,500.00	Drive more attendees to our booth	Had an opening percentage of 34% via e-mail, we had a strong flow of traffic with 25 planners expressing interest and requesting follow up
	Post-show e-mail blast to ASAE attendees	14-Aug	0.00	Remind them of Santa Fe	TBD
	Follow up with ASAE attendee	29-Aug		Receive RFPs and generate more group business	We have received 2 RFPs, have been asked to follow up by 4 clients. Have left several messages.
Travel - Tradeshow					
	ASAE August 8-12, 2014; Nashville, TN		7,000.00	Meet with prospective clients, drive more business to Santa Fe.	At this time we have received two leads (AIMCAL 1570 room nights for October 2015, and AWRA 300 room nights for June 2016) leads and are expecting to receive another 2 by end of week.
Sales Trips, Appointments					
Client Events, FAMS					
	FAM follow up from July, send survey to attendees	29-Aug	0.00	Due back on 8/29, to determine how we could improve the future FAM trips	
Client Entertainment					
	Lunch with Maria Johnson	05-Aug	0.00	To discuss how we can more effectively work together	Learned about her services
	Dinner with Thornburg Investment	07-Aug	0.00	To maintain the relationship	They are in the process of looking at 2015 meetings
	Lunch with Mark Holland, RMMLF	15-Aug	40.00	To discuss 2015 group	He is working with AAPL and they are looking at conducting a 1000 person meeting in 2015. He is waiting on the details but is pushing hard for Santa Fe.
	Lunch and tour with Carolyn Finlchum with NGP	28-Aug	50.00	To see about working with her smaller programs. Her annual is booked with Eldorado Hotel	
Miscellaneous					

CRM training	29-Aug	\$6,000.00	To set standards and ensure that the team is work correctly within the system, training is set for September 9-11, 2014	
Finalize the Sales Plan	29-Aug		To create a game plan for achieving our goals	
Roll out Action Plans	01-Aug		To create a measurable tool to access how the team members are working on a daily, weekly and monthly basis. To be reviewed monthly.	
Roll out Production verification	01-Aug		To ensure that the CRM and the actual production match.	

Sales Person: Kim Harmon

Month: August 2014

Market: West Coast plus Illinois

#	ACTION ITEMS	Due Date	Investment	Anticipated Results	Actual Results
	Direct Sales, Solicitation, Direct mail, E-Blasts Etc				
	HelmsBriscoe / Conference Direct / HPN / Expert	Weekly			
	25 Outbound Calls / Week				
	Travel - Tradeshow				
	Denver in December for CD Dinner and HB Lunch ~ Follow up on details with DC and make a plan for hotel partners, details, etc...	1-Oct		Trip Cancelled...	
	Sales Trips, Appointments				
	Site Visit at Drury Hotel	20-Aug			
	Lunch with Santa Fe Selection (Marla Johnson)	27-Aug		Strengthen Partnership ~ Gain Referrals	
	Dual Language of NM ~ Transfer Account, 2014 Confirmed, and 2016 Lead to DC	21-Aug			
	Client Events, FAMS				
	Client Entertainment				
	Miscellaneous				
	Completed Proposal Revision				
	Keeping List of CRM Issues for Training	09-Sep			
	File Audit / Rebate Agreements for Future Confirmed Bookings				
	Keeping Notes for Contract Revisions Needed				

Sales Person: Camilla

Month: August 2014

Market: East Coast

#	ACTION ITEMS	Due Date	Investment	Anticipated Results	Actual Results
	Direct Sales, Solicitation, Direct mail, E-Blasts Etc				
	25 Out bound weekly sales calls	Weekly			
	20 Out bound calls to Helmsbriscoe and ConferenceDirect	Weekly			
	Travel - Tradeshow				
	MPI-WEC, August 2-5, 2014, Minneapolis, MN			Attend educational sessions/networking events to promote Santa Fe	Had not scheduled appointments prior to event but met with seven planners with business for the Southwest.
	Sales Trips, Appointments				
	Site Visit - Hamptons Expo Group			Considering first August 3-8, 2015 for art show in Santa Fe.	Has targeted Santa Fe for the art show; still considering dates.
	Arranged meetings with Bureau of Cultural Affairs, O'Keeffe Museum, SF Chamber Music Festival				
	Client Events, FAMS				
	Client Entertainment				
	Miscellaneous				
	Planning meeting for HSMAI, September 2-4, 2014 Washington, DC				Met with La Fonda, Loretto, Hilton representatives