City of Santa Fe



CITY CLERK'S OFFICE Agenda DATE 6/18/15 TIMF, 2:54p

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OCCUPANCY TAX ADVISORY BOARD June 25, 2015 - 3:00 P.M. **CITYHALL COUNCIL CHAMBERS**

3:00 p.m.

Regular Meeting

- I. Procedures:
 - a. Call to Order
 - b. Approval of Agenda
 - c. Approval of Minutes March 26,2015

3:05 p.m.

- II. Lodgers Tax Update -
 - Lodger's Tax update Randy Randall

3:10 p.m.

- III. **CVB Activity Reports:**
 - a. Sales Report David Carr
 - b. Marketing Report Cynthia Delgado
 - c. Executive Director Report Randy Randall

3:40 p.m.

IV. Adjournment

> The next regularly scheduled meeting will be held on July 30, 2015 City Council Chambers at 3:00 p.m.

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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MINUTES OF THE

CITY OF SANTA FÉ

OCCUPANCY TAX ADVISORY BOARD

June 25, 2015 3:00 p.m.

I. PROCEDURES

a. CALL TO ORDER

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Chair Paul Margetson on this date at approximately 3:00 p.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:

Members Absent:

Paul Margetson, Chair Victoria Bruneni David Griscom Al Lucero Elizabeth Pettus Jon Hendry

Staff Present:

Randy Randall, Executive Director Cynthia Delgado, Marketing Director David Carr, Sales Director

Others Present:

Carl Boaz, Stenographer

b. APPROVAL OF AGENDA

Mr. Lucero moved to approve the agenda as published. Ms. Pettus seconded the motion and it passed by unanimous voice vote.

c. APPROVAL OF MINUTES - April 1, 2015

Mr. Lucero moved to approve the minutes of April 1, 2015 as presented. Ms. Pettus seconded the motion and it passed by unanimous voice vote.

II. LODGERS TAX UPDATE

a. Lodger's Tax Update - Randy Randall

Mr. Randall said this report is for 11 of 12 months. The results from April indicate that lodger's tax revenue is up 12.52%, bringing the increase to \$797,000 (ahead 10.69% for the year). [A copy of the report for Lodger's Tax is attached to these minutes as Exhibit A.]

The Council did approve putting excess funds into Arts Commission and CVB fund balances. He hoped at the next meeting or the next one after that to have an accurate report on fund balances to understand the funds that might be available for the OTAB and what the potential one-time expenses could be, e.g., facility improvements or unique opportunities such as "The Bachelor." The Board did make that request to Council. So it is up almost \$800,000.

The next page gives the GRT receipts through April and the June column is actually income from April. It is up \$122,000 for accommodations and food to the City and the total is over a million YTD for the City. Although only a 9% increase in dollars, it is a most significant increase in GRT for the City to underscore the importance of tourism activity. [A copy of the report for GRT is attached to these minutes as Exhibit B.]

Mr. Hendry said it is interesting that we are in court now on the hold harmless issue. It would be a mistake not to recognize that part of the GRT increase from that loss.

Mr. Randall explained that the hold harmless was loss of tax on food. The State held the cities harmless on it for five years and left it up to the City to figure out how to make up for that loss.

III. CVB ACTIVITY REPORTS

a. Sales Report - David Carr

Mr. Carr presented the sales report. [A copy of his report is attached to these minutes as Exhibit C.]

He reviewed the details that were in his report, all of which were better or equal to last year. All of the data reports are becoming more accurate, coming out of the system. Most business is going to individual hotels.

Mr. Griscom asked if his report could graph this data.

- Mr. Carr said it wasn't done before but now with looking at year over year and forecasting and percent growth, it could be done.
 - Mr. Griscom said it would be helpful to see that graphically.
 - Mr. Carr agreed and hoped to do that in the future.
- Ms. Pettus asked how this is put together. She had knowledge of SWAIA and this report shows no economic benefit. But during SWAIA, every hotel room is booked in town.
 - Mr. Carr said they would have to get every hotel on board.
 - Ms. Pettus thought there were some things where a guesstimate could be done.
- Mr. Carr explained that it would necessitate having hotel partners who are willing to work with Tourism. To get it accurately, the guests would have to reveal if they are here for that event.
 - Ms. Pettus said this event just stuck out.
 - Mr. Carr said he would love to count more hotel rooms and was willing to reach out to them.
 - Ms. Pettus noted that La Fonda's numbers are previewed in a ten day ahead report.
 - Ms. Bruneni wondered if B&Bs and others were reporting their occupancy.
- Mr. Randall said Tourism has to be careful because we could create a total value but SWAIA could get critical to claim credit for things that are years old.
 - Ms. Bruneni agreed. It would be nice to know when city-wide events would occur but not on this report.
- Mr. Carr reported that the sales position was approved and he is posting it today. They will have two weeks of interviews and hopefully have a candidate before August.
- Mr. Carr reported eight planners were here on the FAM. One of them has a high-end program booked in July. Another person is working with group out of northern California so there are a few leads out of this FAM.

Earlier this month he went to the International Pow-wow and have three tours coming through. At the Marketplace he had 26 appointments. GMC is interested in a city-wide buy-out which is 1500 rooms.

Mr. Hendry said he parked on the far side of the Convention Center today and as he walked through the Center he saw a big blank wall. He urged a consideration to have projected pictures on the blank wall in the lobby.

- Mr. Randall said there is a big piece of art there but they might project below it.
- Mr. Hendry said he wanted to put an outdoor performance center with bleachers where the Rio Grande Trout are. He is having a struggle with Historic Preservation on it. He wanted a stage over by City Hall and tables set up outside.
- Mr. Randall cautioned that the area with the trout was negotiated with the Tesuque Pueblo as a sacred place where their ancestors are buried. It was discovered as the Convention Center was being constructed.
- Mr. Carr said when groups come in, we can project images on the walls. We've been adding sculpture and art around the Center. It depends on the nature of the groups coming in.

Chair Margetson suggested Mr. Hendry talk with Mr. Randall further about it.

- Mr. Hendry also urged the City to resurrect the liquor license there as a place for Santa Fé manufactured beers to be served. The Center should be a showcase for Santa Fé manufactured things.
 - Mr. Lucero asked if it is allowed to have a full-time bar there.
- Mr. Randall said we could have an ongoing bar. There have been other issues that took priority over that suggestion. We had to get sales going. It is a possibility but just not that high on the list. It would require operations staff to learn that side of the business. We have gotten the license un-suspended for the last few months.
- Mr. Lucero said it would require personnel and training. Perhaps a Task Force to study the issue could be done. He didn't see any problem with it other than those who have full-service licenses complaining that Tourism is competing with them. Probably in summer, it would flourish but would die in the winter. He offered to help with the resources and happy to head up such a task force.
 - Ms. Pettus didn't think there would be an issue of competition.
 - Mr. Randall asked if Mr. Lucero would bring in a couple of people from the industry for that task force.

b. Marketing Report - Cynthia Delgado

- Ms. Delgado provided the Marketing Report. [A copy of the report is attached to these minutes as Exhibit D.]
- Ms. Delgado reviewed the report with the Board. Santa Fe got three new accolades including among the top ten for Best Farmer's Market in USA Today. Three hotel properties were in the top ten with USA Today: La Posada, The Spa at Loretto and Four Seasons. And Fodor's on Travel rated the Santa Fe Opera as top theater. The updated accolade list is on the website and kept up to date.

She said she sent out our new creative concepts twice to over 800 tourism-related business partners. We got back 35 with 13 positive comments, 7 with suggestions, 12 negative with suggestions and 1 negative. She just received one more positive with suggestions. She has another meeting scheduled tomorrow at 10:30 with the evaluation team that started with this process and will review the concepts and feedback to get the finalized concept and design. She will also talk with them on the photo shoot which will be done in July with videography and up to ten different videos.

Ms. Delgado said Fuse is working to have a Santa Fé photographer and videographer on those shoots. She provided a handout on it [attached as Exhibit E.]

Mr. Lucero said he was once was in the media business and pointed out that people have different ideas about what is creative. It is most varied in that everyone has their own opinions.

Ms. Delgado said they will also get third party feedback from potential visitors. They got feedback from people who were already here which is different from potential visitors. So she will address those targets.

Chair Margetson thanked Ms. Pettus for her positive article.

Ms. Delgado agreed. The feedback was a good process and she will utilize it.

Mr. Griscom asked if she got feedback from County Economic Development.

Ms. Delgado said she didn't.

Mr. Griscom said there is increasingly a link with business recruitment and the way we put out our ad campaigns. He likes to call on their Tourism advertising when trying to get businesses here.

Ms. Delgado thanked him. That is a good idea,

Mr. Griscom said he was thrilled with the mountain biking and the climbing campaigns. When we recruit that target industry, we can use it.

Mr. Hendry thought the criticism of placeholder pictures is absurd. One movie can do the job. Santa Fe Sound Stage would help with that. They would have a very positive response.

Ms. Delgado appreciated that. They were looking for one that is flexible. And create that difference for Santa Fe.

She reported that on Tuesday at the Plaza they welcomed the Great Race. It was a good crowd and brought many locals to the Plaza with a lot of local press before and after.

The American Idol auditions are tomorrow. They are bringing in one of their buses for auditions. We expect to have a couple hundred people lining up in the Railyard.

Mr. Randall said the auditions are limited to 20-35.

Ms. Delgado reminded the Board that Summer of Color is still going on. It is a City-wide marketing effort that started at Museum Hill. The Heritage Hotel chain stepped up with a package as well as the galleries, and Hotel Santa Fe.

Website numbers are up for the month. 61% of website visitors are female. We see that in visits to the websites. Our newsletters continue to be opened above the industry average. She did an e-blast for Condé Nast in terms of leader survey. Facebook numbers continue to go up and going to paid Facebook.

The full-time social media consultant, Frank Cordero is now fully functioning. He has gone through training for social media venues.

The final contract is for Google Trekker. It is a 50 pound camera to carry on your back with a 360 degree visual span. This is one of only 35 destinations for them. It is only used in areas not seen from a street. We can do Santa Fé River walk, around the cathedral. We can do Canyon Road as long as we do gardens behind the walls. It is a reach out for very hardy hikers, filmed between 12 and 2 p.m.

- Mr. Griscom offered to carry it to some County destinations.
- Ms. Pettus asked, when it is done, what people would see.

Ms. Delgado said, for example, on the Grand Canyon Trail, you could see behind and before where the person is walking. We would hope to be one of Google Trekker destinations.

Lastly, in terms of PR this month, we did an earned value of over \$3 million and a little over \$8 million year to date. So we are working hard to make sure people are talking about us in the media.

- Mr. Griscom asked she got a grant for Google Trekker.
- Ms. Delgado said no. They asked us to submit a list of places and we did.
- Mr. Griscom asked if is possible to graph these website stats.
- Ms. Delgado said they will be graphed in the quarterly report.

c. Executive Director Report - Randy Randall

Mr. Randall reported that Ms. Catanach is out on FMLA and she has coordinated the meetings so we are less than efficient here. Phyllis came in a week ago and helped get it ready. Ms. Catanach is due back in a couple of weeks.

Tourism's full budget was approved with the extra million dollars. Part of the added money is for an

additional sales person and they will work into permanent staffing at the visitor center on the Plaza and anticipate an average of about 200 people there. Bienvenidos folks were concerned we were trying to put them out of business. But our visitors have not taken away from their numbers. We will get more art in there. He asked the Board members to please go by and visit it. It is third in the Galleria.

Tourism also will add a second custodian at the Convention Center. Ron Jaramillo is retiring so we hope to end up with three leads and one will become the assistant operations manager. We have to look to the operations team to implement alcohol service there. We can address it with the task force.

He reported that \$300,000 will be added to the advertising budget. That is not the contract but actual advertising dollars that will allow us to create the video bank. We will have one about visual arts, retail, performing arts, dining, lodging, history, culture, outdoor adventure and one on the film industry. Those will be accessible on the website. So when Mr. Carr goes out to pitch groups, we can send them the video.

He hoped to execute a contract soon to replace all the cameras in the convention center that can retain archives. Right now it is very old technology cameras and videos can only be kept for three days.

We've been working five months on getting the software replaced that manages facilities and Mr. Carr's operations. We continue to run into hurdles with purchasing. \$65,000 of the fund balance will revert unless we can get it restored.

Mr. Randall anticipated Chris coming in from Bike and Brew for that report. [The report is attached to these minutes as Exhibit F].

Mr. Randall asked for authority to issue our check to him and assured the Board that the performance was within the terms of the agreement. They had bad weather this year and absorbed a significant loss because of that. There were funds remaining and with the City's recommendation, he would be eligible for \$7,500 this next year and his request was to provide \$10,000 for Bike and Brew for next year. It would require repayment of those funds. He has written a check of \$15,000 from his own funds to cover the loss. He executed the agreed plan just as if he had the crowd he expected. We have City approval to advance those funds.

Mr. Randall clarified that Chris would not be eligible for \$7,500 again and further explained the proposal.

Chair Margetson understood one issue is paying the \$15,000 he is entitled to and the other is the \$7,500.

Mr. Hendry said his motion is to approve payment of both the \$15,000 and \$10,000. Ms. Pettus seconded the motion.

Mr. Lucero asked what would have happened if it had worked (not had the rain).

Mr. Randall said he uses the St. Vincent Foundation as the fiscal agent. So Probably 20% would have gone to the St. Vincent Foundation.

Mr. Hendry said OTAB helps create events for the off season and if they do everything OTAB asks of them and they still lose money, he didn't have a problem doing this for the City.

Ms. Bruneni noted that OTAB does have a policy so she asked if this would open the door for others to come back for more funds when they have inclement weather.

Mr. Randall said it is not a policy but a recommended framework. We don't want to be too rigid on this.

The motion passed by unanimous voice vote.

Chris just arrived and was told of the decision of the Board. He thanked the Board for allowing him to come multiple times to speak about Bike and Brew. The City has been so supportive. Despite the bad weather, people said it was successful. He appreciated all of it.

Mr. Randall said a Lodgers' Tax Audit was done and they would have a report shortly. There are no major changes in contracts. The only change is Studio X. Ms. Delgado negotiated a fixed fee contract and it will have a positive effect on our budget.

They are also working with Taos Ski Valley on dealing with loss of the A flight in September. They are really getting Santa Fé more proactive to ensure the loads are proper to keep the flights here. It is with same people who dealt with Aspen, and Telluride. The load was just shy of 70% and wasn't as good as they could have gotten elsewhere.

Mr. Hendry said this will be a disaster in what Santa Fe will lose from not flying people in on a daily basis for the amount of money they spend here in Santa Fe. He thought that really needs to be replaced.

Mr. Randall said they will meet Monday at 10:00.

Mr. Hendry said he would be there.

Mr. Randall said it works better from a recording standpoint. We will ensure we have it from 3-5.

IV. ADJOURNMENT

Next Meeting – July 30, 2015 at 3:00 p.m.

Upon motion by Mr. Lucero, the meeting of the OTAB Board was adjourned at 4:16 p.m.

Approved by:

aul Margetson. Chair

Submitted by:

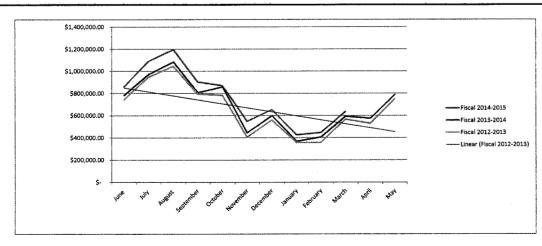
Carl Boaz for Carl G. Boaz, Inc.

LODGERS TAX REPORTED

Fiscal 2014-2015	June		July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$817.848.38	\$			\$ 857,470.01	\$ 814,263,43		\$ 598,500.41	\$ 404,807.16	\$ 423,923.48	\$ 606,638.51	\$ 606,645.22		5,188,911.60
SHORT TERM TOTALS	\$ 39,983.85	•	42,826.40	\$ 52,615.55	\$ 44,256.77	\$ 54,047.09	\$ 32,367.40	\$ 52,651.33	\$ 19,070.24	\$ 21,114.70	\$ 27,942.41	\$ 37,161.53	\$ -	\$ 424,037.27
COMBINED Monthly TOTAL	\$857,832.23	\$	1,087,468.46	\$1,193,108.90	\$ 901,726.78	\$ 868,310.52	\$ 546,561.77	\$ 651,151.74	\$ 423,877.40	\$ 445,038.18	\$ 634,580.92	\$ 643,806.75	\$ -	\$5,612,948.87
Year to Date TOTALS	\$857,832.23	\$	1,945,300.69	\$3,138,409.59	\$4,040,136.37	\$4,908,446.89	\$5,455,008.66	\$6,106,160.40	\$6,530,037.80	\$6,975,075.98	\$7,609,656.90	\$8,253,463.65		
Monthly Gain/Decline previous year	\$ 77,361.73	\$	120,964.75	\$ 112,097.79	\$ 97,349.06	\$ 13,060.94	\$ 105,597.19	\$ 54,974.70	\$ 59,386.63	\$ 41,372.96	\$ 43,331.03	\$ 71,659.34		1
	9.91%		12.52%	10.37%	12.10%	1.53%	23.95%	9.22%	16.29%	10.25%	7.33%	12.52%		
YTD Gain/Decline over previous year	\$ 77,361.73	\$	198,326.48	\$ 310,424.27	\$ 407,773.33	\$ 420,834.27	\$ 526,431.46	\$ 581,406.16	\$ 640,792.79	\$ 682,165.75	\$ 725,496.78			
	9.91%		11.35%	10.98%	11.23%	9.38%	10.68%	10.52%	10.88%	10.84%	10.54%	10.69%		

Fiscal 2013-2014	June	July	August	September	October	November	<u>December</u>	January	<u>February</u>	<u>March</u>	April	May	<u>TOTAL</u>
HOTEL MOTEL TOTALS	\$747,023.55	\$ 920,757.76	\$1,030,665.11	\$ 763,352.91	\$ 825,488.39	\$ 416,010.05	\$ 551,208.66	\$ 342,218.25	\$ 381,430.60	\$ 558,374.96	\$ 543,393.61	\$ 735,554.89	\$7,815,478.74
SHORT TERM TOTALS	\$ 33,446.95	\$ 45,745.95	\$ 50,346.00	\$ 41,024.81	\$ 29,761.19	\$ 24,954.53	\$ 44,968.38	\$ 22,272.52	\$ 22,234.62	\$ 32,874.93	\$ 28,753.80	\$ 50,931.41	\$ 427,315.09
COMBINED Monthly TOTAL	\$780,470.50	\$ 966,503.71	\$1,081,011.11	\$ 804,377.72	\$ 855,249.58	\$ 440,964.58	\$ 596,177.04	\$ 364,490.77	\$ 403,665.22	\$ 591,249.89	\$ 572,147.41	\$ 786,486.30	\$8,242,793.83
Year to Date TOTALS	\$780,470.50	\$ 1,746,974.21	\$2,827,985.32	\$3,632,363.04	\$4,487,612.62	\$4,928,577.20	\$5,524,754.24	\$5,889,245.01	\$6,292,910.23	\$6,884,160.12	\$7,456,307.53	\$8,242,793.83	
Monthly Gain/Decline previous year	\$ 37,994.95	\$ 23,716.94	\$ 38,480.63	\$ 11,776.12	\$ 73,477.99	\$ 37,907.10	\$ 38,191.26	\$ 10,168.80	\$ 47,625.17	\$ 26,653.71	\$ 44,021.16		
	5.12%	2.52%	3.69%	1.49%	9.40%	9.40%	6.84%	2.87%	13.38%	4.72%	8.34%	5.02%	
YTD Gain/Decline over previous year	\$ 37,994.95	\$ 61,711.89	\$ 100,192.52	\$ 111,968.64	\$ 185,446.63	\$ 223,353.73	\$ 261,544.99	\$ 271,713.79	\$ 319,338.96	\$ 345,992.67	\$ 390,013.83	\$ 427,596.25	
	5.12%	 3.66%	3.67%	3.18%	4.31%	4.75%	4.97%	4.84%	5.35%	5.29%	5.52%	5.47%	

<u>February March April May</u>	January February	<u>December</u>	November	<u>October</u>	September	August	<u>July</u>		June	Fiscal 2012-2013
\$ 341,291.97 \$ 530,565.68 \$ 503,888.32 \$ 711,472.33 \$7	\$ 336,172.61 \$ 341,29	\$ 523,432.60	\$ 382,476.17	\$ 750,520.78	\$ 761,082.34	\$ 999,339.49	905,677.98	54 \$	\$710,921.54	HOTEL MOTEL TOTALS
\$ 14,748.08 \$ 34,030.50 \$ 24,237.93 \$ 37,431.55 \$	\$ 18,149.36 \$ 14,748	\$ 34,553.18	\$ 20,581.31	\$ 31,250.81	\$ 31,519.26	\$ 43,190.99	37,108.79	01 \$	\$ 31,554.01	SHORT TERM TOTALS
\$ 356,040.05 \$ 564,596.18 \$ 528,126.25 \$ 748,903.88 \$7	\$ 354,321.97 \$ 356,040	\$ 557,985.78	\$ 403,057.48	\$ 781,771.59	\$ 792,601.60	\$1,042,530.48	942,786.77	55 \$	\$742,475.55	COMBINED Monthly TOTAL
\$5,973,571.27 \$6,538,167.45 \$7,066,293.70 \$7,815,197.58	\$5,617,531.22 \$5,973,57	\$5,263,209.25	\$4,705,223.47	\$4,302,165.99	\$3,520,394.40	\$2,727,792.80	1,685,262.32	55 \$	\$742,475.55	Year to Date TOTALS
\$5,575,571.27 \$0,556,107.45 \$7,500,295.70 \$7,615,197.50	\$5,017,551.22 \$5,875,57	φ5,203,20 3 .23	\$4,705,225.47	\$4,302,105.99	\$3,520,394.40	\$2,121,192.00	1,085,202.32	၁၁ န	\$742,475.55	Year to Date TOTALS



ORTIZ, PHYLLIS E.

From:

RANDALL, RANDY

Sent:

Monday, June 22, 2015 8:53 AM

To:

ORTIZ, PHYLLIS E.

Subject:

FW: June GRT

Attachments:

GRT 14-15 June With Inflation Adjustment.xlsx

RANDY RANDALL

EXECUTIVE DIRECTOR
TOURISM SANTA FE
201 WEST MARCY ST., SANTA FE, NM 87501 USA
T: 505-955-6209 / 800-984-9984 / F: 505-955-6222
rrandall@santafenm.gov





Click Icon for the Official 2015 Travel Planner

From: HAUSMAN, HELENE R.

Sent: Thursday, June 18, 2015 11:08 AM

To: Mayors Office; City Councilors; All Departmental Directors; SNYDER, BRIAN K.; RODRIGUEZ, OSCAR S.; GARCIA,

TERESITA M.; PROBASCO, CALVIN H.; LIMING, REED C.; TAPIA, DAVID C.

Subject: June GRT

The June GRT cash received was sufficient to finish the fiscal year over this year's budget by \$53,064 and \$1,572,789 over June of last fiscal year. The gap in purchasing value relative to the FY 07-08 benchmark closed further for the fourth straight month. We would have had to receive \$255,615 more to equal the purchasing power of June 2008. The largest increase this month was in the State Food Hold Harmless, the reason for which is unclear at this time. Oscar has indicated that he will see what he can find out from the State.

Thanks – Helene

Helene R. Hausman
Cash Management & Investment Officer
City of Santa Fe
200 Lincoln Avenue
Santa Fe, NM 87501
505-955-6885
505-955-6745 fax
hrhausman@ci.santa-fe.nm.us

Increases - Significant Decreases - Significant

City of Santa Fe Gross Receipts by Category Fiscal Years 2014-15 vs. 2013-14

City of Santa Fe GRT Analysis By Category Fiscal Years 2014-15 vs. 2013-14 **Cumulative YTD**

June (April Activity)

		(April Activity)		<u> </u>
Category	June 2014-2015	June 2013-2014	Dollar Difference	Percent Difference
Agriculture, forestry, hunting, fishing	13,335	11,279	2,056	18.23%
Mining	46	398	(352)	0.00%
Utilities	203,059	230,908	(27,849)	-12.06%
Construction	691,720	733,248	(41,528)	-5.66%
Manufacturing	145,280	135,819	9,461	6.97%
Wholesale	149,793	113,493	36,300	31.98%
Retail	2,237,641	2,141,962	95,679	4.47%
Transportation & warehousing	16,357	21,252	(4,895)	-23.03%
Information & Cultural Indust.	301,152	323,150	(21,998)	-6.81%
Finance & insurance	144,362	122,522	21,840	17.83%
Real estate, rental & leasing	239,195	182,982	56,213	30.72%
Prof, Scientific, Technical	689,171	559,900	129,271	23.09%
Management of companies	9,777	12,933	(3,156)	-24.40%
Admin & Support, Waste Mgt	69,660	58,955	10,705	18.16%
Educational Services	73,214	59,841	13,373	22.35%
Health Care & Social Assist	416,697	327,562	89,135	27.21%
Arts, Entertainment & Recr	55,840	30,088	25,752	85.59%
Accommodation & Food	1,034,378	911,751	122,627	13.45%
Other Services	746,609	707,792	38,817	5.48%
Public Administration	0	0	0	0.00%
Unclassified	44,217	33,864	10,353	30.57%
State reimb-food/med tax	1,218,549	837,126	381,423	45.56%
Muni. Equivalent Distribution	48,525	32,439	16,086	49.59%
Total Distribution	8,548,577	7,589,264	959,313	12.64%

(N	May - April Activity			
Category	Jul June 2014-2015	Jul June 2013-2014	Dollar Difference	Percent Difference
Agriculture, forestry, hunting, fishing	135,883	113,497	22,386	19.72%
Mining	14,464	4,135	10,329	0.00%
Utilities	2,536,313	2,737,141	(200,828)	-7.34%
Construction	8,012,200	9,022,065	(1,009,865)	-11.19%
Manufacturing	1,432,139	1,573,931	(141,792)	-9.01%
Wholesale	1,600,730	1,296,013	304,717	23.51%
Retail	27,539,184	27,141,343	397,841	1.47%
Transportation & warehousing	197,431	192,881	4,550	2.36%
Information and Cultural Indust	3,628,773	3,753,200	(124,427)	-3.32%
Finance & Insurance	1,241,265	1,254,730	(13,465)	-1.07%
Real estate, rental & leasing	2,036,824	2,206,097	(169,273)	-7.67%
Professional, Scientific, Tech	7,992,389	7,712,637	279,752	3.63%
Management of companies	146,638	176,058	(29,420)	-16.71%
Admin & Support, Waste Mgt	889,009	703,450	185,559	26.38%
Educational Services	739,097	669,685	69,412	10.36%
Health care and social assist	4,459,242	4,418,919	40,323	0.91%
Arts, Entertainment & Recr	604,312	447,258	157,054	35.11%
Accommodation & Food	12,373,247	11,349,744	1,023,503	9.02%
Other Services	9,550,973	9,615,669	(64,696)	-0.67%
Public Administration	0	881	(881)	0.00%
Unclassified	1,378,242	586,410	791,832	135.03%
State reimb-food/med tax	10,426,042	10,437,191	(11,149)	-0.11%
Muní. Equivalent Distribution	482,468	312,915	169,553	54.19%
Total Distribution	97,416,865	95,725,850	1,691,015	1.77%



May 2015 OTAB Report Sales Report June 25, 2015

May 2015 Leads:

- 17 total leads requiring sleeping rooms (UP 10 leads compared to 2014)
- 7,131 total room nights sent via leads (UP 4,191 room night compared to 2014)
- 27 total SFCCC space only leads without sleeping rooms (UP 2 SFCCC leads form 2014)
- 7,310 total attendees anticipated (UP 1,815 attendees from 2014)

May 2015 Confirmed Leads:

- 6 Definite Booking (Flat to 2014)
- 2,185 Definite Room Nights (UP 975 room night over 2014)
- 20 Definite SFCCC space only leads (UP 3 SFCCC bookings from 2014)
- 4,602 Estimated Attendees (UP 2,741 anticipated attendees from 2014)

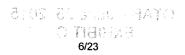
May 2014 Leads:

- 7 total leads requiring sleeping rooms
- 2,940 total room nights sent via leads
- 25 total SFCCC space only leads without sleeping rooms
- 5,495 total attendees anticipated

May 2014 Confirmed Leads:

- 6 Definite Booking
- 1,210 Definite Room Nights
- 17 Definite Groups without sleeping rooms
- 1,861 Estimated Attendees

New Sales Position Posted:



Visiting Press

Joanna Muenz of Latina.com visited Santa Fe May 7-10 for coverage on the city as a girlfriend getaway.

Kasey Hickey of Turntable Kitchen visited Santa Fe May 8-11 to produce coverage for her blog, spotlighting the food and cultural institutions in the destination.

Steve Bergsman visited Santa Fe from May 9-11 to produce coverage in **East Valley Tribune** and **Creators Syndicate** on the destination.

Larry Vaught visited Santa Fe from May 16-23 to produce coverage in **The Advocate Messenger** on the destination.

PBS documentarian Matt Maisano visited Santa Fe for an extended period in mid May to film Santa Fe and subjects for his upcoming Forrest Fenn documentary.

CBS Sunday Morning also visited in May to cover Forrest Fenn. TOURISM Santa Fe also promoted new stories in the destination.

Neil Wolkodoff visited Santa Fe from May 17-25 to research for future travel coverage in Colorado Avid Golfer, Examiner.com and Everett Potter.

Shannon Elleen visited Santa Fe May 27-31 to produce coverage for her blog, Happiness Is.

German sports and travel publication Eishockey News writer Tobias Welck visited Santa Fe from June 1-3.

Arizona Foothills Magazine visited Santa Fe from June 7-9 to research for a story on Las Campanas and on Santa Fe.

German Travel writer Dr. Christian Falsche visited Santa Fe from June 10-12 to produce coverage for German hotel and restaurant publication AHGZ and possibly other outlets.

Writer Dave Taylor of gofatherhood.com visited Santa Fe from June 11-14.

May 2015- Convention Center /Who's in house /April 25-June 3, 2015

4/27	Transportation / Attorney Meeting	6
4/27-30	2015 Governor's Conference on Tourism	353
4/29-5/1	Arts Commission - Grant Panel	30
4/30	OTAB Meetings	25
4/30	ENN E. Alameda Improvements pt. 1.5	100
4/30	Celebrate Santa Fe Tourism - Expo 2015	300
5/1	Capital High School Prom 2015	400
5/12	Santa Fe & Capital High Awards Banquet 2015	500
5/12	ITT Governance Committee	25
5/14	ICRC	40
5/14-15	ADA Sensitivity & Passenger Suspension Policies	45
5/15	Tierra Encantada Charter School Graduation 2015	200
5/16-17	Ortega Quincienera	400
5/18	Santa Fe High School Robing 2015	300
5/19	Monte del Sol Graduation 2015	500
5/21	Art In Public Places - May 2015	12
5/22-24	2015 Native Treasures Indian Arts Festival	4500
5/2-3	Lazaro Quincinera	450
5/25-26	Wilderness & Travel Medicine 2015	500
5/26	H Board Meeting - 5/26/2015	30
5/28-6/2	HR Benefits Advisory Meeting	50
5/5	Mayor's Senior Volunteer Recognition Celebration 2015	400
5/7	2015 Fiesta Court Selection	500
5/8	New Mexico State Police Graduation	500
5/8	Lecture	250
5/9-10	2015 Baile de Mayo	500
6/1	NM School for the Arts Graduation 2015	600
6/3	Cumbre Court Reporting Deposition	16
6/3-4	CPR / First Aid / AED	18

May 2015- Hotels Only! who's in house/April 25-June 3, 2015

Upcoming Meetings-Community Convention Center/who's in house no hotels/June 1- Aug 3, 2015

6/1 6/3 6/3-4 6/5 6/6 6/6-7 6/6-7 6/8-12 6/12-16 6/13 6/18 6/19-20 6/22-28 6/23 6/23-24 6/24 6/26-7/1 6/27-28	New Mexico School for the Arts Cumbre Court Reporting Community Services / City of Santa Fe Valerie Sandoval Isaac Pino Bianca Zamora Diana Vazquez Human Resources / City of Santa Fe CENTER QiGong Florence Sena Arts Commission / City of Santa Fe St. Elias The Prophet Greek Orthodox Church Independent Petroleum Assn of America (IPAA) Tourism Santa Fe CVB/City of Santa Fe Great Race Mayor's Office / City of Santa Fe National Neurotrauma Society Blue Rooster	600 16 18 300 80 150 300 50 500 400 150 12 1000 400 30 400 300 600 200
1717	oongia o noono maccam	-

7/26-8/1	American Institute of Medical Education	600
7/3-4	Elida Varela	400
7/6-13	London International / Art Santa Fe	1000
8/1	Santa Fe Fiesta, Inc	400
Upcoming Events-	Hotels Only /Who's in House (June 1-Aug 3, 2015)	
6/7-11	Emergent Paradigms in Nonlinear Complexity	50
6/8-11	Sandia Labs Shale Science Conference Workshop	- 50
6/11-14	Review Santa Fe Photo Festival	100
6/18-21	Colorado Bar Association	200
6/21-26 7/7-13	OPEI Annual Meeting 2015	95
7/12-17	ASBMT 2015 Clinical Research Training Course	28
7/20-24	Los Alamos National Laboratory T&O Kickoff Meeting 2015	40 50
7/30-31	Lubbock Chamber of Commerce	25
7/31-8/7	NSBA Executive Directors Summer Institute 2015	90
Sales Leads Sent C	Out-with Sleeping Rooms/Who's in house Hotels only /June 1-Aug 3, 2015	5
6/23/15	EAM Molecume Recention	20
8/3-6/15	FAM Welcome Reception D Wave Systems Sales Meeting	30 39
 916-18/15	NAGTRI Negotiations Skills and Depositions Skills Trainings	158
9/23-27/152015	Santa Fe Wine & Chile Fiesta	1500
10/15-15/15	Grandparents Raising Grandchildren Program	200
3/3-6/16	President's Club 2016	150
4/3-7/16	Santa Fe Tour 2016	108
4/6-11/16	New Mexico Mission of Mercy	360
5/20-23/16	(NNCC) Nephrology Nurses Certification Commission	42
5/23-30/16	Wilderness & Travel Medicine 2016	907
9/9-14/16	Fall Leadership Meeting 2016	155
9/9-12/16	NNCC - Clinical/Technical Exam Board & Test Committee	54
10/19-22/16 3/23-28/17	2016 PIAA Corporate Counsel Workshop	86
4/30-5/7/17	Council of Deans Spring Meeting 2017 Santa Fe Bridge Club	407 500
7/9-14/17	Consortium for Materials Properties	375
5/12-19/18	NRECA 2018 CONNECT Conference	2090
8/4-9-19	Creativity and Madness 2019	1500
8/2-7/20	Creativity and Madness 2020	1500
Social Leads Out- (May 1-31, 2015)	
3/12-17/15	RFP Interviews	20
3/18/15	Attorney Meeting	12
3/20/15	Mayor's Strategy Meeting with LANL	16
3/27/15	Big Brothers Big Sisters Staff Meeting	30
4/1/15	OTAB Meeting (Special)	24
4/7/15	Sales DOS Meeting - APRIL 2015	30
4/18/15	St. Mikes High School Prom 2015	200
4/22/15	Santa Fe Export Seminar - Workshop to Mexico	20
4/23/15	WESST Santa Fe	20
5/14/15 5/14-15/15	ICRC	40
5/18/15	ADA Sensitivity & Passenger Suspension Policies	45
5/23/15	Santa Fe High School Rubing 2015 Rivera Graduation Party	300 0
5/26/15	H Board Meeting - 5/26/2015	30
5/8/15	New Mexico State Police Graduation	500 500
6/2/15	LANL-IGGP Luncheon	16
6/3/15	Cumbre Court Reporting Deposition	16
6/3-4/15	CPR / First Aid / AED	18
6/8-12/15	HR Open Enrollment	50
6/9/15	Sandia National Laboratory	50

La Fonda on the Plaza

Hotel Santa Fe La Fonda on the Plaza

Drury Plaza Hotel in Santa Fe Drury Plaza Hotel in Santa Fe Eldorado Hotel & Spa La Posada de Santa Fe Resort

Hilton Santa Fe Historic Plaza Drury Plaza Hotel in Santa Fe Eldorado Hotel & Spa

La Fonda on the Plaza

Hotel Santa Fe La Fonda on the Plaza Hilton Santa Fe Historic Plaza Drury Plaza Hotel in Santa Fe Eldorado Hotel & Spa

Drury Plaza Hotel in Santa Fe Drury Plaza Hotel in Santa Fe Eldorado Hotel & Spa La Posada de Santa Fe Resort

6/8-12/15 6/9/15 HR Open Enrollment Sandia National Laboratory

7/26-8/1	American Institute of Medical Education	600
7/3-4	Elida Varela	400
7/6-13	London International / Art Santa Fe	1000
8/1	Santa Fe Fiesta, Inc	400
		,,,,
Upcoming Even	ts-Hotels Only Who's in House (June 1-Aug 3, 2015)	
6/7-11	Emergent Paradigms in Nonlinear Complexity	50
6/8-11	Sandia Labs Shale Science Conference Workshop	50
6/11-14	Review Santa Fe Photo Festival	100
6/18-21	Colorado Bar Association	200
6/21-26	OPEI Annual Meeting 2015	95
7/7-13	ASBMT 2015 Clinical Research Training Course	28
7/12-17	Los Alamos National Laboratory	40
7/20-24	T&O Kickoff Meeting 2015	50
7/30-31	Lubbock Chamber of Commerce	25
7/31-8/7	NSBA Executive Directors Summer Institute 2015	90
Sales Leads Sen	nt Out-with Sleeping Rooms/Who's in house Hotels only /June 1-Aug	j 3, 2015
6/23/15	FAM Welcome Reception	30
8/3-6/15	D Wave Systems Sales Meeting	39
916-18/15	NAGTRI Negotiations Skills and Depositions Skills Trainings	158
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5/23-30/16	Wildemess & Travel Medicine 2016	907
9/9-14/16	Fall Leadership Meeting 2016	155
9/9-12/16	NNCC - Clinical/Technical Exam Board & Test Committee	54
10/19-22/16	2016 PIAA Corporate Counsel Workshop	86
3/23-28/17	Council of Deans Spring Meeting 2017	407
4/30-5/7/17	Santa Fe Bridge Club	500
7/9-14/17	Consortium for Materials Properties	375
5/12-19/18	NRECA 2018 CONNECT Conference	2090
8/4-9-19	Creativity and Madness 2019	1500
8/2-7/20	Creativity and Madness 2020	1500
Social Leads Ou	t- (May 1-31, 2015)	
3/12-17/15	RFP Interviews	20
3/18/15	Attorney Meeting	12
3/20/15	Mayor's Strategy Meeting with LANL	16
3/27/15	Big Brothers Big Sisters Staff Meeting	30
4/1/15	OTAB Meeting (Special)	24
4/7/15	Sales DOS Meeting - APRIL 2015	30
4/18/15	St. Mikes High School Prom 2015	200
4/22/15	Santa Fe Export Seminar - Workshop to Mexico	20
4/23/15	WESST Santa Fe	20
5/14/15	ICRC	40
5/14-15/15	ADA Sensitivity & Passenger Suspension Policies	45
5/18/15	Santa Fe High School Robing 2015	300
5/23/15	Rivera Graduation Party	0
5/26/15	H Board Meeting - 5/26/2015	30
5/8/15	New Mexico State Police Graduation	500
6/2/15	LANL-IGGP Luncheon	16
6/3/15	Cumbre Court Reporting Deposition	16
6/3-4/15	CPR / First Aid / AED	18
6/8-12/15	HR Open Enrollment	10 50

50 50

6/12/15 6/23-24/15 8/6/15	Photographic Exposition Great Race - Backup Plan	500 400 30
8/21-23/15	Lethality Assessment Program Training SWAIA 94th Summer Indian Market Preview 2015	2000
9/5/15	Padilla Wedding Reception	300
9/8/15	H Board Meeting - 9/8/2015	30
9/22/15	H Board Meeting - 9/22/2015	30
9/29-30/15	Children's Water Fiesta - FALL 2015	600
10/13/15	H Board Meeting - 10/13/2015	30
10/16-17/15	Santa Fe Fashion Week 2015	400
10/17/15	Academy for the Love of Learning	0
10/24/15	Trujillo & Flores Wedding Reception	400
11/5-8/15	BNet Symposium	120
11/10/15	H Board Meeting - 11/10/2015	30
11/14/15	Mayors Ball YouthWorks & Boys & Girls Club	550
11/25-29/15	SWAIA Winter Indian Market 2015	2000
12/8-9/15	Juan Gabriel Concert	0
12/12/15	Masters Program	150
1/26/16	Association of Commerce & Industry Breakfast 2016	120
3/1/16	Care Net Annual Fundraiser Banquet	500
4/16/16	Fields & Martinez Wedding Recepton	350
4/23/16	Masters Program Prom 2016	150
4/30/16	St. Micheals Foundation	300
5/7/16	Santa Fe Habitat for Humanity	350
5/11/16	Tierra Encantada Charter School Graduation 2016	200
6/18/16	Trujillo Graduation Party	300
8/19-21/16	SWAIA 95th Summer Indian Market Preview 2016	2000
9/2/16	Naturalization Swearing-in Ceremony 2016	500
11/23-27/16	SWAIA Winter Indian Market 2016	2000
1/7/17	Santa Fe Flesta, Inc	200
1/14/17	Frist Presbyterian Church	0
2/4/17	SF Community Orchestra Concert & Dance Gala 2017	500
2/10-11/17	The Cancer Foundation For New Mexico	1000
4/15/17	St. Micheals Foundation	350
8/7-15/17	2017 Whitehawk Show	3000
2/2/18	The Cancer Foundation For New Mexico	1000
2/10/18	SF Community Orchestra Concert & Dance Gala 2018	500

Sales Closures with Sleeping Rooms (May 1-31, 2015)

6/7-11/15	Emergent Paradigms in Nonlinear Complexity	120	La Fonda on the Plaza
7/30-31/15	Lubbock Chamber of Commerce	61	Drury Plaza Hotel in Santa Fe
9/1-5/15	Grand Challenges in Geological Fluid Mechanics	200	La Posada de Santa Fe Resort
9/27-10/1/15	ABA Journal's September Board of Editors Meeting	60	Inn and Spa at Loretto
2/7-10/16	IEEE LTSW 2016	180	La Fonda on the Plaza
2/16-21/1 6	Midschool Math 2016	350	La Fonda on the Plaza
4/6-11/16	New Mexico Mission of Mercy	360	Drury Plaza Hotel in Santa Fe

Social Closures (March 1-31, 2015)

5/12/15	Santa Fe & Capital High Awards Banquet 2015	500
5/14/15	City Attorney's Office / City of Santa Fe	40
5/15/15	Tierra Encantada Charter School Graduation 2015	200
6/3/15	Cumbre Court Reporting Deposition	16
6/3-4/15	CPR / First Aid / AED	18
6/5/15	Sandoval Wedding Reception	300
6/8-12/15	HR Open Enrollment	50
6/12/15	Photographic Exposition	500
6/18/15	Art In Public Places - June 2015	12
6/24/15	City Council Meeting - JUNE 24	300
7/16/15	Art In Public Places - July 2015	12
7/17/15	Georgia O'Keeffe Museum	30

8/6/15	Lethality Assessment Program Training	30
8/21-23/15	SWAIA 94th Summer Indian Market Preview 2015	2000
11/19/15	Art In Public Places - NOV 2015	12
12/17/15	Art In Public Places - DEC 2015	12
1/26/16	New Mexico Farm & Livestock Bureau 2016	400
1/26/16	Association of Commerce & Industry Breakfast 2016	120

Tradeshows

May 30- June 5, 2015 | International Pow Wow (IPW): Orlando Florida

- The city will be attending the IPW conference along with Albuquerque and Las Cruces CVB
- There will be over 700 international travel agencies in attendance

June 10-14, 2015 | Collaborate Marketplace: Orlando Florida

• The city will be attending the tradeshow on the 11th -13th

July 30 - August 2, 2015 | American Bar Association (ABA) Annual Conference: Chicago Illinois

The city will be attending the tradeshow with the Drury, Eldorado Hotel & Spa and the Inn & Spa at Loretto.

August 1-4, 2015 | MPI Annual Meeting: San Francisco California

The city will be attending the event

August 5, 2015 | Luxury Meeting Summit: Denver Colorado

The city will be attending the tradeshow on the 5th representing the city of Santa Fe

August 8-11, 2015 | American Society of Association Executives (ASAE): Detroit Michigan

 The city will be attending the tradeshow with the Drury, Eldorado Hotel & Spa, Inn & Spa at Loretto and the La Fonda.

August 27-29, 2015 | Connect Marketplace: Pittsburgh Pennsylvania

· The city will be attending the tradeshow

8/6/15	Lethality Assessment Program Training	30
8/21-23/15	SWAIA 94th Summer Indian Market Preview 2015	2000
11/19/15	Art In Public Places - NOV 2015	12
12/17/15	Art In Public Places - DEC 2015	12
1/26/16	New Mexico Farm & Livestock Bureau 2016	400
1/26/16	Association of Commerce & Industry Breakfast 2016	120

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TOURISM

Prepared On: 06/22/2015 Prepared By: David A. Carr

Leads By User

For Confirmed Status from May 1, 2015 to May 31, 2015

David A. Carr (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Institute of Electrical and Electronics Engineers					
IEEE LTSW 2016 [3239]	02/07/2016	05/21/2015	0	180	58,500
Los Alamos National Laboratory					
Emergent Paradigms in Nonlinear Complexity [3274]	06/07/2015	05/05/2015	50	120	0
Grand Challenges in Geological Fluid Mechanics [3276]	09/01/2015	05/05/2015	85	200	65,000
Lubbock Chamber of Commerce					
Board Retreat [3248]	07/30/2015	05/12/2015	25	61	19,825
National Math Association/Imagine Education					
Midschool Math 2016 [3187]	02/16/2016	05/14/2015	500	505	164,125
New Mexico Dental Foundation					
New Mexico Mission of Mercy [3036]	04/06/2016	05/29/2015	1,500	275	89,375
Total for Manager			2,160	1,341	396,825
Kim Harmon (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
American Bar Association	•		-		
ABA Journal's September Board of Editors Meeting [3186]	09/27/2015	05/28/2015	25	60	19,500
Total for Manager			25	60	19,500
Melanie Moore (11)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
Art In Public Places - DEC 2015 [3311]	12/17/2015	05/07/2015	12	0	0
Art In Public Places - July 2015 [3302]	07/16/2015	05/07/2015	12	0	0
Art In Public Places - June 2015 [3301]	06/18/2015	05/07/2015	12	0	0
Art In Public Places - NOV 2015 [3303]	11/19/2015	05/07/2015	12	0	0
City Attorney's Office / City of Santa Fe				_	
ICRC [3338]	05/14/2015	05/07/2015	40	0	0
Community Services / City of Santa Fe	05/00/06/5	05/20/2015	40	0	0
CPR / First Aid / AED [3359]	06/03/2015	05/20/2015	18	U	U
Human Resources / City of Santa Fe	05/28/2015	04/28/2015	0	0	0
HR Benefits Advisory Meeting [3328]	06/08/2015		50	0	0
HR Open Enrollment [3345]	00/00/2013	05/11/2015	50	v	·
Mayor's Office / City of Santa Fe <u>City Council Meeting - JUNE 24</u> [3308]	06/24/2015	05/26/2015	300	0	0
Police Department / City of Santa Fe	00/24/2015	03/20/2323	550	·	·
Lethality Assessment Program Training [3357]	08/06/2015	05/19/2015	30	0	0
Southwest Association of Indian Arts	00,00,000	33, 23, 222			
SWAIA 94th Summer Indian Market Preview 2015 [794]	08/21/2015	05/08/2015	2,000	0	0
Total for Manager			2,486		0
total tor manager			2,400	•	•
Rosalina Grace (9)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Association of Commerce and Industry			-	-	
Association of Commerce & Industry Breakfast 2016 (3364)	01/26/2016	05/28/2015	120	0	3,000
Blanca Zamora					•
Zamora Wedding REception [2876]	06/06/2015	09/18/2014	50	0	1,250
CENTER					
Photographic Exposition [3272]	06/12/2015	05/21/2015	500	0	12,500
Cumbre Court Reporting					
Cumbre Court Reporting Deposition [3356]	06/03/2015	05/19/2015	16	0	160
Cumbre Court Reporting Deposition [3356]	06/03/2015	05/19/2015	0	0	0
Georgia O'Keeffe Museum					

David A. Carr (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Panel Discussion [3246]	07/17/2015	05/21/2015	30	· · · · · · · · · · · · · · · · · · ·	300
New Mexico Farm & Livestock Bureau					
New Mexico Farm & Livestock Bureau 2016 [2634]	01/26/2016	05/29/2015	400	0	10,000
Santa Fe Public Schools					
Santa Fe & Capital High Awards Banquet 2015 [2905]	05/12/2015	05/11/2015	500	0	32,500
Tierra Encantada Charter School @ Alvord					
Tierra Encantada Charter School Graduation 2015 [3209]	05/15/2015	05/06/2015	200	0	0
Valerie Sandoval					
Sandoval Wedding Reception [3319]	06/05/2015	05/01/2015	300	0	7,500
Total for Manager			2,116	0	67,210
Grand Total(27)			6,787	1,401	483,535

David A. Carr (6)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Panel Discussion [3246]	07/17/2015	05/21/2015	30	D	300
New Mexico Farm & Livestock Bureau					
New Mexico Farm & Livestock Bureau 2016 [2634]	01/26/2016	05/29/2015	400	0	10,000
Santa Fe Public Schools					
Santa Fe & Capital High Awards Banquet 2015 [2905]	05/12/2015	05/11/2015	500	0	32,500
Tierra Encantada Charter School @ Alvord					ĺ
Tierra Encantada Charter School Graduation 2015 [3209]	05/15/2015	05/06/2015	200	0	. 0
Valerie Sandoval					
Sandoval Wedding Reception [3319]	06/05/2015	05/01/2015	300	0	7,500
Total for Manager			2,116	0	67,210
Grand Total(27)			6,787	1,401	483,535

The Cancer Foundation For New Mexico



Prepared On: 06/22/2015 Prepared By: David A. Carr

Leads By User

For Lead Status from May 1, 2015 to May 31, 2015

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David A. Carr (8)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Anthony J. Jannetti, Inc.					
(NNCC) Nephrology Nurses Certification Commission - Advance Practice Exam Board Mg & Test Committee [3348]	05/20/2016	05/13/2015	0	42	13,650
NNCC - Clinical/Technical Exam Board & Test Committe [3349]	09/09/2016	05/13/2015	18	54	17,550
Las Cumbres Community Sevices					
Grandparents Raising Grandchildren Program [3275]	10/15/2015	05/04/2015	350	200	3,500
National Association of Attorneys General					
NAGTRI Negotiations Skills and Depositions Skills Trainings [3337]	09/16/2015	05/05/2015	0	158	51,350
New Mexico Dental Foundation					
New Mexico Mission of Mercy [3036]	04/06/2016	05/05/2015	1,500	360	117,000
Santa Fe Bridge Club					
Santa Fe Bridge Club [3335]	04/30/2017	05/01/2015	800	500	162,500
Santa Fe Wine & Chile					
2015 Santa Fe Wine & Chile Fiesta (3118)	09/23/2015	05/05/2015	1,500	1,500	487,500
University of New Mexico UNM					
Consortium for Materials Properties Research in Earth Sciences - COMPRES [3347]	07/09/2017	05/13/2015	150	375	121,875
Total for Manager			4,318	3,189	974,925
	Meeting	Entry		Total Room	Econ
Joellyn Baca (3)	Date	Date	Delegates	Nights	Value
Association of American Medical Colleges					
Council of Deans Saring Meeting 2017 [3342]	03/23/2017	05/08/2015	0	0	0
Council of Deans Spring Meeting 2017 [3342]	03/23/2017	05/08/2015	135	407	132,275
National Rural Electric Cooperative Association					
NRECA 2018 CONNECT Conference [3362] Physician Insurers Association of America	05/12/2018	05/29/2015	709	2,090	679,250
2016 PfAA Corporate Counsel Workshop [3366]	10/19/2016	05/29/2015	40	86	27,950
Total for Manager			875	2,583	839,475
Kim Harmon (6)	Meeting Date	Entry	Delegates	Total Room Nights	Econ Value
* *				***************************************	
D Wave Systems D Wave Systems Sales Macking (2352)	08/03/2015	05/15/2015	13	39	12,675
D Wave Systems Sales Meeting [3353] Friends of SaddleBrooke Libraries	90,00,2025	03/ 23/ 2023			20,0.2
Santa Fe Tour 2016 [3343]	04/03/2016	05/08/2015	50	108	21,492
Ones Advisors	2 1, 0 2, 2 2 2 2	,,			
President's Club 2016 [3340]	03/03/2016	05/07/2015	90	150	48,750
Steel Founders Society of America (SFSA)		·			
Fall Leadership Meeting 2016 [3336]	09/09/2016	05/04/2015	100	155	50,375
Tourism Santa Fe CVB/City of Santa Fe					
FAM Welcome Reception [3332]	06/23/2015	05/01/2015	50	0	0
Wilderness & Travel Medicine					
Wilderness & Travel Medicine 2016 [3091]	05/30/2016	05/22/2015	500	907	294,775
Total for Manager			803	1,359	428,067
	Meeting	Entry		Total Room	Econ
Melanie Moore (2)	Date	Date	Delegates	Nights	Value
Hilton of Santa Fe				_	
LANL-IGGP Luncheon [3333]	06/02/2015	05/01/2015	16	o	400
The Cancer Foundation For New Maying					

David A. Carr (8)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
11th Annual Sweetheart Auction [3005]	02/05/2016	08/19/2014	0	0	0
11th Annual Sweetheart Auction [3005]	02/26/2016	08/19/2014	. 0	0	. 0
Total for Manager			16	o	400
Rosalina Grace (15)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Association of Commerce and Industry				_	
Association of Commerce & Industry Breakfast 2016 [3364]	01/26/2016	05/28/2015	120	0	3,000
Cumbre Court Reporting	02,20,200	,,			.,
Cumbre Court Reporting Deposition [3356]	06/03/2015	05/19/2015	0	6	0
Danette V. Trujillo	04, 04, 400	,,			
Truillo Graduation Party [3346]	06/18/2016	05/12/2015	300	0	7,500
Employee Benefit Committee / City of Santa Fe					,
City of Santa Fe Holiday Party 2015 [2625]	12/11/2015	11/13/2013	0	30	0
First Presbyterian Churc					
Frist Presbyterian Church [3352]	01/14/2017	05/19/2015	0	0	0
Georgia O'Keeffe Museum					
Panel Discussion (3246)	07/17/2015	05/21/2015	30	0	300
James Espinoza					
Juan Gabriel Concert (3358)	12/08/2015	05/20/2015	0	0	0
Masters Program					
Masters Program Prom 2016 [3334]	04/23/2016	05/06/2015	150	0	, 0
Sandia National Laboratory					
Rattlesnake Handling Training [3361]	06/09/2015	05/27/2015	50	Ó	500
Santa Fe Chamber of Commerce					
Legislative Reception 2016 [3317]	01/25/2016	05/20/2015	1,000	. 0	25,000
Santa Fe Habitat for Humanity					
<u>Durby Day 2016</u> [3365]	05/07/2016	05/29/2015	350	0	8,750
Santa Fe Institute					
BNet Symposium [3363]	11/05/2015	05/28/2015	120	0	3,000
St. Micheals Foundation					
Blue Stamped/Calcuta (3339)	04/30/2016	05/06/2015	300	Ð	19,500
Tierra Encantada Charter School @ Alvord					
Tierro Encantada Charter School Graduation 2016 [3344]	05/11/2016	05/11/2015	200	. 0	0
United States District Court					
Naturalization Swearing-in Ceremony 2016 [3360]	09/02/2016	05/21/2015	500	0	12,500
Total for Manager			3,120	30	80,050
Grand Total(34)			9,132	7,161	2,322,917

David A. Carr (8)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
11th Annual Sweetheart Auction [3005]	02/05/2016	08/19/2014	0	0	O
11th Annual Sweetheart Auction [3005]	02/26/2016	08/19/2014	0	0	0
Total for Manager			16	0	400
Rosalina Grace (15)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Association of Commerce and Industry			-	_	
Association of Commerce & Industry Breakfast 2016 [3364]	01/26/2016	05/28/2015	120	0	3,000
Cumbre Court Reporting					•
Cumbre Court Reporting Deposition [3356]	06/03/2015	05/19/2015	0	0	0
Danette V. Trujillo					
Trutillo Graduation Party [3346]	06/18/2016	05/12/2015	300	0	7,500
Employee Benefit Committee / City of Santa Fe					
City of Santa Fe Holiday Party 2015 [2625]	12/11/2015	11/13/2013	0	30	0
First Presbyterian Churc					
Frist Presbyterian Church [3352]	01/14/2017	05/19/2015	٥	O	0
Georgia O'Keeffe Museum					
Panel Discussion (3246)	07/17/2015	05/21/2015	30	0	300
James Espinoza					
Juan Gabriel Concert [3358]	12/08/2015	05/20/2015	0	0	0
Masters Program					
Masters Program Prom 2016 [3334]	04/23/2016	05/06/2015	150	0	0
Sandia National Laboratory					
Rattlesnake Handling Training [3361]	06/09/2015	05/27/2015	50	0	500
Santa Fe Chamber of Commerce					
Legislative Reception 2016 [3317]	01/25/2016	05/20/2015	1,000	. 0	25,000
Santa Fe Habitat for Humanity					
<u>Durby Day 2016</u> [3365]	05/07/2016	05/29/2015	350	0	8,750
Santa Fe Institute					
BNet Symposium [3363]	11/05/2015	05/28/2015	120	0	3,000
St. Micheals Foundation					
Blue Stamped/Calcuta [3339]	04/30/2016	05/06/2015	300	0	19,500
Tierra Encantada Charter School @ Alvord					
Tierra Encantada Charter School Graduation 2016 [3344]	05/11/2016	05/11/2015	200	0	0
United States District Court				_	
Naturalization Swearing-in Ceremony 2916 [3360]	09/02/2016	05/21/2015	500	0	12,500
Total for Manager			3,120	30	80,050
Grand Total(34)			9,132	7,161	2,322,917



Prepared On: 06/22/2015 Prepared By: David A. Carr

Leads By User

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

Camilla Mandler (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Animal Neurology & Imaging Center					
Southwest Veterinary Neurology Symposium [2817]	10/10/2014	04/28/2014	0	194	63,050
HPN Global					
Quality Matters-2014 Southwest Regional Conference [2679]	04/22/2014	04/30/2014	50	227	73,775
Quality Matters-2014 Southwest Regional Conference [2679]	04/22/2014	04/30/2014	200	0	0
TAAN Worldwide, Inc.				***	74 500
Taan US National Conference 2015 [2811]	03/04/2015	05/12/2014	60	220	71,500
Total for Manager			310	641	208,325
Cynthia Delgado (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Tourism Santa Fe CVB/City of Santa Fe					
Website RFP Interviews [2833]	05/05/2014	05/02/2014	10	0	0
And the state of t					
Total for Manager			10	9	0
Kim Harmon (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Keystone Symposia					
Keystone 2015 - J3 & J4 [2449]	01/23/2015	10/31/2013	0	0	0
Santa Fe New Mexican / The Wall That Heals					
Special Memorial Wall Courtesy Room Rates [2748]	03/19/2014	05/29/2014	500	35	6,965
UNM-COSIT International Conference					
COSIT International Conference-HOLD #1 [2648]	08/30/2015	05/29/2014	400	330	107,250
Total for Manager			900	365	114,215
Meianie Moore (7)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Arts Commission / City of Santa Fe					
Arts Commission - Mayor w/ Gallery Assoc [2873]	06/06/2014	05/30/2014	20	0	0
City Attorney's Office / City of Santa Fe					
Attorneys: Marcos Mediation [2858]	05/30/2014	05/23/2014	6	0	0
City Manager's Office / City of Santa Fe					
Emergency Training Class [2861]	07/09/2014	05/28/2014	25	0	0
Housing & Community Development / City of Santa Fe					
SFE Business Export Workshop [2844]	06/19/2014	05/19/2014	30	0	0
Mayor's Office / City of Santa Fe					
Mayor's Meeting [2847]	05/23/2013	05/19/2014	12	0	0
Mayor's Meeting: Public Banking [2860]	06/10/2014	05/28/2014	15	0	0
Mayor's Meeting: Transition Team [2868]	06/03/2014	05/29/2014	20	0	0
Total for Manager			128	0	0
		Data Badinika	Delegatos	Total Boom Nights	Econ Value
Phyllis Ortiz (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	
Housing & Community Development / City of Santa Fe	AT (4 T 1004 4	05/05/2014	50	0	0
People on the Plaza [2835]	05/12/2014	05/06/2014	50	v	•
Total for Manager			50	o	0
Rosalina Grace (9)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Gilda Montano					
Montano Wedding Reception [2289] La Sociedad Folklorica de Nuevo Mexico	07/05/2014	10/15/2013	0		0
SO CAMPANE I AMUALISM DA LIMATA LIBUIDA					

Camilla Mandler (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Baile de los Cascarones 2017 [2869]	04/22/2017	05/29/2014	400	. 0	0
Baile de los Cascarones 2018 [2870]	04/07/2018	05/29/2014	400	0	0
Public Utilities Department / City of Santa Fe					
Children's Water Fiesta 2012 [480]	04/11/2012	12/23/2011	. 0	0	0
Regional Coalition of LANL Communities					
Regional Coalition of LANL Communities [2829]	05/16/2014	05/12/2014	8	0	80
Santa Fe Neighborhood Law Center					
Law & Policy for Neighborhoods Conference 2014 [2150]	12/11/2014	05/23/2014	175	. 0	0
Santa Fe Public Schools					
Santa Fe & Capital High Awards Banquet 2014 [2801]	05/13/2014	05/22/2014	500	0	32,500
Santa Fe High School Robing 2014 [885]	05/19/2014	03/20/2014	0	0	0
Tierra Encantada Charter School @ Alvord					
Tierra Encantada Charter School Graduation 2014 [2826]	05/16/2014	05/12/2014	200	0	. 0
Total for Manager			1,683	o	32,580
Grand Total(24)			3,081	1,006	355,120

Camilla Mandler (3)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Baile de los Cascarones 2017 (2869)	04/22/2017	05/29/2014	400	0	0
Baile de los Cascarones 2018 (2870)	04/07/2018	05/29/2014	400	0	0
Public Utilities Department / City of Santa Fe					
Children's Water Fiesta 2012 [480]	04/11/2012	12/23/2011	0	0	0
Regional Coalition of LANL Communities					
Regional Coalition of LANL Communities [2829]	05/16/2014	05/12/2014	8	0	80
Santa Fe Neighborhood Law Center					
Law & Policy for Neighborhoods Conference 2014 [2150]	12/11/2014	05/23/2014	175	0	0
Santa Fe Public Schools					
Santa Fe & Capital High Awards Banquet 2014 [2801]	05/13/2014	05/22/2014	500	0	32,500
Santa Fe High School Robing 2014 [885]	05/19/2014	03/20/2014	٥	0	0
Tierra Encantada Charter School @ Alvord					
Tierra Encantada Charter School Graduation 2014 [2826]	05/16/2014	05/12/2014	200	0	0
Total for Manager			1,683	0	32,580
Grand Total(24)			3,081	1,006	355,120



Prepared On: 06/22/2015 Prepared By: David A. Carr

Leads By User

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

			,		
Camilla Mandler (4)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Association for Psychological Type International					
Biennial Conference 2015 [2840]	07/15/2015	05/14/2014	200	870	282,750
Greeting Card Association					
GCA 2015 Annual Convention [2834]	09/30/2015	05/06/2014	80	207	67,275
Inmex - Informed Meetings Exchange					
Veterans' Affairs Management Training [2836]	10/27/2014	05/08/2014	100	400	130,000
XMI Meetings					
AAV/AEMV/ARAV Trilateral Conference 2015 [2843]	08/27/2015	05/15/2014	750	2,028	659,100
Total for Manager			1,130	3,505	1,139,125
Cynthia Delgado (1)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Tourism Santa Fe CVB/City of Santa Fe					
Website RFP Interviews [2833]	05/05/2014	05/02/2014	10	0	0
Total for Manager			10	0	0
David A. Carr (2)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
New Mexico Association of Countles					
NMAC 2017 [2837]	01/16/2017	05/12/2014	900	1,265	411,125
NMAC 2018 [2838]	01/15/2018	05/12/2014	900	1,235	401,375
Total for Manager			1,800	2,500	812,500
Melania Moore (4)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
City Manager's Office / City of Santa Fe		,	-		
Grivance Hearings [2853]	10/02/2014	05/22/2014	25	0	0
Heath Concerts					
Ziggy Marley - Concert [2797]	10/29/2014	03/28/2014	0	0	0
Housing & Community Development / City of Santa Fe					
SFE Business Export Workshop [2844]	06/19/2014	05/19/2014	30	0	0
Public Utilities Department / City of Santa Fe					
Children's Water Flesta 2015 [2841]	04/09/2015	05/14/2014	150	0	0
Total for Manager			205	G	0
Rosalina Grace (21)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Elena Vargas				0	1 750
Vargas Wedding Reception [2859]	01/17/2015	05/23/2014	70	U	1,750
Georgia O'Keeffe Museum	07/24/2014	0E/20/2014	20	0	200
Descussion for Modern Art Collectors [2850] Judicial Conference	07/24/2014	05/20/2014	20	•	200
Judicial conference Meet & Greet [2848]	05/18/2015	05/19/2014	0	0	0
Judicial conference Meet & Greet [2848]	05/14/2015	05/19/2014	0	0	0
Kitchen Angels	05/14/2025	00, 10, 2014	•	•	-
Kitchen Angels Collectable Box Auction 2015/Mayors Ball 2015 [2871]	10/03/2015	05/30/2014	0	0	0
La Sociedad Folklorica de Nuevo Mexico	,,				
Balle de los Cascarones 2017 [2869]	04/22/2017	05/29/2014	400	0	0
Baile de los Cascarones 2018 [2870]	04/07/2018	05/29/2014	400	0	0
Los Alamos Women In Science	,				
LAWIS/EYH 2015 [2872]	03/06/2015	05/30/2014	250	0	0
Micheli Corrales					
	02/21/2015	05/30/2014	500	0	12,500

Camilla Mandler (4)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Corrales and Leehuga Reception [2874]					
Nu Star					
OSHA VVP Safety Banquet [2852]	06/12/2014	05/22/2014	100	Ó.	6,500
Santa Fe Community Orchestra					
SF Community Orchestra Concert & Dance Gala 2016 [2854]	02/13/2016	05/22/2014	500	0	12,500
SF Community Orchestra Concert & Dance Gala 2017 [2855]	02/11/2017	05/22/2014	500	0	12,500
SF Community Orchestra Concert & Dance Gala 2018 [2856]	02/10/2018	05/22/2014	500	0	12,500
SF Community Orchestra Concert & Dance Gala 2019 [2857]	02/23/2019	05/22/2014	0	. 0	0
SF Community Orchestra Concert & Dance Gala 2019 [2857]	02/09/2019	05/22/2014	500	0	12,500
Santa Fe Neighborhood Law Center					
Law & Policy for Neighborhoods Conference 2015 [2862]	12/03/2015	05/28/2014	175	0	0
Law & Policy for Neighborhoods Conference 2016 [2863]	12/01/2016	05/28/2014	175	0	0
Law & Policy for Neighborhoods Conference 2017 [2864]	12/07/2017	05/28/2014	175	0	0
Law & Policy for Neighborhoods Conference 2018 [2865]	12/06/2018	05/28/2014	175	0	. 0
Law & Policy for Neighborhoods Conference 2019 [2866]	12/05/2019	05/28/2014	175	0	0
Law & Policy for Heighborhoods Conference 2020 [2867]	12/03/2020	05/28/2014	175	0	. 0
St Michaels High School					
St. Mikes High School Prom 2015 [2839]	04/18/2015	05/14/2014	300	0	7,500
Tourism Santa Fe CVB/City of Santa Fe					
Manhattan Reception & Dinner [2851]	06/21/2014	05/20/2014	200	O	0
Total for Manager	Ψ.		5,290	0	78,450
Grand Total(32)			8,435	6,005	2,030,075

Camilla Mandler (4)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Corrales and Leehuga Reception [2874]					
Nu Star					
OSHA VVP Safety Banquet [2852]	06/12/2014	05/22/2014	100	0	6,500
Santa Fe Community Orchestra					
SF Community Orchestra Concert & Dance Gala 2016 [2854]	02/13/2016	05/22/2014	500	0	12,500
SF Community Orchestra Concert & Dance Gala 2017 [2855]	02/11/2017	05/22/2014	500	Q	12,500
SF Community Orchestra Concert & Dance Gala 2018 [2856]	02/10/2018	05/22/2014	500	0	12,500
SF Community Orchestra Concert & Dance Gala 2019 [2857]	02/23/2019	05/22/2014	0	0	0
SF Community Orchestra Concert & Dance Gala 2019 [2857]	02/09/2019	05/22/2014	500	0	12,500
Santa Fe Neighborhood Law Center					
Law & Policy for Neighborhoods Conference 2015 [2862]	12/03/2015	05/28/2014	175	9	0
Law & Policy for Neighborhoods Conference 2016 [2863]	12/01/2016	05/28/2014	175	o	0
Law & Policy for Neighborhoods Conference 2017 [2864]	12/07/2017	05/28/2014	175	0	0
Law & Policy for Neinhborhoods Conference 2018 [2865]	12/06/2018	05/28/2014	175	0	0
Law & Policy for Neighborhoods Conference 2019 [2866]	12/05/2019	05/28/2014	175	0	0
Law & Policy for Neighborhoods Conference 2020 [2867]	12/03/2020	05/28/2014	175	0	a
St Michaels High School					
St. Mikes High School Prom 2015 [2839]	04/18/2015	05/14/2014	300	0	7,500
Tourism Santa Fe CVB/City of Santa Fe					
Manhaitan Reception & Dinner [2851]	06/21/2014	05/20/2014	200	0	0
Total for Manager			5,290	o	78,450
Grand Total (32)			8,435	6,005	2,030,075



OTAB Marketing Report May 2015 Reported June 25th, 2015

TOURISM Santa Fe Marketing Team

- · Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Blake Jackson, Marketing Coordinator
- Frank Cordero, Social Media Coordinator

Advertising & Social Media

- Fuseideas
 - o Steve Mason, Senior Vice President
 - o CJ Kaplan, Chief Creative Officer
 - o Geenamarie Shuttleworth, Account Executive
 - o Michael Durwin, Social Media

Website & Email Newsletters

- Studio X
 - o Kyle Langan, Webmaster
 - o Trudy Gibson, Project Manager

Press/Media

- Lou Hammond & Associates
 - o Terry Gallagher
 - o Carlyn Topkin
 - o Matt Sessions

Santa Fe Travel Planner

- Bella Publishing
 - o Bruce Adams, Publisher
 - o Bryan Cooper, Creative Director

HIGHLIGHTS

2015 MAY NEW ACCOLADES

USA Today 10Best selected Santa Fe Farmer's Market as the 10th "Best Farmers Market Every Foodie Should Visit." Read more here.

USA Today 10Best named three Santa Fe spas in the top "10 Best Hotel Spas." Spa at La Posada de Santa Fe placed 4th, Spa at Loretto at the Inn & Spa at Loretto placed 5th and Spa at The Four Seasons Rancho Encantado placed 9th. Read more about Santa Fe's spas here.

Fodor's Travel recognized the Santa Fe Opera as one of "Summer's 10 Best Outdoor Theater Experiences." Read the Fodor's Travel coverage here.

TOURISM Santa Fe Shares New Creative Concepts



TOURISM Santa Fe has posted samples of advertising creative concepts that will support the media plan and execution schedule led by our advertising partner, Fuseideas.

About the Campaign

Virtually everything is different about Santa Fe. This campaign will show the rest of the U.S. why they should visit precisely because of that. This campaign features headlines that speak to things you could see or do every day—and marries them with stunning, iconic Santa Fe imagery. This juxtaposition further highlights Santa Fe as "The City Different".

The treatment at the bottom of the ads is inspired by Native American pottery design motifs and the Santa Fe landscape—and provides a space that calls attention to the logo, tagline and call to action. The font stands sturdy with a subtle sense of roundness, not unlike an adobe building.

Please note that the photography shown in these concepts is meant to convey the concept only and are not final. In the coming weeks, we will hold a photo shoot to gather visual assets to support this campaign.

CLICK HERE to download a PDF of the new creative concepts from Fuseideas.

Santa Fe Great Race

The Great Race is the world's premiere old car raily, a \$150,000 prize event that this year will brought 120 of the world's finest antique automobiles to the historic Downtown Santa Fe Plaza—the race's first visit to "The City Different" since 1989.

Cars arrived in Santa Fe starting at 4:45 p.m. Tuesday, June 23 at one-minute intervals for two hours. Each stop on The Great Race is free to the public and spectators can visit with the participants and check out the cars for several hours. Kids will often climb right in the cars for a first-hand look.

Over the decades, The Great Race has stopped in hundreds of cities big and small, from tiny Austin, Nevada to New York City. "When The Great Race pulls into a city it becomes an instant festival," race director Jeff Stumb said. "Last year we had three overnight stops with more than 10,000 spectators on our way to a total of 250,000 people experiencing The Great Race."

Hopefully another quarter century won't pass before The Great Race returns to Santa Fe.



SUMMER OF COLOR



Six of Santa Fe's leading cultural institutions located on Museum Hill have announced the Summer of Color celebration, with special exhibitions, events, programming, and lectures. The event has now evolved into a

city-wide collaboration.

Gallery participants will create color-themed exhibitions and special art events; restaurants will feature colorful menus; and hotels, motels and bed and breakfasts will offer specialty vacation packages. Community response is growing and 75+ galleries and restaurants are participating in Santa Fe's colorful celebration!

Community Meetings

TOURISM Santa Fe officials met with the following partners and organizations during the month of April to expand the Santa Fe brand:

Santa Fe CommUNITY Day Hilton Santa Fe Historic Plaza Four Seasons Bishop's Lodge Ojo Caliente Inn of Loretto

Anasazi Tweet Up
Buffalo Thunder Santa Fe Hilton
Museum of Indian Arts and Culture
Pojoaque Pueblo
Santa Fe International Folk Art Market
JLHMedia at Shiprock Gallery

WEBSITE

May 2015 Performance Metrics

Visits

- 90,304 Total Visits
- 70.90% New Visits
- 2.87 Pages per Session
- 3:19 Average Time on Site
- 259,554 Total Pageviews

Visitor Gender

- 61.4% Female
- 38.6% Male

Visitor Age

- 6.10% 18 24
- 17.55% 25 34
- 6.10% 18 24
- 17.55% 25 34
- 13.68% 35 44
- 16.56% 45 54
- 25.80% 55 64
- 20.32% 65+

Newsletters

- Santa Fe Happenings
 - o Sent May 12, 2015
 - o Number sent: 41,803
 - o Number opened: 7,140
 - o Open rate: 17.36%
- TOURISM Santa Fe Marketing Report
 - o Sent May 13, 2015
 - o Number sent: 1086
 - o Number opened: 379
 - o Open rate: 34.93%
- Stay Another Day in Santa Fe
 - o Sent May 21, 2015
 - o Number sent: 16,401
 - o Number opened: 2,813
 - o Open rate: 17.36%
- TOURISM Santa Fe Sales Report
 - o Sent May 26, 2015
 - o Number sent: 1095
 - o Number opened: 396
 - o Open rate: 36.16%
- Conde Nast Survey
 - o Sent May 19, 2015
 - o Number sent: 58,806
 - o Number opened: 9,874
 - o Open rate: 17.49%

SOCIAL MEDIA UPDATES

Facebook

May 2015 Performance Metrics

- Total Fans: 37,443
- Top Ranking Post, May: Organic News
 - o Posted May 7 at 2:40pm
 - o Likes: 850
 - o Shares: 157
 - o Comments: 51
 - o Reach: 23,376

TWIC

BING BOAR I



Twitter

May 2015 Performance Metrics

Followers: 9.008

Monthly Impressions: 229,900 (increase of 73,900 from April)

Average Daily Impressions: 7,400/day

Highest Organic Impressions: May 12 (58,858)

• Link Clicks: 1,100

Retweets (earned): 500Favorites (earned): 789

Replies: 93

Please make sure to add #SantaFe, #SantaFeNM or #CityDifferent to your own Tweets and retweet TOURISM Santa Fe's tweets to keep your followers engaged and informed.

Pinterest

Please make sure you are following our Pinterest page as we continue to add content to our boards.

May 2015 Performance Metrics

• Followers: 1,790

• Pins: 1,562

Average Daily Impressions: 1,836Average Monthly Viewers: 21,929

Repins: 3

Instagram

May 2015 Performance Metrics

• Followers: 2,351

Top Performing Post in May: New Mexico State Flag, May 7: 248 Likes



Blog

Every Tuesday we post a new blog entry, please share via Facebook and Twitter with your fans. Below are links to our last four entries for your sharing pleasure.

May 2015 Performance Metrics

Beef Up National Burger Month, posted May 1, 2015

Likes: 256Shares: 53Comments: 55Pageviews: 83

Santa Fe Summer is Totally Technicolor, posted May 8, 2015

Likes: 44Shares: 5Comments: 1Pageviews: 209

Painting the Plate Red in Santa Fe, posted May 15, 2015

Likes: 704
 Shares: 116
 Comments: 61
 Pageviews: 56

Spring Into Summer in Santa Fe, posted May 20, 2015

Likes: 47Shares: 11Comments: 1Pageviews: 87

Santa F(e)AQs, posted May 29, 2015

Likes: 101
 Shares: 11
 Comments: 1
 Pageviews: 121

Total May pageviews: 2,107

TRIP ADVISOR

May 2015 Performance Metrics

Pageviews: 18,029
Link Clicks: 99
Promo Clicks: 348
Event Clicks: 32
Photo Views: 2,479
Video Views: 42
Interaction Rate: 8%

MEDIA PLACEMENTS

DIGITAL

Mobile Banners

Flight Dates: January 1 – June 30, 2015
 Markets: Denver, CO Springs, Tucson

• Impressions: 13,200,000

PRINT

Colorado Expressions

Drop Dates: April/May & June/July, 2015

Markets: CO

Impressions: 780,000

Opera Ad

Drop Date: July 15, 2015

Markets: Santa Fe, New Mexico

MEETINGS

SmartMeetings (Meetings & Conventions Package)

Drop Dates: January 1 - June 30, 2015

• Markets: TX, CO, AZ, Washington D.C., Chicago

Impressions: 7,837,401

PUBLIC RELATIONS

April was one of the top two months ever for TOURISM Santa Fe earned media. May has surpassed April with a value of \$3,067,271 and a total reach of 212,117,549. Last May the earned value was \$701,055 with a reach of 35,162,949. This is an increase of over 337.5 percent in value and over 600 percent in reach. 29 press releases and written copy were distributed in May, a 480 percent increase from May 2014.

While we can't plan for every month to be so successful, we can attribute these increases to a philosophy of "Say Yes To Press". How do you get good coverage in the news? Partner with TOURISM Santa Fe: When there's a Hot Tip, we act on it. When there's a media inquiry, we respond immediately and fully. When a writer visits, which we encourage and support, we're sure to provide a robust and broad-based itinerary and spend time with them so they get to know Santa Fe—both the stories of the past and the equally exciting ones taking place this very day.

There's a web component to PR, a social media aspect, but ultimately it boils down to what the words mean: "public" and "relations." Say yes to press. Get to know them as people and treat them naturally like family. Relate to their needs as professionals and not just your own needs. Value is being realized by those who take the responsive and inclusive approach of just saying yes to press.

Santa Fe in the News | Recent Articles

NEWSPAPER (print/online)

The New York Times included Santa Fe in a round-up of "20 Family-Friendly Travel Ideas To Get You Going." The coverage ran both online and in print. Read these family-friendly ideas here.

Syndicated coverage of the article also appearing in the following publications:

- The New York Times
- The Seattle Times

The New York Times included the Santa Fe Opera in a round-up of "50 Essential Festivals," an annual round-up focusing on the best art performances. Coverage ran both online and in print. Read the New York Times article here.



The Albuquerque Journal published a dedicated article on Santa Fe's markets. Read the Albuquerque Journal article here.

The Albuquerque Journal included Santa Fe in a round-up of music festivals and concert series in New Mexico. Check out when music festivals and concerts will be happening here.



USAToday.com included the Santa Fe Animal Shelter & Humane Society in an article, "Voluntourism: Animal Shelters that need your help." Read the USAToday.com article **here**.

The following news publications ran syndicated coverage of the article on USAToday.com:

- Alexandria Daily Town Talk
- Fort Myers News Press

- Ithaca Journal
- Lafayette Journal & Courier
- Muncie Star Press
- Rochester Democrat & Chronicle
- Wausau Daily Herald
- Cincinnati Enquirer
- Elmira Star Gazette
- Louisville Courier-Journal
- Indianapolis Star

As a result of TOURISM Santa Fe hosting Ray Rinaldi and ongoing outreach, **The Denver Post** included Santa Fe in a round-up of 2015 Summer Arts, highlighting the Santa Fe Opera. Read the Denver Post article here.

WEBSITES

As a result of Ski Santa Fe and TOURISM Santa Fe hosting Mike Terrell on the SKI Santa Fe press trip, **SnoCountry** published an article, "Trip Report: Santa Fe and New Mexico Are A World Apart From Everyday American Skiing." Read the SnoCountry article here.



As a result of Ski Santa Fe and TOURISM Santa Fe hosting Eric Wagnon on the SKI Santa Fe press trip, Liftopia The Blog included Santa Fe in this article, "10 Things You Didn't Know About Skiing in New Mexico."

A syndicated version of the article by Eric Wagnon appeared on **Huffington Post Travel**. Read the Huffington Post article here.

Eric Wagnon also posted coverage on the **Examiner**, highlighting Ski Santa Fe in a round-up of "8 New Mexico Resorts." Read the Examiner article here.

As a result of TOURISM Santa Fe hosting Lisa Keating in the destination, **EncinoMom** published a dedicated feature on Santa Fe. Read the Encino Mom article here. More coverage followed here and on YouTube here.



Additional coverage is expected on The Skate School, and EncinoMom is planning a return to Santa Fe soon to cover The Summer Of Color and other attractions.

As a result of TOURISM Santa Fe hosting Renee Blodgett in the destination, We Blog the World posted four pieces on Santa Fe in May:

- "5 Outa This World Santa Fe Restaurant Picks"
- "What Will You Find on the High Road to Taos?"
- Meet Four Seasons Rancho Encantado's Terra Restaurant
- "Must See & Do Guide to Santa Fe New Mexico"

As a result of TOURISM Santa Fe hosting Katie Chang in the destination, Ask Men included Santa Fe in this article titled, "Oxygen Skincare Treatments," spotlighting the Inn and Spa at Loretto. Read the Ask Men article here.

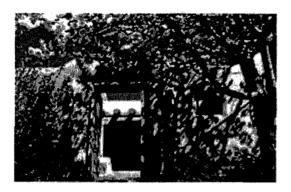
Travel Pulse included Santa Fe in a round-up of "Five Great Cities For A Great Burger." Read Travel Pulse here.



As a result of TOURISM Santa Fe hosting Hope Philbrick, **Getaways for Grownups** published two pieces featuring Santa Fe:

- The outlet included hotel coverage in Santa Fe in an article "Heritage Hotels & Resorts." You can read
 it here.
- The outlet provided dedicated coverage on Santa Fe, spotlighting Hotel Chimayo de Santa Fe. You can read it here.

As a result of TOURISM Santa Fe hosting Christine Wei in the destination and ongoing outreach, **Sherman's Travel Blog** included Santa Fe in this article, "Where to Go In July 2015." Read the Sherman's Travel article here.



Cheap Tickets included Santa Fe in this round-up of "America's Most Amazing Meals For \$10 Or Less," highlighting the Frito Pie Bowl at The Beestro as a result of media outreach. Read the Cheap Tickets article here.

Time Out New York included Santa Fe in this round-up of "Most Romantic Hotels in America," highlighting Four Seasons Resort Rancho Encantado. Read the Time Out New York article here.

As a result of TOURISM Santa Fe hosting Katie Chang, **Food Republic** provided dedicated coverage on Santa Fe's dining scene in this article, "6 Places to Eat Really Well in Santa Fe, New Mexico." See which Santa Fe eateries made the list here.



As a result of TOURISM Santa Fe hosting Larry Vaught in the destination, Vaught's Views published the following two pieces on Santa Fe:

- Santa Fe's Kakawa Chocolate House A Real Treat
- Bandelier National Monument Provides a Unique Opportunity

ABCNews.com provided dedicated coverage of Santa Fe in this article titled, "See This, Skip That: Santa Fe." Read the ABC article HERE. The following outlets ran syndicated coverage of the article:

- News Reality
- World News
- Comunitee

SPOR SRendr- GATO

KXOT News Gazette

As a result of media outreach, **EDGE Boston** featured Santa Fe in this article, "Santa Fe Goes Gay This Summer." Read the EDGE Boston article here.

MAGAZINES (print/online)

Due to Ski Santa Fe and TOURISM Santa Fe hosting Jennifer Colosimo on the SKI Santa Fe press trip, **Points North Magazine** included Santa Fe in an article titled, "New Mexico's Oasis for Skier" in the January 2015 print and online edition. Read the Points North Magazine article here.

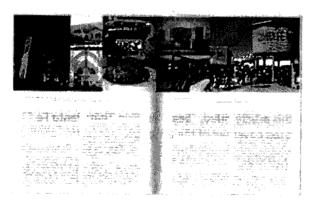


As a result of Ski Santa Fe and TOURISM Santa Fe hosting Debbie Martinez on the SKI Santa Fe press trip, The Florida Villager featured Santa Fe in an article in the February 2015 issue print and online edition. Read The Florida Villager article here.

As a result of TOURISM Santa Fe hosting Eric Peterson in the destination, **Mountain Meetings** included Santa Fe in a round-up of venues and outdoors spaces. Coverage ran in print and online. Read the Mountain Meetings here.

Southwest: The Magazine included Santa Fe as part of a feature, "Spirit of New Mexico." Coverage ran in print and online. Read the Southwest article here.

Due to Jennifer Broome visiting the destination, **Ten West Living** published a six page feature on Santa Fe. Coverage ran in print and online. Read the Ten West Living article here.



Visiting Press

Joanna Muenz of Latina.com visited Santa Fe May 7-10 for coverage on the city as a girlfriend getaway.

Kasey Hickey of Turntable Kitchen visited Santa Fe May 8-11 to produce coverage for her blog, spotlighting the food and cultural institutions in the destination.

Steve Bergsman visited Santa Fe from May 9-11 to produce coverage in **East Valley Tribune** and **Creators Syndicate** on the destination.

Larry Vaught visited Santa Fe from May 16-23 to produce coverage in The Advocate Messenger on the destination.

PBS documentarian Matt Maisano visited Santa Fe for an extended period in mid May to film Santa Fe and subjects for his upcoming Forrest Fenn documentary.

CBS Sunday Morning also visited in May to cover Forrest Fenn. TOURISM Santa Fe also promoted new stories in the destination.

Neil Wolkodoff visited Santa Fe from May 17-25 to research for future travel coverage in Colorado Avid Golfer, Examiner.com and Everett Potter.

Shannon Eileen visited Santa Fe May 27-31 to produce coverage for her blog, Happiness Is.

German sports and travel publication Eishockey News writer Tobias Welck visited Santa Fe from June 1-3.

Arizona Foothills Magazine visited Santa Fe from June 7-9 to research for a story on Las Campanas and on Santa Fe.

German Travel writer Dr. Christian Falsche visited Santa Fe from June 10-12 to produce coverage for German hotel and restaurant publication AHGZ and possibly other outlets.

Writer Dave Taylor of gofatherhood.com visited Santa Fe from June 11-14.

FUSEIDEAS

CAMPAIGN RATIONALE

The city of Santa Fe is already unique among other U.S. travel destinations. It's the oldest and highest American capital. Its look and feel is the marriage of the Spanish, New Mexican and Native American influences that left their imprint over the past millennium.

There is an ethereal quality to the light that has drawn artists to its borders. In fact, the legacies of residents Georgia O'Keeffe and Eliot Porter can still be felt today.

There is a bright, lively flavor to the cuisine. Creativity is prized in both taste and presentation. Even the chocolate bears a distinct flavor that brands it as Santa Fe handiwork.

There is shopping, theatre and sightseeing for those looking for a quiet getaway and there is hiking, climbing and even hang-gliding for the thrill seekers among us.

CREATIVE RATIONALE

Virtually everything is different about Santa Fe; and this campaign will show the rest of the U.S. why they should visit precisely because of that.

This campaign features headlines that speak to things you could see or do everyday – and marries them with stunning, iconic Santa Fe imagery. This juxtaposition further highlights Santa Fe as "The City Different".

The treatment at the bottom of the ads is inspired by Native American pottery design motifs and the Santa Fe landscape; and provides a space that calls attention to the logo, tagline and call to action. The font stands sturdy with a subtle sense of roundness, not unlike an adobe building.

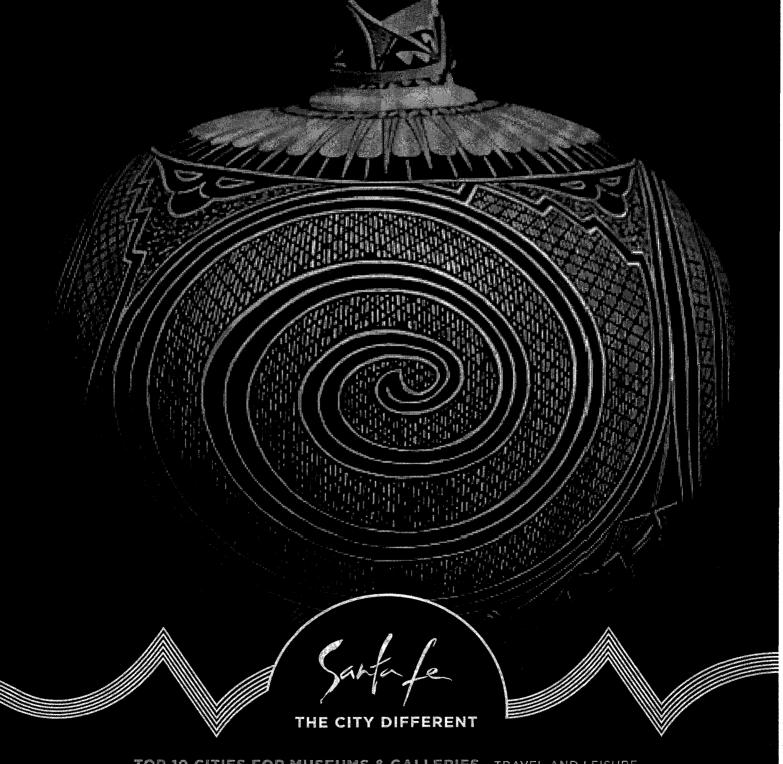
Please note that the photography shown in these concepts is meant to convey the concept only and are not final. In the coming weeks, we will hold a photo shoot to gather visual assets to support this campaign.

Santa Fe STAIRCASE

Sanfa fe THE CITY DIFFERENT

TOP 10 HIGH ALTITUDE CITIES - NATIONAL GEOGRAPHIC TAKE YOUR VACATION TO NEW HEIGHTS. GO TO SANTAFE.ORG TO PLAN YOUR SANTA FE ADVENTURE.

Santa Fe WINDOW SHOPPING



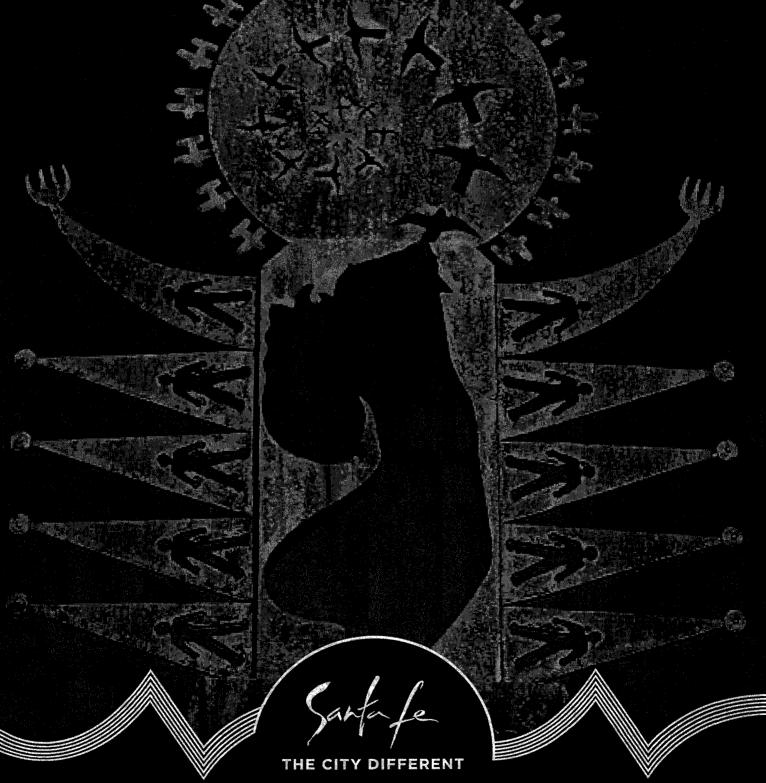
TOP 10 CITIES FOR MUSEUMS & GALLERIES - TRAVEL AND LEISURE SEE WHAT SANTA FE HAS IN STORE FOR YOU, GO TO SANTAFE.ORG TO PLAN YOUR VACATION.

HAPPY HOU

THE CITY DIFFERENT

HERE'S TO A TOTALLY UNIQUE VACATION, GO TO SANTAFE, ORG TO PLAN YOUR SANTA FE ADVENTURE

Santa Fe REVOLUTION



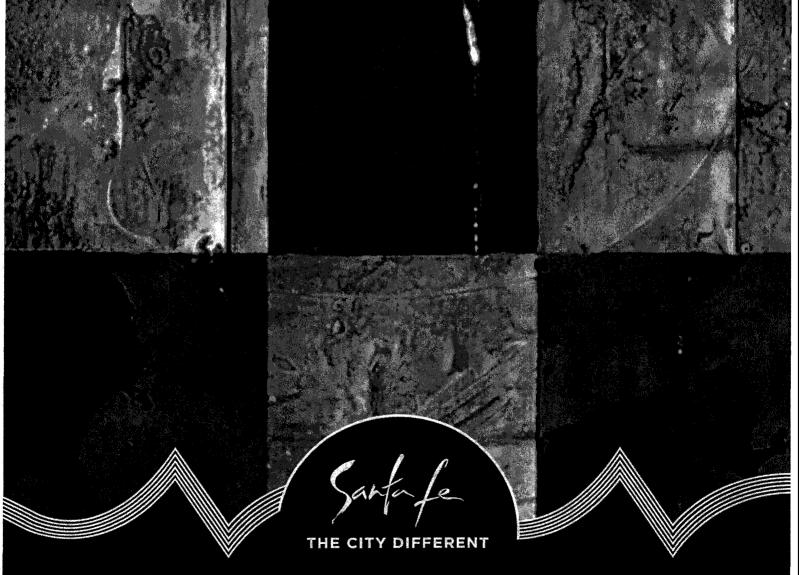
#2 US CITY FOR ART - SUCCESSFUL MEETINGS
MASTER THE ART OF VACATION TRAVEL. GO TO SANTAFE.ORG TO PLAN YOUR SANTA FE ADVENTURE.

Santa Fe ROCK STARS



#2 CITY FOR ARTS VIBRANCY - NCAR
MAKE YOUR VACATION SING. GO TO SANTAFE, ORG TO PLAN YOUR SANTA FE ADVENTURE.

Santa Fe EXPRESSIONISM



TOP 10 CITY FOR MUSEUMS & GALLERIES - TRAVEL & LEISURE SANTAFE.ORG

Santa Fe WINDOW SHOPPING

Sanfa fe THE CITY DIFFERENT

#1 INDEPENDENT BOUTIQUES - TRAVEL & LEISURE SANTAFE.ORG

Santa Fe BROWSING

#2 TOP TRAVEL DESTINATION IN THE U.S. - CONDÉNAST TRAVELLER
SANTAFE.ORG

Santa Fe SUDS



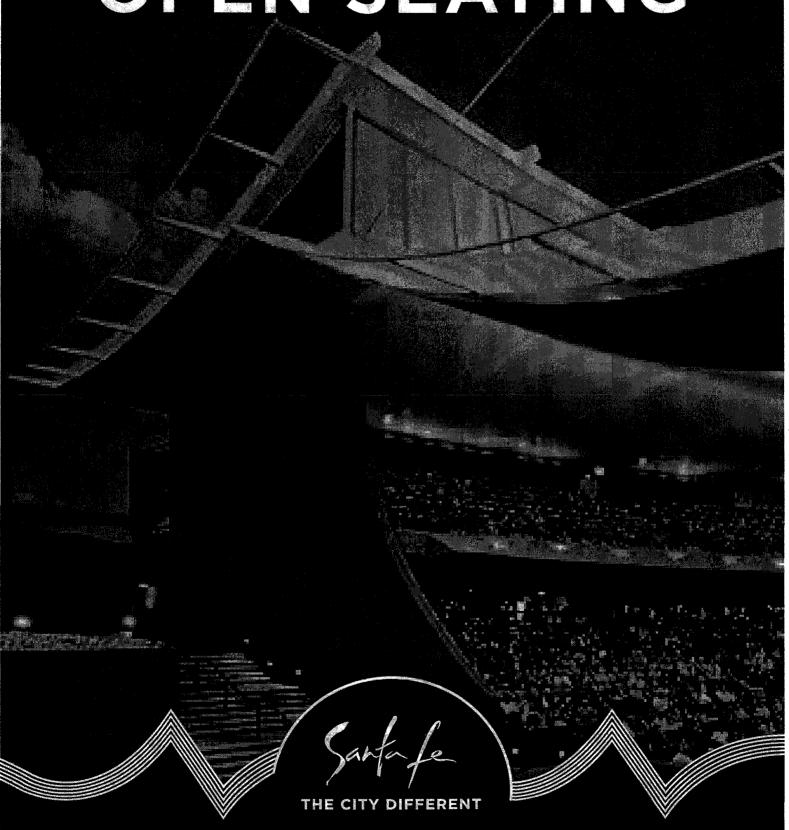
ONE OF AMERICA'S BEST BEER CITIES - TRAVEL & LEISURE SANTAFE.ORG

Santa Fe COMMUTE

Sanfa fe THE CITY DIFFERENT

ONE OF AMERICA'S TOP MOUNTAIN BIKING TOWNS - USA TODAY SANTAFE.ORG

Santa Fe OPEN SEATING



PREMIERE ART & ENTERTAINMENT TOWN - MEETINGS FOCUS SANTAFE.ORG

Santa Fe CELEBRATION



#1 CULTURAL GETAWAY - TRAVEL & LEISURE SANTAFE.ORG

COME SEE WHY SANTA FE THE CITY DIFFERENT

#1 BEST SMALL CITY IN AMERICA - CONDÉ NAST TRAVELER SANTAFE.ORG

Santa Fe Santa Fe

THE CITY DIFFERENT

SINGLE STREET STREET STREET

CIAN SION

THE CITY DIFFERENT

A Maria Maria

SANTARE.ONG

Outside Bike & Brew Festival Final Report

As was noted in a blog on BIKE Magazine's website, the cycling and beer Gods were shining down on Santa Fe with the return of Outside Bike & Brew Festival (OB&B). While it's true that Bike & Brew converged the best of cycling and craft beer worlds, it was also true that Mother Nature was in control and could not be overlooked. In terms of a festival experience, OB&B delivered on the most important factors: the quality of cycling, the music lineup and delicious craft beer. From the feedback and comments collected, we are certain the festival concept is solid, and with early planning, new sponsor energy and cooperative weather, the event format shows enormous potential.

OB&B persevered through the cold and wet weather and attracted over 700 cyclists to participate in a variety of rides, tours, and clinics over five days. A mix of locals and tourists showed up to ride in Santa Fe, regardless of the conditions. OB&B sold out 15 of 25 rides and had a 90% turnout from cyclists who registered.

One of the highlights of OB&B was the SRAM Gold Rusch Tour, a group of six female professional mountain bikers who led a two-day clinic for women consisting of two rides and two technical sessions. The feedback has been universally positive and we have already secured the Gold Rusch Tour for 2016, with the potential to add their sponsors, like Camelback, Niner Bicycles and Smith Optics, to the bike EXPO next year.

The festival EXPO, main stage and beer garden hosted a total of 2,200 guests over three days. Weather again made the vendor experience challenging, but with the return of sunshine on Saturday evening, one of the vendors sold \$850 worth of product in 2 hours. The main stage and beer garden contributed significantly to the cost of the festival but it also generated 1/4th of the total income and became one of the more talked about elements leading up to the festival weekend.

While it took significant work to achieve, we expanded the event from the Railyard to include the Railyard Park, which proved to be an excellent headquarters for the festival. To host a beer garden in a public park, Cycle Santa Fe had to obtain a variance from City Council, which was granted unanimously. Council shared their thoughts on safety and sobriety, but more than anything expressed their support for Outside Bike & Brew.

The Santa Fe Century celebrated its 30th anniversary with 2,700 cyclists for the Gran Fondo and Century ride. The ride began with a mass start of over 1,000 people at both the 7AM and the 8AM start. Increased ride stops, catered food stations and a larger beer garden enhanced the experience and satisfaction of cyclists for this landmark year.

What continues to make OB&B a fun and unique festival is our inclusive approach and our ability to partner with multiple organizations to make the event fun and diverse. We plan to expand our outreach into the community and find more ways to engage the business community in the planning and implementation of the event. We want the event to have a national caliber but a local feel, and continue to shine the spotlight on the amazing cycling and ever growing craft beer scene Santa Fe has to offer:

Advertising, Marketing & Promotions:

In total, \$48,200 was spent on advertising and marketing, but the actual value of paid and in-kind marketing was a combined \$740,000. City of Santa Fe OTAB and Santa Fe County LTAB grants subsidized \$25,000 of the marketing and advertising budget.

National advertising for OB&B was anchored by 3 full-page ads in Outside Magazine and messaging was echoed on Outside's social media and website. DRAFT Magazine and Mountain Flyer each ran full-page paid advertising and promoted the festival on their websites and social media platforms. Television ads, radio and regional and local print rounded out the campaign and \$14,000 was dedicated to pay for social media for OB&B and the Santa Fe Century. A street team of volunteers helped distribute flyers, posters, beer coasters and program guides around Santa Fe and Albuquerque.

One tenth of OB&B's marketing budget, about \$4,000, was dedicated to paid Facebook advertising with remarkable results. The overall campaign generated over 450,000 impressions and the :30 TV commercial was viewed over 15,000 times. We thing digital and social media will play a growing role in marketing this festival in future years. Photography and video collected this year offer content for video marketing, social media posts and website development.

Attendance Statistics

The results of the Visitor Survey provide information about attendance; average party size and average visitor spending.

- The number of unique visitors to the Outside Bike and Brew in 2015 was 4,072. The number of unique visitors to the Santa Fe Century in 2015 was 2,658.
- Combined attendance for the two events in 2015 was 6,730.
- According to zip code responses, 42.7% of the visiting population for the Outside ☐Bike and Brew from outside Santa Fe (nonlocal). For the Santa Fe Century, 60.1% of the visiting population was nonlocal.

Economic Impact

OB&B and the Santa Fe Century attracted a combined, 6,730 unique visitors to the two events. Visitors spent over 1 million dollars (\$1,005,129) on purchases resulting from the events, generating \$62,481 in Gross Receipt Tax (GRT).

Out-of-town visitors to the two events in 2015 spent an estimated \$838,716 on lodging, food, transportation, entertainment, shopping, and other expenses – generating \$51,367 in GRT. We estimate that Santa Fe residents spent \$166,414 in total as a result of the two events and generated an estimated \$11,114 in GRT.

OB&B and Santa Fe Century resulted in approximately \$164,514 in combined employee salaries, contracts, and contract labor wages.

We estimate that the economic impact of the two events, including spending by visitors, GRT resulting from spending, tax income from Lodger's taxes, employee salaries, contracts, and contract labor wages, comes to an estimated total of \$1,248,149.

Weather Related Impact on the Event

Weather had a major impact on attendance at the event. 8,500 people attended the OB&B in 2014. The attendance was half of what it was in 2014 as a result of rain during the duration of the event. SWP estimated economic impact as a result of the event assuming OB&B attendance at the 2015 event was equal to the 2014 event. If 2015 attendance levels had remained the same as 2014:

- Total estimated combined event spending would have been \$1,616,855
- Total lodgers tax would have been \$23,096 for the combined events
- Total GRT would have been estimated at \$100,194
- Estimated total tax revenue would have been \$123,290
- Total estimated wages and contract impact would have been \$164,514
- Estimated total economic impact would have been \$1,904,659

Outside Bike & Brew Feedback Survey

As part of the economic impact survey study, Southwest Planning included three openended questions which generated 268 responses. This feedback has been helpful in determining what aspects of the festival were well received and what could be improved in future years. We have pulled some of the more interesting comments and tallied some of the more frequent responses.

Q. Please tell us what the the Outside Bike and Brew did well this year?

- 25 individuals specifically used the words "well organized" "It was well organized and ffriendly, while still maintaining a "home grown" feeling. The events were a lot of fun!"
- 25 women mentioned the Rebecca Rusch clinic and Ladies Lounge. "Excellent group rides, the women's Rebecca Rusch clinic changed my entire relationship with my bike and made me SO much more excited to ride!"
- 43 people mentioned concerts or band lineup and 8 said Rev. Horton Heat. "The only suggestion I would make is to keep the good bands coming. I thought the mix this year was very good. Please just don't settle on one genre like many venues do here in SF (Americana, Jazz, etc.). Keep the eclectic approach going!"
- 28 people mentioned the bad weather, but were impressed how we handled it. "You managed the inclement weather with great calm and made the best out of a less than ideal situation."

Q. Please tell us what Outside Bike & Brew could improve for next year?

- 28 comments referenced weather and having a backup plan. "Better Weather/What to do in case of inclement weather/covered space against rain or sunshine/An inclement weather plan."

- 18 people mentioned directions, map, locations of events, updates. The meeting locations for the rides and clinics were not always specified clearly. Being from Santa Fe I was fine, but I heard talk from out-of-towners who could not find trailheads or did not know which trailhead their ride departed from. When it was snowing on Saturday I didn't have any way to know whether my MTB clinic would be canceled, but I went and it wasn't canceled and the weather cleared, so it was no problem. For next year, perhaps a number to call for info about event details, cancellations and locations?

- 10 people mentioned the three-beer limit was unnecessary, more beer please. "No 3 beer limit in beer garden or bike and brew showcase. I enjoyed receiving a pint glass with my entry in 2014 to the bike and brew showcase. It's memorabilia that I can hold on to, and it reminds me of the event and encouraged me to attend in 2015."

Q. Are there any other comments you would like to share with Bike & Brew?

"We would have stayed in town and participated in more activities if the weather was nicer. Really great event please bring back each year!!!"

"Great event; as a thirty year resident (and first female finisher, Liz Evans, in 1987) it is super to see the railyard come alive and so many folks on bicycles. There were so many young people around. I think SF/NM needs to get serious about he demographic we attract to this state and events like this help."

"This event is critical to growing the outdoor economy in northern New Mexico and Santa Fe. I have attended Bike & Brew's first two years and spent money profligately in Santa Fe to support Bike & Brew and plan on doing so in the future."

"Thanks for putting it on. It is the second best vacation I've ever taken in my life. (Second only to my trip in Whistler, B.C.) Santa Fe is amazing. All the Bike and Brew volunteers are amazing. Great, great people. Good food. Good beer. Great camping. Great mountain bike trail. Great hiking trails. I was blown away at how awesome Santa Fe is and how awesome the Bike and Brew fest is. Thanks! For! Everything!"

"Less police more beers. After the long rides and long days it was nice to enjoy some good music and to let loose a bit but way to many police and way too few beers made it a bit of a drag."

"There were a lot of events that were overlapping each other. Clinics overlapped music, which overlapped beer dinners. I wanted to attend more events, but couldn't."