



Agenda

Santa Fe Film and Digital Media Commission

Tuesday, July 2, 2019

10:00 – 11:45 AM

Peralta Room, Convention Center, ground floor

Call to order. Deborah Potter, Chair	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:03
Introduction of visitors	10:04
Report: Randy Randall, Tourism Santa Fe, rrandall@santafenm.gov , 955-6209	10:05
Report: Eric Witt, Executive Director, Santa Fe Film Office, re: current and upcoming productions, ewitt@sffo.film , 986-6353	10:10
Report: Fabian Trujillo, Office of Economic Development, trujillo@santafenm.gov , 955-6912, re Tele-communications	10:15
Update: Meeting with the Mayor, PR, etc.: Deborah Potter	10:20
Report, Midtown Campus: Commissioner Jim Gollin, Fabian Trujillo, Eric Witt	10:22
Report, Santa Fe Media Network and Above-the-Line: Commissioner Lee Zlotof, Commissioner Adam Shaening-Pokrasso, Alternate Commissioner Anna Darrah	10:32
Report, Emerging Media Alliance working group: Commissioner Chris Jonas	10:37
Report: Education projects, etc.: Commissioner Milton Riess	10:47
Above-the-line incentives, Lee Zlotoff	10:50
Visit plus q and a with the NM Film Office Director, Todd Cristensen	10:55
Goals for next meeting	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, August 6, 10:00 – 11:45 AM, Nambe Room, Convention Center

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: June 26, 2019

TIME: 3:19 PM

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, PERALTA ROOM
TUESDAY, JULY 2, 2019, 10:00 AM**

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, PERALTA ROOM
TUESDAY, JULY 2, 2019, 10:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Deborah Potter, Chair, at 10:00 am on Tuesday, July 2, 2019, at the Convention Center, Peralta Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Jacques Paisner
Michael Becker
David Aubrey
Lee Zlotoff
Jim Gollin
Chris Jonas
Pamela Pierce
Doug Acton
Jilann Spitzmiller, Alternate Commissioner
Alexandria Bombach, Alternate Commissioner

MEMBERS ABSENT

Adam Shaening-Pokrasso
Elias Gallegos, Excused
David Manzanares, Excused
Anna Darrah, Alternate Commissioner, Excused
Milton Riess, Alternate Commissioner, Excused
Frank Ragano, Alternate Commissioner, Excused
Kirk Ellis, Excused
Andrea Meditch, Excused

OTHERS PRESENT

Fabian Trujillo, Economic Development
Eric Witt, Santa Fe Film Office
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Gollin, seconded by Mr. Zlotoff, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF MINUTES

MOTION A motion was made by Commissioner Zlotoff, seconded by Commissioner Pierce, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

Noah Gollin, Lynette Kessler and Jennifer La Barr

6. REPORT: TOURISM SANTA FE

Mr. Randall said he did not have much to report. He can answer any questions you have. He watched two seasons of *Graves* and it was exciting to see people and places he knew. The film portrayed Santa Fe as Santa Fe and showed it very well. That is what is exciting about what you all do. It is a method of showcasing Santa Fe. Santa Fe is a special place and it shows that. He is working with Lee on his new production of *Hey, Santa Fe*. They are into the 5th episode of that. If there is any other way Tourism Santa Fe can work with this group or individually we are available to do so.

Mr. Randall said the Airport is going to be doing wonderful things. He gets frustrated with the speed of progress. They have \$9 million from the Legislature and a promise from legislative leadership of \$10 million more.

Chair Potter said thanks for all you do.

7. REPORT: SANTA FE FILM OFFICE

Ms. La Barr reported of the Santa Fe Film Office as Mr. Witt was unable to be at the meeting.

Ms. La Barr said *Roswell* picked up for another season. They are here at Santa Fe Studios. We have had a few food network shows come through such as *Man versus Food*, here this week. They promote our local restaurants. A reality show rolled through last weekend. It was a former housewife from *Real Housewives* who was on a road trip

with her family. We have had two big scouts here over the last two weeks. The new law took effect yesterday on the incentives. We are working on updating our website.

Commissioner Zlotoff asked do you have a sense of where we are in productions in City and County versus last year.

Ms. La barr said last fiscal year that just ended on June 30th we had 75 productions, the year before was 42 and the year before that was 32. We handle everything from photo shoots, documentaries, commercials, video gaming and feature films.

8. REPORT: OFFICE OF ECONOMIC DEVELOPMENT/TELECOMMUNICATIONS

Mr. Trujillo said not much has changes since last month. The City Manager and County Manager are still working on a joint telecommunications and broadband office.

Commissioner Gollin said we got a new verizon tower at the end of Upper Canyon Road. Suddenly we have cell phone coverage in the canyon. He was wondering are there a lot more of those coming in to fill the holes.

Mr. Trujillo said last year a new State law changed to allow franchise agreements to be easier. Five companies talked about that. It is easier to put up towers now.

9. UPDATE: MEETING WITH THE MAYOR, PR, ETC.

Chair Potter said she met with the Mayor. They have lots of requests at Midtown. He is trying to come up with ways for us to be involved. He asked her to ask all of you if you know of anyone interested in coming and taking over the facility please let the Mayor know.

Commissioner Manzanares said last week we toured the facility with a client who is interested in taking over the film area of the campus.

Chair Potter said as to the request to live stream our meetings, we are now going to be on the website and more transparent. The Mayor said as to newsworthiness, the kind of thing that is newsworthy in our meetings is something the press likes to cover.

Chair Potter said Daniel Fernandez is confirmed for our August meeting.

10. REPORT: MIDTOWN CAMPUS

Mr. Trujillo handed out an information sheet prepared by Mr. Hernandez. The handout is herewith attached to these minutes as *Exhibit "1"*.

Mr. Trujillo reviewed the hand out.

Mr. Trujillo said he received some additional information from Mr. Hernandez in an email. He read the email.

The email is herewith attached to these minutes as *Exhibit "2"*.

Commissioner Jonas asked how do proposals and the use of space begin being vetted against the public input.

Mr. Trujillo said when we did the community engagement process we took a lot of public input. These RFPs were designed with a lot of that information that we received. The RFP process is they submit a proposal and it is reviewed and contractors are selected. The recommendation for civic engagement has been selected and the urban planning contractor has been selected.

Commissioner Zlotoff said when he was flying back to Albuquerque he sat next to a consultant who was brought in by the Chainbreakers organization. The consultant works on these kind of redevelopment projects and how to ensure community voices are included. The property around it is a concern so that the goal is not to force people out of neighborhoods after the development and they cannot afford property taxes. Hopefully a coalition of groups working with Chainbreakers will make sure they are not rolled over. He has given some thought to how something like that could work. They could create or draw some lines around the nearest neighborhoods and ensure property values go up, but property taxes not rise unless they choose to sell their house with the goal to not force them out of their neighborhoods.

Mr. Trujillo said there is a state law on the books that prevents some of that. If you live in a recently developed area your house property taxes will only go up 3% a year unless it is sold. That is in order to ensure that multi-generational families are not priced out of their neighborhood.

Commissioner Jonas asked do the RFPs include what was heard in the community process.

Mr. Trujillo said they are vetted with regard to that and the RFPs were written with that language. It is an important part of the consideration of who will get the award and to get where we want to get to at the end of the day.

Commissioner Gollin said he had lunch with Daniel last month and discussed that there are some developers interested in coming in and buying the whole thing and do what they want to do. The City is not interested in that. They don't want to hand it over to someone to do whatever. They want to see community generated multi-use aspects in there. They are hiring a general developer who will then make recommendations as to who will do what. They want to select people based on a history of working with cities

to do this kind of thing. Your point is well taken. No matter what our vision is there needs to be an economic player. We need them to come do it. If some is going to be residential we need a residential developer to come in and do it. In reality, whoever comes in will almost certainly diverge from the plan and there will be some tension between the plan and the reality once we have players who want to do the development.

11. REPORT: SANTA FE MEDIA NETWORK AND ABOVE-THE-LINE

Commissioner Zlotoff said with *Hey, Santa Fe* we have released five episodes. Our total viewership is 61,600 views. Our page has reached 185,000. We spent \$555 on the boosting of Facebook. That is extraordinary viewership. It seems to be working. We have wonderful support from the Tourism Department. There are a few more things they could do to help us along. We are excited about its prospects. There will be a total of 12 episodes. The total content will be 48 minutes for basically \$30,000 from the OTAB grant and \$11,000 from contributions made by others. There is a considerable amount of exposure and awareness.

Commissioner Zlotoff said we have purchased some SFN signs and have an office at St. Michaels and Cerrillos where there will be a lighted sign at night. It is non-flashing.

Chair Potter said fantastic.

12. REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP

Commissioner Jonas said we had a great month of June for the Emerging Media Month. At the Interplanetary Festival we interviewed people about their thoughts on the future of Santa Fe and the role emerging media plays in it. We will be presenting that on social media along with a documentary film. We will have a meeting after that and talk about next steps. Currents is drawing an amazing number of people from here and abroad. Last year social media helped to drive the energy. There are fewer and fewer people locally using Facebook and are jumping away from Facebook. We are in a new possible era and need to figure out how we get the word out about events. Just an interesting note. He is happy to see a bunch of new people engaged now.

Chair Potter said she and her husband attended the Interplanetary Festival and she volunteered at one of the booth. It was a interesting mix of people, a lot of fun and a very successful event.

13. REPORT: EDUCATION PROJECTS

Chair Potter said Milton is very ill and was not able to be here today to give this report. He is getting better.

14. ABOVE-THE-LINE INCENTIVES

Commissioner Zlotoff said due to a number of projects the working group on this legislation was not able to meet this month. He is reaching out to Speaker Egoft to recommend some people from Legislative staff to sit on that. His hope is that we meet this month to begin the process.

15. VISIT AND QUESTIONS AND ANSWERS WITH NM FILM OFFICE DIRECTOR, TODD CHRISTENSEN

Mr. Christensen, New Mexico Film Office Director, introduced himself as formerly a location manager. He said it is nice to be here today. Yesterday we put into effect the Film Incentive Program. It is on our website. He came from a world that moved very fast and has just jumped on the turtle. We have a show looking at Carrizozo, Roswell and Las Cruces. The new Legislation has some emphasis on rural areas and spreading out the filming. That is great. Some of those places are starting to organize facilities and available hotels. A lot of work is going into Santa Fe and Albuquerque as usual. We are working with the colleges teaching film and are going around to high schools and Pueblos. We are getting results in doing that. There was \$100,000 appropriated in Senator Pinto's name and we would like to get more activity at the Pueblos related to native culture to bring them into filming. His interest was community as yours is. This is another aspect of being part of that community. He wants to be excited, get people excited and say we are here to do business. He is putting budgets into the ground such as in houses and businesses to spread out the money. He is new and it is important to note that when the new administration came in 2010 he could not get a job. Businesses lost business. He is trying to create more business and let people know who is coming to our State and to be respectful and remind people they are guests. He is finding ways to work through issues. He can talk to producers on those types of things. Safety and laws. Having 125 people at your house filming, there are ways to coordinate that. Tell the producers that and they do the right thing so that the next group that comes in is welcomed. Along with getting people in the schools excited about filming, people can start in high school. There are opportunities there and it is a learning experience. Movie people are disciplined and hard working.

Commissioner Zlotoff said welcome and thank you for taking this job. It helps when someone has production experience. He is curious. He understood there were some inconsistencies and confusion in SB 2 where you had to sit down and explain and it may be contradictory. What are some of those things. Does the Legislation need some clarification or revision.

Mr. Christensen said they don't want to open the door to this in the next session even though there are some things that should be tweaked. He has read the bill a number of times. Some things require more clarity. What he has done with those things is to look at rules we can make to resolve some of those grey areas with a regulation to

bring some clarity to it. The last bill said for a company to come in they have to spend 10 days in studio and 10 days on a western set. If they spend \$30 million and over. Under that the numbers are 7 and 3. With the regulation he is putting forth it will be the same number of days, but does not say how many each.

Commissioner Manzanares said it is so awesome what you are doing. We needed that kind of leadership with working knowledge. Internally this new 5% takes us outside a 60 mile zone. It was calculated for years from City Hall so there were a lot of places that could be used. The new law pushed it to the County line and now none of those places qualify. Is there any change to clarify that.

Mr. Christensen said he looked at the map. It is a very strange looking map. It depends if we can open the door at the next session to change things that are in the Legislation. There is a fine line. Now Las Vegas and Taos are not considered rural. Socorro is on the line, Ghost Ranch and Grants are not rural. Part of it has to do with mapping. We developed new systems that track everything with the economists and Taxation and Revenue. It should be 60 miles from the Courthouse to serve different parts of the State so they can do business. We can make regulations, but cannot make policy in the office. We are going to try to service those rural areas that qualify. If we get enough business he can go to the Legislature to see if we can change that. If you open any part of the bill you open up the whole bill.

Mr. Christensen said for us, we need to track things to show the rural incentive is working then we can make it more rural and pull the lines in a bit to include the towns and areas around those places. Then they will get the 5%. People are telling other people about these places now that the door is open.

Commissioner Gollin said welcome and congratulations. In terms of locations we have opportunities for enormous expansion. What we don't have is studio space. He has heard of different shows that want to leave Georgia or the UK or Louisiana and come here, but they need 100,000 square feet of indoor space. We need capital and lead time for construction. To what degree is your office concerned with that and the role in promoting the development of studios.

Mr. Christensen said a lot of concerns are starting to change the film partners such as ABC Universal. To be a legitimate space and get the credits it has to be at least 7,000 square feet and have an 18 foot ceiling. People are calling us who have that space. We will certify spaces once a company wants to go in. We are getting a lot of calls for space. There is talk of building more stages in Santa Fe and Albuquerque. A door has swung open with this new administration that we are a film friendly state and willing to grow. That will help to create the energy to come build new stages. Real stages cost \$5 million to build. The thing about warehouse space is the sound issue. The ABC Universal space is next to the railroad, but they are going to sound proof it.

Commissioner Zlotoff said one of the things we have talked about on this Commission is, with the potential of all these resources, we need to do it in such a way that we end up with sustainable businesses where if someone comes up with a better incentive we are not left with infrastructure and we are not able to use it ourselves. In Canada over time they made all that money and they used it to establish a home grown industry. It is a hope and personal intention of his to make sure we don't miss that opportunity in this go round with all the resources flowing into the State now and for the next 5 to 10 years.

Mr. Christensen said in the last 8 years of the last administration there were slow downs, but businesses did come in. A lot of the incentives are a reaction to Canada. LA started to lose business due to that. In New Mexico it is a given business. A real business with real employments and businesses around it. We are closer to LA than any other States. Producers love that they can get on a plane and an hour and half later be home in LA. If anyone wants to come to New Mexico the doors are open. We have a particular landscape. Scripts have adjusted themselves to be a New Mexico script. Most are willing to adjust their scripts to the area. The story stays the same.

Commissioner Jonas said welcome and he is delighted to have you. You are stepping into a position at a really exciting time in our State. There were programs and awards to foster energy in that office in the past. Your reflections on the Film Office to begin a hub and where you imagine the Film Office is going to grow in the future to foster the growth of the industry here is exciting.

Mr. Christensen said he is concerned about how his small office can handle all the calls coming in and be that kind of hub. Back when they had 13 people in the office it was the biggest office they had ever had. We have 6. The only way that can change is legislatively. We will get there and see what we can do legislatively. He is here to service the film community and productions that come here. We have to have the personnel to do that. His Office is working hard to do that. In State government it is 8 hours and then go home. He does not know what to do when he goes home. He is still adjusting to all that. His feeling is that the hub that we want is going to be positive and will grow in a way that takes care of everything. The film community is looking towards us to bring those productions in for work. If we all team together, a bunch of good people, we will do the best we can and hopefully grow.

Chair Potter said thank you so much for coming.

Mr. Christensen left the meeting.

16. GOALS FOR NEXT MEETING

Chair Potter said we will have reports from Commissioner Zlotoff and Alternate Commissioner Riess.

Commissioner Jonas said we need to talk about legislation for next year.

Commissioner Gallegos said the process to bring in groups for planning for the campus.

Chair Potter said we can ask that in August when Daniel is here.

Commissioner Manzanares said more above the line conversation from an understanding of what Canada did. Also, he would like to be on Lee's working group.

Alternate Commissioner Bombach said she gets a lot of requests to do documentary shoots. She can't find people to work on the productions. She has seen lists of people and knows Canada has what are you looking for and where are lists of writers and cinematographers. It would be great if we had that.

Commissioner Manzanares said he and Andy have that.

Commissioner Zlotoff said he believes the New Mexico Film Foundation has something. The answer is we don't have that yet and need to start developing that. It is calling people he knows to recommend anybody at this point. The New Mexico Film Office has some, but it is limited and out of date.

Alternate Commissioner Bombach said she would like to work on that.

Chair Potter said we did a list of assets is 2016. It was resources, not individuals.

Commissioner Manzanares said we need a master list.

Alternate Commissioner Bombach said a website could be set up.

Chair Potter said it would be great if the Santa Fe Film Office has something like that.

Commissioner Manzanares said the State Film Office has one, but it is not a good one or up to date.

Alternate Commissioner Bombach said she would love to work on a sample website to present at the next meeting.

Char Potter said we can do that and may form a working group for that.

Commissioner Zlotoff said a separate working group. It behooves us to try to do that. We should define it and look for resources to make that happen.

Alternate Commissioner Bombach said she knows a lot of people in Santa Fe

and Albuquerque looking for experience and opportunities. Maybe there could be an incentive program to let people shadow a production, like 1%. She has shadowed directors in LA with grants. Those experiences were huge.

17. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Commissioner Aubrey said he is looking for a voice over for a documentary. It needs to be a neutral voice with no accent.

Commissioner Pierce said what about Conroy Chino.

Commissioner Aubrey said he loves his voice, but it is not right for this.

Commissioner Lujan said he is looking for internships. The semester starts in mid August. Let him know if you have job descriptions ready for interns. Send them to him. He is also still looking for someone to teach a film sound class.

Commissioner Jonas said he has a couple of people.

Mr. Graham said he is working on getting a project in front of Council. It is a proposal for Midtown for the Garson Studios. He would like to show it to you. How can he get it on the agenda.

Chair Potter said she is not sure we should be taking that up. Run that by Daniel first.

Mr. Graham said he will do that.

Mr. Graham said he is working on a project in Roswell due to the incentive. It is a \$10 million project. They wanted to do it in Las Vegas, but couldn't because it is not considered rural. 5% is a big chunk of \$10 million. It is having an effect.

Mr. Graham said he is having a hard time crewing up down there. The Union does have a good database of their people. Also he uses Production Hub and a site called Crew Me Up. He has talked to local producers. He has been noticing a number of op ed pieces in the local newspapers around the state that are anti-incentive. They are getting ink and getting out there. They have a persuasive argument that the State should be spending money on things other than incentives.

Chair Potter said they have been around for a long time.

Commissioner Manzanares asked is that something we want to concern ourselves with if that is already happening so we have an entity that can respond to those op eds.

Chair Potter said she will see what we can legally do.

Commissioner Paisner said he thinks we should not react to it. It gets so little attention that there is no reason to do that.

Commissioner Manzanares said at the Legislature it did make a difference. Even if we just educated people.

Chair Potter said we can do that individually if people want to. We cannot respond as a group. The State Film Office does that.

Commissioner Zlotoff said it might not be a bad idea for the Commission to have a mechanism to let Commissioners know of news content related to the film business in New Mexico as part of our function.

Mr. Graham said one of the op eds was sponsored by a State Senator and the other one a State Representative. He is going to take the Senator to the set to let him see how many local people were hired.

Mr. Trujillo said email him what you are getting Steve and he can email it to everyone.


Commissioner Zlotoff said the State has a rainy day fund. Why they think it is not raining he is not sure. There are businesses and citizens who are benefitting from the incentive, not just the film industry.

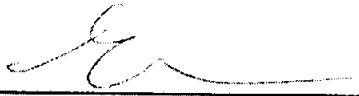
18. QUESTIONS FROM VISITORS

None.

19. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:25 am.



Deborah Potter, Chair

Elizabeth Martin, Stenographer

MIDTOWN SANTA FE – The Vision

Vision. The Midtown Santa Fe site is located at the geographic center of the city and presents some of the most transformative possibilities for creating a new “hub in Santa Fe reflecting the city’s heritage and culture where all residents are invited to live, work, play, and learn”. The City’s Planning Guidelines for Midtown Santa Fe articulated a vision for the site as a place that will “become the most creative location in the U.S. where a diversity of people interact and collaborate to find their passions; build their skills for a great career; live in a thriving, vibrant, neighborhood and city; and, create a great future for our community, region, and beyond”.

History. The Midtown Santa Fe site has a long history that holds much endearing memories for many people. It served as an important military hospital in World War II and then as an academic campus for higher education. The Christian Brothers founded the first campus, St. Michael’s College (1947), which was renamed the College of Santa Fe (1965), upon academic accreditation. After nearly 70 years of operations, the Christian Brothers wound down operations. Recognizing the importance of this academic resource, the City of Santa Fe purchased the campus and leased it to Laureate Education, Inc., which established the Santa Fe University of Art and Design (2009). Laureate announced that they would conclude SFAUD operations in 2018, at which time the City assumed responsibilities for the site. Because of the importance of this public asset to Santa Fe residents, businesses, community-based organizations, and all educational institutions, the City deployed resources to perform the necessary due diligence to ensure that the site remained a valuable resource.

Today and Near Future. The City increased its capacity to manage the property while developing and deploying a strategic plan to redevelop the site and achieve the vision established by the communities of Santa Fe and represented in the Midtown Planning Guidelines. Recognizing the importance of the historical academic uses at the site focused on design, art, and culture, the redevelopment of the site is focused on the following uses for redevelopment:

- Mixed-Use / Residential
- Higher Education
- Arts, Culture, Design
- Open Space, Sports, Recreation
- Business Enterprises

Through a transparent, open, and competitive process, the City will engage a master developer or developers to facilitate and ensure synergies between these uses to create a vibrant and dynamic 24/7 place for all of Santa Fe to live, learn, play, work, and play.

Exhibit "1"

MIDTOWN SANTA FE – Engaging Communities

The City of Santa Fe, under the Mayor Alan Webber administration, is committed to engaging broad and diverse communities to inform and establish the policies, programs, uses, and types of development that will create a vibrant and dynamic 24/7 place for all of Santa Fe to live, learn, play, work – based on the principles of equitable and sustainable development. To achieve that goal, the mayor's administration developed and is undertaking a progressive engagement process with three core constituencies to both inform and implement a transformative and visionary development at Midtown Santa Fe:

- Technical Professionals
- Communities
- Developers and Business Entities

Within the second quarter of 2019, the City will issue three important and inter-dependent solicitations for engaging these constituencies, as follows:

Economic Analysis & Urban Planning. The City will increase its capacity by procuring technical professionals with skills and experience analyzing the intersection between land uses and land values on large-scale urban development projects to advise and represent the City's interests. The Economic Analysis and Urban Planning Team will perform scenario planning, as well as evaluate development proposals for the Midtown site, informed by public policies and community objectives generated through civic engagement. The Economic Analysis and Urban Planning Team will advise the City during the due diligence and negotiations process that will inform the terms of disposition and development agreements with one or more developers and businesses.

Community Engagement & Activation. The City will undertake an interactive civic engagement model as a partner with community organizations skilled in effective interaction with diverse communities in the entire City of Santa Fe. The Civic Engagement Team and the City will work collaboratively to develop and implement a fun, interesting, and active engagement method that is attractive to all people. The approach will include civic organizations, educational institutions, community organizations, philanthropy, businesses, and people from all communities. The Civic Engagement Team will advise the City on developing just, equitable, and sustainable policies to inform the disposition and development of the Midtown site. The work of the Civic Engagement Team, and in working with the Economic Analysis and Urban Planning Team, will also focus on outlining viable programs and policies that stabilize and strengthen the capacity of local households and for- and non- profit businesses to

remain a vital part of Santa Fe, as well as address the potential of displacement and other unintentional consequences of development.

Developers & Businesses.

The City will work with mission-driven Developers and Businesses with a commitment to working collaboratively with the City to implement high-quality urban development, and experience in achieving just, equitable, and sustainable development objectives. Local, regional, and national developers have the capacity to develop and implement large-scale developments that will be informed by public policies and community objectives. The City will undertake the necessary due diligence process with qualified Developers (a master developer or series of developers) to establish land uses, urban design, infrastructure, and public policies and amenities that will affect land values. The City will also undertake the necessary due diligence with Businesses (large businesses interested in purchasing existing assets, and medium to small businesses interested in locating at the Midtown site) to establish uses, rehabilitation, infrastructure, and public policy and amenities that will affect property values.

These three solicitations will overlap in time into the 3rd and 4th quarters of 2019 to provide the City with the opportunity to vet assumptions and recommendations from a variety of perspectives at the same time – civic policy objectives, urban economics and land use, and development and implementation feasibility. The three perspectives are inextricably linked – one set of inputs should not supersede other inputs to ensure that they inform each other toward achieving the vision and goals overall redevelopment of the Midtown site.

TRUJILLO, FABIAN

From: Daniel Hernandez <daniel@proyecto.is>
Sent: Tuesday, June 25, 2019 1:28 PM
To: CAMACHO, ELIZABETH X.
Cc: TRUJILLO, FABIAN
Subject: Re: Mid-Town Campus Project Update and Write-up for Film Commission
Attachments: MIDTOWN SANTA FE text_1-pagers_03JUN2019docx.docx; Midtown SANTA FE_schedule_1-pager.xlsx

Fabian,

see attached for talking points that may be presented to Commissions.

Regarding their inquiry about being involved in the selection process, I suggest making a few key points:

1. Because of the great amount of interest in either serving as a developer or locating a business at the site, we all, including members of various commissions, want to maintain a high level of integrity in the selection process. The city goes through great efforts to maintain a commitment to non-disclosure regarding respondents RFP submission packages and to guard against potential (real or perceived) conflicts of interest. Of critical importance is that we all commit to the integrity of a competitive, open, and transparent selection process.
2. So, for this administration, it is critical that we engage, listen, and respond to objectives that various stakeholders have about the redevelopment of the site. This information is invaluable as the selection team, including economic analysts and land use planners, reviews and considers the various proposals.
3. In addition, we encourage you to review the Midtown Planning Guidelines that are on the City's Economic Development website, which lists film/ video, multi-media, as well as the uses that support the industry, as a core use at the Midtown Santa Fe site. The requests for proposals that the city will issue will reiterate that goal.
4. The City will issue a RFEI - Request for Expressions of Interest to give a broad range of interested parties to respond with their proposals and ideas for the redevelopment of the site. They will also need to show experience and capacity as both developers or business entities. We intend to provide an adequate amount of time to assemble a good team and develop a strong proposal. We also intend to spend adequate time to review the viability of the proposal to achieve a broad range of objectives, including community and economic development objectives.
5. This is a multi-year, large scale projects. The City will identify projects than move forward immediately, and there will be others with long term horizons. We anticipate that challenges and opportunities will continue to evolve as the project progresses. But, some elements will remain in place, which are:

Arts & Culture, which include film/video/multi-media

Mixed-Use Residential, which will include neighborhood serving retail

Academic, which is envisioned as an urban campus integrated into the fabric of a district

Businesses & Entrepreneurial Ventures, which will contribute to creating a live/work environment

Open Spaces, for public programming and civic activities

Daniel Hernandez