



# Agenda

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## OCCUPANCY TAX ADVISORY BOARD

MAY 9, 2011

8:30 A.M.

CITY COUNCIL CHAMBERS – CITY HALL

8:30 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: February 24, 2011

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

III. CVB Activity Reports:

- a. Jim Bradbury – SFCVB Executive Director
- b. Christine Madden - SFCVB Sales and Marketing Supervisor
- c. Steve Lewis - SFCVB Public Relations

IV. Final Report:

- a. La Cosecha Language – David Rogers, Executive Director
- b. SF Fiesta Council - Herman Lovato, President
- c. Spanish Colonial Arts Society – Maggie Magalnick, Exec. Director

V. Request for Funding:

- a. Luna Moruna Productions – Justin Nadir MA
- b. Glass Alliance New Mexico – Betsy Ehrenberg, President
- c. Global Running Culture – Joseph Karnes, Director
- d. Museum of NM Foundation – John Easley, Exec. Director
- e. SW Roots Music – Michael Koster, Director
- f. Spanish Colonial Arts Society – Maggie Magalnick, Exec. Director

VI. Meeting Schedule:

The next meeting will be held on May 26, 2011 at 8:30 a.m. in the City Hall Council Chambers.

VII. Adjournment

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

**CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD MEETING  
May 9, 2011**

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**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
May 9, 2011**

**I. PROCEDURES**

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

A regular meeting of the Occupancy Tax Advisory Board was called to order on Monday, May 9, 2011, at approximately 8:30 a.m. by Ms. Bonney, in the City Council Chambers, City Hall, Santa Fe, New Mexico.

Roll indicated the presence of a quorum for conducting official business as follows:

**MEMBERS PRESENT:**

Mary Bonney  
Jon Hendry  
Terrell White, newly appointed member

**MEMBER(S) EXCUSED:**

Miguel Castillo, Chair  
Paul Margetson

**STAFF PRESENT:**

Cyndi Catanach, Administrative Assistant  
Jim Bradbury, interim SFCVB Executive Director  
Christine Madden, SFCVB Sales and Marketing Supervisor  
Steve Lewis, SFCVB Public Relations

**OTHERS PRESENT:**

Leslie Sanchez, La Cosecha Language  
Herman Lovato, SF Fiesta Council  
Maggie Magalnick, Spanish Colonial Arts Society  
Justin Nadir, Luna Moruna Productions  
Betsy Ehrenberg, Glass Alliance New Mexico  
Joseph Karnes, Global Running Culture  
Abraham Kosgei, Global Running Culture  
Antonio Lopez, Global Running Culture  
Karen Freeman, Museum of NM Foundation  
Ardith Eicher, Museum of NM Foundation  
Jennifer Kilbourn,, Museum of NM Foundation  
Michael Koster, SW Roots Music  
Jo Ann G. Valdez, Stenographer

**NOTE: All items in the Committee packets for all agenda items are incorporated herewith by reference. The original Committee packet is on file at the City Clerk's Office.**

**b) APPROVAL OF AGENDA**

The Agenda was reprioritized (Item V-F Spanish Colonial Arts Society request for funding was moved up on the agenda.)

**Mr. Hendry moved to approve the agenda as amended. Mr. White seconded the motion, which passed unanimously by voice vote.**

**c. APPROVAL OF MINUTES – January 27, 2011**

**Mr. Hendry moved to approve the Minutes of the January 27, 2011 meeting as submitted. Mr. White seconded the motion, which passed unanimously by voice vote.**

**II. LODGER'S TAX UPDATE (DAVID TAPIA)**

- a) A copy of "Lodgers Tax Report" is incorporated herewith to these minutes as Exhibit "A".

Mr. Tapia reviewed the information in Exhibit "A". Please see Exhibit "A" for specifics of this presentation. Mr. Tapia noted that it has been a couple of months since the Board met and he believes the last report the Board looked at was for January's cash flow (December's intake on occupancy). At that time he was optimistic on a 10% run that the City was on; and he was hoping that the City would maintain that. Unfortunately, there was a decline in the months of February and March, in both occupancy, as well as the amount of cash flow that came in for those rates. There was a decrease of 4 to 5% in January's occupancy and 2 to 3% decrease in February's occupancy. The City is presently at an 8% decrease for the year, when compared to this time in the last two years.

Mr. Tapia said when the City did their budget at the beginning of the year, their expectancy was 7%; therefore they have maintained at least 1% above projections.

Mr. White asked Mr. Tapia if there are any projections for the months of May and June.

Mr. Tapia said this is hard to predict; but hopefully the city can get people to come in for the months of May and June.

Ms. Bonney asked what the numbers were for the short-term rentals.

Mr. Tapia said approximately 40% of the individuals who are renting short term rentals actually report on their own; or have one person who will report for a community. 60% of the short-term rentals are going through the Kokopelli Management Company and therefore those rentals do not get reported directly. He said if you look at the overall numbers, the amount of money that is coming in from the short-term rentals is maybe 1-2% of the overall total.

### **III. CVB ACTIVITY REPORTS:**

#### **a) Jim Bradbury (interim SFCVB EXECUTIVE DIRECTOR)**

Mr. Bradbury reported as follows:

- In follow up to what Mr. Tapia reported, the first three months of this calendar year have been flat; but in talking to the hotels, there are strong bookings for the remainder of the year and the City is hopeful that they will finish the fiscal year strongly.
- As far as group meetings, the City sent out an e-mail blast to meeting planners around the country to try to book meetings this year at the Community Center.
- As far as individual travel, the City has started a digital billboard to the Albuquerque market and will be displayed in the next couple of months.

Mr. Bradbury noted that Santa Fe has become the number one market for New Mexico and they are hoping that the billboard will entice people to come to Santa Fe for a day or two or for the weekend.

- The CVB is hitting the on-line advertising as their major component of the advertising campaign. They have been on Trip Advisor for two months and they are already seeing tremendous results from it. When an analysis was done on Trip Advisor, they found that Santa Fe is on the top 10 places to visit.
- The CVB has a local ambassador promo going on in the city; they will also be on the Plaza on May 16<sup>th</sup> for Community Days where they will promote the local ambassador promotion.
- The CVB has some testing going in the Austin, Texas market, which is a good market for them. They are doing a variety of different types of advertising there to see how it goes. They are also thinking of doing a "red or green chili" test as a way to promote Santa Fe. If this goes well, they will do this in other markets.

Mr. White noted that he saw a piece about Denver in the *Wall Street Journal*.

In response, Mr. Bradbury said that piece probably cost a lot of money-more than they can budget.

**b) CHRISTINE MADDEN- CVB SALES AND MARKETING**

Ms. Madden reported as follows:

- She is happy to back in Santa Fe. She explained that there is a lot of pressure on them to put some revenue back into the City of Santa Fe and she is confident that they can get it done.
- Short term inquiries have been very plentiful and they have been responding; they are working with the hotels to be very competitive in the way that they bid with some of the known competitors.
- Ms. Madden has been here only a month but has already confirmed 1200 room nights and has concluded four different site inspections of the Convention Center for some bookings for 2013 and 2014. Two of them have already declared that they are coming to Santa Fe with numbers of about 400 in one instance and 800 in another instance; therefore this builds her confidence that they are in a good trend again.

Ms. Bonney asked if the 400 and 800 that she is talking about are room nights or people.

Ms. Madden said these are people and total room blocks; one instance of 500 room nights in the City for early June and the other is about 1100 room nights for the first week of March 2014.

Ms. Bonney asked what groups are coming.

Ms. Madden said one group is an international scientific group based out of Texas Tech; and the other is the National Farmers' Union-the Rocky Mountain Chapter as well as some of their national chapters. She said another interesting group that she is working with is the Society for First Americans. They want to come in 2013 in October or November and they will be about 1000 people strong.

Ms. Bonney asked if Ms. Madden had some kind of game plan on what types of groups she would be focusing on.

Ms. Madden said along with the process of uncovering prospects from the old client base, they will also meet with support staff to get ideas on reaching out and they welcome ideas or suggestions.

Mr. Hendry said we have some good and successful events but they need to try to create new events and look at what can be done event-wise outside of the shoulder season. He said a possible way to do this is to waive the fees for the Convention Center so that there is always something here.

Mr. Bradbury said as far as the booking policy, they are looking at all of this. As far as new events, they will continue to look at events like Winter Fiesta - to build on this.

Mr. Toler said they should try to look at other sources of revenue; such as fees on the Plaza to use the sidewalks, for example, or some kind of development fund.

- Ms. Madden said one of the things that has taken some time over this last month and will continue to absorb part of the day is an ongoing audit of the files. They are finding that some records are incomplete in the system; and there is some business that has not been confirmed, nor has some business been declared as lost. They are getting some help from the hotel businesses with this.
- The other issue that is going to take a lot of time and man hours is basic data input that goes back to the year 2002 when they launched the CRN system of the CVB. They are getting help to do this from staff to get current contacts and bookings into the system. Ms. Madden hopes to have solid figures for the next OTAB meeting.

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

Mr. Lewis reported as follows:

- He distributed copies of the PR plan for the upcoming fiscal year. One of the things he will work on is reconnecting with *Teen Leisure*. The second point is to redefine the City's profile as a meeting destination-reconnecting with the planners and groups. The PR plan included a whole meetings marketing overview on addressing this through the media - upgrading the city's profile with a news blast that Chris Madden, a new Sales Director is here and that there are new initiatives in Santa Fe to start to develop momentum about meetings in Santa Fe.
- He will also look for new ways to address the New Mexico Market; work with business partners in town on how to support those businesses, either with press releases or marketing.
- Mr. Lewis met with Trip Advisor and they would like to do a business-wide webinar to show businesses how to take advantage with the city's presence on Trip Advisor.

- Mr. Lewis also met with Hutton Broadcasting regarding Winter Fiesta and they are looking at planning and selling the second year of the Fiesta now. They would like to move back the Fiesta a week to connect it with Valentine's Day with President's Day and also make it a yearly or long term event for Santa Fe.
- With regards to the editorial calendar, and in terms of boiler plate releases throughout the next year, they are looking at doing two releases a month. In terms of clips, the City is at about \$1.5 million earned media for the year and the goal is to do more than that for the next fiscal year. They will also work on engaging the downtown merchants.
- There is a chance of having *News Week* here this summer.
- New Mexico Tourism Department European Writers will be coming towards the end of June.
- Mr. Lewis has been a member of the Region Five Board and they are going to do a series of Region V at Isotopes night in June or early July. They will have some presence at one of the games.

Mr. White noted that they just had a piece in *Sunset Magazine*.

Ms. Bonney asked if there was a way to send the Board links of media – at least once a month – as a way to get information out there.

Mr. Lewis said yes, he would happy to do that.

Mr. Hendry said the city needs to get out more information/tid bits out about the movies. He said that Santa Fe Studios will be the biggest for-profit employer in the County. They will also be bringing in big motion pictures and the city should be talking about that and dealing with their publicity individuals. This could bring in many visitors from out of the country and the city should take advantage of pictures being filmed here. He noted that the number one movie now (Thor) was filmed in Santa Fe.

#### **IV. FINAL REPORT**

##### **a. La Cosecha Language – Leslie Sanchez- Development Director** (Conference Programs from last year were distributed).

Ms. Sanchez reported that the 15<sup>th</sup> annual La Cosecha Dual Language Conference took place from November 17-20<sup>th</sup>, 2010 at the Santa Fe Convention Center and La Fonda Hotel. First organized by teachers in 1997, La Cosecha, Dual Language Education of New Mexico's annual dual language conference, brought together 1350 students, community members, and dual language supports from around the world to participate in Santa Fe.

In addition to the La Fonda Hotel, La Cosecha guests also stayed at the St. Francis, Plaza Real, the Lodge, Hilton, Hotel Santa Fe, Sage Inn, Garrett's Inn and the



Inn of the Governors. There were a total of approximately 1300 plus room blocks brought in for the Conference. The gross revenue is estimated at \$409,787.00 with \$191,850.84 in expenditures. The vast majority of those expenditures were spent here in Santa Fe: Food and Beverage - \$57,916.52; Meals on the town: Wednesday through Saturday was \$7795.00; Santa Fe Community Convention Center \$3600.00; Lodging: \$20,538.00; Transportation: \$3557.75; Printing: \$7056.00, Artists Fees: \$16,500.00, Promotion: \$12,400.00 and Salaries: /Honorariums: \$27,550.00.

Ms. Sanchez said they are planning to return to Santa Fe next year (2012)- November 7-10, 2012; and they are working on ways to promote the conference in ways that they have never done-looking at ways to reach out to educators to get people to come to New Mexico.

Ms. Sanchez explained that educational conferences are noting a sharp decline in attendance internationally, and La Cosecha is no different. There was a noted 8% decline in attendance for the 2010 event, and their Planning Committee is working through a number of promotional initiatives to increase the size of their attendance. This includes formalizing partnerships with over 24 organizations that they can collaborate with nationally and internationally to expand their communication base.

Ms. Sanchez concluded her report noting that they will seek help from OTAB to help expand its marketing campaign and get the most from its limited resources.

**b. SF Fiesta Council – Herman Lovato, President**

Mr. Lovato gave a brief history of the Santa Fe Fiesta noting that the Santa Fe Fiesta celebrated its 298<sup>th</sup> year anniversary September 3-12, 2010. The Fiesta met their goal of increasing the organization's level of excellence, while promoting the growth, welfare and preserving the most historic event in the United States. The Native American, Hispanic and Western cultures, along with their traditions are exemplified in events that bring the community at large together to commemorate and remember the fiestas as outline in the original Fiesta Proclamation issued by the Santa Fe City Council on September 16, 1712.

Mr. Lovato said this year, based on the UNM research and recommendations provided to them, they feel that it is in their best interest to attract local, domestic and international visitors using new advertising outlets, in doing so they have actively begun to use their website to provide information and social networking sites including: Facebook, Twitter, MySpace and online cultural event calendars to promote the Fiesta de Santa Fe and reach a larger audience. One of the areas that UNM felt that the Fiesta should focus on is Bernalillo and Sandoval counties.

In an effort to attract local and domestic (US) visitors to New Mexico, they will utilize their website and online marketing tools: Constant Contract and Comcast and print/distribution of their Fiesta de Santa Fe brochure and event postcard to promote the Fiesta de Santa Fe and encourage visitors to come to Santa Fe and participate in the event. They will also distribute 30,000 brochures to all the local area visitors' centers,

Chambers of Commerce, cultural events, restaurants, hotels, car rental agencies throughout New Mexico, including Las Vegas, Taos, Espanola, Los Alamos, Angel Fire, Red River, Raton, Cimarron, Bernalillo, Albuquerque, Los Lunas, Clovis and Las Cruces. 30,000 event postcards were printed and 10,000 of them were mailed to the Albuquerque/Bernalillo and Rio Ranch areas.

The Fiesta also placed ads on buses in Las Cruces, Rio Rancho and Santa Fe areas promoting the Fiesta de Santa Fe events.

Mr. Lovato concluded his report noting that they work hard to encourage visitors to extend their stay in Santa Fe. They will promote key events that take place during the weekday via print and online.

Mr. White asked Mr. Lovato if they have considered having an alliance with the Rail Runner.

Mr. Lovato said they have discussed this with them – this would be a good way to transport the people.

Mr. Hendry noted that 1800 students will be coming in the weekend of the Fiesta to the University of Arts and Design. He suggested that the Fiesta contact them.

Mr. Lovato said he would contact them.

Mr. Hendry asked Mr. Lovato if the Santa Fe Fiesta would be requesting funding from OTAB for this year's Fiesta.

Mr. Lovato said yes. Ms. Catanach said she has two requests for funding already and they will probably be on the agenda for next month's meeting.

There was discussion that the City should have a permanent funding source for the Santa Fe Fiesta. Ms. Catanach noted that Mr. Toler was working on this and she offered to see how far Mr. Toler got on this.

**c. Spanish Colonial Arts Society – Maggie Magalnick, Exec. Director**

Ms. Magalnick presented the final report for the 2010 Spanish Market noting that she is the new Director and she came in September, after the 2010 Spanish Market. She distributed copies of the 59<sup>th</sup> Spanish Market poster.

Ms. Magalnick said normally the Spanish Market attracts between 40,000 to 55,000 people to the Plaza. She noted that they also have a market during the winter time and they work with the Convention Center on both occasions to present previews, and to do their jurying that they do.

Ms. Magalnick reported that an estimated 45% of the visitors to Spanish market were from out of state, with Texas, California, Colorado, Arizona, Illinois and

New York leading in tourism members. More than half of their in-state visitors came from outside of Santa Fe County.

Ms. Magalnick mentioned that they are a free market and they are told that they generate about \$1.8 million in revenue for the city for both markets (winter and summer).

Ms. Magalnick said that their marketing goals include attracting a greater number of regional and national visitors to Santa Fe.

*The funding request from the Spanish Colonial Arts Society was moved up on the agenda following their final report.*

[A copy of the breakdown of O.T.A.B. Funding Requests for Fiscal Year 2009/2010 is incorporated herewith to these minutes as Exhibit "B".]

**Request for funding:**

**IV-f. Spanish Colonial Arts Society – Maggie Magalnick, Exec. Director**

**Ms. Magalnick** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

Spanish Colonial Arts Society is requesting \$10,000 to promote the 60<sup>th</sup> Anniversary 2011 Traditional Spanish Market and Winter Spanish Market.

Ms. Magalnick noted that they hired a Development Director to work on planning and marketing and to more accurately document the positive impact that the Spanish Market has on the Santa Fe economy. They also have a grant writer.

Ms. Magalnick said they are looking to expand their marketing. This year, in celebration of this significant anniversary, they will be promoting a multi-facet Market week with a large roster of events designed to draw tourists to the area from out of state and extend tourism night stays by at least 5% over previous years.

Mr. White asked what their advertising budget is.

Ms. Magalnick said it was \$60,000 but they are hoping to raise that to \$120,000 this year.

Ms. Bonney noted that OTAB has agreed that they do not want to continue to fund or promote the same events.

Mr. Hendry explained that the Board only has \$45,000 left to fund organizations/events.

**Ms. Bonney moved *not* to fund the Spanish Colonial Arts Society's request. Mr. Hendry seconded the motion, which passed unanimously by voice vote.**

**V. Request for Funding:**

**a. Luna Moruna Productions – Justin Nadir MA**

**Mr. Nadir** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

Luna Moruna Productions is requesting \$10,000 for the Juan Siddi Flamenco Theatre Company 2011 Summer Season.

Mr. Nadir noted that this is their fourth year. He said that the purposes and goals for this event are to both promote Santa Fe as a destination and to make available the performing arts to visitors and locals. The summer-long event will be widely advertised in print publications, on-line, on television inside and outside Santa Fe, as well as with any cooperative marketing opportunities with the Santa Fe CVB.

Mr. Nadir said that the company will present performances, six nights weekly, in the Maria Benitez Theatre at the Lodge at Santa Fe, Tuesdays through Sundays from June 17<sup>th</sup> through August 14<sup>th</sup>, 2011 for a total of 51 performances. Under the artistic direction of Spanish choreographer Juan Siddi, the production will utilize the talents of internationally acclaimed artists from Spain and the United States.

Mr. Nadir mentioned that in 2007, Maria Benitez, who had been presenting flamenco in Santa Fe for more than 30 years, chose Juan Siddi as her successor. He noted that this is their fourth year. He said in addition to the summer season in Santa Fe, he is happy to announce that they will also be starting a national tour next year, which will put Santa Fe on the map in the United States and internationally.

Mr. Nadir said flamenco today is a very popular art form that was just put on the "Intangible Heritage" list by UNESCO in November. He noted that the Juan Siddi Flamenco Theatre Company is one of the top three flamenco companies in the United States today, with the other two residing in New York City.

Mr. Nadir said this is the second year that they have applied for OTAB funding. He noted that they saw a 20% increase in audience participation in 2010; and this is due primarily to the out-of-market advertising and promotion of the event. He said along with their advertising, they also have a billboard ad coming from Albuquerque to Santa Fe, which he thinks will help the production in Santa Fe.

**Mr. Hendry moved to fund the Juan Siddi Flamenco Theatre Company at \$3,000. Ms. Bonney seconded the motion, which passed unanimously by voice vote.**

**b. Glass Alliance New Mexico – Betsy Ehrenberg, President**

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

**Ms. Ehrenberg** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

The Glass Alliance – New Mexico is requesting \$8,500 to promote a Fabulous Flower Fiesta on various dates. The flowers will be made by local artists using a variety of glass materials. The event will be held in the Railyard Arts District, in gallery and studio spaces, and will feature different Santa Fe artists who create glass flowers, glass bouquets, glass flower holders and arrangements.

Ms. Ehrenberg explained that the Fabulous Flower Fiesta's purpose is educational and will be financially beneficial to its artist participants. It will bring additional funds to its non-profit partners as well as bringing economic growth to Santa Fe. The organization's mission is to further the development and appreciation of contemporary studio glass art. Their audience includes collectors, curators, artists, students and the public at large. Items at the Flower Fiesta will be for sale and artists will be on site creating glass flowers for locals and tourists.

Ms. Ehrenberg said that the flower art will be affordable, will provide an entry point for the emerging collector and include a glass murini identifying it as made in Santa Fe. They estimate that the Fiesta will bring 2,500 people into Santa Fe and estimate that 500 hotel rooms will be sold and that tourists will stay three nights in Santa Fe.

Mr. Bradbury asked how they will be able to track the room nights and how they will know the economic impact and track new business.

Ms. Ehrenberg said they ask people for their zip codes and they make the assumption that if they come to Santa Fe, they must have stayed at a hotel.

Mr. Hendry informed Mr. Bradbury that OTAB has a contract with an independent company (Southwest Marketing and Planning) to track this.

**Mr. Hendry moved to fund Glass Alliance-New Mexico for the June 18, 2011 event in the amount of \$5,000. Mr. White seconded the motion, which passed unanimously by voice vote.**

**c. Global Running Culture- Joseph Karnes, Director**

**Mr. Karnes** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

Global Running Culture, Inc. is requesting \$7,500 for the Santa Fe Buffalo Thunder Half Marathon, which will take place on September 18, 2011.

Mr. Karnes said his colleague (Abraham Kosgei) is the cross country and track and field coach at Pojoaque High School. He also works at the Pojoaque Wellness Center. His other colleague (Antonio Lopez) was the New Mexico State Champion in

the 800 meters, Mile and Two Mile in 1999. Mr. Lopez works for Merrill Lynch and will apply his financial expertise to ensure that the events are carried out efficiently.

Mr. Karnes said they founded this non-profit organization to bring an existing event to Santa Fe. Their vision is to establish a national and internally-recognized destination running event in Santa Fe that will benefit the City and area for years to come. Participants in such events often bring their families and stay in the area before and after the race. Their objective for the first year is 1000 participants. Their out-of-state marketing efforts are focused on tapping into the destination-event segment of the market with the goal of attracting active visitors and providing them with a specific reason to visit Santa Fe at a time of year after the end of the traditional tourist season, when hotel occupancy rates begin to decline.

Mr. Karnes said the race will start at Fort Marcy Park and finish at the Buffalo Thunder Resort & Casino.

*The Board had some questions on the Charter of the Board and they were not sure if this is something that this Board can fund. There is also a conflict that the marathon would end at Buffalo Thunder because the Board does not fund things outside of the City, unless tax is collected here in Santa Fe.*

Mr. White said there is also the aspect that the City's police force will be used. He said it could be a good event for the City of Santa Fe.

Ms. Catanach was asked to check with the City Attorney whether or not it is in the Charter of this Board to fund this event. She will also check the Ordinance.

After further discussion and consideration, the following motion was made:

**Mr. Hendry moved to fund Global Running Culture at \$5,000 if the City Attorney signs off on this. Ms. Bonney seconded the motion, which passed unanimously by voice vote.**

**d. Museum of NM Foundation – Karen Freeman**

**Ms. Freeman** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

The Museum of NM Foundation is requesting \$10,000 to promote the seventh annual Native Treasures Indian Arts Festival that will take place at the Santa Fe Community Convention Center on Memorial Day weekend – May 27-29, 2011. Native Treasures is a museum-quality Native American art show that features over 200 Indian artists from over 40 pueblos and tribes across the country who display and sell their work. The show is produced by the Museum of Indian Arts and Culture.

Ms. Freeman noted that this is the first application for OTAB funding. She said their goals are several: 1) to raise funds for the Museum of Indian Arts and Culture, specifically for its exhibits and education programs; 2) to provide a high quality venue

for Native American artists to sell their work and create interest in, and demand for, Native art that will keep visitors coming back repeatedly; and 3) to launch the summer tourist season in Santa Fe by providing an attractive event Memorial Day weekend to bring visitors to the city.

Ms. Freeman said in 2009, they did an exit survey of their attendees to better understand their demographic profile. They interviewed over 1000 attendees (of a total of 4500), representing a large sample of the total population. [A copy of the survey was attached to their application for the Board's review.]

The survey results show that 56% of the attendees were from outside of Santa Fe. Of those 46% said that *Native Treasures* was their primary reason for coming to Santa Fe. The average number of nights spent in Santa Fe was 4.32, with 59% of those staying in hotels/motels/B&B's. 90% of their attendees rated *Native Treasures* an 8/9/10 (on a scale of 1-10, 1 being terrible and 10 being outstanding). 60% of attendees heard about the show from promotion in the media, direct mail, or the internet. Based on the results, they calculate that there were 2956 room nights for *Native Treasures*. They assume that each of those room nights represents \$150 in spending between the hotels and meals, the economic impact would be \$443,400 in hospitality spending alone.

Ms. Freeman said they will spend over \$40,000 in marketing and advertising this year in local and national media. They have launched a new website that has been re-designed and upgraded and will reach a national and international audience. Their advertisements have appeared in upscale national publications such as *Native Peoples*, *Southwest Art* and the magazine for the National Museum of the American Indian. This year, for the first time, they will be advertising in *Texas Monthly*. They reach a statewide audience with their ads in *New Mexico Magazine*. They are also increasing their efforts to reach the Albuquerque audience with ads in *Albuquerque*, *the Magazine*, *Albuquerque Journal*, and the *Rail Runner Express Magazine*. Locally, they have advertisements in *Pasatiempo*, *The New Mexican* and the *Santa Fean* magazine. In addition, their direct mail postcards are mailed to the full membership of the Museum of NM Foundation (over 7000 households), 43% of which are outside of Santa Fe. They are also looking to invest more in the drive markets.

**Ms. Bonney moved to fund the Museum of New Mexico Foundation at \$7,000. Mr. White seconded the motion, which passed unanimously by voice vote.**

**e. SW Roots Music – Michael Koster, Director**

**Mr. Koster** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

Southwest Roots Music is requesting \$10,000 to promote the Thirsty Ear Festival that is scheduled for June 10, 11 and 12, 2011. The Thirsty Ear Festival is in its 12<sup>th</sup> year and has a proven record of attracting out-of-town visitors, which draws audiences

from throughout the Southwest, nationally and internationally. The Festival showcases dozens of internationally renowned folk, blues, bluegrass, alternative-country, Cajun, zydeco, roots rock, reggae, Native and world music artists, as well as lectures and demonstrations, children's programming and arts and crafts vendors.

Mr. Koster said that the Festival has grown from a small event of 400 local music lovers to a nationally recognized festival drawing up to 4,000 attendees nationwide. The amount of attendees varies between 2,000 to 4,000 people, depending on the weather.

Mr. Koster explained that they are in a transition year – a major change for the Thirsty Ear Festival. The Thirsty Ear Festival has been held at the Eaves Movie Ranch since its inception and they were very much “at the mercy” of the weather, which severely affects their attendance. In an effort to draw a strong and more diverse crowd, this year's festival will take place at a number of Santa Fe's major venues (including the Lensic Theatre, Santa Fe Brewing Company, Corazon, and GiG Performance space) rather than its traditional single venue. This change not only allows more diversity in programming, with significantly more concerts appealing to younger audiences, but alleviates the negative effects of bad weather (3 of the above venues are indoor) that have severely hurt attendance in the past. In addition to expanding from one to four venues, they have also added a third day to the festival.

The festival's economic impact on Santa Fe County is significant. Because the festival runs for three days and nights, most audience members who need lodging either camp, stay in RV parks, or use B&Bs or hotels for multiple nights. Exit surveys consistently show that more than half of attendees are visitors from outside the Santa Fe area and 50% to 60% of those purchase some kind of overnight lodging for multiple days. While it is impossible to ascertain exactly how many festival visitors stay in the County and how many stay in the City, the cumulative effect is significant. Last year's event, despite bad weather, attracted roughly 2027 attendees for a total of approximately 507 room nights. (Formula: 507 room nights x \$90 = \$45,630 in room revenue.) They continue to tweak their exit surveys to try to ascertain how many festival goers stay in the County versus the City.

Mr. Koster noted that they have not asked for funding from OTAB in 2-3 years.

Mr. White said he likes the dates that were picked for the event.

Ms. Bonney asked if they will be able to accommodate the number of attendees they are anticipating with the new venues.

Mr. Koster said yes.

Mr. Hendry suggested that Mr. Koster look at the Railyard as a possible venue.



In response, Mr. Koster said the Railyard has no infrastructure for a music event and this can get very expensive.

**Ms. Bonney moved to fund Southwest Roots Music at \$10,000. Mr. Hendry seconded the motion, which passed unanimously by voice vote.**

**V. MEETING SCHEDULE**

The next meeting will be held on May 26, 2011 at 8:30 a.m. in the City Hall Council Chambers.

**VI. ADJOURNMENT**

Its business being completed, the meeting was adjourned at 10:55 a.m.

**Approved by:**

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**Mary Bonney**

**Respectively submitted by:**

  
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**Jo Ann G. Valdez, Stenographer**