

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2012-70**

3 **INTRODUCED BY:**

4
5 Councilor Wurzbarger

6 Councilor Ives

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9
10 **A RESOLUTION**

11 **DIRECTING STAFF TO ENERGIZE SANTA FE TOURISM BY PREPARING A PROCESS**
12 **FOR FUNDING AND OTHER ASSETS TO ESTABLISH EVENT ATTRACTIONS THAT**
13 **WILL BRING A NEW GENERATION OF TRAVELER TO SANTA FE.**

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15 **WHEREAS**, Santa Fe is a popular tourist destination and its economy is dependent on
16 tourism revenue; and

17 **WHEREAS**, data from recent years show that the median age of tourists in Santa Fe is
18 increasing, and is thus unsustainable; and

19 **WHEREAS**, current travel trends indicate tourists travel to events rather than locations; and

20 **WHEREAS**, tourists in the age range of 35-56 can help establish a vibrant community for
21 entrepreneurs and other talent who will further enhance Santa Fe's economy; and

22 **WHEREAS**, throughout the country, events like South by Southwest in Austin, TX, attract
23 tourism and have proven to be a valuable community and economic development tool; and

24 **WHEREAS**, Santa Fe has events that have proven to be powerful attractions for tourists like
25 Indian and Spanish Market, Fiestas de Santa Fe, the Wine and Chile Festival and ArtFeast; and

1 **WHEREAS**, the City needs to make investments to attract tourists who are in the age range
2 of 35-56 in order to sustain the tourism industry, leverage key Santa Fe brand assets, including:
3 culture and history, cuisine, natural beauty/outdoors and Art.

4 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
5 **CITY OF SANTA FE** that staff shall work jointly with Santa Fe County to develop a process and
6 criteria to use existing funds, to fund up to three new or emerging events each year, for a minimum of
7 three years. The criteria for such events shall include, at a minimum that:

- 8 • The events shall take place in the off-season or shoulder season of Santa Fe’s tourism
9 calendar
- 10 • Funding and planning of the events shall be public/private partnerships that seek to attract
11 tourists younger than 56 that are on message with Santa Fe's overall marketing effort as
12 demonstrated by the Santa Fe Convention and Visitors Bureau
- 13 • The events shall exhibit potential to build national excitement, recognition of happenings
14 and brand assets that support creative and cultural tourism in Santa Fe, including but not
15 limited to culture, art, history, food, natural beauty and outdoor activities
- 16 • Activities shall be integrated with other local destination marketing organizations (DMO)
17 and demonstrate sustainability beyond the funded period.

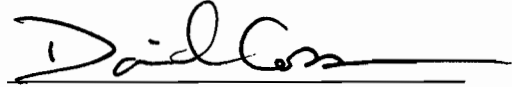
18 **BE IT FURTHER RESOLVED** that the objective of the Governing Body is to add five off-
19 season weeks to the tourism calendar that will bring in a total of \$10 million in new annual revenue.

20 **BE IT FURTHER RESOLVED** that prior to the implementation of the plan outlined in this
21 resolution, staff shall:

- 22 1. Present the proposed plan, along with a fiscal impact report, to the Occupancy Tax
23 Advisory Board (OTAB), the director of the Convention and Visitor’s Bureau (CVB)
24 and the private sector for review and recommended amendments to the plan.
- 25 2. Thereafter, the proposed plan, a fiscal impact report, the OTAB minutes, a memo

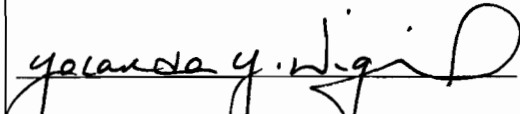
1 from the CVB Director, any input received from the private sector and
2 correspondence between City staff and County staff ensuring that the City and
3 County are working jointly on the plan and the implementation of the plan shall be
4 presented to the Finance Committee for approval.

5 PASSED, APPROVED and ADOPTED this 25th day of July, 2012.

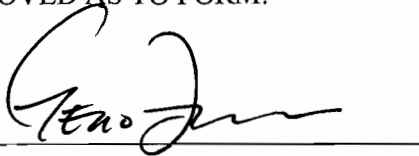
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8 DAVID COSS, MAYOR

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10 ATTEST:

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13 YOLANDA Y. VIGIL, CITY CLERK

14 APPROVED AS TO FORM:

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17 GENO ZAMORA, CITY ATTORNEY