



Agenda

CITY CLERK'S OFFICE

DATE 11/14/13 TIME 3:31p

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OCCUPANCY TAX ADVISORY BOARD
NOVEMBER 21, 2013
CITY HALL COUNCIL CHAMBERS
8:30 AM

8:30 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: October 31, 2013

8:35 a.m.

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

9:15 a.m.

III. CVB Activity Reports:

- a. Jim Luttjohann – SFCVB Executive Director
- b. Christine Madden – SFCVB Sales
- c. Cynthia Delgado – SFCVB Marketing

9:45 a.m.

IV. Meeting Schedule:

The next regularly scheduled meeting will be held on January 30, 2013 at 8:30 a.m. in the City Hall Council Chambers

10:00 a.m.

V. 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.

**OCCUPANCY TAX ADVISORY BOARD
SUMMARY INDEX
November 21, 2013**

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**MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD
November 21, 2013**

I. PROCEDURES

A. CALL TO ORDER

A regular meeting of the Occupancy Tax Advisory Board was called to order on October 31, 2013, at approximately 8:30 a.m. by Miguel Castillo, Chair at the City Council Chambers, City Hall, Santa Fé, New Mexico.

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

MEMBERS PRESENT:

Miguel Castillo, Chair
Mary Bonney
Jon Hendry
Terrell White

MEMBERS ABSENT:

Paul Margetson

STAFF PRESENT:

Jim Luttjohann, Executive Director, CVB
Cyndi Catanach, CVB Staff
Cynthia Delgado, Marketing Director, CVB
Kim Harmon, Sales Manager, CVB

OTHERS PRESENT:

Carl Boaz, Stenographer
David Tapia, Finance Office

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

Chair Castillo added one item to the Agenda for Center rate charges.

Mr. Hendry moved to approve the agenda as amended. Ms. Bonney seconded the motion and it

passed by unanimous voice vote.

Mr. Hendry asked Mr. Luttjohann for a copy of the Council's resolution on waiver of fees.

C. APPROVAL OF MINUTES: October 31, 2013

Mr. Luttjohann requested the following changes to the minutes:

On page 1, the unnamed person present was Ms. Connie Axton, Ventana Gallery.

On page 3, 7th paragraph should read, "Mr. Luttjohann said it had to be spent in 24 months and that he would verify with Finance if the funds could be carried over."

On page 3, 4th paragraph should read, "He noted they had not yet offered the finance position to a candidate."

On page 3, 7th paragraph should read, "... to get shuttle service to Ski Santa Fé through NCRTD."

On page 6, first paragraph should read, "Mr. Luttjohann suspected they might be close to the purchase of a new system ~~throwing it out.~~"

On page 6, 7th should read, "They sent 6,000 annual guides to physicians' offices."

On page 6, 14th paragraph should read, "They worked with Canyon Road on the USA Today iconic street competition and they got number 2."

On page 7, 9th paragraph should read, "The Green Chile Cheeseburger Smackdown got local and national coverage."

On page 7, 10th paragraph should read, "She submitted three applications for Santa Fé Landmarks as the 8th Wonder of the world."

On page 8, first paragraph should read, "Mr. Margetson asked if they could get a copy of Smith Travel's regional statistical star report each month."

On page 8, 4th paragraph should read, "Mr. Margetson asked why the IVB were declining to include the tag line 'New Mexico True' in the city's advertising."

On page 8, 13th paragraph should read, "The Committee then recommended ~~prepared~~ helps ..."

Mr. White moved to approve the minutes of October 31, 2013 as amended. Ms. Bonney /seconded the motion and it passed by unanimous voice vote.

Mr. Luttjohann introduced Ms. Kim Harmon, new sales manager for the CVB.

Ms. Harmon came forward and spoke about herself and what she was doing. She said she would be given a territory after the first of the year.

Chair Castillo asked if it would be Chicago.

Ms. Harmon thought it might as her contacts there were pretty good.

The Board welcomed her.

II. LODGER'S TAX UPDATE - David Tapia

Mr. Tapia said his report would be on October cash forward and September occupancy. He related a problem with the cash system in which it did not correlate with the other systems correctly. They were running the average back to September. At September it looked like there was a decline and then a boom in October but really the results stayed flat. The City was down \$100,000 from last year. However, they should meet budget expectations. [A copy of the Lodger's Tax Update is attached to these minutes as an exhibit.]

Chair Castillo noted that Mr. Margetson was not here with his questions.

Mr. Luttjohann, on behalf of Mr. Margetson, asked if most of our lodgers were up to date.

Mr. Tapia thought maybe there were two not up to date at about \$1,000.

Mr. White, regarding auditing, asked if there was a format for the audit. The Board had been informed that Lodger's Tax was being audited for the 3rd year.

Mr. Tapia said it went through Barraclough, the auditor, so he didn't have an answer for that. He suggested they would have to check with the auditors. Statutes say they have to carry records for 3 years. They might have had issues with 2010. A lot of audit questions coming to him were regarding whether they were collecting adequate taxes etc.

Discussion on Proposed Resolution Regarding Waiver of Fees (Not an Agenda Item).

A proposed amendment to the Resolution on Fee Waivers at the Convention Center was in the packet and attached to these minutes as an exhibit.

Chair Castillo was happy with the proposal in the resolution going forward. He asked if now it was going to Council.

Mr. Luttjohann said it was going to the Finance Committee next.

Chair Castillo commented on an event last year that did not happen at the Convention Center because they said they couldn't afford the rates. He asked Mr. Luttjohann to provide the Board with an update.

Mr. Luttjohann said the new resolution surprised him although he had been in meetings to look at better publicizing the current resolution. In the current form of this resolution it would work well with what the CVB was doing. It was annually and the waiver detail was in the packet to clarify it. The other thing that came to light was the non-profit who was applying providing proof of their current non-profit status. CVB would tell them right up front that they had to show that they were in good standing. He had a promise from the Santa Fé Community Foundation that they would help publicize the waivers. The City Manager's office put out an annual call for letters of interest. They could be submitted at any time. Once a year in January any letters of interest would be presented to Council. Because of the resolution the time line CVB had set in motion might be moved forward so they would have a long enough window to respond to calls.

Mr. Hendry noted they were talking about 11 nights here. He asked how many nights the Convention Center ballroom was sitting dark.

Mr. Luttjohann said for 2012 they ran the occupancy statistics and it was about 68% occupancy. It would be higher this year.

Mr. Hendry said if it was 75% they were talking about 90 to 100 days a year sitting dark. To him it was almost like the ballpark located in Albuquerque. This Convention Center was our ballpark. We need to bring people downtown as much as possible. To him the idea that they should set up a fair system and find a way to get people working and he would like to see the Board come up with a plan that would maximize the Center's revenue. He was not interested in revenue compared to the revenue the city lost when it was not occupied.

Mr. Luttjohann said they came up against seasonality and a lot of compression of weekend nights.

Mr. Hendry thought that should be in the policy. He wanted to be informed when the resolution would come before Council so he could address it. It was nice to have a policy that CVB could give away one night a year, but they should be giving it away any time it was dark. In any of our places these were assets and should be fully utilized. Why CVB was charging non-profits was beyond him. These were included in the taxation everyone pays. If the City could stop thinking about enterprise zones, they were a service to the city. The Convention Center was a service to the city. To him it should be full always. He suggested perhaps they should be creating events. They should tell non-profits CVB had X days open at some time and give them to non-profits.

Mr. Luttjohann said the intent of the waiver was for fund-raising events that were usually 1-day events.

Ms. Bonney recalled they had talked about giving a certain amount off to non-profits.

Mr. Luttjohann agreed and they did have tiers in place.

Mr. Hendry asked why CVB was charging people who worked for free.

Mr. Luttjohann said they were following the City policy.

Chair Castillo thought this resolution was generous but just a start - especially the week days. If you said to non-profits these days were available to any non-profits any time.

Mr. Luttjohann said he had not anticipated this discussion today. If he had, he would have come with another handout. He could do a PDF showing bookings they had now in a print out.

Mr. Hendry wanted to get it full all the time. He asked if Mr. Luttjohann could set up a task force with the mayor and the non-profit community to figure out changing the CVB mission to a higher occupancy rate and lower on revenue. The city has a chance to get a liquor license. That was sitting in suspension now.

Mr. Luttjohann clarified that it was active but with an umbrella status.

Mr. Hendry thought they needed to utilize the license. He asked why they weren't selling local beers here - Santa Fé Spirits. This was not right.

Mr. Luttjohann said he had been both an occupant and in an official role and had enjoyed Santa Fé Spirits.

Mr. Hendry said it should be a priority. It should be an option for the city to put people to work. This Center was to drive the local economy. It should create economic opportunity for all of us. It could help bring people back. That should be set as a goal - 100% occupancy.

Mr. Luttjohann said that would be okay as long as he had 20 days each year for maintenance.

Mr. Hendry thought they should have a discussion about having resources of Santa Fé for the people of Santa Fé.

Mr. Luttjohann suggested they could do focus conversations on the Convention Center.

Mr. Hendry said they had heard complaints that people couldn't find rehearsal space. Perhaps it could be at the Convention Center. That would spread the economic benefits of downtown to the whole town.

Chair Castillo added that Santa Fé could provide good jobs if local companies got preferential treatment.

Mr. Hendry pointed out that it was a "Community Convention Center and it was named that for a reason.

Chair Castillo appreciated the discussion.

Mr. Hendry apologized for his lecture.

III. CVB ACTIVITY REPORTS

A. Executive Director's Report – Jim Luttjohann

Mr. Luttjohann gave his report which was in the packet. His comments included how they got to the outcome of their analysis on the federal per diem. Most of government contracts were written out. One downtown hotel said they have already had to reduce their charges. He said he would report what happens with the meeting next week regarding those rates. They only sampled two zip codes when the Feds made the change and a lot of rooms were out of service during their sampling. Occupancy rates did not adjust to those out of service rooms. It was a learning process. Senator Heinrich's office was a huge help.

B. Sales Report – Christine Madden

Ms. Madden was not present to give her report but her written report was in the packet and attached to these minutes as an exhibit.

C. Marketing Report – Cynthia Delgado

Ms. Delgado said her report was only for one month. [It was attached to these minutes as an exhibit.] She reported they were working with Walkable Santa Fé. It was an important effort to promote for the visitors who didn't rent cars by tying in to public transportation - museums and the bus system as well as regional transportation as well.

She was working with the community on the USA Today 10 Best. Right now Santa Fé is number one. The contest would end on December 2nd. Santa Fé was #1 in terms of best shopping. She was working with NM Tourism to support this effort.

Santa Fé has great local breweries that came back with lots of awards. She did a press release about that. Santa Fé has the oldest and the first Belgium local brew here.

Ms. Delgado attended the LFC committee meeting where Tourism was requesting an additional \$2.5 million for advertising. It went positively. There were some comments regarding their support of local events. Overall, the legislators were very complimentary of what Tourism was doing.

She updated the Board on the RFP sent out regarding the agency contract. They were down to two proposals and those were sent to Purchasing for evaluation. She was working on getting out the RFP for the website.

She reported that American Eagle was going to feature Santa Fé as the top travel location.

Mr. Hendry asked on that if they could do a FAM. They indicated that they might give us tickets.

Ms. Delgado said she did ask for tickets. She had, with the support of Mr. Luttjohann, put the budget aside for transportation. They did two major FAMS. This year they would do three. American Eagle

would have us and Southwest would have us as a major travel city. And the more advertising we get the more editorial pages we get.

She was working directly with NM Tourism on the sweepstakes package that they would put through their media. Taos did one and CVB was doing the 2nd one regarding winter visits.

They were also continuing to enhance the 2014 calendar.

The Travel Planner went to print a month ahead of target. She hoped to be ready to go on the first of January with major distribution and also out of market.

Mr. Hendry noted that years ago they did a study about the best way to spend marketing dollars. The obvious one was to have a university come up here and do classes. Extending the stay of people already here was the obvious way. And if they got the visitors guide into the rooms they would stay longer. Give discounts to stay a 3rd or 4th night - Up selling. The second most valuable was in-state. Buses could deliver guides. Occupancy tax subsidizes buses.

Mr. Luttjohann agreed absolutely. They were not discouraging them from having the Visitor Guides in the rooms.

Mr. Hendry suggested handing them to the visitors when they checked in. They should train their servers and front desk staff better. They didn't know what to recommend. They needed to work with the learning center - maybe bring Las Cruces up here to do classes on this. They needed to make sure Santa Fé was working on return business and extending stays.

Ms. Delgado totally agreed Mr. Hendry was right on target. She would work with the hotels. Part of the reason they doing destination marketing meetings was to increase communication.

Chair Castillo asked if Ms. Delgado could let the Board know progress she had made on that at the next meeting regarding discounts for additional nights. Ms. Delgado agreed.

Chair Castillo said his company was having their annual open house next Wednesday and everyone was welcome to come between 5 - 9.

Ms. Delgado added that as part of what they were doing this year in celebrating Santa Fé tourism was working with the Chamber on training folks.

Mr. Hendry suggested bringing in a national motivation speaker.

Mr. Luttjohann said the Disney Institute was the ultimate. Maybe if they had a big dog they could motivate change.

Mr. Hendry offered to pitch in.

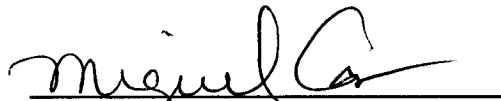
IV. MEETING SCHEDULE

Next Meeting – January 30, 2014 in City Hall Council Chambers

V. ADJOURNMENT

The meeting was adjourned at 9:30 a. m.

Approved by:


Miguel Castillo, Chair

Submitted by:


Carl Boaz, Stenographer

City of Santa Fe Lodging Tax Report For the Month of June 2014												
4% Lodging Tax												
Month	Fiscal Year 2009-2010	% Gain/Loss	Fiscal Year 2010-2011	% Gain/Loss	Fiscal Year 2011-2012	% Gain/Loss	Fiscal Year 2012-2013	% Gain/Loss	Fiscal Year 2013-2014	% Gain/Loss	Monthly	Monthly
July	\$ 368,059	-22.46%	\$ 466,349	27%	\$ 429,680	10.11%	\$ 541,735	-8%	\$ 488,946	-9%	26%	-13.44%
August	\$ 508,480	-12.07%	\$ 559,878	10.11%	\$ 584,497	4%	\$ 536,103	-4%	\$ 517,397	-4%	4%	-13.49%
September	\$ 604,580	-7.71%	\$ 621,818	2.85%	\$ 581,900	2.85%	\$ 608,861	-5%	\$ 527,862	-13%	4%	-13.30%
October	\$ 420,868	-11.83%	\$ 417,264	-0.86%	\$ 447,667	22.22%	\$ 451,151	10%	\$ 557,971	21.00%	1%	21.00%
November	\$ 400,356	9.80%	\$ 489,309	22.22%	\$ 447,667	22.22%	\$ 450,359	-9%	\$ 450,359	1%	1%	-100.00%
December	\$ 229,101	-38.77%	\$ 234,852	2.51%	\$ 223,558	-5%	\$ 281,800	25%	\$ 281,800	17%	25%	-100.00%
January	\$ 268,342	45.15%	\$ 260,667	-2.86%	\$ 275,908	5.71%	\$ 345,975	28%	\$ 345,975	25%	28%	-100.00%
February	\$ 167,689	-24.86%	\$ 201,287	20.17%	\$ 184,248	-8%	\$ 193,829	5%	\$ 193,829	5%	5%	-100.00%
March	\$ 200,011	-15.19%	\$ 198,305	-0.85%	\$ 167,482	-16%	\$ 211,949	27%	\$ 211,949	27%	27%	-100.00%
April	\$ 306,086	36.27%	\$ 285,430	-6.75%	\$ 276,748	-3%	\$ 320,760	16%	\$ 320,760	16%	16%	-100.00%
May	\$ 275,292	-7.00%	\$ 285,120	-3.69%	\$ 283,949	-0%	\$ 288,822	13%	\$ 288,822	13%	13%	-100.00%
June	\$ 384,175	-6.13%	\$ 349,553	-9.01%	\$ 481,800	38%	\$ 427,960	-11%	\$ 427,960	-11%	-11%	-100.00%
Fiscal Year Totals	\$ 4,132,849	-57.71%	\$ 4,349,832	5.25%	\$ 4,381,163	5.25%	\$ 4,659,304		\$ 4,659,304		\$ 2,072,165	
Cumulative Months July - October Totals	\$ 1,901,987	-57.71%	\$ 2,065,309	8.59%	\$ 2,059,893	-0.27%	\$ 2,147,850	4.27%	\$ 2,147,850	4.27%	\$ 2,072,165	-3.52%
Convention Center 3% Lodgers Tax												
Month	Fiscal Year 2009-2010	% Gain/Loss	Fiscal Year 2010-2011	% Gain/Loss	Fiscal Year 2011-2012	% Gain/Loss	Fiscal Year 2012-2013	% Gain/Loss	Fiscal Year 2013-2014	% Gain/Loss	Monthly	Monthly
July	\$ 276,043	-22.46%	\$ 348,762	27%	\$ 322,245	10.11%	\$ 406,301	-8%	\$ 351,709	-13.44%	26%	-13.44%
August	\$ 381,360	-12.07%	\$ 419,908	10.11%	\$ 438,373	4%	\$ 402,077	-4%	\$ 386,040	-3.49%	4%	-3.49%
September	\$ 453,435	-7.71%	\$ 466,364	2.85%	\$ 440,925	2.85%	\$ 456,646	-4%	\$ 395,696	-13.30%	4%	-13.30%
October	\$ 315,651	-11.83%	\$ 312,948	-0.86%	\$ 343,310	10%	\$ 345,863	1%	\$ 418,479	21.00%	1%	21.00%
November	\$ 300,267	9.80%	\$ 366,982	22.22%	\$ 335,750	-9%	\$ 337,769	1%	\$ 337,769	1%	1%	-100.00%
December	\$ 171,826	-38.77%	\$ 176,141	2.51%	\$ 167,668	-5%	\$ 196,350	17%	\$ 196,350	17%	17%	-100.00%
January	\$ 201,256	45.15%	\$ 195,500	-2.86%	\$ 206,931	6%	\$ 259,482	25%	\$ 259,482	25%	25%	-100.00%
February	\$ 125,624	-24.86%	\$ 150,965	20.17%	\$ 138,186	-8%	\$ 145,372	5%	\$ 145,372	5%	5%	-100.00%
March	\$ 150,008	-15.19%	\$ 148,729	-0.85%	\$ 125,611	-16%	\$ 168,962	27%	\$ 168,962	27%	27%	-100.00%
April	\$ 229,566	36.27%	\$ 214,072	-6.75%	\$ 207,561	-3%	\$ 240,570	16%	\$ 240,570	16%	16%	-100.00%
May	\$ 206,469	-7.00%	\$ 198,840	-3.69%	\$ 197,961	0%	\$ 224,117	13%	\$ 224,117	13%	13%	-100.00%
June	\$ 288,131	-6.13%	\$ 262,165	-9.01%	\$ 361,350	38%	\$ 320,970	-11%	\$ 320,970	-11%	-11%	-100.00%
Fiscal Year Totals	\$ 3,099,636	-8.11%	\$ 3,262,376	5.25%	\$ 3,285,971	5.25%	\$ 3,494,478		\$ 3,494,478		\$ 1,554,124	
Cumulative Months July - October Totals	\$ 1,426,489	-57.71%	\$ 1,543,982	8.59%	\$ 1,544,853	-0.27%	\$ 1,610,887	4.27%	\$ 1,610,887	4.27%	\$ 1,554,124	-3.52%
Fiscal Year Comparison Combined Total 6%-3% Fiscal Year Total	2009-2010 \$ 7,232,485	-8.11%	2010-2011 \$ 7,612,289	5.25%	2011-2012 \$ 7,607,924	0.72%	2012-2013 \$ 8,153,783	6.36%	2013-2014 \$ -	-100.00%		
Current Year to Date Comparison to Prior Year												
July - September 2014	2009-2010 \$ 3,328,476	-57.71%	2010-2011 \$ 3,614,361	8.59%	2011-2012 \$ 3,604,688	-0.27%	2012-2013 \$ 3,758,737	4.27%	2013-2014 \$ 3,028,298	-3.05%		

CITY OF SANTA FE, NEW MEXICO
PROPOSED AMENDMENT(S) TO RESOLUTION NO. 2013-__
Fee Waivers – Santa Fe Community Convention Center

Mayor and Members of the City Council:

I propose the following amendment to Resolution No. 2013-__:

1. On page 1, line 13 - 14, after "that", *delete* "ON AN ANNUAL BASIS EACH MEMBER OF THE GOVERNING BODY IS" and *insert in* lieu thereof, "IN EACH CALENDAR YEAR, THE MAYOR AND EACH COUNCILOR ARE"
2. On page 2, line 14, after "per" insert "calendar"
3. On page 2, lines 23 – 24, after "that" *delete* "on an annual basis each member of the governing body is" and *insert in* lieu thereof, "in each calendar year, the mayor and each councilor are"
4. On page, 2 line 25, after "organization" *delete* "for a one day event."

Respectfully submitted,

Staff

ADOPTED: _____
NOT ADOPTED: _____
DATE: _____

Yolanda Y. Vigil, City Clerk

CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2013-__

INTRODUCED BY:

Councilor Ronald Trujillo

A RESOLUTION

REPEALING RESOLUTION 2012-33 AND ADOPTING A NEW RESOLUTION TO ESTABLISH A POLICY RELATED TO THE WAIVER OF USER FEES AT THE SANTA FE COMMUNITY CONVENTION CENTER, SO THAT ON AN ANNUAL BASIS EACH MEMBER OF THE GOVERNING BODY IS AUTHORIZED TO HAVE THE USER FEES WAIVED AT THE SANTA FE COMMUNITY CONVENTION CENTER, ON BEHALF OF A NON-PROFIT ORGANIZATION, FOR A ONE-DAY EVENT.

WHEREAS, in 2012, the City Council approved Resolution 2012-33 to support local non-profit organizations and declare that on an annual basis, each member of the governing body was authorized to have the user fees waived at the Santa Fe Community Convention Center so that the non-profit organization could host a one-day fundraising event; and

WHEREAS, Resolution 2012-33 established a new process to allow for one day waiver per year of user fees for the Community Convention Center by non-profit organizations for fundraising purposes; and

WHEREAS, as part of the directive by the Governing Body in Resolution 2011-62, the

1 Director of the Convention and Visitors Bureau and the Finance Director, when establishing rates for
2 use of the Santa Fe Community Convention Center are to respond to market conditions; be
3 competitive with local, state and national facilities and accommodate community needs; and

4 **WHEREAS**, the Community Convention Center exists not only to support for-profit events
5 but to support community events, as well, including events sponsored by local non-profit
6 organizations; and

7 **WHEREAS**, the City of Santa Fe actively supports non-profit organizations in Santa Fe,
8 including human service organizations and children and youth organizations; and

9 **WHEREAS**, non-profit organizations provide services that benefit the residents of Santa Fe
10 that the City would otherwise have to provide; and

11 **WHEREAS**, there are nonprofits in Santa Fe that are too essential to fail and are struggling
12 to survive through the economic downturn; and

13 **WHEREAS**, in an effort to assist local non-profit organizations, the Governing Body desires
14 to establish a process to allow for one waiver per year of user fees for the Community Convention
15 Center by non-profit organizations for fundraising purposes; and

16 **WHEREAS**, the New Mexico Constitution, Article IX, Section 14, requires that the city
17 establish procedures to ensure that the city receive consideration in the form of direct services and/or
18 direct benefits to the city from the non-profit that either equal or exceeds the value of the waiver of
19 the user fees for use of a city facility for a one day fundraiser.

20 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
21 **CITY OF SANTA FE** that the Governing Body hereby repeals Resolution No. 2012-33 and adopts
22 the following provisions to in order to establish a policy related to the waiver of user fees for a one
23 day event at the Santa Fe Community Convention Center, so that on an annual basis each member of
24 the governing body is authorized to have the user fees waived at the Santa Fe Community Convention
25 Center, for a one day event on behalf of a non-profit organization, for a one-day event.

1 **Section 1.** On an annual basis, the City Manager shall solicit proposals from non-profit
2 organizations desiring to have a one day fundraising event user fee waiver for that year for the
3 Community Convention Center.

4 **Section 2.** Members of the Governing Body shall consider the non-profit organizations'
5 proposals. On an annual basis, each member of the Governing Body is authorized to select one
6 proposal submitted by a non-profit organization for a one day event per year user fees waiver at the
7 Community Convention Center for fund-raising purposes. When a Governing Body member has
8 selected one non-profit organization's proposal, he shall forward the selection to the City Manager.
9 The City Manager shall award the one day event per year waiver of the user fees to each non-profit
10 organization selected by each Governing Body member, with the limitation that no non-profit
11 organization shall receive more than one waiver per year.

12 **Section 3.** No more than six months prior to the proposed date of the event, the City
13 Manager shall coordinate with the Director of the Convention and Visitors Bureau and a
14 representative of the non-profit organization to determine a date specific for the event, which is
15 subject to the availability of the Community Convention Center.

16 **Section 4.** Each and every non-profit organization holding the one-time fund-raising
17 event shall be responsible for paying the current clean up, security and damage fees and agree to
18 accept all liability for the event.

19 **Section 5.** No date or facility may be reserved until the proposed recipient provides
20 documentation demonstrating that the recipient is a properly registered non-profit.

21 **Section 6.** Within 10 days of receipt of a waiver request from a member of the
22 Governing Body, the city manager shall report the request to the city clerk including the requesting
23 member, the proposed recipient with verification that the recipient is a properly registered non-profit,
24 the estimated value of the fee waiver including facility rental, staff time and other related expenses,
25 justification for the fee waiver, the date of the event and description proposed facilities. Such

1 preliminary report shall be immediately posted by the city clerk, on the city's website. Within ten
2 (10) days of the conclusion of the event, the City Manager shall file a final report that includes the
3 final value of the fee waiver and any necessary additional information relating to the event.

4 **BE IT FURTHER RESOLVED** that the intent of this Resolution shall be implemented in a
5 manner that complies with the laws of the state of New Mexico and the ordinances of the City of
6 Santa Fe, including the Code of Ethics, Article 1-7 SFCC 1987.

7 PASSED, APPROVED, and ADOPTED this ____ day of _____, 2013.

8
9 _____
10 DAVID COSS, MAYOR
11
12

13 ATTEST:

14
15 _____
16 YOLANDA Y. VIGIL, CITY CLERK

17 APPROVED AS TO FORM:

18
19 _____
20 KELLEY A. BRENNAN, INTERIM CITY ATTORNEY
21
22
23

24 *CAO/M/Melissa/Resolutions 2013/fee waivers_sfcc (gb members)_FINAL*



CONVENTION & VISITORS BUREAU

11/19/13

October Sales Activity

July 1, 2012 – October 31, 2013

A. Sales Reports:

		<u>FY'13-'14</u>	<u>FY'12-'13</u>
1. Confirmed Bookings	see attached	13,922	11,496
2. Tentative (pending signature)	see attached	1,271	cannot get history reading
3. Lost	see attached	9,986	8,105
4. Turn Down	see attached	-0-	1,140
	Leads Working: 9,606		cannot get history reading

Per Simpleview, our Lead Conversion Rate is: Booked = 93.75%
Lost = 6.25%

B. Site Inspections:

Completed Sites from July 1, 2013 until present:

<u>Jul</u>	Benavidez	HB for Farm Credit	Apr 2015	640 rn - see Aug below
	Nadjowski	3 Trails	Sep 2015	400 rn** contracts pending
	Akimura	Netzs	Sep 2014	200 rn** Confirmed
	Williams	Soc.Intl.Business Fellows	Oct 2015	430 rn** Confirmed
	Muroz	Tensegrity	Mar 2014	250 rn** contracts pending
<u>Aug</u>	McCormack	FarmCreditBnk-TX	Apr 2015	640 rn** decision on CC use pending may choose self-contained
	Lightwood	MidSchoolMath	Mar 2014	640 rn** contract pending
	Nunns	NatITaxAssn.	Nov 2014	388 rn** Confirmed
	Holmes	Conf.SW Fdns	Oct 2015	760 rn** decision pending
	LANL Conf. Office	site renovations	on-going	
	Sheets	ASPS	Aug 2014+	775 rn** Confirmed
<u>Sep</u>	Pilver	Healthcare Credit	Sep 2015	150 rn
	Bean	Am.Baptist Churches	Apr 2014	85 rn
<u>Oct</u>	Molina	Biodynamic Assn.	Nov 2016	1250 rn** contracts issued
	Thomas	Questcor Pharm.	Jan 2014	167 rn Confirmed as Assist

**CC=Center related booking

C. Tradeshow Reports:

Attended

<u>Jul</u>	None
<u>Aug</u>	None
<u>Sep</u>	None
<u>Oct</u>	None

D. FAM Trips/Blitzes Completed:

Jul

- A. Entertained 13 guests which included three media reps. With a revised FAM plan, we accomplished:
- Finalizing hotels for Tensegrity and receiving approval of CC use
 - Booked the add-on Netzs North America to the NATAS meeting previously confirmed
 - Sold SIBF (Society of International Business Fellows) on Santa Fe and the CC

This represents approximately \$376,000 in estimated direct income for the City

- B. Camilla Mandler repped the CVB at this year's Annual NASACT confirmed for Santa Fe for Aug 2014. While in the Boston area, sales calls were made and follow up continues.

Oct

In lieu of a formal FAM (we were not getting positive responses for the dates), we entertained Penny Molina and JT Thomas as indicated on Site Inspections section B.

E. Other

- DOS Meeting, August 29, 2013

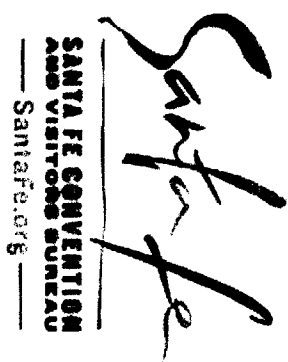
- Discussed Travel. Group expressed preference for budget spent on: #1-FAMS #2-Blitzes #3 Tradeshow attendance with pre-mailers and a giveaway to drive traffic.
- Updated Personnel changes and candidate search for a Sales Manager and an Executive Meetings Manager.
- FAMS. It was agreed that the July FAM was very successful – good media coverage result and bookings accomplished. There was discontent about communication surrounding the event so a FAM Committee will be convened and there will be one Point Person at the CVB as coordinator.
- CRM - continue weekly conference calls to achieve a working software product
- Catering Contract with Addendum - Met with Caterers and distributed new Contract with an Addendum that clarifies expectation and procedures from both the SFCCC staff and chosen provider
- Various Collateral Fulfillments and Requested Mailings
- Hired Kim Harmon for vacant Sales Manager position. Kim will cover for Rosalina Grace during her absence and then assume a specific territory to be determined in Q1 2014.

F. Looking Forward

- Interview for vacant positions and hire
 - Sep interviews
 - Oct hire (see above)
- Continue CRM corrections
- Revise Contract for the Convention Center
- Revise User Guide
- Update Job Descriptions
- Standardize CSM protocols
- Write suggested 2014 Travel Schedule
- Work on website

Attachments:

- Detail of FY '13-'14 Sales Productivity.



Prepared On: 11/18/2013
Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Confirmed	13922
Grand Totals	13922

Status: Confirmed

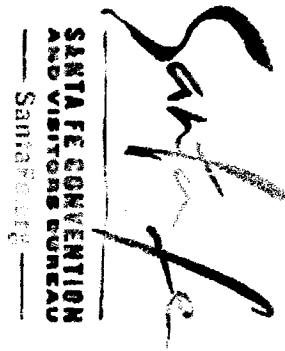
Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Contract Rooms	Repeat Business	Convention Center	Headquarter Hotel
Trout Unlimited	2533	Trout Unlimited 2014 National Meeting	09/02/2013	Confirmed	460	460	No	No	Eldorado Hotel & Spa
LANL-Vegetation	2398	LANL-Remote Sensing of Vegetation 2013	09/03/2013	Confirmed	75	75	No	No	La Fonda on the Plaza
MidSchool Math	2408	Mid School Math/Professional Development Program	09/11/2013	Confirmed	6	12	No	Yes	The Lodge at Santa Fe
Santa Fe Fire Department	2433	Santa Fe Auto-X	09/26/2013	Confirmed	150	0	No	Yes	DoubleTree by Hilton
LANL Materials Informatics	2535	LANL Materials Informatics	10/15/2013	Confirmed	200	200	No	No	Bishops Lodge Ranch Resort & Spa
Cameron International Corporation	2381	2013 Cameron Legal Conference	10/26/2013	Confirmed	100	88	No	No	La Posada de Santa Fe Resort & Spa
Fort Resource	2577	Fort Resource - AGRIP Board Retreat 2014	01/25/2014	Confirmed	35	35	No	No	La Posada de Santa Fe Resort & Spa
Society of Pediatric Psychology	2518	Society of Pediatric Psychology	01/30/2014	Confirmed	40	40	Yes	No	La Fonda on the Plaza

Tensegrity LANL Conference on Data Analysis (CODA)	2169	Tensegrity LANL CODA	02/26/2014	Confirmed	230	310	No	Yes	La Fonda on the Plaza
MidSchool Math	2345	National Math Education Conference-Stop The Drop	03/26/2014	Confirmed	640	520	No	Yes	La Fonda on the Plaza
American Baptist Churches USA	2509	MMBB Women Pastors Colloquium 2014	04/27/2014	Confirmed	85	0	Yes	No	Inn on the Alameda
Wilderness & Travel Medicine	1108	Wilderness & Travel Medicine	05/26/2014	Confirmed	1600	805	Yes	Yes	Eldorado Hotel & Spa
Elsevier Ltd. - Algal Biofuels	2417	Algal Biofuels Conference 2014	06/14/2014	Confirmed	750	480	No	Yes	Eldorado Hotel & Spa
National Art Education Association	2364	National Art Education Association Board of Directors Meeting	07/07/2014	Confirmed	420	420	No	No	Hilton Santa Fe Historic Plaza
Physician Assistant Education Association	2520	PAEA Board of Directors Retreat	07/13/2014	Confirmed	134	134	Yes	No	Eldorado Hotel & Spa
American Nephrology Nurses' Association	2495	Board Meeting	07/19/2014	Confirmed	33	0	No	No	La Fonda on the Plaza
American College of Radiology	2439	ACR - Intersociety Summer Conference 2014	07/23/2014	Confirmed	261	261	No	No	Inn and Spa at Loretto
American Society of Plastic Surgeons	2419	ASPS Symposium 2014	08/05/2014	Confirmed	775	775	Yes	Yes	Eldorado Hotel & Spa
Santa Fe Bone Symposium	2578	Santa Fe Annual Bone Symposium 2014	08/07/2014	Confirmed	0	0	No	No	Eldorado Hotel & Spa
North American Thermal Analysis Society (NATAS)	1301	NATAS Annual Conference 2014	09/12/2014	Confirmed	298	298	No	Yes	Eldorado Hotel & Spa
Netsch Instruments North America, LLC	2462	HI TEMP Conference	09/16/2014	Confirmed	190	190	No	No	Eldorado Hotel & Spa
American Institute of Architects NM	1081	2014 AIA State Meeting	10/15/2014	Confirmed	550	502	Yes	Yes	La Fonda on the Plaza
The Association for Legal Career Professionals	2429	NALP Board of Directors Meeting 2014	11/06/2014	Confirmed	48	49	No	No	Rosewood Inn of the Anasazi

Keystone Symposium	2449	Keystone 2015 - J3 & J4	01/22/2015	Confirmed	1750	0	Yes	Yes	TBD Hotel
Farm Credit of Texas	2460	Farm Credit Bank of TX 2015 Annual Conference	04/06/2015	Confirmed	638	670	No	No	Eldorado Hotel & Spa
American Society for Blood and Marrow Transplantation	2515	ASBMT 2015 Clinical Research Training Course	07/07/2015	Confirmed	143	115	Yes	No	Hotel Santa Fe, The Hacienda and Spa
National School Boards Association	2131	NSBA Executive Directors Summer Institute 2015	07/31/2015	Confirmed	262	262	No	No	Eldorado Hotel & Spa
Society of International Business Fellows	2394	SIBF Annual Summit	10/04/2015	Confirmed	229	229	No	No	Eldorado Hotel & Spa
Society of International Business Fellows	2555	SIBF Annual Summit	10/04/2015	Confirmed	230	230	No	No	Eldorado Hotel & Spa
Association for the Sciences of Limnology and Oceanography	2195	ASLO Summer Meeting 2016	06/03/2016	Confirmed	3350	3020	Yes	Yes	Eldorado Hotel & Spa

Status: Confirmed - Subtotal: SUM: Requested Rooms = 13922

Grand Total: SUM: Requested Rooms = 13922



Prepared On: 11/19/2013
Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Lost	9986
Grand Totals	9986

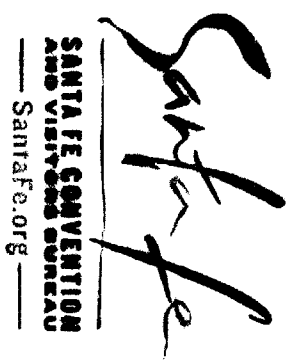
Status: Lost

Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Contract Rooms	Repeat Business	Convention Center	Headquarter Hotel
ZBI	2456	Board Meeting	07/16/2013	Lost	0	0	No	Yes	TBD Hotel
National Capitol Contracting	2389	PCORI Stakeholder Engagement Meeting	09/06/2013	Lost	170	0	No	No	
LogisticCare Solutions, LLC	2412	Annual Retreat 2013	09/15/2013	Lost	150	0	No	No	
Singleton & Associates	2504	VIP Retreat	11/21/2013	Lost	63	0	No	No	
X.ecute Event and Training Outsourcing Solutions	2392	2012 EMI SIG - HOLD (#1)	05/03/2014	Lost	950	0	Yes	No	
Rubber Roller Group	2302	Rubber Roller Group Annual Meeting	05/04/2014	Lost	160	0	No	No	
Incorporated Research Institutions for Seismology (IRIS)	2400	IRIS Workshop 2014	06/09/2014	Lost	700	0	No	Yes	
Society of Petroleum Engineers (SPE)	2572	Horizontal Well Completions in North America Unconventionals Workshop	06/09/2014	Lost	300	0	No	No	

D & R International	2365	DLC Stakeholders Meeting 2014	07/21/2014	Lost	270	0	No	No
Anita Kay Archer	2406	Bank of Jackson, TN Touring Group	08/03/2014	Lost	100	0	No	No
LANL Physics in Collision	2463	Physics in Collision 2014	09/08/2014	Lost	600	0	No	No
70-01 Pilot Training Reunion	2266	70-01 Pilot Training Reunion	10/09/2014	Lost	105	0	No	No
Federation of American Societies	1911	Society for Leukocyte Biology and IETIS	10/11/2014	Lost	650	0	No	No
National Latina/o Psychological Association	2405	National Latina/o Psychological Association	10/13/2014	Lost	359	0	No	No
Resource Institute Inc.	2435	Southwest Stream Restoration Conference 2015	05/31/2015	Lost	283	0	No	No
American College of Radiology	2440	ACR - Intersociety Summer Conference 2015	07/22/2015	Lost	261	0	No	No
OPERA America Annual Meeting 2015-HOLD	2410	OPERA America Annual Meeting 2015-HOLD #1	08/02/2015	Lost	1020	0	No	Yes
OPERA America Annual Meeting 2015-HOLD	2447	OPERA America Annual Meeting 2015-HOLD #2	08/24/2015	Lost	1020	0	No	Yes
The Early Childhood Music & Movement Association	2404	ECMMA 2016 International Convention	06/05/2016	Lost	580	0	No	No
IEEE Computer Society	2134	IEEE VISWeek Conference	10/20/2017	Lost	2245	0	No	Yes

Status: Lost - Subtotal: SUM: Requested Rooms = 9986

Grand Total: SUM: Requested Rooms = 9986



Prepared On: 11/19/2013
Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	Subj: Requested Rooms
Lead	9606
Grand Totals	9606

Status: Lead

Account Name	Lead ID	Lead Name	Request Room Mch Begin	Status	Requested Rooms	Contract Rooms	Repeat Business	Convention Center	Headquarter Hotel
Advisors Asset Management	2554	Fast Start Meeting	04/30/2014	Lead	88	0	No	No	
UNM	2551	QSIIP 2014 Quantum Structural Photodetector International Conference	06/01/2014	Lead	200	0	No	No	
St. Louis Shriner's Club	2576	Ceremonial CAST Getaway	06/22/2014	Lead	60	0	No	No	
Society of Exploration Geophysicists	2536	SEG-Broadband Seismic Technology	07/08/2014	Lead	192	0	No	No	
American Institute of Medical Education	2014	2014 Creativity and Madness	07/25/2014	Lead	1600	250	Yes	Yes	La Fonda on the Plaza
AMR Management Services	2567	National Association of State Chief Administrators - NASCA	10/12/2014	Lead	113	0	No	No	
Community College Humanities Association	2534	CCHA Pacific Regional 2014	10/15/2014	Lead	68	0	No	No	

UEDA 2014-University Economic Development Association	2582	UEDA Summit 2014-HOLD #1	10/22/2014	Lead	382	0	No	Yes
SAE International	2573	Board of Directors Meeting	01/12/2015	Lead	68	0	Yes	No
Keystone Symposia	2597	Keystone 2015 - J5 & J6	01/27/2015	Lead	1625	0	Yes	Yes
Association for Social Anthropology in Oceania	2459	Annual Conference 2015	02/10/2015	Lead	200	0	No	No
Professional Association of Inkkeepers International(PAI)	2465	Inkkeeping Conference & Tradeshow 2015	02/23/2015	Lead	0	0	No	No
American Society of Plastic Surgeons	2544	ASPS Symposium 2015	08/25/2015	Lead	775	0	Yes	Yes
Healthcare Credit Union International	2538	Annual Conference 2015	09/23/2015	Lead	150	0	No	No
National Propane Gas Association	2585	NPGA Fall 2015 Board of Directors Meeting	10/02/2015	Lead	410	0	No	Yes
American Society of Plastic Surgeons	2511	ASPS Symposium 2016	08/23/2016	Lead	775	0	Yes	Yes
IEEE Computer Society	2550	IEEE VisWeek Conference	10/22/2016	Lead	2900	0	No	Yes

Status: Lead - Subtotal: SUM: Requested Rooms = 9606

Grand Total: SUM: Requested Rooms = 9606

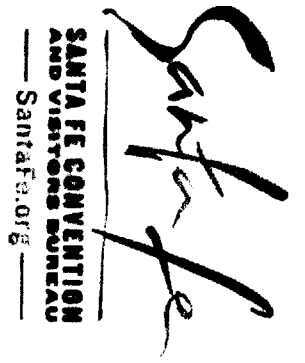
*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Tentative	1271
Grand Totals	1271

Status: Tentative

Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Contract Rooms	Repeat Business	Convention Center	Headquarter Hotel
The Vette Set Corvette Club	2416	Coyote Trails	10/07/2013	Tentative	11	0	No	No	Santa Fe Sag Inn
Kesselman-Jones Inc	2368	Solace Gala	10/18/2013	Tentative	10	0	No	No	Hilton Santa Historic Plaza
Biodynamic Association	2492	Biodynamic Conference	11/15/2016	Tentative	1250	0	No	No	
Status: Tentative - Subtotal: SUM: Requested Rooms = 1271									

Grand Total: SUM: Requested Rooms = 1271



Prepared On: 11/19/2013
Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms

Grand Total:



OTAB Marketing Report October November 21, 2013

Santa Fe CVB Marketing Team

Cynthia Delgado, CVB Director of Marketing
Advertising/Social Media-TKO

- Raul Garza, Creative Director
- Tina Dunk, Account Manager

Website SantaFe.org-Studio X

- Kyle Langan, Webmaster
- Trudy Gibson, Project Manager

Press/Media-Locas

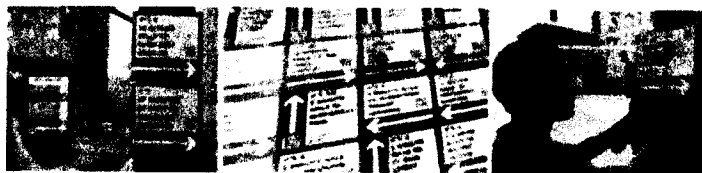
- Steve Lewis-Publicist
- Hammond & Associates

Santa Fe Travel Planner-Bella Publishing

- Bruce Adams, Publisher

Highlights

Plaza to Plaza Project - How You Can Make Santa Fe More Walkable



Participated with Creative Santa Fe with their ongoing City Walkability project. The first pilot program for the weekend of Oct. 31 in which a special "Plaza to Plaza" walking map was produced along with temporary way-finding signage between the Railyard and the Downtown Plaza. With a goal of a more walkable Santa Fe is a more successful Santa Fe.

Vote Santa Fe for Best Shopping City



10BEST READERS' CHOICE

Chosen by readers of USA TODAY and 10Best



**VOTE - VOTE FOR THE BEST U.S. CITY FOR
SHOPPING**

10 Best & USA Today Travel have nominated Santa Fe as one of the country's best cities for shopping. [Click here](#) to vote once a day until December 2nd at noon.

Share this link www.10best.com/awards/travel/best-u-s-city-for-shopping with your fans on Facebook and let's generate some buzz about Santa Fe's local shopping scene.

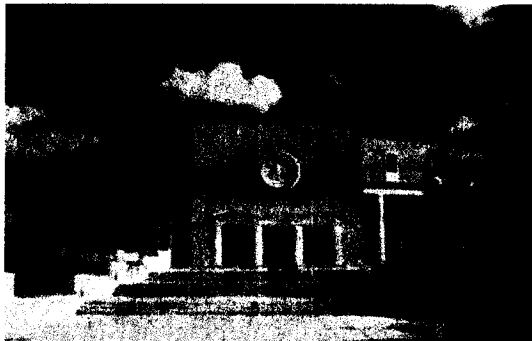
New Mexico Craft Breweries Win Big at the Great American Beer Festival



The 2013 Great American Beer Festival (GABF) took place this past weekend in Denver, Oct. 10-12 at which 252 medals were awarded to some of the best commercial breweries in the United States. The Six New Mexico breweries captured a record eight medals at this year's competition, which speaks to the growth and exceptional quality of the craft beer industry in New Mexico. New Mexico doubled the number of medals it received in the past two years.

[Click here](#) for the full list of results from the Festival.

Tourism Legislative Alert



Attended an important Legislative Finance Committee meeting in room 307 of the State Capitol in Santa Fe on Wednesday November 20 at 10:30 AM, in support of NMTD. The Tourism Department will be presenting their budget that day, which will contain a recommendation from the Governor to increase their recurring marketing allocation by another \$2.5 million.

CVB Advertising & Social Media RFP Update

Sent out RFP at the end of August, received 3 proposals TKO, Anagram, & Griffin. TKO and Anagram will be completed presentation and interviews on Monday, November 4th, with a goal of November for awarding the bid. The committee included Downtown Merchant Association, Inn of Loretto, La Fonda, OTAB and NM Museums.

American Eagle to Feature Santa Fe



This **January/February** American Eagle Airlines' publication Latitudes will be featuring Santa Fe as a top travel destination. Here's what you need to know:

- Issue reaches 6.8 million readers throughout U.S., Canada, Mexico and the Caribbean

Phoenix Home & Garden Magazine Features Santa Fe Style



Phoenix Home & Garden Magazine has a circulation of over 200K readers. The issue scheduled for **January** is all about Santa Fe Style and its influence in the surrounding areas. This high impact section will feature compelling information that entices Valley residents and visitors alike to head East this year to shop, dine, play, explore, stay and enjoy all that Santa Fe has to offer. Phoenix Home & Garden publication profile:

- Longevity - 34 years of publishing success in the Valley
- Qualified Audience - 83,373 total average monthly paid and verified circulation, total pass along readership 216,769
- \$136,000 average household income
- 97% of our readers find ideas in Phoenix Home & Garden that they can use in their home
- 84% frequently or occasionally use Phoenix Home & Garden magazine ads to make a decision on where to shop, dine and stay
- 79% Travel Frequently

NM Tourism Department and SFCVB Partners for Winter Sweepstakes



NMTD is looking for business partners to participate by providing the following in kind donation in the form of gift certificates:

- Two nights of lodging and breakfast at a hotel in Santa Fe (for 4)
- Two gourmet meals(dinners) in what is becoming one of the nation's hot spots for cuisine, Santa Fe (for 4), alcohol and gratuity will not be included.

NMTD will provide the following marketing/advertising support:

- Promote Sweeps in December e-newsletter; will include Sponsor logos and links to their respective website
- Send stand-alone email blast for Sweeps mid-way thru promotion
- Includes Sweeps "Last chance to enter" in January e-newsletter
- Provide Sponsors with registrant database at the end of the promotion

Travel Planner

Ad sales to **Advertise in the official City of Santa Fe Travel 2014** are completed! The planner was sent to the printer 1st week in November. There is only one official City of Santa Fe Travel Planner with more than 650,000 readers, reaching Santa Fe bound visitors. **The Travel Planner starts reaching visitors online and in print starting Jan 1, 2014.**

Social Media Updates

Santa Fe CVB Social Media Updates



Are you connected with all of the Santa Fe CVB media channels? Share the love using these links:

- LIKE US ON [FACEBOOK](#)
- FOLLOW US ON [TWITTER](#)
- FOLLOW US ON [PINTEREST](#)
- READ OUR [BLOG - A Colorful Journey](#)

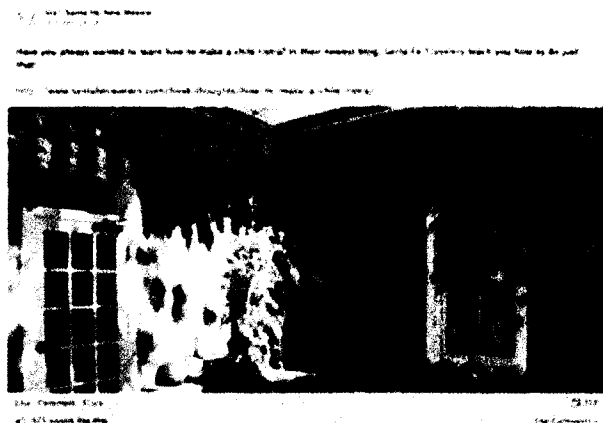
Social Media Performance: Top performing indicators for the month of October

Our Social Media outreach promotions are showing measureable results that we are eager to share with you.



On November 6, 2013, we reached a key milestone of 20,000 Likes on our Facebook Page. Thank you for all of your help in building an engaged, loyal database of Santa Fe Fans!

- Total Fans: 20,157
- Average PTAT (People Talking About Us): 13,787
- Top Ranking Post from 10/14/13 - Santa Fe Travelers Ristra Photo/Blog: Likes



BLOG UPDATE - A Colorful Journey - 12,722 page views to date.

A Colorful Journey



Count Your Gourmet Blessings, posted November 8, 2013

- Likes: 260
- Shares: 47
- Comments: 16
- Pageviews: 170

Find One-of-a-Kind Santa Fe Gifts, posted November 1, 2013

- Likes: 132
- Shares: 11
- Comments: 6
- Pageviews: 99

Go on Holiday from the Ordinary in Santa Fe, posted October 25, 2013

- Likes: 676
- Shares: 126

- Comments: 20
- Pageviews: 235

Harvesting the Best in Santa Fe, posted October 18, 2013

- Likes: 123
- Shares: 13
- Comments: 1
- Pageviews: 39

TWITTER - Please make sure to add #santafe to your own Tweets and re-tweet Santa Fe CVB's own tweets to keep your fanbase engaged and informed.

- Followers: 6,182
- Following: 1,477
- Tweets: 5,225
- Re-Tweets: 1,611
- Mentions: 438

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

- Followers: 838
- Following: 716
- Pins: 764
- Likes: 394

PRINT/ ADVERTISING

2014 Santa Fe CVB Media Advertising Presentation

The Santa Fe CVB presented the 2014 Media Advertising Plan and the Advertising COOPs and is now available on the [SantaFe.org Industry Partners page](#). This presentation includes the Santa Fe CVB target markets, target audience, the message we're sending about Santa Fe, how that message is being integrated into advertising, how partners can get involved and what the benefits are for your business.

Participation deadlines for 2014 Co-Op Advertising Partnerships are rapidly approaching. Do not miss out on a great opportunity to expand your marketing reach, gain exposure in top tier media outlets, and maximize your advertising investment.

2014 Partnership Opportunities include:

- Dallas Radio (Participation/Payment Deadline: 8/26/13)
- Denver Radio (Participation/Payment Deadline: 8/26/13)
- Phoenix Radio (Participation/Payment Deadline: 8/26/13)
- Texas Monthly (Participation/Payment Deadline: 9/25/13)
- USA Today (Participation/Payment Deadline: 9/25/13)

ADVERTISING UPDATE

October Advertisements: Want to see all of our cool ads? Check out our flipbook

Texas Monthly

- Drop Date: November 21, 2013
- Readership: 2,207,290
- Circulation: 280,780
- Markets: State of Texas

USA Today Winter Guide

- Drop Date: December 1, 2013
- Circulation: 2.5 million, with an additional 5 million digital copies distributed by Orbitz
- Markets: National Distribution

National Geographic Traveler

- Drop Date: December 3, 2013
- Circulation: 500,000
- Markets: West of Mississippi

BBC Online Banners

- Drop Date: November 4, 2013- December 2, 2013
- Circulation: 4.5 M impressions
- Markets: Albuquerque, Dallas, San Antonio, Denver, Colorado Springs, Los Angeles

LUXE Magazine

- Drop Date: January 14, 2014
- Circulation: 80,000 per quarter
- Markets: Dallas/Fort Worth, AZ (primarily Phoenix, Scottsdale, and Tucson)

Advertising Updates

Book for Good - Group Offer Campaign

SANTA FE. PAY IT FORWARD.

Objective: Increase awareness among Travel Planners of Santa Fe's new "Book for Good" offer, and of Santa Fe's meeting and convention facilities and amenities.

Time Frame: April 2013 - December 2013

Offer Details: Book a meeting in Santa Fe by December 31, 2013 for anytime into the future. Then take home a donation to your association's foundation, scholarship or nonprofit of choice.

- Stay from April - October and Santa Fe will donate \$5 for each room night
- Stay from November - March and the donation is doubled to \$10
- Minimum of 200 room nights required to receive this donation

Marketing:

Offer landing page: santafe.org/meetingsinsantafe

SFCVB Internal Marketing Outreach:

- SFCVB Contact List
- Acquisition of Association List

Paid Media: Target Markets - Philadelphia, Boston, Chicago, Colorado, Washington D.C.

- Phase I
 - Print: Association News/July 2013/Circulation 80,000
 - Targeted online digital banners
 - Targeted email marketing
- Phase II
 - Print: Association News/July, September, November, December 2013/Circulation 80,000 - 220,000
 - Targeted online digital banners
 - Targeted email marketing

Paid Media Performance Update - Phase I

Targeted Digital Banners: 100% complete through June.

- 2,166,001 IMPs
- 4,710 Clicks
- 0.22% CTR (The industry average is .08%, for comparison.)

Paid Email Marketing: (5/1 - 6/5/13)

- 132,480 Sent
- 19,247 Open
- 999 Clicks
- 5.2% CTR (clicks based on opens)

Full Page Print Ad

Recipe for Adventure

Recipe for Adventure Update



Congratulations to our October Recipe for Adventure winner, Nancy Brown of Hurst, Texas. Our November winner will be s

We are in the 11th month of the Recipe for Adventure Campaign and excited to report exceptional performance:

Totals as of sweepstakes launch date of Nov. 21, 2012

- 34 participating Santa Fe business partners
- 7,844 total visits to custom landing page
- 3,531 total sweepstakes entries

Now it's time to really turn up the heat. The Recipe for Adventure campaign runs through December 31, 2013. Remember, word-of-mouth about Recipe for Adventure, and spice things up for a successful 2013!

Are you leveraging Recipe for Adventure for your business?

Campaign Components:

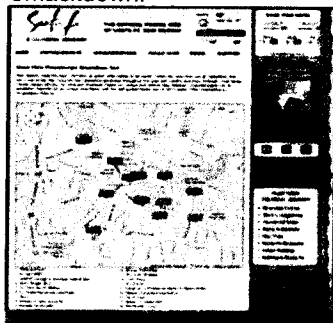
- Custom landing page on SantaFe.org
- High profile media partnership with Food & Wine Magazine
 - 3 digital flights (January, April, August)
 - 3 full page advertorials (January, April, August)
- Yearlong sweepstakes
- Custom Facebook Apps
- Three seasonal Foodie Field Guides (winter/spring, summer, fall)
- Signature Santa Fe Recipe weekly Facebook promotion

SantaFe.org

"The Official Travel Site of Santa Fe, New Mexico"

Did You Know

All participants of the Green Chile Cheeseburger Smackdown are now part of Santa Fe's Green Chile Cheeseburger Smackdown Tour on SantaFe.org. Visitors can download the map, create their own Green Chile Cheeseburger itinerary, taste all 18 savory and cheesy burgers then pick their favorite Santa Fe burger experience. Take the virtual tour [here](#). Want your Green Chile Cheeseburger on the tour? Sign up for next year's Green Chile Cheeseburger Smackdown!



Email Marketing (CVB/Studio X)

(6) October Eblasts

Santa Fe Happenings

10-01-13

Number Sent: 43,022

Number Opened: 7,775

Open Rate: **18.07%**

Deals & Specials

10-24-13

Number Sent: 15,227

Number Opened: 3,254

Open Rate: **21.37%**

SFCVB Business Partners News

10-02-13

Number Sent: 868

Number Opened: 240

Open Rate: **27.65%**

SFCVB Business Partners News

10-16-13

Number Sent: 875

Number Opened: 200

Open Rate: **22.86%**

SFCVB Business Partners News

10-30-13

Number Sent: 870

Number Opened: 263

Open Rate: **23.58%**

Book for Good #4

10-16-13

Number Sent: 10,290

Number Opened: 1024

Open Rate: **9.95%**

Public Relations

Santa Fe CVB Press Releases

2013, October Santa Fe Arts Festival

Santa Fe, N.M. October 2, 2013: One of the world's largest art hubs, Santa Fe, New Mexico is elevating the art experience through the Santa Fe Arts Festival, which features a series of interactive events that not only celebrate art, but are designed to educate and engage. Two of the festival's staple events are the Canyon Road Paint Out and Art Matters Santa Fe, Continue...

2013, October Santa Fe Craft Beers Take Awards

Santa Fe, N.M. October 17, 2013 - Already recognized as one of America's Best Beer Towns by Travel + Leisure, Santa Fe, New Mexico continues to position itself at the top of the ranks. , Two Santa Fe breweries, Second Street Brewery and Blue Corn Brewery, were recognized at the 2013 Great American Beer Festival (GABF) as some of the best commercial breweries in the United States. Additionally, Continue...

2013, October Santa Fe Ranked a Top Travel Destination - Conde Nast

Santa Fe, N.M. October 15, 2013 - Santa Fe was recognized as the #2 top travel destination in the United States, with a score of 81.2 according to Condé Nast Traveler's 2013 annual Readers' Choice Awards, ranking the best cities, islands, cruise lines, airlines, hotels and resorts in the world. , Santa Fe rose two spots from the #4 position the city held last year and once again beat out cities much larger in size, Continue...

2013, October What's New for Fall in Santa Fe

SANTA FE, N.M. October 23, 2013: Fall in Santa Fe brings the turning of the aspen trees to gold, a hint of chill in the evenings and lots of new reasons to see what's happening in town. Here's a quick look at some of the things that are new and upcoming in this romantic, historic city:., New owners, new flavors and new awards for Santa Fe Restaurants:., * The Atomic Grill, Continue...

2013, October, Xmas Holidays in Santa Fe

Santa Fe, New Mexico, October 9, 2013: The holidays in Santa Fe, New Mexico are an unexpected pleasure. Most visitors come when the temperatures are warm and the schedule is packed with major art markets, culinary events, and performances. The holidays have every bit as much sophistication, variety, and artistry but at a more gentle pace. This is the time when the city's Old World traditions shine most brightly, Continue...

Recent Press (Examples)

October

Travel + Leisure continues to highlight Santa Fe, this time in a story in their October issue about shopping the city's indie boutiques. Santa Fe ranked at the top of the list for independent boutiques in the magazine's America's Favorite City's poll.

Kate Donnelly, who was assisted by the bureau in her story research, posted a story on Fathom, a travel website, that was picked up by Forbes.com on spending the perfect day in Santa Fe. Read about her itinerary [here](#).

AAA Travel produced a roundup of savings for October that included the Inn on the Alameda. The story was posted on the Phoenix ABC affiliate's website. To read more about these deals [click here](#).

Freelance writer and blogger Irene Levine spent a week in town in September and produced two stories for her blog, MoreTimetoTravel.com. One story focused on breakfast at La Posada and the other profiled Inn on the Alameda, both places that she stayed. Read what she had to say about her stay [here](#) and [here](#).

Some quick work by the bureau and the O'Keeffe Museum to meet a short deadline resulted in Santa Fe being included in a CNN.com roundup of leaf-peeping destinations that include spectacular fall colors and other attractions. Reads which locations made the list [here](#).

A participant in this summer's Meeting Planner & Press fam, Nikki Gloudeman, published a roundup in Smart Meetings on some of what's new with hotels, highlighting La Fonda on the Plaza, Hilton Santa Fe Historic Plaza and Courtyard by Marriott Santa Fe. Read about the trip [here](#).

Luxury Travel Magazine turned around two bureau releases for the publication's website. An art-based release on the Canyon Road Paint Out and the first Art Matters event were featured in an early October piece, you can read that [here](#). Then later in the month the web site posted another story on what's coming up during the holidays in Santa Fe, that article is available [here](#).

Travel blogger Lance Wiedower was in Santa Fe last week as part of a swing through Northern New Mexico. He preceded his visit with a post about the art scene in Santa Fe and Taos. Read about his visit [here](#).

USA Today named Santa Fe one of the America's top mountain bike towns. "Santa Fe has plenty in its favor. It's an artsy town with beautiful views of the Sangre de Cristo Mountains and it's more than 400 years old, which is flat-out cool" the web posting stated. The story was a great endorsement for the city's off road cycling, even if Santa Fe was spelled wrong. Read about our latest accolade [here](#).

Santa Fe made the October cover of the Texas luxury lifestyle publication, Beverly Drive, and was featured in a four-page spread. Written by former Santa Fean Glenn Hunter, who participated in a bureau press trip this past May, the story recounts Hunter's time in the city and his return to Santa Fe this spring as well as profiling the Four Seasons Resort Ranch Encantado and highlighting some of the city's scene. Read the article [here](#).

The CBS News show, Sunday Morning, recently featured a story about this summer's Santa Fe International Folk Art Market. The very-well produced video piece delved into the market's artists, their accomplishments and featured an interview with one of the market's founders Judy Espinar. See what Judy had to say [here](#).

A number of outlets including the Seattle Post, San Antonio Express News and the San Francisco Chronicle picked up a bureau news release about Santa Fe being ranked the #2 travel destination in America by Conde Nast Traveler. Read about it [here](#).

Recent travel journalist Irene Levine posted on her blog, MoreTimetoTravel a piece about her recent stay at La Posada. Read about her experience [here](#).

Because of a bureau pitch Santa Fe was included in a roundup of Halloween events by Global Traveler. Read about the events happening [here](#).

A bureau release on national Chocolate Day was used as part of a column about Santa Fe being a best place to be by Examiner.com's local writer Liz Rose, noting chocolate spa treatments and the city's Chocolate Trail. Read it [here](#).

Every other month the bureau distributes a press release about what's new in the city. The latest release led to coverage of the city's changing restaurant scene in a recent edition of Albuquerque Business First. Read the article [here](#).

Regina Baraban, a participant in this summer's meeting planner and press fam trip, wrote about Santa Fe in a story on MeetingsNet. Her story opened by saying, "As a first time visitor to Santa Fe, New Mexico, I was blown away by the beauty, culture, cuisine, and meetings infrastructure of this singular Southwest city." Read what else she had to say about it [here](#).

The mountain bike website Singletracks.com listed Santa Fe as one of the Top 10 Mountain Bike Destinations in North America in a recent story. Read all about it [here](#).

Former Santa Fean and long-time Las Cruces Sun writer Derrickson Moore was in town during September and over the weekend posted her story about staying at La Fonda. Read about her experience [here](#).

Irish Times writer Rose Doyle traveled throughout the state recently and posted her story, including a bit about Santa Fe, on the paper's website. Read what she had to say [here](#).

Robert Payne, travel editor for Destination W and a participant in the bureau's October press trip, posted a story about haunted wedding destinations including La Posada. Read all the spooky details [here](#).

Another fam participant, DeMarco Williams with Forbes Travel Guide, posted a Santa Fe story two days after he left the city, covering some of what the group saw and did. Read about his travels [here](#).

Blogger Lance Wiedower was in Santa Fe last month and posted several stories his own blog, tripsbylance. He also wrote a story about his time in the city for JetsetExtra.com. Read his article [here](#).

Dallas Parent writer Jessica Bowers was in Santa Fe in early October on assignment for the magazine. Before her printed piece comes out she posted a Santa Fe story on her own, family travel blog. Read her story [here](#).

Freelance writer Jeff Heilman, who was hosted in town this summer by the Eldorado, wrote a piece for Meetings Focus about his time in Santa Fe, Albuquerque and Taos. In addition Jeff wrote a sidebar interview with Bobby Beals about art and creative tourism in Santa Fe. Read what he had to say [here](#) and [here](#).

Smart Meetings Editor Nikki Gloudeman was part of the bureau's Meeting Planners/Press fam this summer and wrote a piece about art hotels that included La Posada de Santa Fe. Read the article [here](#).

David and Carol Porter, the Roaming Boomers, held their first planned Culinary Tour in Santa Fe with a group of foodies. The Porters fell for Santa Fe some years ago when they were first starting out on their website. It sounds like their tour was a success so we hope to see them back in Santa Fe next year. Read about the foodie tour [here](#).

USA Today Travel writer and 10 Best contributor Kimberly Suta was in town the other week. The 10 Best website has had a string of Santa Fe stories including listing Canyon Road as one of the best streets in the country. Currently Santa Fe is being voted on as one of the Best Shopping Cities in the U.S. and New Mexico is in the running for Best State Flag. From her visit Kimberly produced two stories, one on romantic Santa Fe and its hotels, the other on best restaurants in the city. Read about Santa Fe's romantic side [here](#). Read about her food experience [here](#).

Visiting Press

October

Freelance writer/photographer Robert Kaufman comes to town this week as a guest of the Fairmont Heritage Place, El Corazon de Santa Fe. Robert focused on the property as well as what the city has to offer visitors for a story in Western Art & Architecture.

The travel writer for Dallas Child, Jessica Bowers, was in town this along with her whole family, exploring the city's kid-friendly side.

Mountain Living magazine Executive Editor Christine DeOrio was in town before taking part in a press trip organized by Four Seasons Resort Rancho Encantado. Other presses involved in the group trip include freelance journalists representing JustLuxe.com, Curve magazine, Huffington Post, Out magazine, and others.

Australian travel writer Kristie Kellahan was in Santa Fe as part of a tour of Northern New Mexico. Kristie is a prolific writer whose many stories have appeared in Australia's leading newspapers.

Summit Daily News contributor Janice Kurbjun made a last minute visit to the city for a Santa Fe profile story. The paper's sister publications in Aspen and Vail frequently share each other's stories so her piece could have a very nice reach.

The Travel Editor from the Austin American Statesman, Helen Anders, was in town last week working on a story about cultural art. Her piece is scheduled to run in December just after she retires from the paper for other pursuits.

A Japanese television crew producing a New Mexico feature for Brand USA was in town. The program, "Subarashiki America Tabi" or Wonderful Trip in America will focus on the state. It will air in Japan, initially in December with 20 to 30 additional airings in the following months.

The bureau's 'Only in Santa Fe' press trip was a great success as it concluded. The press, from Destination W, ForbesTravelGuide.com, Metro US, Robb Report and Chicago Parent, were all suitably impressed with the city, its art, food, spas, shopping, outdoor life, friendly people and beautiful fall weather.

In November prolific freelance writer Elaine Glusac was in town to take part in FUZE SW Food + Folklore Festival at the Museum of International Folk Art and visited new restaurants and museum exhibits. We supported this writer with the NMTD.

Phyllis Sigal, staff travel writer for The Intelligencer and Wheeling News-Register was in town visiting Santa Fe for the first time. She spent three days in the city covering museums, restaurants, galleries and the city's culture.

Prolific freelance writer Elaine Glusac, New York Times, AOL Travel, Budget Travel, National Geographic Traveler, In Transit blog, was here over the weekend for FUZE SW and to see what was new and of interest in the city.

Former Santa Fe resident Andrew Collins was in town to help complete a new Santa Fe specific travel guide for Fodors.



O.T.A.B. Report

October-November 2013

Jim Luttjohann
Executive Director

Meetings with civic leaders:

Recent meetings have included

- **City Manager**
Meetings have centered on recurring subjects including: Personnel (New hires), finance (reporting and allocation of lodger's taxes), partner concerns re: groups booking at the CCC and organizational structure of the CVB/CCC. Nonrecurring subjects have included establishing routine visits with hotel GMs and enhanced CVB reporting to partners.
- **New Mexico State Dept. of Transportation**
3 year plan for railroads presentation recently held at Market Station. Discussed need for more service via the Railrunner especially on weekends and at peak event times. I shared region 5 idea of enhanced passenger service to spaceport.
- **Public Works**
I attended last week's meeting of public works for the presentation of an amended version of the CCC fee waiver as proposed by Councilor Trujillo. The resolution is making its way through committees and will likely pass. Changes strengthen the definition of "year" and require proof of nonprofit status be supplied.

Region 5 New Mexico Tourism

Partners convened before the TANM conference to further details on the two campaigns reported on last month. One will be focused on outdoor adventure and one on foodie travel. Also, the state is gathering information on events via the region for focused promotions in the off seasons.

Personnel

Sales Manager Position: We have hired Kim Harmon, formerly with the Inn and Spa at Loretto. She is in training on our various systems and will begin by temporarily taking over CSM duties while another staff member is on medical leave.

Operations Lead Worker Position: Steve Maes, a long-time member of our operations team, was offered and accepted the position.

Finance Position: As recommended by former City Manager Romero in the Budget process we are seeking to fill a new position at the CVB to oversee income, expenses, rebates and financial reporting for the nearly \$8 million dollars in assets for which we have responsibility. Two applicants have met the internal qualifications and will be interviewed. In the event that no qualified applicant is found from those two applications, an open search will be made. Interviews slated for next couple of weeks. There was a delay while we scrambled to prove funds were allocated for the position, now resolved.

Information Specialist: A Lead Worker position will be sought in the near future. I am working on a revised job description.

CVB Mailroom will close effective November 30, with the only remaining staff member Sam Montoya being transferred to Parking.

Arts Commission Program Planer position. Interviews are complete with an offer out to an applicant.

Staff Reviews

I am in the midst of conducting reviews of all staff members.

Federal per diem update

- Hotels will join me in a meeting with Michael Sullivan, a staff member of Senator Heinrich's office to prepare a letter to the GSA asking them to revisit certain aspects of how Santa Fe rat was set or at least how it will be set in the future.

Transit Advisory Board

RTD Ski Shuttle developments since our last meeting include Councilor Bushee presented the City's proposal at the last RTD meeting. NO action was taken, but ongoing discussion may lead to formation of a public/private means of funding the service.

Upcoming Activities:

- OTAB Grant maker's presentation December 9th 3:00 pm at the CCC
- Vacation December 10-24

Respectfully submitted,

Jim Luttjohann

Executive Director