



# Agenda

CITY CLERK'S OFFICE

DATE 8-22-12 TIME 2:02pm

SERVED BY Cyndi Citarich

RECEIVED BY [Signature]

## OCCUPANCY TAX ADVISORY BOARD

AUGUST 30, 2012

O'KEEFFE MEETING ROOM

SANTA FE COMMUNITY CONVENTION CENTER

201 WEST MARCY STREET

8:30 a.m.

### Regular Meeting

#### I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: July 26, 2012

#### II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

#### III. CVB Activity Reports:

- a. Jim Luttjohann – SFCVB Executive Director
- b. Cynthia Delgado - SFCVB Marketing

#### IV. Final Report:

- a. Earthmind Media – Sara Diaz
- b. Marimba Festival – Sam Lunt

#### V. Resolution Update – Jim Luttjohann – SFCVB Executive Director

#### VI. Action Item:

- a. Recommendation to governing body for the formation of a sports tourism board

#### VII: Public Presentation:

- a. Music and Nightlife in Santa Fe – R.J. Laino
- b. Mix Santa Fe – Shannon Murphy

#### VIII. Comments from the Public:

#### IX. Meeting Schedule:

The next regularly scheduled meeting will be held on September 27, 2012 at 8:30 a.m. in the City Hall Council Chambers.

#### X. 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  
August 30, 2012**

<b>ITEM</b>	<b>ACTION</b>	<b>PAGE</b>
<b>I. PROCEDURES:</b>		
a. Call to Order	Quorum	1
b. Approval of Agenda	Approved [as amended]	1-2
c. Approval of Minutes: July 26, 2012	Approved [as submitted]	2
<b>II. LODGERS' TAX UPDATE</b>	Moved down on the agenda	5
<b>III. CVB ACTIVITY REPORTS:</b>		
a. Jim Luttjohann- SFCVB Executive Director	Information/discussion	2-3
b. Cynthia Delgado – SFCVB Marketing		3-5
<b>IV. FINAL REPORT</b>		
a. Meow Cow Productions – Sara Diaz		5-6
b. Marimba Festival – Sam Lunt		6
<b>V. RESOLUTION UPDATE – Jim Luttjohann – SFCVB Exec. Director</b>		6-7
<b>VI. ACTION ITEM:</b>		
a. Recommendation to governing body for the formation of a sports tourism board	Motion passed	7
<b>VII. PUBLIC PRESENTATION</b>		
a. Music and Nightlife in Santa Fe – R.J. Laino		7-9
b. Mix Santa Fe – Shannon Murphy		9-10
<b>VIII. COMMENTS FROM THE PUBLIC</b>		11-13
<b>IX. MEETING SCHEDULE</b>		
The next meeting will be held on September 27, 2012 at 8:30 a.m. in the City Hall Council Chambers.		13
<b>X. ADJOURNMENT</b>		14

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
August 30, 2012**

**I. PROCEDURES**

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

A regular meeting of the Occupancy Tax Advisory Board was called to order on August 30, 2012, at approximately 8:30 a.m. by Miguel Castillo, Chair at the Santa Fe Community Convention Center, 201 West Marcy Street, O'Keefe Meeting Room, Santa Fe, New Mexico.

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

**MEMBERS PRESENT:**

Miguel Castillo, Chair  
Mary Bonney  
Jon Hendry

**MEMBERS ABSENT:**

Paul Margetson  
Terrell White

**STAFF PRESENT:**

Jim Luttjohann, Executive Director, CVB  
Cynthia Catanach, Administrative Assistant  
Cynthia Delgado, CVB Marketing Director  
Steve Lewis, SFCVB Public Relations  
Kate Noble, Economic Development  
Robert Romero, City Manager  
David Tapia, Finance Division  
Councilor Rebecca Wurzbarger

**OTHERS PRESENT:**

Sandra Brice, Railyard Corporation  
Cynthia Canyon, *Trend Magazine*  
Sara Diaz, Meow Cow Productions  
Gary Paul Hermus, performing artist  
Audrey Herrera, New Mexico Tourism Department  
TR Knoblduch, entrepreneur  
R.J. Liano, Music and Nightlife in Santa Fe

Sam Lunt, Marimba Festival  
Busy McCarroll, musician  
Paula Rhae McDonald, Littlebird at Loretto  
Shannon Murphy, Mix Santa Fe  
Liesette Paisner, Santa Fe Indie Filmfest  
Lynn Marie Rusaw, Moonlight Talent Management  
Vicky Speer, Absolute Enterprises  
John Trentacosta, Jazz 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 as follows:

- 1) The Lodgers' Tax Update will be given after the CVB Activity Reports
- 2) The Music and Nightlife in Santa Fe presentation was moved up before Mix Santa Fe presentation

**Ms. Bonney moved to approve the agenda as amended. Mr. Hendry seconded the motion. The motion passed unanimously by voice vote.**

#### **c) APPROVAL OF MINUTES – July 26, 2012**

**Ms. Bonney moved to approve the Minutes of the July 26, 2012 meeting as submitted. Mr. Hendry seconded the motion. The motion passed unanimously by voice vote.**

## **II. CVB Activity Reports:**

### **a. Jim Lutjohann- SFCVB Executive Director**

Mr. Lutjohann reported as follows:

- The Visitor Center walk-in traffic has decreased from the prior year. June Visitor Center Walk-Ins for 2011 was 3,742 and 3,718 in June of 2012; a decrease of .64%. July 2011 Walk-Ins was 2,256 and 2,154 in July of 2012, a decrease of 4.5%.
- The CVB is doing a direct mail campaign to meeting planners in an attempt to get them to book 600 room nights or more at a time.

- The CVB did a sales blitz in St. Paul, Minneapolis and has received good response from it.
- The CVB website continues to drive inquiries from visitors, approximately 70,000 visitors in the month of July.
- The CVB will be kicking off their strategic planning effort of Santa Fe's future tourism marketing, operations, sales and convention services in September with initial focus groups being convened around core groups such as: Arts (visual and performing); attractions; Convention Center and CVB staff; City Council/staff; Hotel/Motel and Vacation Rentals; Native/Pueblo Communities; Neighborhood groups (Canyon road, Downtown, Railyard); OTAB/LTAB; International Sister Cities/Business committees; Sustainable/Green/Eco Tourism and Film and others.
- Mr. Luttjohann is going out and doing site visits to neighborhoods groups and they will soon be having the focus groups as noted above to seek consensus around themes like: What is the Santa Fe visitor experience? Where are we now? Where are we going? And how we will get there?
- Mr. Luttjohann reported that there has been a lot of film activity in Santa Fe. During the past quarter, the film industry has seen continued activity in the motion picture and commercial businesses in Santa Fe. There is continued interest in Santa Fe as a production center and in the region as a production location.
- After the strategic planning process is done, Mr. Luttjohann said he intends to have a more formalized structure for his report to OTAB where they will touch on the key aspects of the plan.

**b. Cynthia Delgado – SFCVB Marketing Director**

Ms. Delgado reported on the marketing efforts for the CVB as follows:

- CVB has had some really important successes to note. The traffic in terms of *SantaFe.org* is moving up; they have increased the number on Facebook, in terms of friends and family, approximately 30%. The CVB now has one page specifically dedicated to *SantaFe.org*.
- The CVB will be focusing a lot on social media, particularly Facebook, Twitter and blogging.
- The CVB is working on cleaning up the *SantaFe.org* website.
- Occupancy rates remain relatively flat in Santa Fe.

- Ms. Delgado spoke about some opportunities that are coming up. The CVB is presently looking at advertising in major categories and will focus on some key advertising partners. They are looking at the *New York Times* in terms of a travel magazine because they have wide demographics.
- The CVB is also expanding their relationship with *New Mexico Magazine* who is offering Santa Fe retailers, hotels, and art galleries a cooperative advertising opportunity in the *2013 New Mexico Vacation Guide*.
- The CVB Advertising Budget is split approximately 50/50 in terms of print and digital media.
- The CVB is looking at local businesses in terms of coop advertisements.
- The CVB partnered with local organizations in this last New Mexico Tourism Department coop grant process. The New Mexico Tourism Department has announced that they are awarding over \$500,000 in cooperative marketing program grants to local, non-profit and tribal entities for advertising and marketing efforts. Santa Fe will receive \$60,000 of the \$500,000. A big piece of this was for an advertising campaign that is being led by the CVB that will be rolled out towards the end of the year with Santa Fe being a culinary destination. The campaign is called "Recipe to Adventure" and the CVB will be leveraging several community partners for the campaign: The Restaurant Association, The Santa Fe Cooking School, El Rancho de las Golondrinas and the International Folk Art Museum. The key advertising partner will be *Food and Wine* based on their marketability.
- The CVB will start looking at next year's state coop and the richness of the music scene here in Santa Fe.
- Santa Fe participated in a national social media contest earlier this year called "Best of the Road" afforded by *USA Today* and *Rand McNally*. The competition focused on social media – FaceBook, Twitter, as well as websites. Santa Fe was one of the finalists with five other communities. The judges of the competition visited Santa Fe at the beginning of July and stayed about three days. They were shown the richness of our culinary experience. Crew from the Travel Channel accompanied the judges.
- Ms. Delgado introduced Steve Lewis of LOCAS Advertising Agency.
- Ms. Delgado reviewed the press releases that have gone out. Please see Exhibit "A" for the specifics of this presentation.

- In advance of the International Mountain Bicycling Association's World Summit being held in Santa Fe in October, *Outside Magazine* ran a piece about the great riding found around the City. *Mountain Flyer Magazine* also ran a story about mountain biking in Santa Fe, written by local REI Manager and bike supporter, Bob Ward.
- A press FAM will be coming to Santa Fe in the middle of October.
- The CVB 3-year marketing outlook will include the "7 Pillars of Santa Fe": history and culture; visual arts; performing arts; culinary; rejuvenation and relaxation; outdoor (pristine nature) and trading center. Ms. Delgado mentioned that Santa Fe was named #1 as far as clean air by the Lung Association and the CVB will be talking about this in the marketing efforts.

### **III. LODGERS' TAX UPDATE (DAVID TAPIA)**

[A copy of the "Lodgers Tax Report" was distributed in the members' packets. A copy is incorporated herewith to these Minutes as Exhibit "B".]

Mr. Tapia reviewed the information in Exhibit "B". Please see Exhibit "B" for the specifics of this presentation.

Mr. Tapia said they will be looking at July's cash for June's occupancy. He noted that there was a large increase of 26% in the numbers for June and July due to the payments from delinquent properties. In comparison to last year, there was an increase of 1% in lodgers' tax; occupancy is up about 2% and the revenue per available room is up by \$2.00.

Mr. Tapia said he would not know the exact figures until the end of the month.

Ms. Bonney asked if the hotels that were behind are caught up.

Mr. Tapia said yes, but there is one small hotel that has not been in compliant; however, the revenue that would be generated is little.

With regards to the number of hotel rooms going down, Mr. Hendry said there is a national trend where people will book their hotel rooms through the internet. He suggested that the city look and see if occupancy rates are comparable or competitive. He said this is something the hotel businesses need to address.

### **IV FINAL REPORT**

#### **a. Meow Cow Productions – Sara Diaz**

Ms. Diaz presented the information from their Final Report. A written report was distributed in the Members' packets. Please see Exhibit "C" for the specifics of this report.

Ms. Diaz said they used the funds that were received from OTAB to create a short television piece that would be sent to VPE Entertainment and used as part of a pitch presentation to the network executives. She noted that the final product in DVD format is available and Cynthia Catanach has this for review.

Ms. Diaz said this was well accepted in New York and they are moving forward with the "Under Southwestern Skies" pilot project. Under Southwestern Skies is a show about *The Cowgirl BBQ* in Santa Fe and the characters that own and run it and musical acts that go through them.

Chair Castillo thanked Ms. Diaz and said the Board looks forward to seeing the final product.

**b. Marimba Festival – Sam Lunt**

Mr. Lunt presented the information from their Final Report. A written report was distributed in the Members' packets. Please see Exhibit "D" for the specifics of this report.

Mr. Lunt reported that the Santa Fe Marimba Festival is a bi-annual event. He said in addition to a full schedule of rehearsals and workshops, the Festival presented a free concert at St. Francis Auditorium, with the doors open to Palace Avenue and drop-ins were welcome. The final evening concert of the Festival was held at the Lensic and consisted of contemporary works written for the Marimba Festival.

Mr. Lunt said the host hotel for the event was Garrett's Desert Inn and all of the Festival's events were hosted by or performed at locations within a few blocks of the Plaza. The Festival booked and used 52 room nights at that property. Participants in the Festival booked and used over 124 room nights through Garrett's Desert Inn and other downtown properties. The Festivals drew more than 300 tourists to Santa Fe, among the 1,700 plus attendees.

Mr. Lunt recognized Tom Maguire and said he was absolutely crucial in making this happen.

Mr. Lunt mentioned that there were seven separate educational and outreach events during the Festival Week. He said the biggest part of the educational piece is to bring public awareness of marimba.

**V. RESOLUTION UPDATE – Jim Lutjohann – SFCVB Executive Director**

Mr. Lutjohann reported that Councilor Ives and Councilor Wurzbarger introduced a resolution recently to address the aging demographics and increase tourism among the younger demographics - ages 35 to 56. The Resolution asks staff to find ways to increase tourism among people who are 35 to 56 years of age. The resolution also creates annual events that would bring tourists to Santa Fe during less

popular times of the year. The goal is to add five off-season events that would generate as much as \$10 million in new revenue, according to the resolution. The Resolution states that "the events shall exhibit potential to build national excitement, recognition of happenings and brand assets that support creative and cultural tourism in Santa Fe, including but not limited to culture, art, history, food, natural beauty and outdoor activities". The events shall take place in the off-season or shoulder season of Santa Fe's tourism calendar.

Councilor Wurzbarger said the Resolution should have the word "international" in it.

Chair Castillo and Mr. Hendry thanked Councilor Wurzbarger for putting this forward.

Mr. Hendry volunteered to chair this committee. He said this is really economic development and about good jobs for people in Santa Fe.

Chair Castillo appointed Mr. Hendry to serve as the Chair of this committee.

#### **VI. ACTION ITEM:**

##### **a. Recommendation to governing body for the formation of a sports tourism board**

Chair Castillo explained that there are not a lot of sporting events that draw people here and another component to draw the younger demographics is sport events.

Chair Castillo asked the Board to make a motion- and second the motion - asking the governing body to help the Board form a sports tourism board.

Councilor Wurzbarger offered to sponsor this.

**Ms. Bonney moved to recommend to the governing body to form a sports tourism board. Mr. Hendry seconded the motion. The motion passed unanimously by voice vote.**

#### **VII. PUBLIC PRESENTATION**

##### **a. Music and Nightlife in Santa Fe – R.J. Laino**

[A handout: "*7-Point Action Plan*" was distributed and reviewed. A copy is hereby incorporated to these Minutes as Exhibit "E".]

Mr. Laino said hopefully the plan they will be presenting will address a lot that has been said.

Mr. Laino said the reason this got started was that he was trying to put on a blues festival this summer; and gave up after getting the forms from the City (on having an event in the City).

Mr. Laino said there is a lot of talk about having events during off-season and he thinks, short-term it would be a "tactical error" to force all of these events to be held during off-season.

He said Santa Fe has world class music, not just Opera and chamber music. He thinks this is a resource that has traditionally been under-promoted and under-utilized.

Mr. Laino said he wanted to talk to the Board about the nightlife in Santa Fe. He noted that he comes from two different places on this. He mentioned that he revamped Vanessies from being a bar to more of a live-music and night club venue, which has been done with tremendous success. He has been able to employ 11 people and give people another option for a night life.

Mr. Laino said he has had the experience for working for OTAB in the past (from 1979-1985). His company had a contract for tourism marketing efforts.

He said one of the reasons he comes to OTAB today is because in the past, it was OTAB and the City that understood the changing demographics and the need to address that. He said Santa Fe was a different town back then – people came to Santa Fe because it was "cool" – there was a night life; there were things to do - not because Santa Fe has 4-star hotels and spas. He said you can't just market a night life, there has to be one.

Mr. Laino reviewed the "*7-Point Action Plan*". Please see Exhibit "E" for the specifics of this presentation.

Mr. Laino suggested that an OTAB/Nightlife subcommittee or task force be created (made up of performing artists, musicians, venue owners, hoteliers, city police, and a representative from the City Manager's office) to monitor the health and well being of Santa Fe night life on an ongoing basis; suggest strategies for building Santa Fe as a music, performing arts and night life destination; and review and recommend special music based marketing events.

Another idea would be to initiate the production of a Santa Fe nightlife video that would run in the hotel rooms and on line. The video could show the varied nightlife options available in Santa Fe. Also, train the local staff to direct visitors to appropriate calendars and video.

Mr. Laino said a great idea from Mikey Baker was to make one of the primary goals of the task force to study other cities to ascertain the most realistic ways to move our own fair burg forward. Is the Telluride model applicable? How about Boulder?

These cities have managed a combined vibrant nightlife with a low DUI rate. For example, "Arizona is making its first concerted effort to lure travelers younger than 40. It will roll out a website billed as an Insider's guide to metro Phoenix, Flagstaff and Tucson, touting dance clubs, breweries and sports such as snowboarding and rock climbing. Beginning in March, it will spend more than \$500,000 to get the message out that Arizona is cool."

Chair Castillo said the Board is open to ideas.

Mr. Hendry explained that you could address some of these issues by funding it with a dime-a-drink (fee). He said they also need to talk about music and entertainment that is not being addressed today and the bigger social issues. He suggested that they also ask the governing body to assign staff and resources.

**Ms. Bonney made a motion to develop a Nightlife and Entertainment Subcommittee/Task Force; and ask the governing body to assign staff. Mr. Hendry seconded the motion. The motion passed unanimously by voice vote.**

Ms. Bonney and Mr. Hendry offered to head the subcommittee. Ms. Bonney said they will need partners from the community and the CVB will be one, and possibly the Gallery Association.

Mr. Laino said it is really critical that we become united and cohesive in Santa Fe.

#### **b. Mix Santa Fe – Shannon Murphy**

Ms. Murphy said she volunteers for an organization called "Mix Santa Fe" that has been around since 2010. She said they are concerned about a lot of things, especially entrepreneurship.

Ms. Murphy said one of the questions that continues to come up -is how to keep young people in our community. She noted that a survey was done at one of their very first events and one of the questions asked was - what is the problem that keeps the young people away? The number one answer that consistently comes back is the nightlife and the lack of music venues.

Ms. Murphy mentioned that she started a task force called "After Hours Alliance". The idea of the alliance is to pull together the young population and music promoters to sort of "tackle" the night life question.

Ms. Murphy said they also talked about the obstacles and three obstacles that were identified as significant and important are: 1) Santa Fe has a small population when compared to other cities that we compete with 2) there is no major state university and 3) it is an obstacle being in the southwest *period*. She said it is like a

“dead zone” here for musicians. It is really difficult for musicians to make the money they need to here.

Ms. Murphy explained that this relates to tourism in several ways: Tourism is driven by the image that Santa Fe projects into the world. She thinks there is an under-recognized fact that musicians are great ambassadors to other cities, because they are traveling all of the time. She said a lot of musicians like to come to Santa Fe.

Ms. Murphy said you can't have an ambitious music event without tourism. Unfortunately, the vast majority of music events are advertised outside of Santa Fe; and there has not been an effort to reach out to other cities and musicians to come to Santa Fe. She said the reason is that musicians' resources are scarce. She said they need the support of OTAB; and OTAB has a stake in building Santa Fe as a music destination. She offered to help to do outreach.

Mr. Hendry said he is a big fan of the Mix Santa Fe process and they have some great ideas. However, they did not move on the ideas. He asked Ms. Murphy what help can Mix Santa Fe give the Board or the City. He said once you come up with a concept and a plan, where do you go from there.

Ms. Murphy said she looked at the OTAB Request for Proposal and she found it personally overwhelming. She said it can be intimidating for people to come to the Board or city for support of events, etc.

Mr. Hendry asked Ms. Kate Noble to speak to this. He said one of the things he has wanted to see for a while is having an Ombudsman or Ombudswoman, a person at the city who people could go to who are having events. This person could answer the questions people have, etc. He noted that he goes to Kate Noble for this but he would like the city to name somebody. He asked Kate Noble what the process is – once a recommendation is made, where does it go from there?

Ms. Noble said the city has a business Ombudsman who focuses more on the entrepreneur process. She thinks events could help - with who they think they should go to at the city.

Ms. Noble noted that Mix Santa Fe has been supported primarily by the City of Santa Fe and the Chamber of Commerce for the last three years. She thinks the City needs to take some credit for this. She explained that some things fall through the cracks sometimes and it is mostly a capacity issue. She said they would like other groups to come forward and take the lead. She explained that some of these things have not had the follow up that they need.

*Chair Castillo had to leave the meeting; Ms. Bonney co-chaired the Meeting.*

## VIII. COMMENTS FROM THE PUBLIC

**Gary Paul Hermus** said he is a performing artist and has been in the industry since 1965. He said he has seen generational shifts and he's glad to see that we are trying to respond to it. He said as a performer here, in order to build a music destination; we need a critical mass out on the street. He said he performs at the Cowgirl and Upper Crust and they get walk-by traffic to hear the music. He said the important thing with this particular demographic is that they don't stay in one place all night; they like to spend money in multiple places and they want to move to the next place down the block and catch something different, but that's the problem, there is no next place down the block. He said you can't market without critical mass. He said we need more places and that may mean, from this Board's perspective: 1) encouraging and finding ways to help businesses to promote live business after dinner hour time. That is a market that they are not currently exploiting and if we could provide the kind of support of the radios, stations, etc. He said PR is very important and putting the entertainment on the sites. He said it has been difficult to get the word out that we are a music destination. 2) That the small businesses know that anytime something will be held, this will be put out PR.

Ms. Delgado said people can get a free listing on the Santa Fe.com calendar. Also Santa Fe.org, the tourism site, pulls from three different calendars. She said this is free.

Mr. Hermus said the musicians can do this but the owners should help do some outreach too.

**TR Knoblduch** said he was glad to see Councilor Wurzbarger here and in support of these events and she is a major force here in Santa Fe. He said he has been here 12 years and in his 12 years he has helped Santa Fe Alliance; he is on the Board of the Santa Fe Farmers Market as community building chair; part of Santa Fe Film Festival and he started *Sustainable Santa Fe Magazine* and worked with Earth Care. He said he has done a lot to promote Santa Fe and nightlife entertainment is crucial. He said he knows that the City has a for-profit college partner and that is an incredible resource. He thinks an amphitheater could be built on the 40 acres. He said last night he went to Sandia Amphitheater and they rocked-they had 4000 people there. He said they had shuttles and he thinks this could be done downtown. He thinks the Task Force could do a lot. He said the Bandstand is a resource and a television show could be done that is based on the Bandstand. You could also encourage people to relocate the nightlife downtown. Santa Fe Trails could expand their schedule. He said there are many people here who do some good work.

**Liesette Paisner** said she is 22 years old and the Festival Director of the Santa Fe Independent Film Festival. She recently graduated from UNM in New Mexico History. She said the Santa Fe Independent Film Festival has been trying to increase tourism here and also the nightlife here in Santa Fe. They feature Santa Fe in many of the movies and they also have local bands playing at local venues. She said people

want to leave the cities and come to a community like Santa Fe. She said as a young person, she travels a lot and goes to different towns to experience their nightlife. She said the cover charge is very high here in Santa Fe-it's almost \$10 to get in everywhere and people can see a great band in Albuquerque for free because the drink charges cover this. She said this motivates people to get out. She explained that 20 year olds do not have the cover charge. She said they would appreciate any help from musicians they could get in bringing a more musical aspect to their Festival - to expand it. She said Santa Fe is really special and we need to showcase that.

**John Trentcosta** said he is a jazz musician here. He thanked everyone for bringing the point of nightlife here and if all the points made will be addressed; we could make a good start in dealing with this issue. He said there is a lot of great talent in this room and in this town who are trying to make a living as a professional musician. He said a lot of people don't understand this and the mind set needs to change.

Mr. Hendry agreed. He said what other industry do we have that we ask people to work for free. He said he doesn't understand that business model and we have to break the cycle.

Ms. Bonney said the Railyard is a great venue and they have offered their bandstand for events. She said we can all work together to make something happen.

**Vicky Speer** said she is the owner of Absolute Entertainment here in Santa Fe. She said not only does she have a band that she performs in but she also books a lot of musicians for private events here in Santa Fe and they have been in business for 17 years. She said it is a tough music scene and it has gotten worse over years. She said we used to have music in all of the hotels and a lot of those musicians are now busting on the Plaza. There are now more street musicians and this gives a good indication of the fact that there is now less places for musicians to make a living. She said what she wants to bring to the table is that Santa Fe is the top third destination in the continental United States. She said she does over 300 events a year and what she has noticed is that after the event is over – and these are all people who are coming to Santa Fe – and they may be the daughter of someone who used to come here in the 80's and they are bringing all their friends who are young people. They are here all the time during all seasons. She said she works January through December. She said after these events are over she gets e-mails about how spectacular the events were. However, people do not know where to go after the events are over. She said music at La Fonda ends at 11:00. She said people want to go somewhere else after an event but they just don't have other places to go. She said people don't come to Santa Fe to listen to "urban satellite radio". She thinks that R.J. Laino's ideas are fantastic.

**Paula Rhae McDonald** said she owned an art gallery for 20 years and she was one of the first ones to integrate music into her gallery. She said now they are doing it all over and she thinks it is wonderful. She said she came here in 1975 with music in her heart and that is what brought her here. She has been visiting Santa Fe since she was 4 years old every summer with her grandparents. She said we have people from

all over the world saying that they love all the activities that we have but they often complain and say that they want to see some of our local music. They say that we can see the road bands in Chicago and New York, they want to see local and what Santa Fe and New Mexico is doing. She said she had to open a gallery because she couldn't make a living as a musician and could not afford to live on a musician's salary. She would love to see a little more help for the local musicians, perhaps health insurance and things like that. She said we need to help our local musicians make ends meet.

**Busy McCarroll** said she has been performing in Santa Fe since 1978 and she came from Nashville. She played at the Line Camp and Club West and other places. She thanked the Board for hearing all of this and R. J. Laino for his efforts. She said she believes there have been a lot of things like the DWI laws that hurt the music industry – they are blaming the clubs and bartenders instead of blaming the drinkers themselves. She said she is starting a project called "Santa Fe Superstar". She will be hiring a lot of musicians and she wants it to be an incubator for more events like this in Santa Fe. She said she is finding it difficult to find funding for these events. She asked that the Board make funding forms easier for events. She would like the Board's support with the Santa Fe Superstar event. She said we have amazing musicians here.

**Cynthia Canyon** said she is the publisher of *Trend Magazine* and she started her business 20 years ago. She received a \$10,000 OTAB grant then. She noted that she grew up in the music business and she is very proud to be part of it. She said she has been working really hard on making Santa Fe beautiful and it is working. She is very proud of what is done but when we get the tourists here we don't really help them. We need to educate tourists on what is going on in Santa Fe and she would be willing to create a volunteer task force to help tourists find their way and to make Santa Fe the best place possible to visit. She said music is part of our arts and tourism is a big part of that.

**Sandra Brice** is the director of events at the Railyard and she wanted to put on the record that the Railyard can play a major part in this discussion. She said she would like to be a part of the committee and collaborate on the different projects. She said they do not have program funds and they are not paid by the city to operate the Railyard. She said they are not in the position to waive the fees for the Park use. She said it is exciting to help put partnerships and modern resources together. She said the Railyard is seen as a local scene and a young scene and it is almost endless what they can do. She said they are working with Pomegranate Studios and they will be having an event at the Railyard Park. She said for the first time they have been able to obtain funding from City Council and they can fund events at the Railyard.

## **IX. MEETING SCHEDULE**

The next meeting will be held on September 27, 2012 at 8:30 a.m. in the City Hall Council Chambers.

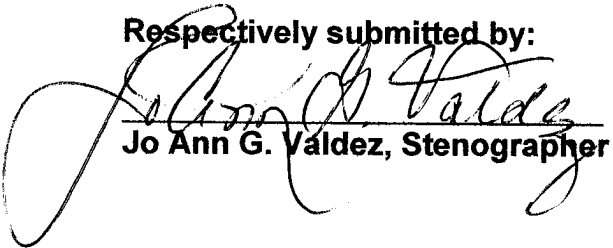
**X. ADJOURNMENT**

Its business being completed, the meeting was adjourned at 11:00 a.m.

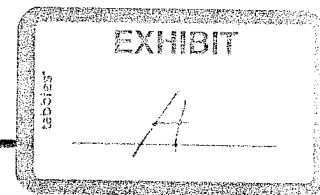
**Approved by:**

\_\_\_\_\_  
**Miguel Castillo, Chair**

**Respectively submitted by:**

  
\_\_\_\_\_  
**Jo Ann G. Valdez, Stenographer**

DELGADO, CYNTHIA M.



From: Santa Fe CVB <business@santafe.org>  
Sent: Wednesday, August 29, 2012 4:57 PM  
To: DELGADO, CYNTHIA M.  
Subject: SFCVB Business Partners News - Please Read



Monday, August 27, 2012 10:04 AM

Edition 11  
August 29, 2012  
Office of the Director  
You

#### THIS WEEK:

Delgado, Cynthia M. From: Director Jim Luttjohann

Action - Update Your Profile on the Santa Fe website  
Action - All groups information is posted on the website  
Action - Update your profile on the website  
Action - Advertising Opportunity  
Action - YTM brochure on the website  
Information - What is in the news?  
Information - Convention Center Operations News  
Information - Santa Fe News - Santa Fe News  
Information - Santa Fe News  
Information - Santa Fe News  
Information - Santa Fe News  
Information - Santa Fe News  
Information - Santa Fe News

Message From SFCVB Director Jim Luttjohann



As Labor Day weekend looms on the horizon, it is a good time to look at the last quarter and couple of months results. How has the summer been shaping up for Santa Fe? Some key measures are tracked below:

June Visitor Center Walk-ins 2011: 3,742 - 2012: 3,718 - Y/Y Change: -.64%  
July Visitor Center Walk-ins 2011: 2,256 - 2012: 2,154 - Y/Y Change: -4.5%

June SantaFe.org unique visits: 2011: 59,856 - 2012: 63,189 - Y/Y Change: 5.56%  
July SantaFe.org unique visits: 2011: 63,204 - 2012: 69,104 - Y/Y Change: 9.33%

June Smith Travel Occupancy 2011: 71.9% - 2012: 69.4% - Y/Y Change: -3.5%  
June Smith Travel Rate 2011: \$112.12 - 2012: \$113.12 - Y/Y Change: 0.9%  
July Smith Travel Occupancy 2011: 76% - 2012: 73.8% - Y/Y Change: -3.0%

July Smith Travel Rate 2011: \$127.41 - 2012: \$126.33- Y/Y Change: - 0.8%

For more key measurements please refer to the CVB's 2nd Quarter Marketing Report.  
[Click here to view](#)

Predictions for Labor Day travel are strong according to AAA and USA Today.  
[Click here to view](#)

The Santa Fe CVB will be kicking off our strategic planning effort of Santa Fe's future tourism marketing, operations, sales and convention services in September with initial focus groups being convened around core groups such as.....

- Arts (visual and performing),
- Attractions
- Convention Center and CVB staff
- City Council/staff
- Hotel/Motel and Vacation Rentals
- Native/Pueblo Communities
- Neighborhood Groups (Canyon Road, Downtown, Railyard),
- OTAB/LTAB
- International Sister Cities/Business committees
- Sustainable/Green/Eco Tourism
- Film and others

We will be seeking consensus around overarching themes like; What is the Santa Fe visitor experience? Where are we now? Where are we going? And how we will get there? We will then begin incorporating Destination Brand Science and DMAI tools for marketing and sales performance measurements into a long range plan that will become the basis for all bureau efforts in a 3 to 5 year scope. I look forward to working with you all on this exciting planning process.

#### **Update Your Business Listings on SantaFe.org by September 15th**

[Click here](#)

As you know we have been working on cleaning up SantaFe.org (Yes, "The Official Tourism Site of Santa Fe"). Please check your listing to ensure that it has a photo, contact information and a business description.

On September 15th will be inactivating all listings that are not complete. Also please be sure that your listing is in the correct business category.

If there are any questions please contact:  
Phyllis Archuleta at 955-6214 or [phyllis@sanfefuture.com](mailto:phyllis@sanfefuture.com)

#### **Balloon Fiesta Participation**

It's that time of year in New Mexico with one of the state's largest events right around the corner. The Albuquerque International Balloon Fiesta is October 6-14, 2012.

The Balloon Fiesta provides a great opportunity to showcase our state to people from around the world. Since this is a once-a-year event, we want to do everything we can to encourage visitors to explore our beautiful state after the balloons go up. It is vital that we point people in the right direction and give them the travel tools they need. We also want to provide an experience they'll remember when they visit our mobile visitor center at Balloon Fiesta Park to get information about New Mexico.

Our mobile visitor information center will again offer more visual aides for travelers, with customized itineraries and video, so travelers can see the different things they can do. We are encouraging our industry and community partners to take that same approach in promoting New Mexico. For instance, last year the New Mexico Wildlife Association brought

a Harris Hawk to show, which was a hit with the spectators. Other examples were pottery painting, photography, etc. We want our visitors to see first what we have before they go exploring.

There will be limited tables and space; we will schedule everyone as best we can. Please let us know your first and second choices on the days you would like to participate.

We encourage your destination to join us at this marquee event.

Contact Noah Trujillo, [noah@ntrujillo.com](mailto:noah@ntrujillo.com) or 505-239-6629, for more information.

### New Mexico - State of Enchantment - Spirit of Service Training

- Host: Santa Fe Convention & Visitors Bureau and the Santa Fe Chamber of Commerce
- Date & Time: Wednesday, October 3rd at 10am to 11:45am
- Location: Santa Fe Convention Center
- Cost: \$25.00 per person
- [For more information](#)

We are requiring 25 confirmed attendees to hold the class so early registration is requested.

#### Background:

The Tourism Association of New Mexico and the New Mexico Restaurant Association are proud to announce a new educational hospitality training program: *State of Enchantment - Spirit of Service*. This statewide program will train employees on the virtues of great southwestern hospitality and will teach them how to provide memorable, enchanting experiences for our guests. Authenticity, discovery, connection with service... these are the feelings we want to create for our visitors from near and far.

These exciting seminars will be delivered by HospiTotally, John Garcia\*, in New Mexico's six regions to encourage participation by the entire tourism industry. This first series is generously sponsored by Wells Fargo Bank.

#### Advertising Opportunity

New Mexico Magazine is offering Santa Fe retailers, hotels, and art galleries a cooperative advertising opportunity in the 2013 New Mexico Vacation Guide. The magazine, in collaboration with the Santa Fe Convention and Visitors bureau, will create a Santa Fe branded full page co-op ad highlighting four businesses per page. Each partner will receive a 1/4 page editorial style ad within a formatted co-op section. Please see the attached media kit for more details.

Deadline to participate is Wednesday September 5th. Contact Patti Kislak to reserve your space today!

Patti Kislak  
Advertising Representative  
New Mexico Magazine  
New Mexico Vacation Guide  
[patti@newmexicomagazine.com](mailto:patti@newmexicomagazine.com)  
cell phone: 505-699-9366

*Don't miss this!*

### ITMI Symposium in Albuquerque

Looking for a Cost-Effective Way to Meet Leading Domestic and International Tour Operators and Event Planners?

*Then sponsor the 26th ITMI Symposium in Albuquerque, January 27-31, 2013*

ITMI Symposium is the only tourism industry event that brings together domestic and international tour operators, tour directors, guides, event planners, destination marketing organizations, tourism journalists and other industry stakeholders.

The Albuquerque Convention and Visitors Bureau is the host sponsor and is hoping to see a variety of tourism industry partners from across New Mexico, step up to support this symposium. Having opportunities to meet and network with major tour operators, who make decisions about where their next tours will be, are few and far between in our state. Please join us in this hosting event and showcasing our many unique attractions and natural wonders.

For more information about ITMI or the 2013 Symposium contact Annemarie Osborne [annemarie@albuquerqueymtl.com](mailto:annemarie@albuquerqueymtl.com) or call (800) 442-4864 (415) 957-9489.

To learn more about ITMI visit: [itmi.org](http://itmi.org)

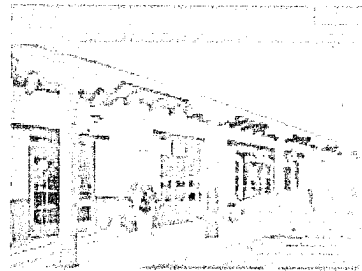
[www.albuquerqueymtl.com](http://www.albuquerqueymtl.com)

[www.albuquerqueymtl.com](http://www.albuquerqueymtl.com)

[www.albuquerqueymtl.com](http://www.albuquerqueymtl.com)

## Who is in the House?

- August 30 - September 9 | Santa Fe Fiesta Council Offices & Events
- August 29 - September 12 | Various Community Meetings



## Santa Fe Convention Center Operations News

Levi Higgs, Operations Manager completed the Harman Sounds, London Sound Web level 1 course July 2012. The knowledge gained through this course provides improved audio processing at the convention center. Operations staff will continue to build their expertise through training and experience raising the meeting quality in the Santa Fe Convention Center.

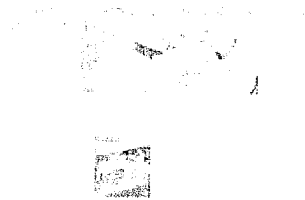
Please join us in congratulating Ron Jaramillo, Lead Worker Convention Specialist on his 21st anniversary. The City of Santa Fe has benefited from Ron's hard work, expertise and leadership throughout the many changes at the Santa Fe Convention Center.

SantaFe.org

"The Official Travel Site of Santa Fe, New Mexico"  
Did you Know?

For assistance adding or editing your business listing on SantaFe.org you can contact Phyllis Archuleta - she would be more than happy to assist you!

For digital help: santafe.org/tn  
505-955-6214



## Recent Press

In advance of the **International Mountain Bicycling Association's World Summit** being held in Santa Fe in October, **Outside Magazine** ran a piece about the great riding found around the city.

[Read the article](#)

**Mountain Flyer Magazine** also ran a story about mountain biking in Santa Fe, written by local REI manager and huge mountain bike supporter Bob Ward.

[Read the article](#)

The **Wall Street Journal** ran a story on the 2013 Santa Fe Opera season including the American premier of "*Dr. Sun Yat-Sen*" about the Chinese revolution.

[Read the article](#)

The **BlueAshGazette.com**, in suburban Cincinnati, posted an extensive story on Santa Fe filled with photos supplied by the bureau.

[Read the article from BlueAshGazette](#)

**Meetings Focus** ran a story about new bureau Executive Director Jim Luttjohann settling into his job.

[Read the article](#)

The Theater Critic for the San Diego Uptown News posted a story on this summer at The Santa Fe Opera.

[Read the article](#)

In addition, the Opera was featured in the **Washington Post**

[Read the article](#)

The story was reprinted in the **Huffington Post**

[Read the article](#)

Encantado Resort was included in a Huffington Post story, from Oyster.com, on hotels with "museum-worthy" art.

[Read the article](#)

The Inn and Spa at Loretto was featured on Peter Greenberg's Pinterest page in a **Summer Travel 2012** board.

[Read the page](#)

The Compound was featured as one of "10 Dreamy Dining Destinations" on **Yahoo! Travel**.

[Read the article](#)

Santa Fe Indian Market had a huge presence on **Examiner.com** with a number of different stories including by local Examiner.com writer Elizabeth Rose.

[Read the article](#)

**LonelyPlanet.com** included a thread on Indian Market as well.

[Read the article](#)

The Santa Fe Farmers Market was listed as a top market in an **HGTV** story about great

markets in the West and Southwest.

[Read the article](#)

### Visiting Press

All around foodie Laural Miller, creator of [SustainableKitchen.com](#), a blogger with [Gadling.com](#), and co-author of the just released *Cheese for Dummies* was in town last week. She took part in the O'Keeffe class at the Santa Fe School of Cooking, ate her way through town including at Casa de Chimayo and The Teahouse, spent Saturday morning at the Farmers Market, and raved about the cocktails at Secreto.

Coming this weekend for a general destination story is Sucheta Rawal, on assignment for *Cuisine Noir* magazine, [a global magazine about food](#), *Go Eat Give* [a platform about](#), and *Do It While You're Young* [a travel blog](#)

### Tourism News

Annie Filtzsimmons, contributor to [Forbes.com](#), covered *Virtuoso Travel Week* in Las Vegas and makes some interesting points in her article *6 Luxury Travel Trends To Know Now*

[Read the article](#)

### Santa Fe Film Update

During the past quarter the film industry has seen continued activity in the motion picture and commercial businesses in Santa Fe. Both Garson Studios and Santa Fe Studios are currently hosting good sized feature projects, and a decent number of television and documentary projects. There is continued interest in Santa Fe as a production center and in the region as a production location. Santa Fe has also served as the hub for projects shooting in Las Vegas, Moriarty, Taos, Pecos and other surrounding areas.

Several productions have wrapped up work in the area. Many more are currently working or are in the pipeline. Here is a sample of the filming done in the Santa Fe area recently:

- Odd Thomas
- Game Change
- Ralph Lamb
- Two Guns
- Sweetwater
- Redemption
- Lone Ranger
- A variety of travel and leisure television shows, including "Chef Race" a reality show on the BBC.

In collaboration with Shoot Santa Fe, an industry organization specific to encouraging filmmaking in Northern New Mexico, chaired by Councilor Wurzbarger, the Film page on [SantaFe.org](#) has been updated with new industry images and a rewrite of the text is in progress. Shoot Santa Fe has also been marketing to the industry while attending Sundance at Park City, South by Southwest in Austin, and the Locations Expo in Los Angeles.

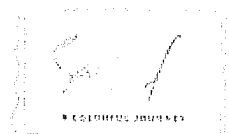
For more information on what has been filmed in Santa Fe please see our Film page at [SantaFe.org](#) or contact Lisa Van Allen, Santa Fe Liaison to Film, at [lisa@shootsantafe.org](#)

### Advertising Update

We are thrilled to announce that Santa Fe will be featured in the September 23rd, "50 States", issue of *New York Times T Magazine*. The placement will include a full page, full color ad, as well as editorial coverage reaching over 1 million readers!



LEONARD A. BUCHHEITZ  
 LITHOGRAPHER  
 1000 N. 10TH ST. SPOKANE, ID 83402



View this email as web page at <http://mail.google.com/mail/?ui=2&ik=12347>

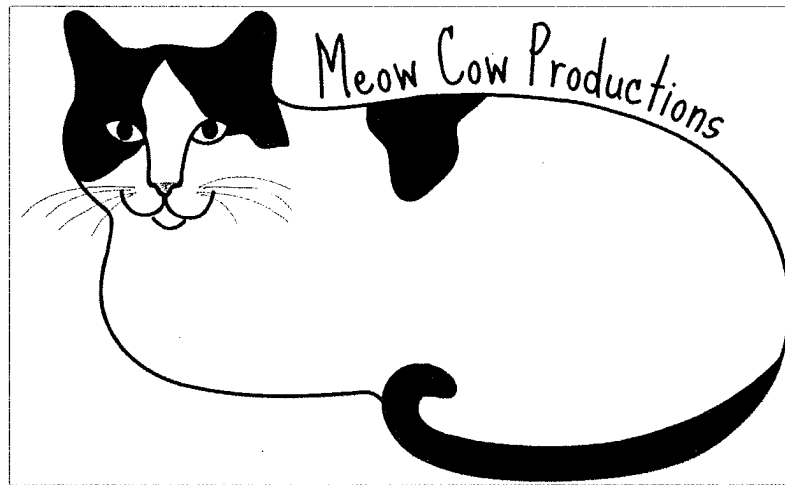
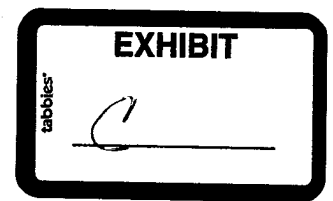
Forward to a friend

Reply only

City of Santa Fe  
Lodging Tax Report  
For the Month of July 2012

4% Lodging Tax		Fiscal Year		Fiscal Year		Fiscal Year		Fiscal Year		Fiscal Year		Fiscal Year		Fiscal Year		Fiscal Year	
Month		2009-2010		2010-2011		2011-2012		2012-2013		2012-2013		2012-2013		2012-2013		2012-2013	
		% Gain/Loss		% Gain/Loss		% Gain/Loss		% Gain/Loss		% Gain/Loss		% Gain/Loss		% Gain/Loss		% Gain/Loss	
July		\$ 368,059		\$ 466,349		\$ 429,660		\$ 541,735		\$ 541,735		\$ 541,735		\$ 541,735		\$ 541,735	
		-22.46%		27%		-8%		26%		-8%		26%		-8%		26%	
August		\$ 508,480		\$ 559,878		\$ 584,497		\$ -		\$ -		\$ -		\$ -		\$ -	
		-12.07%		10.11%		4%		-		4%		-		4%		-	
September		\$ 604,580		\$ 621,818		\$ 587,900		\$ -		\$ -		\$ -		\$ -		\$ -	
		-7.71%		2.85%		-5%		-		-5%		-		-5%		-	
October		\$ 420,868		\$ 417,264		\$ 457,746		\$ -		\$ -		\$ -		\$ -		\$ -	
		-11.83%		-0.86%		10%		-		10%		-		10%		-	
November		\$ 400,356		\$ 489,309		\$ 447,667		\$ -		\$ -		\$ -		\$ -		\$ -	
		9.80%		22.22%		-9%		-		-9%		-		-9%		-	
December		\$ 229,101		\$ 234,852		\$ 223,558		\$ -		\$ -		\$ -		\$ -		\$ -	
		-38.77%		2.51%		-5%		-		-5%		-		-5%		-	
January		\$ 268,342		\$ 260,667		\$ 275,908		\$ -		\$ -		\$ -		\$ -		\$ -	
		45.15%		-2.86%		6%		-		6%		-		6%		-	
February		\$ 167,499		\$ 201,287		\$ 167,482		\$ -		\$ -		\$ -		\$ -		\$ -	
		-24.86%		20.17%		-16%		-		-16%		-		-16%		-	
March		\$ 200,011		\$ 198,305		\$ 276,748		\$ -		\$ -		\$ -		\$ -		\$ -	
		-15.19%		-0.85%		-3%		-		-3%		-		-3%		-	
April		\$ 306,086		\$ 285,430		\$ 263,949		\$ -		\$ -		\$ -		\$ -		\$ -	
		36.27%		-6.75%		0%		-		0%		-		0%		-	
May		\$ 275,292		\$ 285,120		\$ 481,800		\$ -		\$ -		\$ -		\$ -		\$ -	
		-7.00%		-3.69%		38%		-		38%		-		38%		-	
June		\$ 384,175		\$ 349,553		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -	
		-6.13%		-9.01%		-		-		-		-		-		-	
<b>Fiscal Year Totals</b>		<b>\$ 4,132,849</b>		<b>\$ 4,349,832</b>		<b>\$ 3,635,414</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>	
<b>Cumulative Months</b>		<b>\$ 368,059</b>		<b>\$ 466,349</b>		<b>\$ 429,660</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>	
<b>July - July Totals</b>		<b>\$ 368,059</b>		<b>\$ 466,349</b>		<b>\$ 429,660</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>		<b>\$ 541,735</b>	
		0.00%		26.70%		-7.87%		26.08%		-7.87%		26.08%		-7.87%		26.08%	

Convention Center 3% Lodgers Tax													
Month	Fiscal Year 2009-2010		Fiscal Year 2010-2011		Fiscal Year 2011-2012		Fiscal Year 2012-2013		Monthly % Gain/Loss	Monthly % Gain/Loss	Fiscal Year 2012-2013	Monthly % Gain/Loss	
July	\$ 276,043	% -22.46%	\$ 349,762	% 27%	\$ 322,245	% -8%	\$ 406,301	% 26%					
August	\$ 381,360	% -12.07%	\$ 419,908	% 10.11%	\$ 438,373	% 4%	\$ -	% -100%					
September	\$ 453,435	% -7.71%	\$ 486,364	% 2.85%	\$ 440,925	% -5%	\$ -	% -100%					
October	\$ 315,651	% -11.83%	\$ 312,948	% -0.86%	\$ 343,310	% 10%	\$ -	% -100%					
November	\$ 300,267	% 9.80%	\$ 366,982	% 22.22%	\$ 335,750	% -9%	\$ -	% -100%					
December	\$ 171,826	% -38.77%	\$ 176,141	% 2.51%	\$ 167,668	% -5%	\$ -	% -100%					
January	\$ 201,256	% 45.15%	\$ 195,500	% -2.86%	\$ 206,931	% 6%	\$ -	% -100%					
February	\$ 125,624	% -24.86%	\$ 150,965	% 20.17%	\$ 138,156	% -8%	\$ -	% -100%					
March	\$ 150,008	% -15.19%	\$ 148,729	% -0.85%	\$ 125,611	% -16%	\$ -	% -100%					
April	\$ 229,566	% 36.27%	\$ 214,072	% -6.75%	\$ 207,561	% -3%	\$ -	% -100%					
May	\$ 206,469	% -7.00%	\$ 198,840	% -3.69%	\$ 197,961	% 0%	\$ -	% -100%					
June	\$ 288,131	% -6.13%	\$ 262,165	% -9.01%	\$ 361,350	% 38%	\$ -	% -100%					
<b>Fiscal Year Totals</b>													
	\$ 3,099,636	% -8.11%	\$ 3,262,376	% 5.25%	\$ 3,285,841	% 0.72%	\$ 406,301						
Cumulative Months													
July - July Totals	\$ 276,043	% 0.00%	\$ 349,762	% 26.71%	\$ 322,245	% -7.87%	\$ 406,301	% 26.08%					



# Under Southwestern Skies

## Pilot Presentation

### Final Report

Prepared for: Santa Fe Convention & Visitors Bureau  
Prepared by: Sara Diaz, Executive Producer, Meow Cow Productions, LLC

August 30, 2012



# Executive Summary

## Pilot Presentation Objective

### About

Meow Cow Productions has been working with VPE Entertainment and its Principal, Vinnie Potestivo, to create a pilot presentation of a destination based docu-series with the intention of selling the show, and our community to a national cable television audience.

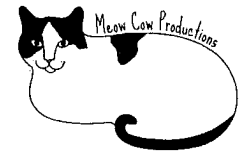
Under Southwestern Skies is a show about *The Cowgirl BBQ* in Santa Fe (and *KTAO Radio in Taos*), the characters that own and run them and musical acts that go through them. We show the nature of the communities, and learn about what makes the locations alluring through our glimpses at the people, places and intrigues that make each location noteworthy. We see (and become engaged with ) the locations as our characters move through their daily lives. As we learn about these communities (through the day-to-day activities), the viewers get an opportunity to experience Santa Fe in meaningful ways. It is through this experience that the viewers are lured to visit Santa Fe.

This is a citizen-based economic development initiative in the form of a national weekly television series set in Santa Fe and Taos

### Goals

For the OTAB Grant, Meow Cow was to create a short television presentation piece that would be sent to VPE and used as part of a pitch presentation to the network executives.

For The Cowgirl part of the presentation we were going to create a "personality profile" of the principal subjects. This is the 4-minute "Personality Profiles" piece you have.



## **Solution/Results**

Since we have been guided by a major force in television docu-series, Vinnie Potestivo, we have the “inside track” on what the networks are looking for. We’ve created a show concept based on what the networks have told us they are looking for.

Our finished piece is a four-minute “personality profile” of the cast we will be focusing on at the Cowgirl.

We spent several days shooting interviews, “b-roll” and music at the Cowgirl.

Using the OTAB Grant, we engaged the services of LOCAL film and Television professionals (Story Producer Melinda Frame of Albuquerque, Production Manager Trevor Howe of Santa Fe, Audio/Sound man Bob Witsenhausen of Ceremony Studios in Santa Fe) and several other local camera men, grips, and various other crew (as needed).

We hired David Aubrey and Lightningwood Studios for all of our Post Production work.

Meow Cow also engaged Santa Fe University of Arts and Design (SFUAD) and their internship program to find an intern with specific qualifications: Interested in (and adept at) editing, of the younger demographic, conversant in “reality TV”.

We found a terrific young woman, Sydney Latchaw, and took her on as an intern.

It is one of Meow Cow’s goals to continue with the internship/mentorship/scholarship model (the “Three-Legged Stool approach) throughout all of our productions.

***The result is the attached four-minute short promotion piece.***

This is already in the hands of our NYC representatives and will be shown to network contacts over the next several months.

Meow Cow Productions, LLC

Expenditure Breakdown

**1) MELINDA FRAME, STORY PRODUCER,**  
Production Services Rendered

<b>ck #</b>	<b>date</b>	<b>amount</b>	<b>TOTAL</b>
1009	5/26	250.00	
1014	6/5	206.21	
1020	6/13	293.76	
1028	6/26	500.00	
1029	6/26	115.00	

---

total amount	\$1364.97	\$1364.97
--------------	-----------	-----------

**2) DAVID AUBREY, LIGHTNINGWOOD STUDIOS, EDITOR**  
Editorial Services Rendered

1015	5/31	500.00
1027	6/26	1500.00

---

total amount	\$2000.00	\$2000.00
--------------	-----------	-----------

**3) CHAD MATHIS, PROMETHEUS LEGAL**  
Legal Services/Deal Memo

1024*	6/14	\$456.00	\$456.00
-------	------	----------	----------

\*refer to pdf file "check image #10240001.pdf"

**4) DAN ENGER, TALENT/TRUCK**

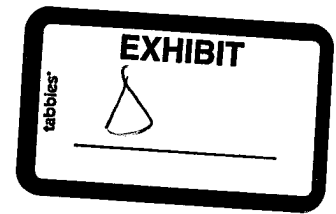
1005	5/24	\$150.00	\$150.00
------	------	----------	----------

**5) TREVOR HOWE, PRODUCTION MANAGER/GRIP**  
Grip Truck Fuel Reimbursement ONLY

1031	7/6	\$50.00	\$50.00
------	-----	---------	---------

---

<b>TOTAL REIMBURSEABLE EXPENDITURES</b>		<b>\$4,020.97</b>
---	--	-------------------



**SANTA FE MARIMBA FESTIVAL  
OTAB FINAL NARRATIVE  
JUNE 18, 2012**

**1. THESE ARE THE METHODS USED TO PROMOTE AND PUBLICIZE THE PROJECT, LOCALLY, REGIONALLY, NATIONALLY AND INTERNATIONALLY.**

The major focus of marketing regionally, nationally and internationally was the use of the internet through our website and e-mail campaigns through the College Music Society and the Percussive Arts Society (PAS). We also advertized in the newsletters and magazines of the PAS. Local advertising was through Hutton Broadcasting, SantaFe.com, KUNM, The New Mexican and The Reporter, plus flyers and posters delivered throughout Santa Fe and Albuquerque.

**2. THESE ARE THE EDUCATIONAL AND COMMUNITY OUTREACH OPPORTUNITIES PRESENTED IN CONJUNCTION WITH THE PROJECT.**

There were seven separate educational and outreach events during the Festival week, utilizing the talents of Kumusha, Jaka, Polyphony Marimba, Steve Chavez/Marimbas of the World and many artists of the Festival in various locations, including the Plaza, the Plaza Gazebo, Sena Plaza, the Museum of New Mexico Courtyard, New Mexico School for the Arts and St. Francis Auditorium.

**3. BELOW ARE THE SUCCESSES AND CHALLENGES OF THIS PROJECT?**

The challenges experienced by the Marimba Festival were typical of a first endeavor: attracting adequate funding for an unknown artistic product and organization; public awareness of the instrument and its reach in the community and the world and the organizational and technical challenges of moving these large instruments (more than 20 of them) from venue to venue for workshops, outreach events and performances in multiple venues.

The successes are listed below.

The major guest artists for the Santa Fe Marimba Festival were: Chin Cheng Lin, Taiwan; Nanae Mimura, Japan; Gordon Stout, Ithaca, New York; Ivana Billic, Croatia; Ludwig Albert, Belgium; Victor Mendoza (Santa Fe native), Valencia, Spain; Valerie Dee Naranjo (Alamosa native), New York, Kevin Bobo, Indiana University, and Pius Cheung, China/Canada.

Centered at the New Mexico School for the Arts (NMSA), the Festival began with a reception for the artists and workshop participants on Wednesday evening, June 6<sup>th</sup>. The next morning workshops began at NMSA and rehearsals commenced at St. Francis Auditorium. Thursday's concert performance, titled: *Marimba Roots – Africa to Latin America*, began with Elise Gent, Fred Simpson and D'Jeune, the African drummers and dancers from The Railyard performance Space. A performance by Valerie Naranjo playing the African Gyl from the traditions of Ghana with Dane Richeson on percussion was followed by Santa Fe's Polyphony Marimba, led by Peter Swing. Following intermission local percussionists Jeff Sussman and Dave Tolen joined Ken Morehead of Raleigh-Durham, North Carolina performing music for the Ugandan Amadinda. Continuing the

artistic progression suggested in the title, Steve Chavez of Albuquerque brought a small portion of his extensive collection of instruments and performed music from Mexico and Guatemala with fellow Duke City musician Hovey Corbin. The concert ended with a solo performance by Gordon Stout, Professor of Percussion at Ithaca University, who has championed a synthesis of Latin American marimba styles into a contemporary series of works, his *Two Mexican Dances*. At 3:00 p.m. that afternoon Steve Chavez performed his *Marimbas of the World* concert at the Gazebo on the Santa Fe Plaza.

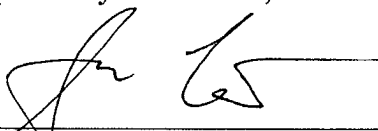
On Friday, June 8<sup>th</sup> the workshops and rehearsals continued with each of our artists providing solo workshops or combining in ways unexpected before the Festival began, to give the participants the widest range of experiences. Victor Mendoza the major guest artist for the evening concert used his workshop as an open rehearsal for himself and the Bert Dalton Trio with guest artist Dane Richeson joining on percussion. The evening concert on Friday at The Lensic was titled *World Music and Latin Jazz with Victor Mendoza* and began with Gordon Stout and Dane Richeson performing *Three Choros* by Augusto Marcellino, followed by *Croatian Folk Songs* performed by Ivana Bilic and Dane Richeson and a solo work performed by Ms .Bilic. After intermission Mr. Mendoza and the Bert Dalton Trio with Dane Richeson took to the stage for a second half of Latin jazz, which included a very special performance by Victor Mendoza's father, Antonio Mendoza. At 6:00 p.m. a concert by Dan Pauli and Jaka added to the Plaza's festive atmosphere. Starting on Friday June 1<sup>st</sup> and throughout the week there were special performances by marimba ensembles and buskers throughout the downtown area.

In addition to a full schedule of rehearsals and workshops the Festival presented a free concert at St. Francis Auditorium, with the doors open to Palace Avenue and drop-ins welcome. Valerie Naranjo and Dane Richeson again performed and they were joined in various solo and ensemble performances by James Doyle, Professor of Percussion from Adams State College in Colorado; Scott Ney, Professor of Percussion and Eric Lau, Woodwind Professor, both from UNM; Douglas Walter, Professor of Percussion from the University of Colorado and Sam Lunt, Artistic Director of the Santa Fe Marimba Festival.

The final evening concert of the Festival, held at the Lensic, consisted of contemporary works written for the Marimba, including a World Premier – *Silk Road* by marimbist and composer Chin Cheng Lin. *Silk Road* was performed by two of the Festival's artists, Chin Cheng Lin and Ludwig Albert, with Mezzo Soprano Monika Cosson, accompanied by an ensemble of Santa Fe Symphony Orchestra musicians. The concert also featured performances by Nanae Mimura, Dane Richeson, Kevin Bobo, with percussionNM and Pius Cheung, with a string quartet performing the Bach D Minor harpsichord Concerto.

\*The host hotel for the event was Garrett's Desert Inn and all of the Festival's events were hosted by or performed at locations within a few blocks of the Plaza. The Festival booked and used 52 room nights at that property. Participants in the Festival booked and used over 124 room nights through Garrett's desert Inn and other downtown properties. The Festivals events drew more than 300 tourists to Santa Fe among the 1,700 plus attendees. Our actual attendance was slightly below what we had expected.

Respectfully submitted,



---

Sam Lunt - Artistic Director, The Santa Fe Marimba Festival

**\*PRE- AND POST EVENT BUDGET**

Name of Business/Foundation	Amount	Date Awarded or Anticipated Date
Santa Fe Arts Commission	\$3,250	May, 2011
Individual instrument companies	All instruments free	Various companies/various dates

**NOTE: All expensed items must be directly related to promotion, advertising and marketing.**

<u>Categories</u>	<u>Description In-Kind</u>	<u>Projected</u>		<u>Actual</u>	
		<u>Expenses - Revenue</u>		<u>Expenses - Revenue</u>	
Newspaper		\$ 4,000	-	\$ 6,207.38	-
Magazine	1,500	\$	-	\$ 705.00	-
Poster	1,200	\$	-	\$ 353.40	-
Brochure	1,600	\$	-	\$	-
Radio	6,500	\$	-	\$ 1,005.06	-
TV	-0-	\$	-	\$	-
Creative	5,000	\$	-	\$	-
Printing		\$ 4,500	-	\$ 3,155.77	-
Postage		\$ 875	-	\$	-
Direct Mail		\$ 1,290	-	\$ 945.01	-
Production	2,500	\$ 2,500	-	\$	-
Web sites	Banner Ads	\$ 4,500	-	\$ 1,795.80	-
Other (specify)	Photographer	\$ 1,000	-	\$	-
		( Expenses)	(Ticket Sales)		
<b>TOTALS:</b>	In-Kind Total \$18,300	\$18,665	-	\$27,200	\$ 14,167.42 -

Total Hotel/Motel Rooms Filled: \_\_\_\_\_ 288 Room Nights \_\_\_\_\_ 256

(200 under contract)

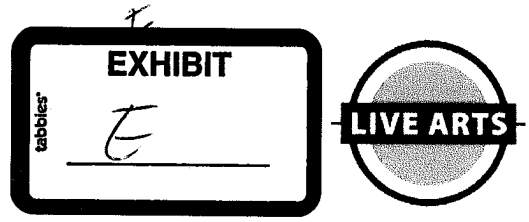
Total Revenue generated from room sales: \_\_\_\_\_ \$26,496 \$23,467

Total number of Attendees

- (tickets sold, registered guests, public) \_\_\_\_\_ 2,120 1,567

Total number of Participants

- (out-of-town vendors/volunteers working event) \_\_\_\_\_ 42 36



## 7 Point Action Plan

- 1) Establish a permanent OTAB/Nightlife subcommittee or task force (made up of performing artists, musicians, venue owners, hoteliers, city police, and a City managers rep) to monitor the health and wellbeing of Santa Fe nightlife on an ongoing basis, suggest strategies for building Santa Fe as a music, performing arts and nightlife destination; and review and recommend special music based marketing events;
- 2) Review, support and promote major annual music festivals, music marketing events, and special performing arts events (with filming/recording for syndication, television, online presentations, etc.) featuring relevant national talent (contemporary and age appropriate) and Santa Fe based bands and performing artists;
- 3) Initiate the production of a Santa Fe Nightlife video to run in the hotel rooms and online (can be SantaFe.com) updated weekly, showing the varied nightlife options available in Santa Fe; and training the local staff to direct visitors to appropriate calendars and video;
- 4) Support the production and distribution of film and video projects that feature quality local music programming (holiday events); especially those projects with national syndication potential; (possibly) support and promote the creation of an annual music CD featuring Santa Fe based music artists;
- 5) Rebuild the internal brand. It's critical to initiate and maintain a local media campaign (radio, newspaper, online) promoting the quality of Santa Fe nightlife, and arts and entertainment to locals! In a Facebook world, we don't control the brand anymore. We need to encourage Santa Fean's to speak positively about the scene here to their family and friends around the country - and to serve as local ambassadors to the music and arts scene in Santa Fe;
- 6) Initiate semi-annual customer service training seminars (with supporting materials) for service industry staff and hotel workers - to familiarize them with the entertainment options available in Santa Fe - and the proper way to suggest and promote nightlife, events and attraction options to visitors - based on the visitors interests; and to stay informed about upcoming special events;
- 7) Transportation. We need win/win solutions. We're asking OTAB and the Task Force to with the City & State Governments, hotels, casino's, restaurants and venues to establish a viable shuttle and transportation system throughout the downtown and midtown areas to reduce the negative impact of an expanding nightlife industry;

Action Item 1: A great idea from Mikey Baker : "Seems like we should make one of the primary (and stated) goals of the task Force to study other cities to ascertain the most realistic ways to move our own fair burg forward. Is the Telluride model applicable? How 'bout Boulder? How 'bout Marfa? Vegas? Atlantic City? Who's managed combine a vibrant nightlife with a low DUI rate and how have they done it? I think it's important that we provide an idea of what our methodology is going to be in suggesting strategies.

For example - "Arizona is making its first concerted effort to lure travelers younger than 40. ***It will roll out a Web site billed as an insider's guide to metro Phoenix, Flagstaff and Tucson, touting dance clubs, breweries and sports such as snowboarding and rock climbing. Beginning in March, it will spend more than \$500,000 to get the message out that Arizona is cool.***